

Setting SDGs as a compass, we take the path toward the realization of the “Global Major Brand Kubota.”



Since its foundation in 1890, Kubota has delivered a variety of products that contribute to people’s lives and society, including iron water pipes for the development of modern waterworks, and agricultural machinery to increase food production and save labor. Today, the world faces many challenges in the areas of food, water and the environment, which are indispensable for human beings. The Kubota Group believes that its mission is to comprehensively solve the problems of food, water and the environment through its superior products, technologies and services, thereby continuing to support the future of the earth and humanity.

Now, the Kubota Group aims at realizing the “Global Major Brand (hereafter, ‘GMB’) Kubota.” It means not simply becoming a top company in terms of sales or profits, but becoming a “company (brand) that can make the greatest social contribution as a result of being trusted by the largest number of customers.”

In 2015, the United Nations adopted 17 sustainable development goals, or SDGs, including “ZERO HUNGER” and “CLEAN WATER AND SANITATION,” as a set of common goals for the international community. We see that the direction aimed at by the SDGs is the same direction that the GMB Kubota should aim at, as a company contributing to the world in the areas of food, water and the environment under the brand statement “For Earth, For Life.”

Besides promoting our current businesses, we will acquire new business opportunities through initiatives to achieving the SDGs, thereby improving our CSR management. This will surely contribute to the realization of the GMB Kubota.

The Kubota Group will continue to make united efforts across countries, regions, and departments to become a company trusted by customers and society.

We sincerely request your continuous support.

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