

Our Leaders

Utilizing Our Strength to Launch Us onto a New Growth Trajectory

Guided by its 2011 Mid-Term Business Plan, Mitsui Chemicals is endeavoring to expand its activities across five priority businesses through proactive investment, including in M&A, and to transition to a business portfolio that is more resilient to changing economic conditions. In its five world-leading businesses, the Company is looking to quickly secure a share of the rapidly growing Asia market by strategic collaboration with leading partners both in and outside Japan while further expanding its global activities.

To ensure that these endeavors are fully implemented, Mitsui Chemicals is committed to building an organizational structure that is capable of swiftly responding to management decisions and flexibly adapting to market changes. To this end, appropriate authority has been delegated to the general managers of each of the Company's six business sectors. At the same time, systems have been put in place to ensure that important customer and market information is easily accessible and shared throughout the entire Group.

Shigeru Iwabuchi

Senior Managing Director
Petrochemicals Business Sector, Basic Chemicals Business Sector, Polyurethane Business Sector, Functional Polymeric Materials Business Sector, Fabricated Products Business Sector, Functional Chemicals Business Sector, Branch Offices

Initiating a New Wave of Research and Development

As a part of the Group's efforts to optimize technological management and accelerate new product and business development, Mitsui Chemicals recently established the R&D Strategy Division. Standing at the helm of the Company's R&D activities, and taking into consideration the Company's overall corporate strategies, this Division is formulating a policy for the optimal allocation of R&D resources and selecting priority development themes that can be expected to quickly generate a steady stream of earnings. In addition, the R&D Strategy Division is charged with the responsibility of enhancing lateral communications throughout the Group. In this regard, the Division will initiate reforms aimed at promoting collaboration between and the integration of production, sales, and marketing operations while ensuring that the Group adopts a more proactive approach toward swiftly developing businesses. Moving forward, the Division will work to devise significant and important new R&D themes.

Kiichi Suzuki

Senior Managing Director
General Manager, R&D Strategy Division
New Market Development (Automotive Materials) Division,
New Materials Development Center, R&D Strategy Division
Mitsui Chemicals Singapore R&D Centre Pte Ltd.,
Research Center,
Sodegaura Safety, Environment & Administration Division

Stepping Up the Pace of Global Management

As a truly global entity, more than 40% of the Mitsui Chemicals Group's sales are derived from operations overseas. To further enhance its global presence, the Group is accelerating reforms in its business model, human resources management and communications systems, reforms that are key components of its 2011 Mid-Term Business Plan.

As it works to implement the changes needed to ensure further enhance its position on the world stage, the Mitsui Chemicals Group recognizes the critical need to carefully scrutinize the current status and future of each business and region while promoting a mechanism grounded in the process of selection and focus.

Turning to specific measures aimed at enhancing our global presence, including the transfer of head office operations for certain businesses overseas and the strengthening of research facilities, the role played by regional managing affiliates located in key areas of operations will become increasingly critical in securing concrete results.

Having clearly identified the Group's priority issues going forward, the Mitsui Chemicals Group will step up the pace of global management at regional managing affiliates in tandem with localization efforts.

Etsuo Takenouji

Board Directors
Mitsui Chemicals Asia Pacific, Mitsui Chemicals Shanghai,
Mitsui Chemicals America, Mitsui Chemicals Europe,
Affiliates Coordination Division



Implementing 5-5-5 strategies,
we will work together to become a chemicals company
boasting a global presence with a focus on Asia.