



Chemistry and the KAITEKI

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Chemistry is a very difficult thing to describe to those for whom it is not their bread and butter or their field of expertise. It is in fact difficult to grasp chemistry in a single statement, since it exists in every corner of the natural world and relates to the formation of everything. Moreover, in contrast with machines or physical phenomena in which some things integrally interact with others, chemical phenomena involve atoms and molecules individually reacting or not reacting in their own environments, making it extremely difficult to depict clear images for the layperson. In the end, ordinary people do not understand a thing about what chemical companies even do.

Automotive companies and Breweries companies are, as the names indicate, companies that make automobiles and beer, but with chemical companies this would mean they are “companies that make things through chemical reactions,” so it is not clear by the name alone what they are making. Furthermore, in the case of chemical companies, the situation is bad because even at companies that are substantially involved in chemical manufacture and have expertise in it, it could be that in the worst case the employees themselves do not even know what they are making.

Consequently, a job of mine as a CEO of a chemical company is to make people clearly understand what we make. When asked what kind of company they work at, all employees must be able to answer immediately and with pride, “My company makes ☆☆☆,” with the questioner fully satisfied with the answer instantly. (It is problematic of an employee says, “I myself make ◎◎ acid, but I don’t know what the company as a whole makes,” and the ques-

tioner should not be prone to ask, “What is ◎◎ acid? And what on earth is it used for?”)

It took me little time to realize my special duty as the CEO of a chemical company. However, it did take me a little while to find the right way to say, “My company makes ☆☆☆.” After floundering and some difficulty, it was a while after I became CEO that I first could say, “My company ...”

The answer is The KAITEKI (so called “comfort”): the ability for humankind to live eternally in this world in a comfortable fashion. The KAITEKI means not the normal comfort people feel in their everyday lives, but the state where all of society, including future generations, enjoy a better standard of living than the ordinary level. That was set as my company’s product. Of course, we actually contribute to the realization of this product through chemistry, but I was able to clarify this as the objective and goal of our corporate activities.

Our employees have recently started saying, “We strive for The KAITEKI.” I am happy about that, but my work is only half done. There are still many people out there who ask what The KAITEKI really means. My work will not be finished until I can get them to understand that The KAITEKI is not such-and-such acid or so-and-so salt.

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