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COVER STORY

The Corporate Image We Aspire To

Thanks to the various strategies implemented under our 2012 Medium-Term Business Plan, the MHI Group's business scale, after hovering for many years near ¥3 trillion, has now reached ¥4 trillion. Simultaneously, our profitability, long in need of expansion, has improved significantly. Today, to propel the MHI Group into its next growth phase, starting in the current fiscal year under our newly launched 2015 Medium-Term Business Plan we are pursuing a host of new strategies on the global stage.

As we proceed to implement these strategies, it is imperative for us to indicate the long-range direction we are aiming for to all our stakeholders—shareholders and investors, members of our value chain, Group employees, and others—and to garner their understanding. With that purpose in mind, in our 2015 Medium-Term Business Plan we defined our corporate aspiration in the following way: “a global group with the vision to mold an innovative and agile organization that leverages our dedication to technological advancement and engineering excellence in order to deliver solid growth amid constant changes and make a lasting difference in the communities we serve.”

Achieving our aspired corporate image involves two concrete objectives. The first objective is to attain outstanding competitive strength, a world-class level of customer satisfaction, and greater shares in our business markets; this feat can be accomplished by focusing on business areas in which we can achieve a competitive advantage through product differentiation and by incorporating a wealth of third-party expertise. Going forward, we will invest our management resources into areas where we can manifest our technological and engineering capabilities accumulated through our long history—products offering high added value, such as machinery and equipment, plants, and transportation systems. In addition, through mergers and alliances we will continuously enhance our competitive strength in terms of technological innovation and reliability, quality of lifecycle services, and cost aspects. I have complete confidence that by cultivating supreme customer satisfaction around the globe, we will succeed in securing high market shares that will enable us to realize the overriding goal of our 2015 Medium-Term Business Plan: to achieve a business scale of more than ¥5 trillion.

The second concrete objective integrated into our corporate aspiration is to garner an enhanced global reputation toward our overall corporate management. Becoming a company that will continue to be trusted by society will naturally require a significant business scale and solid financial strength, but just as necessary will be the formation of a management structure and corporate governance system responsive to changes in the business environment and adaptable to diverse needs, as well as faithful practice of our code of conduct. Also crucial will be the resolution, through our business activities, of issues that impact society, plus the creation of value unique to the MHI Group.

For more than 130 years, the MHI Group has diligently carried out the commitment defined in the first article of its business creed: “We strongly believe that the customer comes first and that we are obligated to be an innovative partner to society.” In the years ahead, we will remain devoted to this commitment, not only to sustain our own corporate growth but, more importantly, to ensure the MHI Group can continue contributing to development all around the world.



Shunichi Miyanaga

President and CEO