

Message from the President



For the Nippon Kayaku Group, CSR management means steadily following through on its mid-term business plan and the KAYAKU spirit in the lead up to its 100th anniversary

The Nippon Kayaku Group's corporate motto the KAYAKU spirit refers to the vision of "continuously providing society with the best products through ceaseless progress and the combined forces of our consciences." The Nippon Kayaku Group also started its three-year mid-term business plan this year called "Challenge 100A!" that runs through the end of fiscal 2015 and will guide the company to its 100th anniversary in 2016. Under this plan, each and every Group company will engage in business activities that help realize the meaning of the KAYAKU spirit in accordance with the Mid-term CSR Action Plan. This plan calls for promoting a form of CSR management that fulfills the trust of all stakeholders by passing down the company's long-standing manufacturing prowess and to that end it has set ambitious targets. In addition, we have redefined our corporate brand image this year as a "Smart Chemicals Company." This means that we will aim to continually provide smart products made from our long-standing, cutting edge chemical technologies that have unique features and are considerate of both the environment and safety.

The Nippon Kayaku Group CSR Report 2013 highlights the personification of the KAYAKU spirit in our employees and a number of initiatives being undertaken to establish important issues to address for achieving CSR management and to resolve these important issues facing the company. I ask that readers take a look at the concise printed digest version of this report as well as the more detailed information found here on this website to gain a deeper insight into our CSR activities as well as feel motivated to assist us in our efforts as we move forward.

President

