

Corporate Philosophy

We aim to ensure constant supplies of energy to contribute to the sustainable development of Japan and the rest of the world.

- >> Sincerity and pride underlie all our corporate activities.
- >> We build community trust by harmonizing our operations with the environment.
- >> Profits are a growth source, and we share the benefits with society.
- >> We continuously refine our knowledge and technologies to be a leader in these areas.
- >> We meet the challenges of tomorrow by harnessing our unique skills and enthusiasm.

J-POWER's Profile

J-POWER (Electric Power Development Co., Ltd.) was established in 1952 through a government initiative to increase the supply of electricity in Japan. Over the half a century since then, J-POWER, as a wholesale power company, has provided an inexpensive and stable supply of electricity to Japan's 10 major electric power companies (EPCOs). At the same time, J-POWER has contributed to the development of the Japanese economy and the improvement of the quality of life in Japan by constructing and operating a nationwide network of transmission trunk lines for EPCOs. In October 2004, J-POWER achieved complete privatization and was listed on the First Section of the Tokyo Stock Exchange.

At the time of its foundation, J-POWER began to develop large-scale hydroelectric power generation, followed by pumped-storage power generation to address sharply growing peak demand for electricity during the summer, and built additional extra-high-voltage power transmission lines. After the oil crises in the 1970s, J-POWER began to aggressively develop thermal power generation that uses imported coal in a bid to diversify into different energy sources. In this way, J-POWER has expanded the power generation business in tune with the needs of the time.

Since 1960, J-POWER has provided electric power-related consulting services in over 60 countries, including surveys, undertaken design planning and construction supervision for thermal and hydroelectric power development, as well as environmental measures. In recent years, J-POWER has diversified its international operations to encompass independent power producer (IPP) projects.

In order to respond to changes in its operating environment, including the progress of electric power deregulation and global warming issues, the J-POWER Group will strengthen competitiveness in the wholesale electric power business while striving to create new businesses based on "harmonization of energy and the environment."



Tachibanawan Thermal Power Plant (Tokushima Prefecture)