

The INOAC Group promotes activities that contribute to society and communities through various opportunities, such as providing technical support, human resource training and support for culture and sports.

Quest Career in HaNoi Sponsorship of a career event in Vietnam

Quest Career in HaNoi is an international event that aims to connect Vietnamese students with Japanese companies. We have been sponsoring and participating in this event since 2017. INOAC endorses the purpose of Quest Career in HaNoi and gives presentations to Vietnamese students about our corporate philosophy and the history of expanding our business in Vietnam. As a global organization, we convey the best of Japanese companies with the hope of becoming a bridge that connects local students with Japanese companies.



Support for the Japan Wheelchair Basketball Federation

INOAC is an official supporter of the Japan Wheelchair Basketball Federation (JWBF). In addition, Inoue Rubber—an INOAC Group company—is an official supplier and supports the federation by providing tires and tire exchange support as well as engaging in the development of wheelchair basketball tires.



Joint industry-academia research with Jissen Women's University

From September 2017 to March 2018, INOAC worked on a joint research project with students at Jissen Women's University. We worked with 3rd year students in the Product Design Laboratory (Prof. Tadashi Tsukahara) in the Department of Human Environmental Sciences, Faculty of Human Life Sciences. Their second term seminar topic was to conduct research on the development of everyday commodities that utilize sponge properties. The objective was to design a product by thinking out of the box, unconstrained by existing products. INOAC was in charge of providing the materials and creating prototypes. The students conducted market research to look up existing products and understand market needs. They also learned about the products handled by each department at INOAC through a presentation and about the characteristics of sponges by visiting the Higashi Nihon INOAC's production plant. After creating several prototypes, giving a mid-term presentation and conducting a design review, they held a final presentation in June 2018. In this way, we work on joint industry-academia projects to provide practical opportunities to nurture independent working members of society.



The entire INOAC Group works together to provide recovery and reconstruction aid in support of areas damaged by natural disasters in Japan and abroad.

Mattress donation to disaster-stricken Sulawesi, Indonesia following the earthquake

On September 28, 2018, Sulawesi, Indonesia was struck by an earthquake and tsunami. INOAC provided aid by sending mattresses that were produced and donated by our employees, who worked on the entire process themselves with the desire to help their fellow citizens.



Mattress and goods donation to evacuation shelters following the Hokkaido Eastern Iburi earthquake

In the wake of the Hokkaido Eastern Iburi earthquake, which struck on September 6, 2018, INOAC donated company-made mattresses to evacuation shelters and provided essential commodities to residents living near the Sapporo Office. In addition, on the day the earthquake struck, Tohoku INOAC Co., Ltd. immediately established a support system and delivered goods to the affected areas through Hokkaido INOAC Co., Ltd. In this way, the entire INOAC Group engages in contribution activities by cooperating with various locations and offices.



Support to areas affected by flooding in western Japan

In July 2018, Japan experienced recording-breaking rainfalls across the country, but which were particularly concentrated in western Japan. Nishi Nihon INOAC Co., Ltd. provided supplies to evacuation shelters as well as cut polyurethane foam, used for cleaning, to prevent mud water caused by the rain from flowing into buildings. By understanding what was really needed in the disaster-stricken area, we were able to utilize our products in ways that differ from how they are usually used.