

Background of New Company's Name and Logo

Company Name

The “Connect” in the company’s name refers to its commitment to creating new value by meeting our diversifying life needs and developing new, multi-generational connections in Japanese households and local communities.

Company Logo

The company logo consists of three overlapping circles symbolic of the company’s customers and its two parent companies, Chubu Electric Power Miraiz Co., Inc. and Mitsubishi Corporation. The pattern in which the circles overlap is designed to represent a butterfly spreading its wings, which symbolizes the growth and spread of CEPM Connect’s newly created services.



中部電力ミライズ
コネクト

New Company's Mission and Vision

MISSION

Nowadays, human connections are more important than ever before.

At CEPM Connect, our aims are to develop close personal relationships with each of our customers, strengthen family ties and create new connections throughout Japan's regions and local communities.

Rest assured that we will always be at your side, ready with a smile to help secure your peace of mind, happiness and quality of life.

So let us broaden your world and encourage you to take that exhilarating first step into it.

A richer, happier future awaits you.

And CEPM Connect is determined to help you reach it.

VISION

Connecting With You to Connect With Your Future