

OUR VALUE



Case 1

**Akio Inoue**

Representative Director, President and Executive Officer

**Build a company that can give shape to people's dreams and aspirations**

In January 2024, The New York Times selected Japan's Yamaguchi City as one of its "52 Places to Go in 2024." I was born and grew up in a town in Yamaguchi Prefecture surrounded by mountains and sea. The countryside has wonderful qualities that never change, and I hope to help protect its beautiful environment for many future generations. The Meiden Group has been offering products and services to customers for more than 100 years, always with the aim of making a better society. I believe that each of the dreams and aspirations of our colleagues who have come together to work under this philosophy has the power to change the future for the better. The mission of the Meiden Group is to give shape to dreams that are still formless and turn them into value that we can offer. My dream and my challenge are to build an exciting future for us and our customers.

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**Tsutomu Tanaka**

Collaborative Innovations Laboratory Project, Sustainability Management Promotion Division, Corporate Policy Planning Group, Meidensha Corporation, Meidensha

**A place where everyone can coexist and live for the benefit of others**

I believe that when we work together, regardless of ability or disability, we can find mutual understanding. Everybody has some weakness. I have a hearing impairment, but people have all kinds of weaknesses. When we have shared work, we get to know each other's weaknesses. We complement each other by doing what we can, which leads to greater results. What I hope to accomplish, with Meidensha's business as a platform, is to help create a society where everyone can live together for the benefit of others. This means, for example, making it common practice to make reasonable accommodation for individual disabilities and stop resisting the idea that we might inconvenience each other.

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Case 3

The Source of Value Creation

**My Vision/My Challenge**

The key to realizing the Vision set forth by the Meiden Group is having diverse people to put it into practice. We raise our corporate value when every employee works vigorously and feels fulfilled by it. For this section, we asked four individuals working for the Meiden Group to share their "My Challenge."

What is My Vision/My Challenge?

My Vision/My Challenge is an initiative asking employees to put into words the challenges they will take on at the Meiden Group. They are instructed to reconsider their own life vision and compare it with the company's Vision. "My Vision" is a description of what the employee wishes to achieve personally. "My Challenge" is based on the overlap between the individual's "My Vision" and the Vision of the Meiden Group. In writing their "My Challenge," employees consider what steps they can take next. The Meiden Group is a platform that encourages employees to take on that challenge and succeed at it.



**Natsumi Sato**

Kanto Area Construction Section 1, East Japan Construction Department, Construction Work Policy Planning & Administration Division 2, Plant Construction & Engineering Business Group, Meidensha Corporation, Meidensha

**Deliver plant equipment that customers trust**

If you work at a sewage treatment facility, you can see up close how our customers are working hard to maintain clean water resources and protect citizens' lives and property from water damage. What we can do for our customers is to provide equipment they can operate with peace of mind. On the job day to day, I value awareness, speed, and responsiveness. My aim is to be a field representative trusted by our clients. Also, I want to help build a comfortable work environment for everyone, regardless of gender, because the number of female engineers in the Plant Construction Division is growing.

Case 2



See "Creating Added Value through Manufacturing:Value Creation Story 2" → P.37

**Ruta Ono**

Manufacturing Section, Transformer Manufacturing Department, Power Transformer Manufacturing Unit, Power Equipment Factory Complex, Meidensha

**Enable Japan and India to understand each other and create the best quality**

I do interpreting for operations supporters from India. I take India's unique culture and religious beliefs into account, and I do not just translate the steps in each task, but also explain the reasons it is done that way. By doing this, I'm trying to respect the emotional side of both parties. Nowadays, you can easily get a smartphone to do your interpreting, but in the field, there are many things that cannot be conveyed just by replacing the words. My role is to bridge the gap so that the other party understands and is satisfied with the message. I hope to continue serving as a bridge between Japan and India and help create an environment that provides the world with a stable supply of high-quality products.

Case 4



See "Creating Added Value through Manufacturing:Value Creation Story 3" → P.60