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Special Edition of Hitachi Young Leaders Initiative

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

HOCHIMINH CITY, Vietnam, 4 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.”

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. A Representative Office was later established in Singapore in 1963, since then Hitachi has continued to develop for a further 46 years. To date, Hitachi Group has operations in nearly 50 countries in 6 continents worldwide with staff strength of over 40,500.

Hitachi Asia Ltd. Representative Offices in Vietnam were established in Ho Chi Minh City (1994) and Hanoi (1996). Hitachi in Vietnam offers an extensive range of products and services from Consumer Electronics such as audio-visual equipment and home appliances to Power and Industrial Systems such as air compressors, air-conditioning systems, elevators/ escalators, ink jet printers and power plants. Hitachi in Vietnam is putting its focus on projects that helps to improve infrastructure in Vietnam such as: rail systems, nuclear and thermal plants, fuel refinery, and transportation. Today,

the Hitachi Group of Companies in Vietnam totals over 400 employees, and continuously creates jobs as well as income for Vietnamese people.

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 HYLI 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 centennial events.

Mr Yasunori Taga, Chief Executive and Chief Innovation Officer for Asia, Hitachi, 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 symbolizes 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.

"HYLI is a prestigious brand name that supplied me with more self-confidence and provoked my

interest in social economic issues. HYLI made up of talented young activists made a strong network, from which much of my career development can be based on,” said Vu Hoang Duong, one of the HYLI alumni members from Vietnam who attended the 9th HYLI held in Jakarta.

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 crystallize their ideas into viable solutions for Asia and beyond.

Apart from the HYLI alumni members, government officials, prominent business leaders, Non-governmental Organization (NGO) representatives and respected academia will also be invited to speak at the two-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 symbolizes Hitachi’s commitment to reach out to the young Asian stars of tomorrow.

The latest Hitachi’s business updates in Vietnam

In view of the optimistic economic outlook of Vietnam, the number of major construction projects is the rise in order to meet the economic and civil needs. Recognizing this trend, Hitachi Asia has recently made the strategic move to launch the Hitachi’s elevator and escalator business in Vietnam. The official launch was in September 2009. This is considered as a strategic move of Hitachi to penetrate more deeply into Vietnam market, and also a memorable activity towards the centennial anniversary.

“I believe that this new Hitachi business project in Vietnam will not only contribute to infrastructure development of the country but also create downstream benefits to the society,” said Mr. Shigeki Akamatsu, General Manager of Hitachi Asia Ltd., Vietnam Office.

Hitachi's elevators are also present in many major construction projects in Asia and Middle East. Many landmark buildings in this region were installed with the products to bring people with the great experience of convenient and smooth in-house transportation such as: Changi International Airport Terminal 3, Singapore; Shanghai World Financial Center, China; Al Hamra Tower, Kuwait; the Atlantis Hotel, UAE, etc.

One of the most active businesses of Hitachi Asia in Vietnam is supplying a wide range of elevators, escalators and moving sidewalks for various types of uses. These products feature space-saving qualities, energy efficiency, flexibility and an integrated system from development, to design and production. In the Vietnam market, Thang Uy Trading company and Huu Nghi Engineering Company are respectively appointed distributor as well as installation and maintenance company for the Hitachi products.

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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). In Vietnam, Hitachi Asia Ltd. Vietnam Office has full responsibility for Hitachi's sales and marketing operations in the country in market sectors such as information systems, power and industrial systems, digital media systems, and international procurement. For more information about Hitachi Asia Ltd., Vietnam Office, please visit <http://www.hitachi.com.vn>

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