

Marubeni selected as a Nadeshiko Brand 2017 enterprise

Marubeni Corporation ("Marubeni") has been selected as a Nadeshiko Brand 2017 enterprise by the Japanese Ministry of Economy, Trade and Industry (METI) and the Tokyo Stock Exchange (TSE) for excellence in promoting women's empowerment. Marubeni was also honored and selected as a Nadeshiko Brand in 2015.



Marubeni aims to create a "stronger Marubeni Group in which a diverse range of individuals can play an active role." In its mid-term management plan (2016-2018) Marubeni continues to promote diversity within the Group, and recruit and position diverse human resources as one of its key human resource strategies.

In its first step towards enhancing diversity management, Marubeni began promoting a greater number of opportunities for women in managerial staff positions. In 2014, Marubeni started the BENInnovation Program for the development and advancement of women in managerial staff positions. This program focuses on junior female employees and their immediate managers.

Furthermore, Marubeni advances "work-life management" to realize a workplace in which each and every employee can feel rewarded and to create an organization of strong and high-performance individuals with various lifestyles and careers.

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Outline of the Nadeshiko Brands

The Nadeshiko Brand is an initiative that METI and the TSE jointly inaugurated for the purpose of selecting and publicizing enterprises that encourage women's success in the workplace since 2012. METI and the TSE screened enterprises from the entire sections of the listed enterprises, after scoring them based on two factors: "conducting career support for women" and "supporting women in balancing work and family". In addition, enterprises will be firstly selected according to the scoring criteria for measuring the empowerment of women and then be screened based on candidate enterprises' financial indices or return on equity (ROE), before determining successful enterprises.

In this year, Marubeni was among 47 companies selected.