

Message from the CEO



Takeo Higuchi

Toward a Brighter Future for Japanese Society

— Our Commitment to “Endless Heart” —

Daiwa House Industry marked the 50th anniversary of its foundation in April 2005. As one of the leading housing companies in Japan, we have constructed approximately 1.16 million houses, accompanying the development of Japanese society, while expanding into broad areas such as commercial facility construction, resort hotels, home centers, and distribution. Today, we are a multi-business enterprise that enriches people's lifestyles.

Japanese society is facing a rapid transformation to an “aging society,” characterized by an increasing average lifespan and a declining birthrate. The social and economic environments have also been changing markedly from the days of material shortages to an age of quality characterized by the pursuit of wealth through an economy of fulfillment. Employment patterns are more fluid, departing from the traditional lifelong employment system.

In this environment, we have identified ourselves as a Group that co-creates value for individuals, communities and lifestyles, and have established our New Group symbol, the “Endless Heart,” and a Management Vision of “Connecting Hearts” to continue creating new value with our stakeholders in the society for the future, while constantly examining ourselves objectively.

Placing “Endless Heart” at the center of our management, we will endeavor to create new value through a concerted effort as a Group under this symbol. In doing so, we hope to help build a Japanese society in which everyone can enjoy more enriched lives.

To become a corporate group with the No.1 brand image in Japan — the first group brand that connects people's hearts — this is our commitment, symbolized in “Endless Heart.”

Daiwa House Group
— that works to co-create value for individuals,
communities and people's lifestyles

