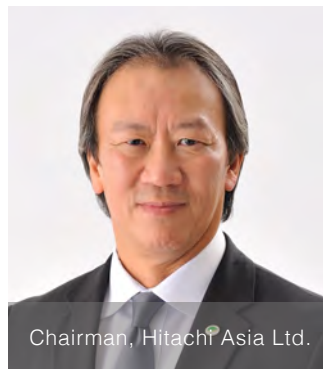


## Message from Mr. Kojin Nakakita



Chairman, Hitachi Asia Ltd.

Dear Colleagues,

I am privileged to be appointed as Chairman of Hitachi Asia Ltd. (HAS). My experience as Managing Director of Hitachi India Pvt. Ltd. so far was both enriching and challenging. As my role expands to spearhead seven ASEAN countries, I feel even more invigorated and motivated to take Hitachi to greater heights.

Financial year 2016 was a defining year in Hitachi's history. The 2018 Mid-term Management Plan laid a robust foundation for the next 3 years with aggressive targets: revenues of 10 trillion yen, adjusted operating income of more than 8% and 400 billion yen in net income attributable to Hitachi, Ltd. stockholders. We identified digitalization as the new plank of growth and devised strategies that would enable Hitachi to set a precedent in leading this era of Global Digitalization. As outlined in the 2018 Mid-term Management Plan, Hitachi will *"Accelerate Collaborative Creation with customers through the advanced Social Innovation Business, in order to become an Innovation Partner for the IoT era."*

Hitachi enjoys a unique advantage of a rich 107-year industrial heritage in Operational Technology (OT) and Information Technology (IT). None of our competitors today can provide control and operations holistically, thereby allowing us more leverage to capitalize on the benefits of digitalization.

We developed the IoT platform, **"Lumada"**, which is driven by Big Data Analytics, Artificial Intelligence and ICT to provide new and unprecedented innovations to our customers.

In FY2017, my focus will be to accelerate growth by planning and executing growth strategies from broader viewpoints. As you may be already aware, Hitachi reorganized its Business Units (BUs) into four main areas – (1) Power and Energy, (2) Industry, Distribution and Water, (3) Urban, and (4) Finance, Public and Healthcare. As HAS Chairman, my key responsibility will be to promote both uniform operations across all BUs and the incubation of Hitachi's Social Innovation Business in the region. Government and external relations will play a key role in driving this growth. With the support of our new Managing Director, Mr. Kosuke Horiuchi, I will lead the acceleration of Social Innovation Business in Southeast Asia using digital technologies by expanding markets for "Lumada". I will also collaborate with Mr. Hicham Abdessamad, who is responsible for the expansion of Social Innovation Business across the Americas, Asia/Pacific, and EMEA/CIS as Deputy General Manager of the Social Innovation Business Division, Hitachi, Ltd.

As a global conglomerate, we envision a long-term plan for the company. In line with this thinking, I urge you all to plan a long-term career goal for yourselves. Hitachi's growth is dependent on the growth of its people and it is imperative that each of us sets high benchmarks for personal and professional achievements. Hitachi boasts of a diverse human capital, which is our key asset. I firmly believe that working as a TEAM, building on each other's strengths and collaborating is the true manifestation of the "One Hitachi" spirit. Every individual working at Hitachi must contribute to Hitachi's goal and think of innovations to promote Hitachi's Social Innovation Business by contributing to our society and customers. Fresh thinking and pioneering ideas must be nurtured within our ecosystem. Our work must be a reflection of Hitachi's Founding Spirit and Values – 'Wa' (Harmony), 'Makoto' (Sincerity) and Kaitakusha Seishin (Pioneering-Spirit).



Managing Director,  
Hitachi Asia Ltd.

Greetings to all colleagues at Hitachi Asia Ltd. (HAS). My name is Kosuke Horiuchi, and I have been newly appointed as Managing Director of HAS.

One year has passed since I took on the role of Deputy Managing Director. I am excited about this new challenge, and I look forward to working with you to achieve strong growth for Hitachi in the Southeast Asia region.

## Message from Mr. Kosuke Horiuchi

Southeast Asia presents tremendous opportunity as most countries in this region are emerging and growing economies. As mentioned at the HAS MD Staff Gathering earlier, the revenue for Asia Pacific (APAC) is expected to more than double in 2018, as compared to 2009, the year in which Hitachi suffered huge losses. This means that all of us in the APAC team should take the lead in accelerating Hitachi's global growth.

Mr. Ichiro Iino, former Chief Executive for Asia Pacific and Mr. Hirohiko Morisaki, former Managing Director of HAS, had many active discussions on the growth strategies for HAS. We were privileged to be under their strong leadership. Now, it is my turn to be at the forefront with all of you to put these strategies in place to achieve greater heights.

### APRIL 2017:

- 1 Message from Mr. Kojin Nakakita
- 1 Message from Mr. Kosuke Horiuchi
- 2 Greetings from New ASEAN Executives
- 4 Town Hall Meeting with Chairman Nakanishi
- 5 Town Hall Meeting with President Higashihara
- 6 Interview with Mr. Casey Tsui, Brand Ambassador and Grand Prix winner of Inspiration of the Year Global Award 2016 (Southeast Asia Region)
- 8 Hitachi Social Innovation Forum 2017 in Malaysia and the Philippines
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- 10 Veritas Vision Solution Day in Malaysia and Singapore
- 11 'Health Alert' Improves Access to Quality Healthcare in Indonesia
- 12 Opening Ceremony of Advanced ICT Engineer Development Project at Hitachi Myanmar Laboratory
- 12 January 2017 Quiz Winners

As we continue to build on our Mission of contributing to the society through the development of superior, original technology and products, we must remember that the future holds both opportunities and challenges. Ultimately, it boils down to the ability to identify potential in both situations. Let us work together towards transforming Hitachi by promoting disruptive ideas because truly, **"THE FUTURE IS OPEN TO SUGGESTIONS"**.

Our growth should be driven by two key areas: (1) Social Innovation Business that brings high value-added solutions to customers through the combination of information technology (IT) with operational technology (OT), and (2) "base load" business which supports the backbone of Hitachi.

Let us all work together as One Hitachi. Through "collaborative creation" with customers and an "open discussion" mindset, let HAS lead the way for Hitachi's global growth!

Thank you.

# Greetings from New ASEAN Executives

We welcome the following new executives who assumed their positions starting 1 April. Read on to view their messages to Hitachi employees.

Country	Company	Name	Designation
Indonesia	PT. Hexindo Adiperkasa Tbk.	Mr. Eiji Fukunishi	CEO
	PT. Hitachi Asia Indonesia	Mr. Takashi Ikematsu	President Director
	PT. Hitachi Automotive Systems Indonesia	Mr. Yasuhiro Hashimoto	President
	PT. Hitachi Plant Technologies Indonesia	Mr. Ikuo Takeda	President Director
Malaysia	Hitachi Asia (Malaysia) Sdn. Bhd.	Mr. Chew Huat Seng	Managing Director
	Hitachi Elevator Engineering (Malaysia) Sdn. Bhd.	Mr. Kiyoshi Eguchi	Managing Director
	Hitachi Chemical (Malaysia) Sdn. Bhd. and Hitachi Chemical (Selangor) Sdn. Bhd.	Mr. Tatsuya Ichikawa	Managing Director
Myanmar	Hitachi Elevator (Myanmar) Co., Ltd.	Mr. Hikomitsu Tokuharu	Managing Director
Singapore	Hitachi Asia Ltd.	Mr. Koji Tomita	Deputy Managing Director
	Hitachi Chemical (Singapore) Pte. Ltd.	Mr. Chin Kim Hin	Managing Director
	Hitachi Home Electronics Asia (S) Pte. Ltd.	Mr. Chen Teck Beng	Managing Director
Thailand	Hitachi Chemical Asia (Thailand) Co., Ltd.	Mr. Naoto Okada	President
	Clarion Asia (Thailand) Co., Ltd.	Mr. Toshihiko Yagi	Managing Director
Vietnam	Hitachi Asia (Vietnam) Co., Ltd.	Mr. Kazunori Sudo	General Director



Indonesia

**Mr. Eiji Fukunishi, CEO  
PT. Hexindo Adiperkasa Tbk.**

I am very honored to be assigned CEO of PT. Hexindo Adiperkasa Tbk (HAP). HAP is the heavy equipment sales company in Indonesia for Hitachi Construction Machinery. It is my second assignment in Indonesia. Previously, I was Product Support Director at HAP from 2010 – 2016. I will lead the company for further growth.



Indonesia

**Mr. Takashi Ikematsu, President Director  
PT. Hitachi Asia Indonesia**

I am very excited to take on the new role as President Director of PT. Hitachi Asia Indonesia. This is my second overseas assignment and the first in Indonesia. I believe that Indonesia is a promising market in Southeast Asia and it offers many business opportunities in providing our social infrastructure products and solutions. So I intend to give everything I've got in order to achieve the goal mentioned above. I look forward to working with all of you in Indonesia.



Indonesia

**Mr. Yasuhiro Hashimoto, President  
PT Hitachi Automotive Systems Indonesia**

I am very honored to have this opportunity of becoming Vice President of Hitachi Automotive Systems Asia, Ltd. (HIAMS)AS and President Director of PT Hitachi Automotive Systems Indonesia, while concurrently serving as President of Hitachi Automotive Systems Korat, Ltd. (Thailand). Although automotive sales and export business in Thailand and Indonesia have not been expanding, we can use this opportunity to boost our fundamental strength of MONOZUKURI. The main business of (HIAMS)AS is the production and sales of 4-wheel power train parts, engines parts, drive control parts, 2-wheel brake system and so on. Our team of talented members in Asia with the knowledge and experience will allow us to tap into the huge market to expand our sales.



Indonesia

**Mr. Ikuo Takeda, President Director  
PT. Hitachi Plant Technologies Indonesia**

It is a great honor to be appointed President Director of PT. Hitachi Plant Technologies Indonesia (IDNHPT). This is my third assignment in Indonesia since my first visit in 1997. Compared to those days, Indonesia has changed and developed tremendously. There are a lot of opportunities, and I will try my best to make IDNHPT one of the best Mechanical, Electrical and Plumbing (MEP) companies in Indonesia, together with our staff here in IDNHPT.



Malaysia

**Mr. Chew Huat Seng, Managing Director  
Hitachi Asia (Malaysia) Sdn. Bhd.**

This new appointment came as a big surprise to me! I really appreciate the opportunity and I will try my best to fulfil my responsibilities. I foresee that fiscal year 2017 will be a very challenging year but I strongly believe that Hitachi Asia Malaysia (HAS-ML) will continue to move forward and create new value for Hitachi Asia Ltd. through the strong teamwork of HAS-ML members. 'New thinking for new challenges' can be a good solution for us to overcome the tough competition environment.



Malaysia

**Mr. Kiyoshi Eguchi, Managing Director  
Hitachi Elevator Engineering (Malaysia) Sdn. Bhd.**

Hitachi Elevator Engineering (Malaysia) Sdn. Bhd. (HEEM) was established 33 years ago when I was in Malaysia for my first overseas assignment. Since then, Malaysia has become my second hometown and durians are my favorite. HEEM has contributed to the development of the country by providing elevators, escalators and its services for over 30 years. For the society of Malaysia, I will do my best to expand our businesses with colleagues including the renewal of products that we have supplied in the past.

# Greetings from New ASEAN Executives

We welcome the following new executives who assumed their positions starting 1 April. Read on to view their messages to Hitachi employees.



Malaysia

**Mr. Tatsuya Ichikawa, Managing Director  
Hitachi Chemical (Malaysia) Sdn. Bhd. and  
Hitachi Chemical (Selangor) Sdn. Bhd.**

I am very excited to be assigned the new Managing Director of Hitachi Chemical (Malaysia) Sdn. Bhd. (HCM) and Hitachi Chemical (Selangor) Sdn. Bhd. (HCSL). This is the first time for me to live and work overseas. These 2 companies manufacture epoxy molding compounds and die bonding materials, and I am looking forward to expand the business with my new colleagues. I really appreciate all your kind support and cooperation.



Myanmar

**Mr. Hikomitsu Tokuharu, Managing Director  
Hitachi Elevator (Myanmar) Co., Ltd.**

I am very honored for this opportunity to take on the new role as Managing Director of Hitachi Elevator (Myanmar) Co., Ltd. (HEM). HEM was established in 2015 to provide high quality elevators and escalators with good after-sales service and maintenance. Despite it being a relatively new company, I foresee strong growth potential given that Myanmar is rapidly advancing and opening up to the world. I am committed to giving my all to develop HEM into a well-recognized elevator company in Myanmar. I appreciate your continuous cooperation and support. Thank you!



Singapore

**Mr. Koji Tomita, Deputy Managing Director  
Hitachi Asia Ltd.**

As a Deputy Managing Director, I am honored and excited to be working with Hitachi Asia Ltd. I am looking forward to getting to know all of you and contributing to expand Hitachi's business here in South East Asia. I am glad to be on board!



Singapore

**Mr. Chin Kim Hin, Managing Director  
Hitachi Chemical (Singapore) Pte. Ltd.**

First of all, I would like to thank all my predecessors who have tirelessly contributed to the success of Hitachi Chemical (Singapore) Pte. Ltd. for the past 42 years and we are now recognized globally as a major printed wiring boards (PWB) maker for the high-end space. I have been with this company for 28 years and I am honoured to be given the opportunity as Managing Director. This is a very exciting and challenging task for me as we are facing an ever-changing world and industry. I always believe the success of any organization is about realizing the full potential of its employees and expanding their networks together. One of my core strategies is to develop and keep people for the continual sustainability of our business. I hope that with the wealth of expertise and knowledge within the Hitachi Group, we can collaborate more in this area in future.



Singapore

**Mr. Chen Teck Beng, Managing Director  
Hitachi Home Electronics Asia (S) Pte. Ltd.**

Assigned to my new role from 1st April, I will be spearheading a series of changes to challenge the ever evolving landscape of the Consumer Electronics industry. Over the past decade, in spite of the changes in the retail scene, consumer demand and technological advancement, we had overcome difficulties and strengthened our position as the leading premium brand amongst stiff competition. Moving on, Hitachi Home Electronics Asia will reinforce better support to our business partners in the region and continue to elevate our positioning.



Thailand

**Mr. Naoto Okada, President  
Hitachi Chemical Asia (Thailand) Co., Ltd.**

I am excited to take on my new assignment as President of Hitachi Chemical Asia (Thailand) Co., Ltd. (HCTD). This is my second overseas assignment after Hitachi Chemical Singapore, and I look forward to familiarizing myself with Thailand's culture and people. As a hub in ASEAN, Thailand has strong potential in the automobile and electronics industry where exponential growth is expected in the next decade or two. I will do my best to strengthen HCTD's development function to meet customer needs. The introduction of IoT (Internet of Things) to our production is another key area which I hope to explore. I hope to grow our business with the help of everyone. Thank you!



Thailand

**Mr. Toshihiko Yagi, Managing Director  
Clarion Asia (Thailand) Co., Ltd.**

It is an honor to be appointed as Managing Director of Clarion Asia (Thailand) Co., Ltd. I am excited to start my new tasks and responsibilities. As Asia's Regional Headquarter, Clarion Asia (Thailand) Co., Ltd. will support Asia Pacific as well as global business operations. We will prioritize business expansion employee welfare. Please give us your support as One Hitachi!



Vietnam

**Mr. Kazunori Sudo, General Director  
Hitachi Asia (Vietnam) Co., Ltd.**

I believe that Hitachi can tap on Vietnam's strong economic growth to provide social infrastructure products and solutions. I look forward to expanding our Social Innovation Business in areas such as railway and non-cash payment solutions as the new General Director. I am excited to contribute to Vietnam's society.



# Town Hall Meeting with Chairman Nakanishi



Group Photo.

As part of his business visit to Vietnam, Mr. Hiroaki Nakanishi, Chairman of Hitachi, Ltd. took the opportunity to attend a Town Hall Meeting (THM) with employees in Ho Chi Minh City. Over 40 participants from various Hitachi group companies attended the meeting held on 23 February at Le Méridien Saigon Hotel.

The THM consisted of an encouraging speech from Chairman Nakanishi, question and answer (Q&A), as well as a networking session in which employees had the opportunity to speak with Chairman Nakanishi directly. The activities facilitated discussions about Vietnam's business challenges and opportunities alongside future plans for Hitachi's expansion in Vietnam, as well as the importance of collaborative creation to achieve global growth.

.....  
Attendees were appreciative and thankful for this rare opportunity to communicate with Chairman Nakanishi on an individual level. The inclusivity conveyed further underscored how Hitachi employees' opinions are valued.  
.....



1 Chairman Nakanishi went around to speak with employees. 2 Hitachi Staff raising a question during the Q&A.



# Town Hall Meeting with President Higashihara



A Town Hall Meeting (THM) with Mr. Toshiaki Higashihara, President and CEO of Hitachi, Ltd., took place on 1 March at Hitachi Asia Ltd.'s (HAS) Tampines Office. Despite the President's busy schedule, the THM was in line with his strong wish to have an interactive dialogue with employees in person.

Approximately 170 employees from HAS attended the THM, joined by colleagues from HAS regional offices in Indonesia, Malaysia, Myanmar, Philippines, Thailand and Vietnam via video conference.

President Higashihara gave a presentation entitled "Being an Innovation Partner for the IoT Era". The purpose of reorganizing business units into four main areas, appointing Executive Vice Presidents responsible for each area, accelerating Social Innovation Business using the IoT platform Lumada and other digital technologies, and strengthening APAC businesses were underscored.



Specifically, he highlighted that the incubation period for our Social Innovation Business is over, and monetization is now crucial to ensure sustainability.

After the presentation, a question and answer (Q&A) session was opened to the audience where a candid and lively discussion took place. President Higashihara highlighted the need for employees to stay flexible and be proactive in initiating sales proposals. Region-specific business focuses and Hitachi's competitive advantage against respective competitors were also discussed.

The THM ended with employees feeling motivated, positive and focused on playing their respective roles in this big organization as "One Hitachi".



1 Colleagues from HAS regional offices participated via video conference.

2 Hitachi staff listening attentively to Mr. Higashihara's presentation.

3 Group Photo Session.

# Interview with Mr. Casey Tsui, Brand Ambassador and Grand Prix winner of Inspiration of the Year Global Award 2016 (Southeast Asia Region)



Group Photo Session during the Hitachi Origin Tour.

The “Inspiration of the Year Global Award”, a brand award given by the president that began in 2014, introduced the Brand Ambassador Program, in which Grand Prix winners from six regions around the world are appointed as Brand Ambassadors for Hitachi. When the Grand Prix winners went to Japan for the Awards Ceremony, the program used this opportunity to enhance the participants’ understanding of Hitachi’s history, the Hitachi Group Identity and the Hitachi Brand, ensuring that the new Brand Ambassadors are equipped with the necessary knowledge needed for the position.

Commencing on 6 December, the 2016 program provided the participants with an opportunity to tour Hitachi’s birthplace in the Ibaraki region. Participants visited the elevator development tower at Mito Works, Hitachi Works to tour the Initial Workshop where Hitachi was founded, the Odaira Memorial Museum, and more. Participants were particularly impressed by how much Hitachi, now a global conglomerate, grew from the small Initial Workshop. Participants built upon what they learned through lectures on the Hitachi Group Identity and the Hitachi Brand. A presentation on their projects as well as a discussion followed.

The program’s finale, a Round Table Discussion with President Toshiaki Higashihara, covered topics including the things they learned about the Hitachi Group Identity and the Hitachi Brand through the three-day program, the Social Innovation Business, and the 2018 Mid-term Management Plan.

Mr. Casey Tsui, (Sales Manager, Industrial Products Business Unit, Hitachi Asia Ltd.), is Brand Ambassador and Grand Prix winner of Inspiration of the Year Global Award 2016 (Southeast Asia Region). We spoke to him to learn more about the winning project as well as what he hopes to achieve as the Brand Ambassador for SEA.

## 1. First of all, please give us an overview of your winning project.

The team received an order from the National Cancer Centre Singapore (NCCS) for installation and maintenance services of a Proton Beam Therapy (PBT) system for tumorous cancer treatment. This system has two key advantages. Firstly, there are minimum to no side effects after treatment. Secondly, this treatment is very suitable for pediatric cancer, which is cancer in children, due to its accuracy and minimum side effects. Furthermore, our PBT treatment has a near 100% recovery rate.

.....  
 As an introduction of the first PBT system in ASEAN, this project will directly contribute to the improvement of local medical treatment quality and save many lives. I hope that this meaningful project can inspire ASEAN and the world to battle cancer.  
 .....

## 2. Can you tell us more about how your winning project demonstrated Hitachi’s Values: Harmony, Sincerity and Pioneering Spirit?

Harmony amongst Hitachi staff was crucial to create quality products and services which builds the client’s confidence and trust. With each other’s support, Hitachi staff were able to push themselves to excel because they believed that this cutting-edge technology project will benefit society and the world.

The Harmony within Hitachi made it possible to show Sincerity to our client. The project had a long lead time since July 2002 when Hitachi made the first presentation to the Economic Development Board (EDB), after Singapore adopted the Intensity-Modulated Radiation Therapy (IMRT) technology for cancer treatment. Following that, Hitachi approached NCCS numerous times, with the most prominent approach being in 2006 when we made our first PBT proposition. It was only in 2011 that NCCS was finally ready to contact us. Without Sincerity, we would not have persevered till the end to clinch the order.

Keeping the Pioneering Spirit alive is also very important. Hitachi prides itself in perfecting cutting edge technology. In this project, the PBT system had some minor pop-ups which did not affect overall effectiveness. However, Hitachi spent 3 months discussing and fixing this issue to deliver the best product possible. In addition, the team worked hard on the accuracy of discrete spot scanning treatment which has improved remarkably since its introduction. The consistently improving technology is testament to Hitachi’s strong Pioneering Spirit.

With Harmony, Sincerity and Pioneering Spirit, Hitachi was able to bring in the first PBT system in ASEAN. This has created a strong springboard to catalyze more interest in the region. In fact, we are currently working to introduce PBT to Bangkok.



1 Round Table with President Higashihara.



## Interview with Mr. Casey Tsui, Brand Ambassador and Grand Prix winner of Inspiration of the Year Global Award 2016 (Southeast Asia Region)

### 3. How did “Collaborative Creation” and “Connect” play a part in your project’s success?

Hitachi America redirected NCCS to Hitachi Asia. Following which, Hitachi Asia worked alongside Hitachi Japan to make the project happen. For the project in Japan and US for instance, Hitachi Plant Construction took part in the planning and installation of the equipment, which provided customers with a peace of mind. As you can see, Hitachi was able to leverage on its customers and many businesses across borders within the Hitachi Group through “Connect” to ensure that the client gets the information needed before confirming the order.

“Collaborative Creation” amongst the government, NCCS and Hitachi was crucial as PBT employs a new advanced medical treatment technology which is unfamiliar to Singapore. Hitachi worked closely with the

government agencies such as Health Science Authority (HSA) and National Environmental Agency (NEA) to clear the many governmental regulations and applications through the active discussions and continuous clarifications together with the help and support of NCCS members.

As such, “Connect” and “Collaborative Creation” played a part in contributing to the S\$120 million project.

### 4. What is your biggest takeaway from the program?

I gained a deeper understanding of both the Hitachi Group Identity and Hitachi’s Brand Value over the three days. As a result, I feel like I can have more pride in what I do. Learning about Hitachi’s history and the Identity which stemmed from it was a very valuable opportunity for me.

### 5. What do you hope to achieve as the Brand Ambassador for SEA region in the near future?

I hope to convey and reiterate Hitachi Group Identity to new and current employees alike. Hitachi has been delivering innovations to answer society’s challenges. I hope to motivate all employees to work hard as Hitachi’s talented team and tap on Hitachi’s proven experience in global markets to inspire the world.

### 6. Is there anything else you would like to add or share with us?

Inspiration of the Year Global Award (IYGA) was a truly enjoyable experience for me. I hope that this interview can inspire the next batch of Hitachi staff to contribute to Hitachi and the society. If you believe that you have impacted society positively in your project, I strongly encourage you to join IYGA 2017.



**1** Global Brand Ambassadors in a celebratory mood. **2** Participants receiving brand training from Mr. Yasuo Hirano, General Manager, Group Brand Strategy Department, Corporate Brand & Communications Division, Hitachi, Ltd. **3** PBT System currently provided in Japan by Hitachi, Ltd.: Full-Rotating Gantry Room (left) and Fixed Beam Room (right).



# Hitachi Social Innovation Forum 2017 in Malaysia and the Philippines



**1** Guest-of-Honor, YB Dato' Seri Ong Ka Chuan and H.E. Dr. Makio Miyagawa, touring the exhibition area with Mr. Ichiro Iino. **2** Mr. Yasuo Tanabe, Senior Vice President and Executive Officer, Hitachi, Ltd. presenting a token of appreciation to Assistant Secretary for Legal Affairs, Atty. Leah V. Merida-Quiambao, Department of Transportation, Republic of the Philippines, who graced the event as Guest-of-Honor on behalf of Secretary Arthur P. Tugade, Department of Transportation, Republic of the Philippines. **3** A lively panel discussion in the Philippines. **4** Cheers to success! **5** Guests were interested to find out more about Hitachi's Social Innovation Business at the exhibition.



Positioned as the flagship event of Hitachi, the Hitachi Social Innovation Forum (HSIF) has been making its rounds in Southeast Asia. The most recent forums were held in Malaysia on 16 February, at Mandarin Oriental, Kuala Lumpur and in the Philippines on 20 February, at Makati Shangri La Hotel, Manila. Both events showcased Hitachi's Social Innovation in the global market through hosted seminars, exhibition and dinner reception, presenting a wide range of services, systems and solutions to address challenges facing ASEAN cities and societies.

Guests were able to learn more about Hitachi's "collaborative creation" and the Social Innovation Business, such as the existing Hitachi energy and railway system solutions adopted globally. Hitachi's key technologies and strengths in the Social Innovation Business were also highlighted at the exhibition. Some of the key business fields showcased include Urban Development, Water, ICT, Security, Power and Energy.

The first HSIF in Malaysia was graced by Guest-of-Honor YB Dato' Seri Ong Ka Chuan, Minister II of International Trade and Industry, Malaysia, and H.E. Dr. Makio Miyagawa, Ambassador Extraordinary and Plenipotentiary of Japan to Malaysia. En. Norhizam Bin Abdul Kadir, Vice President of the Malaysia Digital Economy Corporation (MDEC) gave a presentation "Malaysia's Digital Economy Roadmap", where he shared Malaysia's capacity to drive investment, catalyze digital innovation ecosystems and propagate digital inclusivity.

Presentations by Hitachi speakers discussed the growth of smart and sustainable urban townships that combine advanced IT solutions with innovative infrastructure technologies, as well as transportation solutions that will help existing and future generations travel the globe with greater efficiency, convenience and sustainability. The presenters included Mr. Ichiro Iino, Chief Executive for Asia-Pacific, Hitachi, Ltd., Mr. Shinichi Sakai, Managing Director, Hitachi Asia (M) Sdn. Bhd., Mr. Miki Yoshida, General Manager, Strategic Planning Division, Urban Solutions Business Unit, Hitachi, Ltd., Mr. Makoto Yasuda, Senior Technology Evangelist, Information & Communication Technology Business

Division, Hitachi, Ltd., Mr. Tsuyoshi Kurotani, Deputy General Manager, International Business Development & Sales Division, Hitachi, Ltd. Railway Systems Business Unit, and Mr. Chew Huat Seng, General Manager, Social Innovation Business Unit, Hitachi Asia (M) Sdn. Bhd.

In the Philippines, distinguished guests were able to understand how Hitachi can contribute to the Philippines' growth, as well as its existing businesses in areas such as rail and other urban solutions through the speeches and presentations by Guest-of-Honor Assistant Secretary for Legal Affairs, Atty. Leah V. Merida-Quiambao, Department of Transportation, Republic of the Philippines, Mr. Hirohiko Morisaki, Managing Director, Hitachi Asia Ltd., Mr. Mitsuhiko Shimizu, General Manager, Hitachi Asia Ltd. Philippine Branch, Mr. Hidetoshi Miura, General Manager, Railway Systems Business Unit, Hitachi, Ltd., Mr. Neil S. Ocampo, Sales Director, Hitachi Data Systems Corporation, Dr. Yuichiro Nakaya, General Manager, Global Center for Social Innovation, Research & Development Group, Hitachi, Ltd. and H.E. Mr. Kazuhide Ishikawa, Ambassador-designate of Japan to the Republic of the Philippines.

A panel discussion, "Smart Infrastructure in IoT era", was held for the first time at this region's HSIF to highlight the interconnectivity of smart infrastructure via smart grid, transport, network operating systems and data security. The informative discussion featured Mr. Arnel P. Casanova, Country Director of AECOM, Mr. Dae Kyeong Kim, Senior Energy Specialist (Smart Grids) of Asian Development Bank, Mr. Gavin Barfield, Chief Technology Advisor of MERALCO, Dr. Dennis Reyes, Chief Enterprise Solutions Architect, Department of Information and Communications Technology and Mr. Neil Ocampo, Sales Director of Hitachi Data Systems.

**Both events in Malaysia and the Philippines concluded with great success, attracting close to 570 attendees.**

*Note: Designations are accurate as of event date.*



# Opening Ceremony of Hitachi Elevator Cambodia



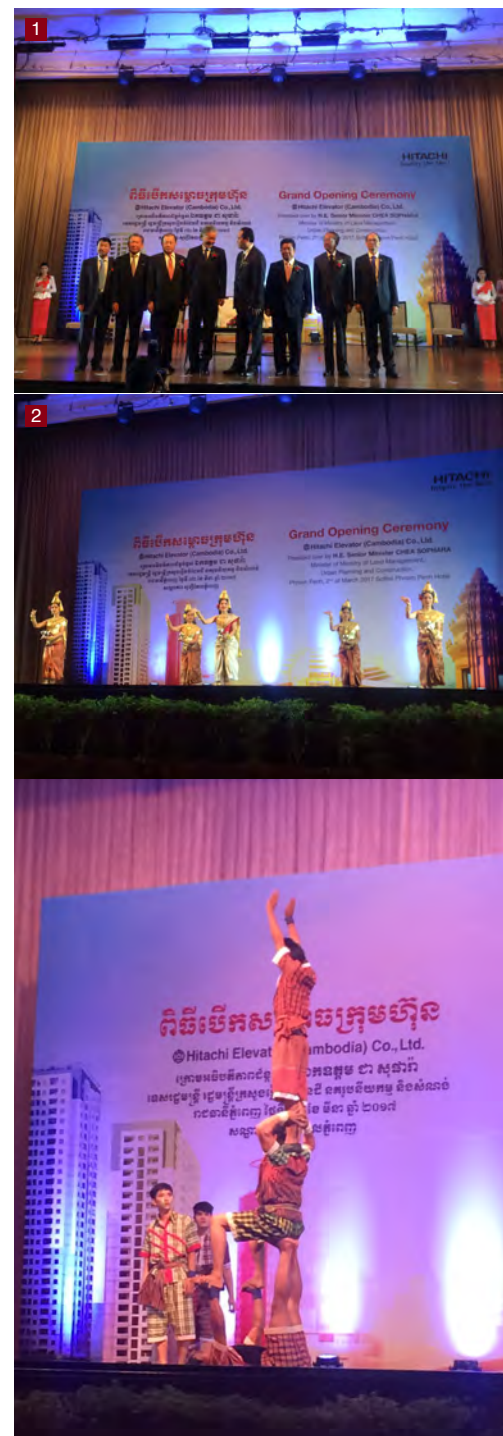
Approximately 220 guests participated in this joyous occasion.

To celebrate the establishment of Hitachi Elevator (Cambodia) Co., Ltd., an opening ceremony was held on 2 March at Sofitel Phnom Penh Phokeethra. A joint venture between Hitachi, Siam-Hitachi Elevator Co., Ltd. and CMED Group Co., Ltd., Hitachi Elevator Cambodia will provide full services from sales, installation to maintenance for elevators and escalators.

Mr. Hiroshi Sato, CEO of Building Systems Business Unit, Hitachi, Ltd., officiated the ceremony with an opening address. Following which, speeches were delivered by esteemed guests H.E. Senior Minister Chea Sophara, Ministry of Land Management, Urban Planning and Construction and H.E. Hidehisa Horinouchi, Ambassador Extraordinary and Plenipotentiary of Japan to Cambodia. In addition, Mr. Sakchai Worrasangasilpa, Managing Director of Hitachi Elevator Cambodia, made a presentation on the outline and activities of the new joint venture and expressed his strong commitment and expectations in the Cambodia market.

A Khmer wishing dance, Robam Choun Por, as well as a Cambodian circus performance, greatly entertained the approximately 220 local customers and business partners who attended the ceremony.

Hitachi Elevator Cambodia aims to stimulate sales and improve services of elevators and escalators in the country. It fosters engineers at the recently established Asia Training Center in Thailand, to provide safe, high-quality products and services to Cambodia and contribute to enhancing the living environment.



1 Hitachi Executives and esteemed guests gathered for a group photo. 2 Guests were entertained by the Robam Choun Por and Cambodian circus performances.



# Veritas Vision Solution Day in Malaysia and Singapore



Showcase of solutions at the exhibition booth.

Hitachi Data Systems (HDS) participated as a platinum sponsor at Veritas Vision Solution Day 2017 in Malaysia at Le Meridien Kuala Lumpur Sentral on 21 February and in Singapore at Marina Bay Sands Expo & Convention Centre on 24 February.

Veritas Vision Solution Day 2017 aims to offer insights and an interactive exchange on the future of enterprise data management by providing thought leadership and innovation for IT leaders in the enterprise data management space.

Through executive luncheons, presentations and exhibition, guests were able to learn about HDS' proactive value creation.

To start the event in Kuala Lumpur, HDS jointly hosted the by-invitation executive luncheon with Veritas. Mr. Wee Kai Teck, Managing Director of HDS Malaysia and Mr. Thomas Liew, Strategic Alliance Director, APAC, presented a high level messaging on Digital Transformation to guests, a partnership between HDS and Veritas as well as customer references. During the breakout track, Mr. Thomas Liew engaged close to 50 delegates through the presentation, "Accelerate your Digital Transformation with Hitachi and Veritas",

further showing the joint solutions from HDS and Veritas in data management. Through the exhibition, guests were able to learn more about Hitachi Content Platform with Enterprise Vault. HCP Anywhere was also introduced to delegates interested in object storage solutions. Over 350 delegates attended the event.

As Veritas' premiere event, Veritas Vision Solution Day in Singapore attracted over 455 IT professionals. Attendees learnt the very latest on the three foundational pillars of comprehensive enterprise data management: data protection, data availability and data insight. The exclusive executive luncheon provided guests the opportunity to connect and exchange ideas with HDS executives, Veritas and peers as they discussed the future of enterprise data management. After a brief presentation at the luncheon, Mr. Greg Knieriemen, Chief Technology Strategist of HDS, adjourned to the breakout session where he presented "From Insight to Transformation" to over 200 guests. Mr. Knieriemen explained the different data types and the need to understand its value to the organization such that customers can apply the correct level of protection to better service level agreements and lower total cost of ownership. Guests were able to view end-to-end, fully integrated solutions on data protection, content management with enterprise vault, HCP cloud for NetBackup and more at the exhibition.

Through both events, HDS was able to showcase its innovative solutions, better understand consumers' interests, and gain valuable leads in both Malaysia and Singapore.



1 Mr. Thomas Liew, Strategic Alliance Director, APAC, giving a high level messaging on Digital Transformation.

2 Networking at Veritas Vision Solution Day.

3 Mr. Greg Knieriemen giving a presentation.

4 Guests listening attentively to the presentations.



# 'Health Alert' Improves Access to Quality Healthcare in Indonesia



Mr. Takuya Yamakawa, (top left), Mr. Hajime Oguma (bottom left), and Mr. Kazumasa Asada (right) giving a speech to thank everyone involved.

'Health Alert', a corporate social responsibility (CSR) initiative by PT. Hitachi Asia Indonesia (HAS-IDN), was successfully concluded on 16 March. Since the program's inception last year, Hitachi has been striving towards the betterment of Indonesia's healthcare.

As a continuation of its efforts, 'Health Alert' was held at a larger scale this year to provide extensive healthcare benefits through the provision of medical examination, treatment, medication and health education on a variety of topics such as good hygiene practices, nutrition, importance of clean water and more.

PT. Hitachi High-Technologies Indonesia (HTJ) and PT. Hitachi Terminal Solutions Indonesia (HOTS-IDN) joined in this meaningful program. Carried out in six targeted areas, Bogor, Bekasi, Tangerang, Teluk Naga, Cikarang and Depok, over 710 beneficiaries received aid during this program. Hitachi employees from the three companies also actively guided beneficiaries through the registration process to enable them to receive health treatment.

Mr. Takuya Yamakawa, Mr. Hajime Oguma and Mr. Kazumasa Asada, President Director of HAS-IDN, HTJ and HOTS-IDN respectively, gave a speech to thank all parties involved for their efforts.

This initiative was well-received by the residents living in these poorer areas with limited access to healthcare. PT. Hitachi Asia Indonesia aims to continue contributing to Indonesia's society by expanding the program's outreach to more communities in need.

*Note: Designations are accurate as of program date.*



- 1 Getting medical examination.
- 2 Beneficiaries receiving medication.
- 3 Children enjoying refreshments.
- 4 Participants listening attentively to the health seminar.



# Opening Ceremony of Advanced ICT Engineer Development Project at Hitachi Myanmar Laboratory



On 23 January 2017, the opening ceremony for Advanced ICT Engineer Development Project was held. A collaboration between Japan Electronics and Information Technology Association's (JEITA) and Hitachi, the project provides IT courses to aspiring next generation system engineers at the Hitachi Myanmar Laboratory.

At the opening ceremony, speeches and presentations delivered by Guest-of-Honor Mr. Ichiro Maruyama, Minister-Counsellor, Embassy of Japan, Mr. Junichiro Hashimoto, Chairman of JEITA International Cooperation Committee, Dr. Saw Sanda Aye, Rector of University of Information & Technology, Mr. Thein Oo, Chairman, Steering Committee for Center of Excellence, University of Computer Studies, Mr Masaaki Otake, General Manager, Hitachi Asia Ltd. Myanmar Branch, and Mr. Yutaka Kudo, Ph.D, General Manager, Hitachi Asia Ltd. Research & Development Center, allowed attendees to gain a better understanding of the training program and market trend for IoT.

Hitachi also assigned IoT and Big Data experts to provide the lectures. The project ran for two weeks from 23 January to 3 February and has given 17 students and 10 faculties the opportunity to better their ICT skills. Students were able to analyze practical uses of big data and IoT in Myanmar by using one of the major Operational Support System (OSS) software, Pentaho, as a business intelligence tool. This will equip them with the skills to help further the growth of Myanmar's IT and Electronics industry.

Through this, Hitachi hopes to continue the active contribution to Myanmar's society. Since the establishment of Hitachi Myanmar Laboratory in December 2015, Hitachi has been offering IT training courses through Hitachi Japan's engineers for UIT students as well as donating servers and other necessities to the IT Platform.

*Note: Designations are accurate as of program date.*



Speeches by **1** GOH Mr. Ichiro Maruyama, **2** Mr. Junichiro Hashimoto, **3** Mr. Masaaki Otake, and presentation by **4** Mr. Yutaka Kudo.

## QUIZ

*The quiz will be discontinued from this issue.*

## Congratulations!

Thank you for participating in our quiz, and congratulations to the following winners! We will be contacting you via email shortly.

**Kwan Dat Siong**  
Hitachi Sunway Data Centre Services Sdn. Bhd.

**Lee Nam Tong**  
Hitachi T&D Systems Asia Pte. Ltd.

**Ma. Adelina A. Gutierrez**  
San Technology, Inc.

**Melissa Lourinda**  
PT. Hitachi Plant Technologies Indonesia

**Muhamad Syakur**  
MHPT Engineering Sdn. Bhd.