
Preface

Contributing to the Creation of New Social Value Through Our Energy and Environment Businesses



My name is Shiro Kondo, and I have served as President and COO since April, 2022. I am pleased to extend my greetings on the occasion of the publication of Fuji Electric Review, Vol. 68 No. 2.

Since our company was established in 1923, Fuji Electric has pursued innovation in energy and environment technology, and has contributed widely to the world in the fields of industry and social infrastructure.

The international community is currently undergoing a major shift toward the development of the Sustainable Development Goals (SDGs) and the realization of a decarbonized society. Our corporate philosophy is for us to “contribute to prosperity,” “encourage creativity,” and “seek harmony with the environment,” and our management policies are centered on the notion of contributing to society through our energy and environment businesses. This aligns precisely with the concept behind the SDGs, which is to integrate economic, social, and environmental improvement. Moreover, as the issue of energy security to maintain a stable energy supply has entered the spotlight as of late, we believe that it will become even more important to address and contribute to solutions for environmental and social issues throughout the supply chain.

In particular, the realization of a decarbonized society is an area where our strengths in the energy and environment businesses can be used. This era is seeing the mainstreaming of clean energy at the supply side, the spread of distributed power sources, and the utility customer side taking responsibility for energy saving, electrification, and even supply, and it will be necessary to optimize the supply-demand balance for a variety of energy sources. As we thoroughly refine power electronics and power

semiconductors as our core technologies, we will provide total solutions to our customers in various industrial fields by integrating digital technology into these core technologies, making the most of all technology—both real and cyber, analog and digital.

Under the five-year Medium-Term Management Plan “Reiwa Prosperity 2023,” which ends in FY2023, the 100th anniversary of the establishment of our company, we are making a concerted effort to achieve sales of 1 trillion yen and an operating margin of 8% or more, with the power electronics and power semiconductor businesses as growth drivers, based on the basic policy of establishing a foundation as a company with sustainable growth.

We believe that the most important thing is to enhance our adaptability to change, based on the understanding that various changes and unpredictable events will occur as new social trends emerge. We will not only focus more on R&D to meet market needs, but also improve productivity by promoting DX (digital transformation) in R&D and manufacturing within the company, and take on the challenge of creating new social value in the energy and environment businesses.

We will put into practice our slogan “to be enthusiastic, ambitious and sensitive” in all aspects of our business activities, and contribute to the creation of a responsible and sustainable society through our energy and environment businesses, with a corporate culture that respects diverse personalities and teamwork.

As Fuji Electric takes on these challenges, I would like to thank all of our stakeholders for their continued support and understanding.

KONDO, Shiro
President and COO

A stylized, handwritten signature in black ink that reads “Shiro Kondo”.



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