

The Shinko Way

The Shinko Way embodies the philosophy of the Shinko Group, our reason for existence, values and the principles that we follow in our daily activities. The Shinko Group continuously increase corporate value through practice of the Shinko Way, together with our consistent functioning as a corporate group.

Through the provision of products and services to customers and society, we help to enrich the lives of people all over the world, and by practicing the Shinko Way, we aim to fulfill our social responsibility as a company and contribute to the development of society.

Corporate Vision

Technology Leadership

Our company has adopted technological development as one of the most important guidelines of its management since its foundation. It aims to make great strides with the development and the accumulation of new technologies as its driving force.

The Art of Manufacturing

We aim to be the most excellent manufacturing company in the world by concentrating our wisdom and ideas towards the manufacturing site where profits are generated for the enterprise.

Long Term Vision

We aim for unlimited progress, while retaining enthusiasm for sustained creation and development in the field of electronics, which is advancing at a very quick pace.

Global Outlook

We promote business by meeting globally diversifying needs, while bearing in mind coexistence and co-prosperity in the international society as an international corporation.

Responsibility to Individual

Society and enterprises are comprised of groups of people that cannot coexist without good human relations. We will promote business through management plans based on a people-friendly approach.

Founder's Philosophy

Economizing

Innovation by manufacturing site

“Dreams in one hand, and a *soroban* in the other.”

Responsibility to Individual

Corporate Values

What we strive for

Society and Environment

In all our actions, we protect the environment and contribute to society.

Profit and Growth

We strive to meet the expectations of customers, employees and shareholders.

Shareholders and Investors

We seek to continuously increase our corporate value.

Global Perspective

We think and act from a global perspective.

Employees

We respect diversity and support individual growth.

Customers

We seek to be their valued and trusted partner.

What we value

Business Partners

We build mutually beneficial relationships.

Technology

We seek to create new value through innovation.

Quality

We enhance the reputation of our customers and the reliability of social infrastructure.

Principles

Global Citizenship

We act as good global citizens, attuned to the needs of society and the environment.

Customer-Centric Perspective

We think from the customer's perspective and act with sincerity.

Firsthand Understanding

We act based on a firsthand understanding of the actual situation.

Spirit of Challenge

We strive to achieve our highest goals.

Speed and Agility

We act flexibly and promptly to achieve our objectives.

Teamwork

We share common objectives across organizations, work as a team and act as responsible members of the team.

Code of Conduct

We respect human rights.

We protect and respect intellectual property.

We comply with all laws and regulations.

We maintain confidentiality.

We act with fairness in our business dealings.

We do not use our position in our organization for personal gain.