

Overview of Our Long-Term Vision and the “PROUD 2020” Medium-Term Management Plan

The Kuraray Group’s Mission

We are committed to developing new fields of business using pioneering technology that improves and enhances the quality of life throughout the world.
 – For people and the planet—to achieve what no one else can –

“Kuraray Vision 2026” Long-Term Vision

Vision for Kuraray

Specialty Chemical Company growing sustainably by incorporating new foundational platforms into its own technologies



Pursue competitive superiority

Increase existing businesses’ competitive edge

Expand new business fields

Strengthen our business portfolio while expanding the scope of operations

Enhance comprehensive strength of the Kuraray Group

Establish global business foundations to ensure the realization of the vision

Medium-Term Management Plan “PROUD 2020”

Pursue competitive superiority

- Develop high-value-added products and applications based on customer needs
- Create more demand in emerging countries
- Achieve innovation of production and operational processes through use of the IoT

Medium-Term Management Plan “PROUD 2020”

Making Kuraray a Company That People Can Take Pride In

Expand new business fields

- Create new businesses by improving on Kuraray’s own technologies and incorporating external ones
- Capture new business areas by M&A and alliance
- Establish a new business model bundling technology and services

Enhance comprehensive strength of the Kuraray Group

- Establish global business foundations
- Create a workplace in which employees find their job rewarding
- Cultivate a strong culture of unity within the Kuraray Group

Contribute to the environment

- Provide products contributing to environmental protection
- Put in place a production process with a low environmental footprint
- Provide products that help enhance quality of life (QOL)

