The Beginning of a New Journey

A long time ago, several million years ago, in fact, one of our ancestors slowly rose up and began walking upright on two legs. Before long our direct ancestor, Homo sapiens (the modern human), was born in Africa. Humans then left African soil to set out on a harsh yet glorious journey— in quest of a new frontier for their survival.

Human evolution is nothing more than following the trajectory of that journey.

And now, in the 21st century, we have begun to realize that the core state of things is not so very different from when we first set out on our quest.

That is to say that the very survival of humans is now at stake, and we must undertake a journey to ensure our survival...

The memories of evolution are deeply engraved in humanity.

To live is to feel the light and the wind, to breathe, and to take food and water into our bodies to sustain life.

However, our global environment stands on the verge of crisis, and all over the world food and water shortages are worsening at an accelerated pace.

Food, water, and the environment—

Only when we find solutions to the problems associated with these irreplaceable necessities, can we begin to pave the path toward human survival and open up a new frontier.

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In the wake of the Great East Japan Earthquake

We at Kubota would like to express our most heartfelt condolences to the victims of the Great East Japan Earthquake, which struck in the afternoon of March 31, 2011. We sincerely wish for the earliest possible recovery of the affected areas.

Faced with this unprecedented catastrophe, everyone at Kubota has renewed their determination that it is our mission as a responsible corporate citizen to make continued efforts to minimize the damage from natural disasters by tapping into all of the wisdom that we have.

One of the featured articles in this issue of GLOBAL INDEX tells the story of how we developed the earthquake-resistant pipes that underpin our living environment, effectively representing the fruit of our most assiduous efforts to ensure the earthquake resistance in water pipes, one of the most essential utilities of our social livelihood.

InAs in the case of our earthquake-resistant pipes, we at Kubota will remain committed to the creation of a living environment that will protect human lives and lifestyles and the development of social infrastructures.

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Cover photo: Mekong River, Vietnam