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Mitsui Chemicals, Inc.

Mitsui Chemicals Renames R&D Center, “Sodegaura Center”

Mitsui Chemicals, Inc. (Tokyo: 4183; President & CEO: HASHIMOTO Osamu) today announced that it has decided to rename one of its R&D Centers. Mitsui Chemicals’ Sodegaura Center will be known as VISION HUB™ SODEGAURA from April 2024.



VISION HUB™
SODEGAURA

The mission of the company’s R&D strategy is to generate innovation that will serve as the driving force for shaping the future of Mitsui Chemicals, with a view to achieving the VISION 2030 Long-Term Business Plan. With this ambition in mind, the change of name described below is motivated by the desire to more clearly signpost both internally and externally that the Sodegaura facility is Mitsui Chemicals’ central hub for innovation.

1. New name: VISION HUB™ SODEGAURA
2. Inspiration for the name and logo:

The name expresses the intention for the facility to demonstrate vision in looking toward the future as it promotes innovation and creates solutions in its capacity as a central R&D site for the company. The V in the logo has been designed as a symbol that represents the future, strength, dramatic advances and growth.

The term “hub” calls to mind a place where diverse things congregate and also represents the facility’s role at the heart of Mitsui Chemicals’ R&D.

*Reference: History of the Sodegaura facility’s name

The Sodegaura Center has its origins in the New Technology Development Center launched in October 1987, which was renamed the Sodegaura R&D Center in June 1993. The facility’s name was then changed to the Sodegaura Center at the time of the October 1997 merger that created Mitsui Chemicals.

<Inquiries regarding news release>

Mitsui Chemicals, Inc. Corporate Communications Division

Inquiry Form : https://form.mitsuichemicals.com/corporate/cc_pr_csr_en