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Singapore to Play Host to Special Edition of Hitachi Young Leaders Initiative

*Hitachi Group celebrates 100th anniversary with the
Launch of Hitachi Young Leaders Initiative Alumni Forum in Singapore*

Bangkok, 2 February 2010 – As part of its 100th anniversary celebrations, Hitachi Asia has chosen Singapore as the choice venue for a special edition of its long-running community-relations programme, Hitachi Young Leaders Initiative (HYLI).

Hitachi's first Asian business was back in 1929, when mining locomotive trains were exported to Zunkun Mining Company in the former British colony of Malaya. In Thailand, Hitachi celebrated 50 years of operations in 2008 and now has 39 companies employing over 20,000 producing as range of products that includes electrical power plants, industrial process machinery, advanced software technology, semiconductors and display devices.

At the same time, the Group is conscious of its role as a good corporate citizen and its corporate social responsibility. In 1996, Hitachi Asia inaugurated the Hitachi Young Leaders Initiative in Singapore. Nine HYLIs and 14 years later, Singapore is hosting this forum again. The 10th forum is significant because it is a 'special edition' for the Group's centenary events.

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."

“This 10th edition of HYLI will bring together HYLI alumni members who joined us as far back as 1996. Having nurtured more than 224 young leaders over the past 14 years, hosting this forum once again in Singapore symbolises the legacy and vibrant journey of HYLI.”

The Hitachi Young Leaders Initiative Alumni Forum

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 a group of high achievers in respective fields, thought leaders and prominent persons from various parts of Asia.

During the event in mid-July this year, the HYLI Alumni Forum participants will discuss and debate on a series of pressing issues affecting Asia. Established in their own fields of expertise, the HYLI Alumni Forum serves as a crucible for the alumni's multi-cultural and multi-disciplinary perspectives to crystallise their ideas into viable solutions for Asia and beyond.

Apart from the HYLI alumni members, government officials, prominent business leaders, Non-governmental Organisation (NGO) representatives and respected academia will also be invited to speak at the event 2-day event.

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.

Hitachi Asia (Thailand) Co., Ltd.

Hitachi Library Project

Hitachi Asia Thailand is also committed to the community it serves by contributing to various social causes. One such activity is the Hitachi Library Project that was initiated to provide school books

and educational materials to schools in need, especially those in remote areas in Thailand. Employees of Hitachi Asia (Thailand) have been volunteering to visit schools located in underprivileged areas, where they have donated hundreds of books since the launch of the program in 1994. The Hitachi volunteers will have visited 200 schools as of March 2010.

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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). Located at Hitachi Square, 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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