Hitachi Group Identity

The more than century-long history of Hitachi since its founding is built atop the Mission expressed by founder Namihei Odaira—“Contribute to society through the development of superior, original technology and products.” Based on continually honing its proprietary technologies, Hitachi has sought to fulfill this Mission by providing products and services that address societal issues as they have changed over time.

Hitachi’s philosophy of contributing to society and helping efforts to address societal issues is fully aligned with the Sustainable Development Goals (SDGs) adopted by the United Nations and the Society 5.0 concept promoted by the Japanese government. Today and for the future, Hitachi aims through its wide-ranging business activities to resolve the issues of its customers and society in the quest to build a more dynamic world.

MISSION

In 1910, Hitachi was founded as a mining machinery repair shop in Ibaraki Prefecture, Japan.

At a time when Japan was relying on imported products and technology, Hitachi founder Namihei Odaira formed a team that chose to rely on a different resource—themselves. With perseverance and enduring passion, the team created, developed, and delivered original products and technologies.

The driving force behind the team was Odaira’s noble belief: “Contribute to society through the development of superior, original technology and products.” This belief was the starting point for the Hitachi Group. Today, it forms Hitachi’s Mission, which is the overarching concept of the Hitachi Group Identity.

VALUES

The values crucial to the Hitachi Group in accomplishing its mission:

- Harmony: The willingness to respect the opinions of others and discuss matters in a manner that is thorough and frank, but fair and impartial, and once a conclusion has been reached, to cooperate and work together to achieve a common goal.

- Sincerity: To act with a sense of ownership and honesty at all times and never pass the buck. The spirit to meet society’s expectations and generate credibility for Hitachi.

- Pioneering Spirit: To work creatively, using novel approaches to enter new areas. To always act as a pioneer within our areas of expertise and to have the passion to pursue higher goals beyond our capabilities.

VISION

Hitachi delivers innovations that answer society’s challenges. With our talented team and proven experience in global markets, we can inspire the world.

Hitachi Founder, Namihei Odaira

Repair shop when Hitachi was founded

The power station at the Hitachi mine (1916)

* Society 5.0 expresses a new idea of society and related efforts to achieve this, as advocated by the Japanese government. The aim is to develop the economy while addressing societal issues by deploying AI, IoT, robots and other forms of advanced science and technology to make use of various data creating an affluent, human-centered society. The name refers to the evolution of a fifth form of society, continuing from the hunter-gatherer, agrarian, industrial, and information societies.