

Message from the President

Optimizing "SYO"ism Technologies to Create an Enriching "Time" Society



The epoch-making year of 2015 established global frameworks to solve social and environmental problems such as the adoption of the Paris Agreement at the United Nations Framework Convention on Climate Change (COP21)" and the UN's Sustainable Development Goals (SDGs). In order to achieve these objectives, involvement and efforts at the company level are essential in addition to national level action.

Therefore, each company is also required to respond appropriately to issues concerning the environment, human rights, labor, etc. through the entire supply chain as well as activities inside the company. The roles and responsibilities that must be performed by the companies are becoming significantly greater than ever. SII hopes to contribute to realizing a sustainable society in partnership with our suppliers by helping to address the key issues through our business activities.

SII has been creating environmentally friendly products especially since our introduction of the "SII Green Product Label System" in 2001. The technologies of "SYO"ism*, rooted in our watchmaking technologies, are harnessed to provide these products.

SII has long pursued miniaturization and reduction of energy consumption in each and every part we make for our watches. Furthermore, we have developed reliable production technologies in order to offer precise watches with ever-higher quality and accuracy. These precise small-size packaging technologies and low-power-consumption technologies are SII's big advantages. Thus, we believe that we can play an important role in finding solutions to issues such as global warming and resource problems.

To grow as a company that contributes to the creation of a sustainable society, not only the managers and executives but also each staff member needs to renew their way of thinking. To all SII members, I would say, "Do not hesitate to change. Enjoy and please accept each challenge with enthusiasm." Moreover, "Hold oneself in high esteem as a member of the Team SII and help each other." These main concepts and our passion will lead the fundamental driving force of our organization and accomplish the transformation of our company.

Established as a manufacturer of watches, SII is committed to improving its business as it engages in "Time", keeping in mind our slogan: "Creating Time - Optimizing Time - Enriching Time." Through "Time", we contribute to society, keep moving forward to achieve the title of "Enriching Time" for all stakeholders, and proceed toward the realization of an ambitious company with SII's employees.

*Note-"SYO"ism signifies three keys of our technological philosophies: "Craftmanship", "Miniaturization", "Efficiency."

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