

FOR IMMEDIATE RELEASE

Hitachi to Launch Special Edition of Hitachi Young Leaders Initiative

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

Kuala Lumpur, 3 February 2010 – Hitachi Asia Ltd. today announced that it will hold a special edition of the long-running community relations programme, the Hitachi Young Leaders Initiative (HYLI) in mid-July this year. To commemorate the 100th anniversary of the Hitachi Group, the HYLI Alumni Forum to be held in Singapore, will bring together about 100 alumni from the past 14 years to discuss the theme, “Driving Asia to a New Paradigm – What is Asia’s role in the global Arena.”

Themed, “*Driving Asia to a New Paradigm – What is Asia’s role in the global arena?*” Hitachi’s 10th edition of HYLI is set to discuss the need for collaboration among Asian nations in terms of structuring Asia’s hardware, financial landscape and improving the quality of life in this new era.

In Malaysia, Hitachi has groomed badges of young leaders by working together with government agencies such as the Ministry of International Trade and Industry (MITI), Ministry of Higher Education and local universities to reinforce their commitment in developing and shaping young leaders either through deserving scholarships or regional leaders’ initiative.

One of their established community-relations programme - The Hitachi Young Leaders Initiative (HYLI) had already groomed over 224 young leaders in Asia and 36 potential Malaysians leaders since 1996.

In recognition of the Hitachi Young Leaders Initiative and The Hitachi Scholarship, Hitachi Asia (Malaysia) won the Investment People Award at the 1st Asia Pacific Entrepreneurship Awards. Both of which have been successfully implemented in Asia for many years.

“The first HYLI was held in Singapore in 1996. Its key objective is to groom potential young leaders by offering them an opportunity to express their views and opinions on current issues and potential regional and global trends in the future. Fourteen years and nine HYLI later, it is of historical significance to hold the 10th HYLI once again in Singapore”, said Mr Seiji Yoshimura, Managing Director of Hitachi Asia (Malaysia) Sdn Bhd.

Also present at the media briefing was Tan Sri Abdul Rahman Mamat, Secretary General, Ministry of International Trade and Industry (MITI) who spoke about the importance of grooming future leaders with effective programs such as HYLI as it recognises leadership potential from a young age.

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 our dedication to improve lives, Hitachi will continue to nurture future decision-makers through the HYLI Alumni Forum.”

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.

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, Hitachi Asia 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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