

“Passing Important Values from People to People”

Today, all Sumitomo Group companies continue to act based on the Sumitomo business philosophy passed down through the four centuries since Sumitomo came into being. The Sumitomo Group Public Affairs Committee undertakes a wide diversity of activities in keeping with the Group Message: “Passing important values from people to people,” a maxim close in spirit with the Sumitomo business philosophy. In the current era of rapid changes, especially the major social changes wrought by the Great East Japan Earthquake and tsunami disaster of 2011, we, together with society, consider what to leave or create for the future, and act toward their realization.

Support of “A Brief Message from the Heart” Contest

“A Brief Message from the Heart” is a competition, launched in the city of Sakai in Fukui Prefecture, in which participants write short letters that succinctly express deeply heartfelt sentiments. Since 1994 Sumitomo has provided special support to this contest, which was inspired by a brief but moving message sent by a retainer of Shogun Tokugawa Ieyasu to his wife from the battlefield, urging her to

take good care of their daughter while he was away. We support this competition for two overarching reasons: because it befits the spirit imbued in our Group Message, and because it is held in the location where Sumitomo Masatomo, founder of the House of Sumitomo, was born.



Support of Intercollegiate Negotiation Competition

The Intercollegiate Negotiation Competition is an annual contest, spanning two days, in which college teams vie for supremacy in mediation and negotiation skills. Competitions are held in both Japanese and English, the latter including both written skills and oral interaction. Through support

of this program since 2002, the Sumitomo Group Public Affairs Committee supports the education in negotiation skills of university students, with the aspiration to develop truly international human resources.



Support of Speech Contests of Schools for the Visually Impaired

The Sumitomo Group Public Affairs Committee regularly supports annual speech contests for participants who attend schools for the visually impaired. The contest has a long and distinguished history tracing back to 1928, when it was launched by the “Braille Mainichi” newspaper. The aim of

this ongoing program is to “convey in one’s own words what is in one’s heart” – sentiments that overlap with the Sumitomo Group Message: “Passing Important Values from People to People.” For that reason, Sumitomo has been a special supporter of these contests since 2003.

