

May 12, 2026



New Brand Identity and Corporate Name Changes for Group Companies

Sumitomo Mitsui Construction Co., Ltd., (SMCC) (Head Office: 2-1-6 Tsukuda, Chuo-ku, Tokyo; President: Toshio Shibata) announced on February 16, 2026, that it will change its corporate name to “ARSOCIA CONSTRUCTION CO., LTD.” effective October 1, 2026.

In line with this transition, we are pleased to announce the establishment of our new brand identity and the renaming of our group companies.

Under the new name and brand identity, the ARSOCIA Group will deepen collaboration and work as one to enhance our corporate value and achieve sustainable growth in the global market. By leveraging our collective technical expertise and strong partnerships, we remain committed to contributing to society through construction—delivering safe and comfortable living environments, advancing sustainability, and supporting regional development.

We sincerely appreciate the continued support of all stakeholders.

1. Schedule for Brand Identity and Group Company Name Changes

October 1, 2026

2. ARSOCIA CONSTRUCTION: New Brand Identity



Our new brand identity embodies the philosophy of “ARSOCIA”—a fusion of “Technology(Ars)” and “Society(Socia).” Through our new tagline, corporate logo, and corporate color, we express our unwavering commitment to standing by society with reliable technical expertise and creating a better future.

Tagline: “Building your scenery”

This tagline expresses our commitment to standing by society with proven technical expertise and creating a better future. Whether we are building a bridge or a city, every project we undertake supports a part of daily life and eventually becomes cherished “scenery” for someone. We believe this is the essence of infrastructure and the core of our mission. Our vision is to generate social value that enriches people’s lives and futures globally.

Corporate Logo: “ARSOCIA Arch”



Inspired by the letter “A,” the initial of our new name, the corporate logo features dynamic, fluid curves that intersect. This design represents the convergence of values, experiences, and technologies, as well as the bonds we share with colleagues, customers, and society.

The powerful trajectory extending toward the upper right symbolizes our determination to embrace new challenges and achieve breakthroughs, representing our commitment to moving society forward—from today into tomorrow.

Corporate Color: “ARSOCIA BLUE”

Our ARSOCIA BLUE embodies “Inheritance and Evolution,” carrying forward the technologies and values we have cultivated over many years while expanding them into the future. Based on the blue that symbolizes our legacy, the combination of deep blue—representing a solid foundation—and clear blue—representing brightness toward the future—evokes a sense of new beginnings.

3. New names of Group Companies

The new names for our group companies were determined with “ARSOCIA” as the core group brand, while also considering the specific business characteristics and regional brand recognition of each company.

*The name changes are subject to the approval of partial amendments to the articles of incorporation by each company’s general meeting of shareholders.

Under the philosophy of “Ars” and “Socia,” we will foster a sense of unity across the Group while respecting the individual strengths and autonomy of each company, despite their diverse origins.

(i) Domestic Group Companies

Current Name	New Name
 SUMIKEN MITSUI ROAD CO.,LTD.	 ARSOCIA ROAD CO., LTD.
 Sumitomo Mitsui Construction Steel Structures Engineering Co., Ltd.	 ARSOCIA Steel Structures Engineering Co., Ltd.
 SMCR Co., Ltd.	 ARSOCIA Re Build Co., Ltd.
 SMC Preconcrete Co., Ltd.	 ARSOCIA Precon Co., Ltd.
 SMC Tech Co., Ltd.	 ARSOCIA TECH CO., LTD.
 SMC Co., Ltd.	 ARSOCIA Trading Co., Ltd.
 SMC Civil Technos Co., Ltd.	 CIVIL TECHNOS CO., LTD.

Only domestic group companies currently scheduled for a name change are listed.

(ii) Overseas Subsidiaries

Current Name	New Name
 SMCC Philippines, Inc.	 ARSOCIA Philippines, Inc.
 PT SMCC UTAMA INDONESIA	 PT ARSOCIA Construction Indonesia
 SMCC (Thailand) Co., Ltd.	 ARSOCIA (Thailand) Co., Ltd.
 SMCC Construction India Private Limited	 ARSOCIA Construction India Private Limited
 SMCC Overseas Singapore Pte. Ltd.	 ARSOCIA Singapore Pte. Ltd.
 SMCC Malaysia Sdn. Bhd.	 ARSOCIA Malaysia Sdn. Bhd.

Only overseas subsidiaries currently scheduled for a name change are listed.

<For More Information and Inquiries>

For inquiries regarding this matter, please contact the following.

Sumitomo Mitsui Construction Co., Ltd.

Web-site: <https://www.smcon.co.jp/en/>

Contact