



Our Leaders' Purposes

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To make positive contributions to move society forward for generations to come.

Thoughts behind my Purpose

So, much like my own journey, my Purpose has evolved over time. When I began at Mitsubishi Electric, it was narrow, it was to focus on supporting my family. My wife and my children.

But over time I realized I was part of a much bigger family at Mitsubishi Electric. The family of employees that I worked with day in and day out. And they too had their own purpose. They did their very best every day. To try and help us meet our mission and our goals.

But over time, even that was not enough.

The Sustainable Development Goals, otherwise known as the SDGs, came out and shined a light on the challenges we face as a planet.

How lucky am I to be working at Mitsubishi Electric today, that has technologies and solutions that can positively impact many areas of the SDGs.

A personal passion of mine is certainly climate change.

I know, coming to work every day, through our technologies and solutions, we can have an impact to decarbonize the planet. So that's why I'm excited to get up and go to work every day.

I appreciate the opportunity to share with you my Purpose today.

Thank you very much.

Please refer to here for more details.

