

## Hassojitz – Sojitz's newest catchphrase



# ***Hassojitz***

In 2004, Sojitz first announced its Group slogan “New way, New value.” Since its founding, Sojitz has continued to deliver new and unconventional ideas to generate new value as a general trading company. The “Hassojitz” ad campaign was launched in 2018 with the company’s catchphrase as a portmanteau of the words *hasso* (imagination), *jitsugen* (realization), and *Sojitz*.

Later in 2019, the Hassojitz Project got its start as an in-house contest for new business creation. The objective of the project is to inspire discussion about what further growth might mean for Sojitz and to encourage visionary and strategic thinking at the company. Sojitz management and external experts serve on a judging panel to select business proposals that will then be explored for commercialization over the course of several months. Sojitz backs promising business ideas through investment and provides support establishing independent startups. Sojitz will build new businesses that are more than an extension of existing businesses, and the company will continue to take on initiatives with entrepreneurial spirit like its predecessor companies to pursue further growth. In 2020, Sojitz formed a capital and business alliance with ASF Co., Ltd. as part of first investment project to be realized under the Hassojitz Project.