

Basic Principle

Enriched by weaving the threads of kindness,
Toward a future overflowing with smiles.

Basic Policies

1. Advancing Japan through the revitalization of local economies
2. Establishing a society where everyone can shine with hope
3. Realizing an organization for mutual growth and an abundant future
4. Establishing broader international cooperation rooted in the spirit of harmony
5. Creating branding that generates empathy and trust, and operating an organization in line with the times