

Our desired future

Continuing to be a partner that listens to customers and meets their expectations in the provision of solutions

Global Power Solution Partner

We provide power semiconductor technologies and high-efficiency power conversion technologies aiming to establish a sustainable society. Next-generation power semiconductors from the Sansha Electric Manufacturing Group enable the efficient use of power from renewable energy sources while minimizing energy loss. Further, we adopt environmentally friendly designs for our power supplies with high conversion efficiency to reduce energy consumption. In addition to innovating technologies, we are proactively contributing to local communities and participating in environmental protection activities. In our efforts to improve people's lives, we are creating a sustainable, prosperous future through these initiatives.

Technology

We will have world-leading technologies related to power electronics, which have been our strength since our founding.

We are a company that has technology at its core. We will continue to hone our unique technologies, aiming to be a corporate group with world-leading technologies in the field of power electronics.

Global

Taking a global perspective, we will operate our business on a wholly global scale.

To date, we have operated businesses mainly in Japan. Moving forward, we will turn our attention to the world and aim to be a corporate group that solves social issues by providing technologies and services from a global perspective on a global scale.

Solution

Capitalizing on power electronics technologies, we will thoroughly identify customers' problems and resolve them.

We have been developing by solving the challenges presented to us by customers using our technologies. Moving forward, we will not only address the challenges given to us by customers but also delve deeper into their problems to evolve into their partner.

Trust

We will earn the unrivaled trust of society for our quality and sincerity.

We attach importance to sincerity and quality. Based on these two elements, we aim to be a corporate group that is trusted by society as a whole, including our customers.

Formulation of a long-term vision

In 2018, we formulated a long-term vision of the Group as a whole. In this vision, we defined our direction towards the future, beyond our short-term targets. Each individual employee is working on the development of products and services based on this vision.

Changes after the formulation of the long-term vision

The thing that changed most greatly following the formulation of the long-term vision is the awareness of employees involved in development and services. This awareness reform has taken root as a part of a new corporate culture instead of being merely a part of the business process. Regarding newly developed products and services, employees have started discussing issues from the viewpoint of the future that lies ahead of the products and services and how the products and services can contribute to the future we desire.

They have strengthened their resolve to continue to always pursue change in a far-sighted manner, without being constrained by successful experiences and past achievements. Employees think deeply about how their work will contribute to the long-term vision of the company as a whole and implement their daily operations to make this vision a reality. As a result, their motivation and creativity are high as they engage in new projects and development activities.

What we want to achieve by the 100th anniversary

We aim to further hone our power electronics technologies and develop into a corporate group that can boast of world-leading technological strengths by the 100th anniversary of our founding. We will also listen to customers and establish trust as their global power solution partner. This includes the pursuit of greater customer satisfaction and the enhancement of our ability to serve new markets and fulfill new needs.

Further, we will promote initiatives to improve energy efficiency and establish a sustainable society in our efforts to achieve growth as a company and contribute to society at the same time. To achieve this vision, we will work and innovate every day, and focus our efforts on developing and popularizing sustainable technologies with minimal environmental impact. Through these initiatives, we aim to remain proud of our company into the future.



Column



Coordinator of Corporate Planning Department

Kumi Kuranuki

Project for the formulation of the medium-term management plan

We formulated the medium-term management plan in a far-sighted manner using a backcasting approach looking toward the 100th anniversary of our founding which we will celebrate ten years from now. This has enabled us to clarify the future we desire from a long-term perspective and take specific steps to achieve it. To help establish a sustainable society, we will continue to take on new challenges while striving to deepen our power semiconductor and power conversion technologies.

