

Hitachi Group Identity

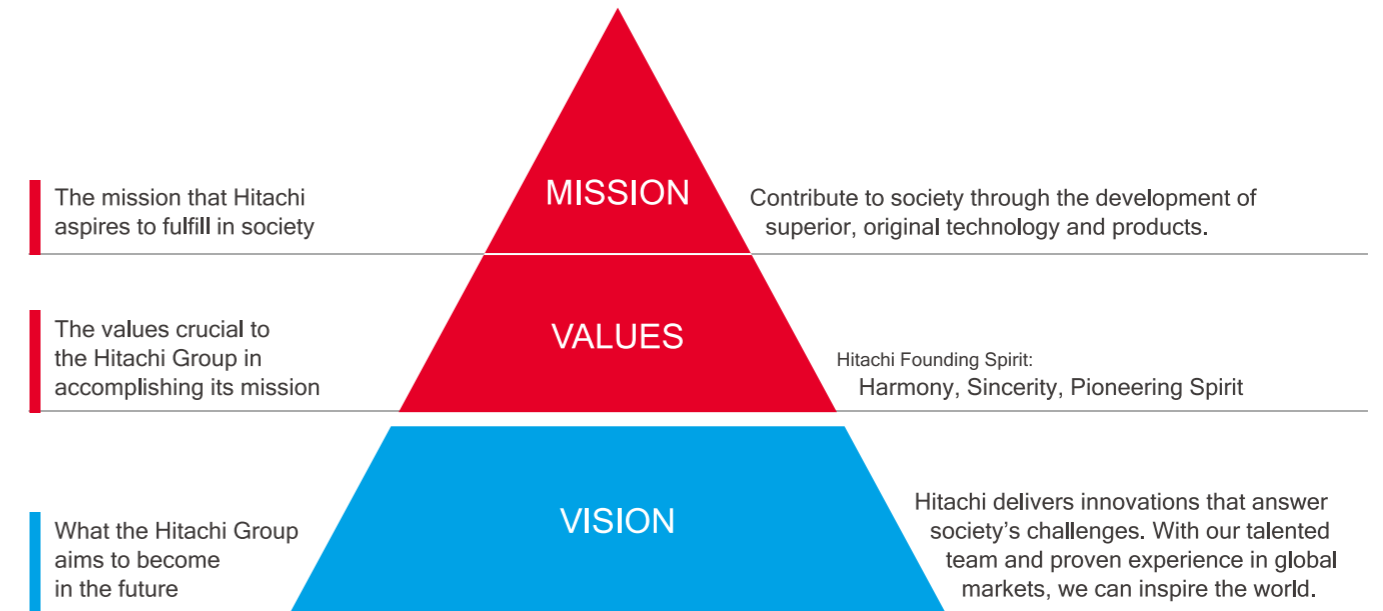
The more than century-long history of Hitachi since its founding is built atop the Mission expressed by founder Namihei Odaira— “Contribute to society through the development of superior, original technology and products.” Based on continually honing its proprietary technologies, Hitachi has sought to fulfill this Mission by providing products and services that address societal issues as they have changed over time.

Hitachi’s philosophy of contributing to society and helping efforts to address societal issues is fully aligned with the Sustainable Development Goals (SDGs) adopted by the United Nations and the Society 5.0* concept promoted by the Japanese government. Today and for the future, Hitachi aims through its wide-ranging business activities to resolve the issues of its customers and society in the quest to build a more dynamic world.

* Society 5.0 expresses a new idea of society and related efforts to achieve this, as advocated by the Japanese government. The aim is to develop the economy while addressing societal issues by deploying AI, IoT, robots and other forms of advanced science and technology to make use of various data creating an affluent, human-centered society. The name refers to the evolution of a fifth form of society, continuing from the hunter-gatherer, agrarian, industrial, and information societies.

Hitachi Group Identity

Originally set by Hitachi founder Namihei Odaira, the Mission has been carefully passed on to generations of employees and stakeholders throughout the company’s 100-year history. The Values reflect the Hitachi Founding Spirit, which was shaped by the achievements of our company predecessors as they worked hard to fulfill Hitachi’s Mission. The Vision has been created based on the Mission and Values. It is an expression of what the Hitachi Group aims to become in the future as it advances to its next stage of growth. The Mission, Values, and Vision are made to be shared in a simple concept: Hitachi Group Identity.



Hitachi Founder, Namihei Odaira



Repair shop when Hitachi was founded



The power station at the Hitachi mine (1916)

MISSION

In 1910, Hitachi was founded as a mining machinery repair shop in Ibaraki Prefecture, Japan.

At a time when Japan was relying on imported products and technology, Hitachi founder Namihei Odaira formed a team that chose to rely on a different resource— themselves. With perseverance and enduring passion, the team created, developed, and delivered original products and technologies.

The driving force behind the team was Odaira’s noble belief: “Contribute to society through the development of superior, original technology and products.” This belief was the starting point for the Hitachi Group. Today, it forms Hitachi’s Mission, which is the overarching concept of the Hitachi Group Identity.

VALUES

Hitachi Founding Spirit

Harmony

The willingness to respect the opinions of others and discuss matters in a manner that is thorough and frank, but fair and impartial, and once a conclusion has been reached, to cooperate and work together to achieve a common goal.

Sincerity

To act with a sense of ownership and honesty at all times and never pass the buck.

The spirit to meet society’s expectations and generate credibility for Hitachi.

Pioneering Spirit

To work creatively, using novel approaches to enter new areas.

To always act as a pioneer within our areas of expertise and to have the passion to pursue higher goals beyond our capabilities.