

The NEC Group's Vision of Social Value Creation

In 2014, NEC devised seven themes for "social value creation" based on six "megatrends" that the company identified by taking a wide range of perspectives into consideration, including the environment, society, industry and daily lifestyles. In relation to this, NEC aims to provide for a more fulfilled society and a brighter future through services that promote safety, security, efficiency and equality. This is in addition to creating innovative value together with customers and stakeholders, while maximizing the company's real-time, dynamic, remote and secure capabilities backed by its information and communications technologies (ICT) and integration skill.



One to Many

Addressing fundamental issues for our customers and society

To contribute to the resolution of social issues across global markets, NEC must create society-wide value and embed a "One to Many" business model in its corporate culture. NEC is committed to expeditiously providing ever greater value to its customers and society by capitalizing on its ICT assets and wealth of experience to thoroughly fulfill customers' wants and needs and meet society's expectations.