

Message from the Chairman



Pursuing the Potential of Trees to Achieve Sustainable Growth

Since its founding, the Sumitomo Forestry Group has relentlessly pursued the potential of trees and sought to multiply their value, keeping in step with the times and changing social needs. Today, our fields encompass all types of housing-related businesses. We operate not only in Japan but across the Pacific Rim and the rest of the world.

The roots of our businesses go back to 1691 and the management of the forests surrounding the Besshi Copper Mine. Over the more than three centuries since, the Group has expanded beyond the forestry business, into the Timber and Building Materials Business, the Housing Business and the Overseas Business. Today, the Group continues expanding its business fields. All these businesses are supported by our corporate philosophy backed by Sumitomo Spirit, “We conduct business that is beneficial to society based on the principles of integrity and sound management.”

In recent years, global warming and other environmental and energy policy issues are becoming more pronounced around the world. In light of this, our corporate social responsibility centers on giving back to society and improving the global environment through our business operations. Indeed, our continued growth also hinges on this.

I believe it is our mission to reinforce business that makes effective use of forest resources and to promote a sustainable business model while meeting the needs of the modern world.

Trees are an incomparable natural material. They can be renewed with planting. They possess superior strength, durability and heat insulating properties while providing comfort and safety in people’s daily lives. They absorb carbon dioxide from the atmosphere and fix it as carbon. They preserve biodiversity, support water resources, prevent landslides, provide alternative energy sources as biomass fuel and fulfill other beneficial roles. Moreover, construction firms are making greater use of wood recently in mid- and high-rise buildings, especially in Europe. People are once again appreciating the value of trees as a material, and their range of applications continues to expand.

Going forward, we predict demand for wood will rise as applications multiply and economic growth continues in emerging countries. We are expanding globally to meet this rising demand, adapting our business model to local markets and cultures. As we continue to expand our businesses, we will remain committed to implementing our corporate philosophy, which states, “The Sumitomo Forestry Group utilizes timber as a renewable, healthy, and environmentally friendly natural resource, and contributes to a prosperous society through all types of housing-related services.” We thereby seek to develop businesses supported by stakeholders and communities around the world.



Ryu Yano
Chairman and Representative Director