## Overview

# BUSINESS OUTLINE

JSR Group aims to create new value through materials and to help in solving social problems.

1960s
-------



#### PRODUCTION OF SYNTHETIC RUBBER IN JAPAN

#### Social Priorities

Petrochemicals played a vital role as industrial raw materials during Japan's postwar recovery and reconstruction phase. There was an urgent need to establish synthetic rubber manufacturing in Japan because reliance on imports left Japan vulnerable to a tight supply-demand environment.

### CHANGES IN THE INDUSTRIAL STRUCTURE

Electronic materials were vital to the emergence of the new computer industry and products such as electronically controlled appliances with embedded microchips, and digital communications devices.

#### SOCIAL PRIORITIES FOR THE FUTURE

2000s

Awareness of environmental problems is reflected in the need to create environmentally responsible living. Another major social priority in Japan, which is at the head of the pack in the global trend toward super-aging societies, is the development of medical services.

