

FOR IMMEDIATE RELEASE

Hitachi to bring together region's emerging leaders on 100th anniversary

Philippine alumni confirm participation in Hitachi Young Leaders Initiative special edition

Philippines, 1 February 2010 – As part of its 100th anniversary celebration, Hitachi will gather the emerging leaders in Asia including those from the Philippines in a special alumni edition of its long-running community relations program in Asia, the Hitachi Young Leaders Initiative (HYLI), to be held in Singapore on July 2010.

Launched in 1996, the HYLI program has so far identified and brought together 224 outstanding youth from top universities in seven countries (Indonesia, Japan, Malaysia, Philippines, Singapore, Thailand, Vietnam) throughout 14 years, selected for their academic excellence, strong leadership, and deep understanding of regional and global issues. In the Philippines, HYLI selection is conducted in five leading universities - Ateneo de Manila, De La Salle, University of the Philippines, University of San Carlos, and University of Santo Tomas. A great number of the 36 alumni from the Philippines, now rising leaders in government, business, academe, and professions, have confirmed attendance in the special edition which is the 10th.

Mr Takayuki Hirota, Managing Director for Hitachi Asia Ltd. said, “Over the past century, the world has changed greatly but we have never lost the spirit to care for our society. To celebrate 100 years of dedicated effort to improve lives, Hitachi will continue to nurture future decision-makers with the special HYLI Alumni Forum.” The 10th edition, he added, will symbolize the heritage and vibrant journey of HYLI.

Themed *Driving Asia to a New Paradigm – What is Asia's Role in the Global Arena?*, the event will see the congregation of past HYLI student-participants, who have since established themselves as high achievers in respective fields. They will be joined by thought leaders and prominent persons from various parts of Asia representing government, business, non-government organizations, and academe.

Together, the HYLI Alumni Forum participants will discuss and debate on a series of pressing issues affecting Asia. Such forum will serve as a crucible for the alumni's multi-cultural and multi-disciplinary perspectives to crystallize their ideas into viable solutions for Asia and beyond.

The 14-year-old HYLI logo has also been refreshed for a more contemporary feel in line with today's youth and their ideals. The logo symbolises Hitachi's commitment to reach out to the young Asian stars of tomorrow.

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About Hitachi Group in the Philippines

In the Philippines, Hitachi operates 19 companies – 9 engaged in sales and services with 10 in production. It has around 9,000 employees.

About Hitachi Asia Ltd. Philippine Branch

Incorporated in 1996, Hitachi Asia Ltd. Philippine Branch (HAS-PH) provides solutions catering to diverse needs of its customers in the Philippines. It markets a wide range of products and services for various industry sectors like power generation systems, transmission and distribution systems, heavy industrial equipment, industrial components and equipment as well as elevators and escalators. Some of HAS-PH's product and service range includes Finger Vein Biometric Authentication Systems and Systems Management Solutions (JP1) for businesses. For more information about Hitachi Asia Ltd. Philippine Branch, please visit <http://www.hitachi.com.ph>.

About Hitachi Asia Ltd.

Hitachi Asia is one of four regional headquarters for Hitachi's worldwide operations, the other three being North America, Europe and China. Established in Singapore in 1989, it operates across seven Asian countries (India, Indonesia, Malaysia, Philippines, Singapore, Thailand, and Vietnam). Hitachi Asia has full responsibility for Hitachi's sales and marketing operations in Asia - in market sectors such as information systems, power and industrial systems, digital media systems, and international procurement. For more information about Hitachi Asia, please visit <http://www.hitachi.com.sg>.

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