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Marubeni Management Philosophy is based on Marubeni corporate credo "Sei,Shin,Wa" which means fairness, innovation, and harmony, committed to social and economic development, safeguarding the global environment by conducting fair, upright corporate activities. Marubeni spirit which is stipulated in 2013 is Marubeni corporate culture. This spirit reflects Marubeni employee in individual behavior that possesses the will power to shape the better future, relish a great challenge, value a full, free, and vigorous debate, fight through hardship, maintain a formidable sense of fairness³⁾. This philosophy guides employee in doing business overseas in Indonesia. These inspirational values seem good to be introduced to many Indonesian university students who are the candidate of Indonesian future leaders that Marubeni need to persuade from now via its CSR department.

Marubeni Business activity in Indonesia can be summarized as follows: a.Subsidiary companies are 1. PT.TEL, 2. PT.Musi Hutan Persada, 3. PT.Natlamat Cakera Canggh.

b.Affiliates companies are 4. PT. Trans Oto National, 5. PT.Rapindo (PVC),6.PT.Cirebon Electric Power, 7. PT. Jawa Power (1,220 MW), 8. PT.Iroha Sidat Indonesia (cultivation of eel for japan market),9. PT.Unipress,10. PT.Fuku suke,11. PT.Snt, 12. PT.Mega Central Finance (8000 employee) focus to finance Motor Honda Credit system., 13. PT.Marubeni Auto Finance.,14.PT.Marubeni Indonesia export basic materials for Petrochemical industry olefin, aromatic, Mono ethylene glycol dan Di-Ethelene Glicol, Isopropyl alcohol, Methyl Ethyl Ketone, Caustic soda etc. In the field of natural resources and energy PT.Marubeni Indonesia sells out thermal coal to Japan power generation mined from mining concession Indo Tambangraya Megah the biggest coal producer in Indonesia.15.In cooperation with Pertamina to establish Independent Geo Thermal Power Plant (220,000 Kw) in Rantau Dadap Area in South Sumatra; Marubeni also a consortium with Pertamina and General Electric of USA to establish Independent Power Plant called Jawa 1 (1,600 MW) will be the largest gas and steam power in Indonesia, as a part of Indonesia ambitious target to establish 35 Giga Watt of additional power for national development.

4. 2. Mitsui Philosophy and its Business in Indonesia

Mitsui Vision : Strive to contribute to the creation of value where the aspiration of the people can be fulfilled. Mitsui Aim aims to become global business enabler that can meet the need of costumers throughout the world. Corporate Values: build Trust with Fairness and Humility; aspire to set high standard and to contribute to society; embrace the challenge of continuous innovations; foster culture of open-mindedness; strive to develop others and oneself to achieve full potential. These corporate values drive all employees to succeed in business transactions in Indonesia. These inspirational corporate values seem to be good if they are introduced to many Indonesian university students because they are the candidate of Indonesian future leaders, so it is important for Mitsui to persuade them from now via its CSR operation department.

Mitsui Business in Indonesia among others are :1.Mitsui acquired PT.Champion Pasific Indonesia manufacturer of flexible packaging materials for pharmaceutical bottles.Demand of flexible packaging very high .2. Mitsui expand Indonesia's Tangguh LNG Facility Train 3, Capacity