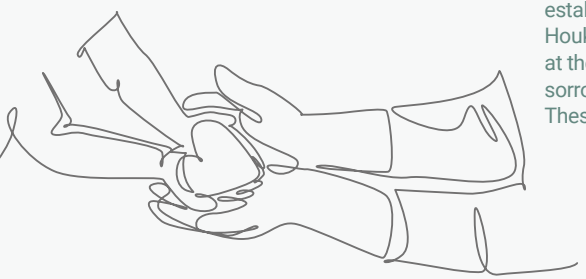
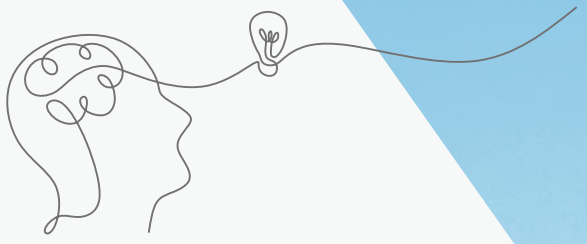
Our Values

Sincerity
and sorrow



We aimed for “a company which treats philosophy as identity” in establishment in 1992. It’s based on “Shi-Sei Soku-Datsu,” which Yamada Houkoku explained, who reformed the political system of Bichu Matsuyama at the end of the Edo Period. We can be kind to others with sincerity and sorrow. We understand others in need and make new solutions with them. These spirits are resource of our growth.

Think First
Before Saying No



It’s easy to find reasons for doing nothing. Thinking thoroughly and making efforts lead to a variety of possibility. Supporters will come up by making efforts for No to Yes. We bring up human resources in the long term who can attract people to achieve goals.

What we put importance on

Create Momentum and Seize the Right Moment

“Justice” and “Profit” are only on sites. -We continue to have field first principle thoroughly. New issues come up every day. Only people who tackle everything and understand what is needed can survive in the environment where no compromise is permitted. We bear these in mind and continue to tackle with self-reform.



Trust and respect. Sharing philosophy

A variety of know-how are needed in our Group. However, we don’t pursue M&A without philosophy. This is because cooperating as partners, respecting and understanding mutual differences, and growing up with each other are the shortcut to the achievement of our mission.