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Mitsui Chemicals, Inc.

Mitsui Chemicals to Establish Creation Palette YAE™, a Co-Creation Space

Mitsui Chemicals, Inc. (Tokyo: 4183; President & CEO: HASHIMOTO Osamu) today announced that it will be setting up Creation Palette YAE™, a space where all sorts of people from both Mitsui Chemicals and elsewhere can meet, interact, and create new ideas together. Located at Mitsui Chemicals' Tokyo Midtown Yaesu head office, the space is intended to bolster the company's ability to offer solutions through co-creation with customers and is slated to open in October 2024.



Renders of Creation Palette YAE™

Mitsui Chemicals is pursuing business model transformation as part of its VISION 2030 Long-Term Business Plan, with an eye toward switching from its traditional materials supply businesses to businesses based on a social issues perspective. The establishment of Creation Palette YAE™ as a co-creation space comes as part of the company's broader efforts for this initiative, promising facilities and programs that allow the company to both present and give hands-on experiences with a wide range of Mitsui Chemicals Group assets at the one location. Creation Palette YAE™ will look to capitalize on its prime location – directly connected to Tokyo Station, a gateway to Japan – to become a powerful channel that connects the Mitsui Chemicals Group with broader society.

Following the establishment of Creation Palette YAE™ at Mitsui Chemicals' Yaesu headquarters, the company intends to set up additional co-creation spaces under the Creation Palette™ umbrella. These will be located within several company R&D sites: the Sodegaura Center, the Creative Integration Lab.™ in Nagoya and the Mobility Development Center in Niigata.

At Creation Palette YAE™, Mitsui Chemicals intends to not only convey the appeal of Mitsui Chemicals in an easy-to-understand manner to people from outside the company – as well as build and bolster partnerships with those people – but also cultivate a deeper understanding of the Mitsui Chemicals Group within Group employees themselves and proactively encourage cross-departmental communication. The Mitsui Chemicals Group hopes that diverse communication at Creation Palette YAE™ will provide the group with a united front for getting a grasp on social needs and creating solutions for those needs, thereby becoming a truly global specialty company.

Through Creation Palette YAE™, the Mitsui Chemicals Group will take chance to visitors to get the experience of a full array of Group's assets. This will bring the Group into even closer contact with broader society, giving rise to communication and understanding that can then be swiftly tied into business outcomes as a form of co-creation.

Overview of Creation Palette YAE™

Name	Creation Palette YAE™
Location	13th Floor, Tokyo Midtown Yaesu, Yaesu Central Tower, 2-2-1 Yaesu, Chuo-ku, Tokyo
Size	1,292 m ²
Opening date	October 2024 (tentative)

<Inquiries regarding news release>

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Inquiry Form : https://form.mitsuichemicals.com/corporate/cc_pr_csr_en