

January 5, 2017
Masanori Ikeda
President
NIPPON SHOKUBAI CO., LTD

New Year's Message to the Employees

In this fiscal year, Nippon Shokubai group is facing a severe business environment due to lower sales prices caused by further reduced raw materials prices and intensifying competition in the markets of our main products.

The second half of the current long-term business plan (FY2017-2020) will start in this April. During this term, as well as trying to increase profitability of existing products, all of us in Nippon Shokubai group have to involve in cultivating new business and products for 2020 and thereafter.

By everyone thinking and acting for him- or herself with a sense of urgency, let's do our best so that Nippon Shokubai and its group companies can become "companies which everybody can be proud of". Then, let's work together on making them "Reborn Nippon Shokubai".

Contact

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