

01 August 2006, Singapore

Hitachi Asia Ltd. Appoints New Managing Director

Hitachi Asia Ltd. today announced the appointment of Mr. Toshio Toda, General Manager of Industrial Processing Group, Hitachi, Ltd., as Managing Director for Hitachi Asia Ltd., effective 1 August, 2006.

Commenting on his appointment to the post of Managing Director for Hitachi Asia Ltd., Mr. Toda said, "I am delighted to be given this opportunity. Drawing on my experiences, I hope to expand Hitachi Asia Ltd.'s business in the rapidly growing Asian region." Mr. Toda added, "Hitachi's founding philosophy is 'Harmony', 'Sincerity' and 'Pioneering Spirit'. I believe that from 'Sincerity' springs forth 'Harmony' and 'Harmony' is the foundation for an enduring 'Pioneering Spirit'. This philosophy will 'Inspire the Next' for Hitachi and our global community."

 [Please click here to view the Biodata \(PDF: 64KB\)](#)

About Hitachi Asia Ltd.

Hitachi Asia Ltd. is a wholly owned subsidiary of Hitachi, Ltd. Established in 1989 as the regional headquarters in Singapore, it has ten offices in seven countries in Asia, excluding East Asia. The company offers a wide range of systems, products and services in market sectors such as information systems, power and industrial systems, digital media systems and consumer products. For more information about Hitachi Asia, please visit <http://www.hitachi.com/asia>

For enquiries, please contact:

Corporate Communications Manager

Hitachi Asia Ltd.
16 Collyer Quay
#20-00 Hitachi Tower
Singapore 049318
Phone: +65 6535 2100
Fax: +65 6538 5246

ccd@has.hitachi.com.sg

Information contained in this news release is current as of the date of the press announcement, but may be subject to change without prior notice.