Based on our philosophy of “Trustworthiness and Creativity,” we continue to provide products and services that make people happy.
Our Philosophy

Trustworthiness and Creativity

Our corporate philosophy is “Trustworthiness and Creativity.”
These are simple words, but they are not easily put into practice.
These important words represent unchanging principles to which we will always be dedicated.

Our Vision

Unlock the future with the power of light

Unleashing the limitless possibilities of light.
Striving to brighten the human experience.
Focused, with purpose, on a better future for all.

THIS IS THE ESSENCE OF NIKON.

Our Qualities of Mind

Curiosity
We show our passion for progress through a wide range of interests to cultivate fresh ideas.

Acceptance
We warmly embrace diverse ideas and delight in differences among people and cultures.

Inspirational Power
We share our ideas with infectious enthusiasm to effect positive change in the world.
Nikon’s Value Creation Process (Sustainability Strategy)

Nikon strives to be a “Leading Company in Precision and Optics” by utilizing its core competence and assets cultivated to date and continues to pursue innovation. We thereby hope to achieve ongoing business growth and contributions to society in order to realize sustainable improvements in both enterprise value and social value.
Contributing to Society through Business Activities

A Leading Company in Precision and Optics

Contribute to an affluent and fulfilling society by driving innovation in various industries with products and services utilizing opto-electronics and precision technologies

Corporate Philosophy

Trustworthiness and Creativity

Continue to provide products and services that make people happy

Stakeholder Engagement

Products and Services

Outcome

Goal

Innovating Monodzukuri (Manufacturing) Processes

Making a Better Society through Imaging and Sensing Technologies

Contributing to People’s Health and QOL (Quality of Life)