

1920
Depression following World War I

1923
Great Kanto Earthquake

1929
The Great Depression

1939
World War II

1971
Nixon shock

1973
First oil shock

1979
Second oil shock

Early 1990s
Collapse of Japan's economic bubble

1997
Asian financial crisis

2007
Global financial crisis

2011
Great East Japan Earthquake

Overcoming Numerous Turbulent Seas as a Merchant

Over a history of more than 160 years since its

founding, ITOCHU has faced various social

upheavals and serious economic downturns.

There was even the “period of hardship” when our

raison d'être was questioned due to changes in the

social structure.

On countless occasions, we overcame turbulent

seas as we continued to hone ourselves. Our driving

force has been our ability as a merchant to sniff out

change and respond with flexibility and swiftness to

changes in the business structure: “proactive, agile,

and rational” management.