

Top Management Message

Corporate Motto: “Respect the Divine and Love People”

敬天愛人

Preserve the spirit to work fairly and honorably,
respecting people, our work, our company and our global community

Management Rationale:

To provide opportunities for the material and intellectual growth of all our employees, and through our joint efforts, contribute to the advancement of society and humankind.

Management Philosophy:

To coexist harmoniously with our society, our global community, and nature. Harmonious coexistence is the underlying foundation of all our business activities as we work to create a world of prosperity and peace.



Kazuo Inamori

Kazuo Inamori
Founder and Chairman Emeritus

Humankind is now faced with serious environmental problems related to the future of humanity, including global warming, food crises and water shortages. Furthermore, the financial crisis that began in the USA last year has grown into a global recession. The ensuing large-scale output declines, employment adjustments and other effects continue to spread. They are also resulting in a questioning of the state of capitalist society itself. Such problems are the outcome of humankind’s ongoing pursuit solely of economic growth, to satisfy limitless material desire. I believe we are entering an era in which we must earnestly reexamine the state of humanity.

To overcome these difficulties, it is essential we adopt the firm ethical perspective – “What is the right thing to do as a human being?”. At the same time, we need to follow the universal concept of enabling the survival of all living things. In other words, we must eliminate human egotism and build a system of coexistence (Living Together), wherein the highest priority is on harmony of society and environment.

In the Kyocera Group, the foundation of all corporate activity is “Living Together,” as set out in our Management Philosophy. The Kyocera Group is aiming for development of a society rich in harmony, with the coexistence of society, the world and nature. Thanks to the support of many people, the Kyocera Group reached the 50th anniversary of foundation in April 2009. The Living Together concept painstakingly cultivated over half a century is the starting point of corporate activities. On that basis, we will continue to evolve as a corporate group that maintains the highest regard for people and society.



M. Kawamura

Makoto Kawamura
Chairman



Tetsuo Kuba

Tetsuo Kuba
President

Since establishment of the company, the Kyocera Group has undertaken business activities based on a corporate philosophy. The Kyocera Philosophy is centered on “What is the right thing to do as a human being?” as the criteria for making decisions, and it is the mainspring of Kyocera Group management. Economic conditions are currently harsh all over the world. To confront these conditions, we are returning to the origins of our management. In aiming for further business expansion and realization of a high-profit enterprise, we are thus constantly striving to apply the Kyocera Philosophy. Based on this corporate philosophy, the Kyocera Group is continually working to build trust relationships with all stakeholders – with customers, employees, shareholders and investors, business associates, and others. Furthermore, to fulfill our role as a corporate citizen, the Kyocera Group is actively involved in diverse social contribution activities, in such areas as promotion of science, culture and sports, in international exchange, and more. At the same time, we are continually improving communications with local communities and all other stakeholders. Additionally, the Kyocera Group is committed to the development and spread of consumer products that are global-environment-friendly, such as solar photovoltaic systems. As well as continuing to provide society with useful products, the Kyocera Group is minimizing environmental impact at production bases and elsewhere by steadily implementing advanced environmental management. Kyocera Group CSR is set firmly in application of the Kyocera Philosophy. We will continue to undertake corporate activities with the goal of achieving a balance of three perspectives – economy, society and environment. We will be very pleased if this CSR Report gives you a better understanding of Kyocera Group business activities. Your ongoing support of our operations is greatly appreciated, and we welcome your opinions.