

News Release

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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*

Singapore, 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 Hitachi, Ltd., Singapore will host the HYLI Alumni Forum, which 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. Today, the Hitachi Group of Companies in Singapore totals 29 entities, with staff strength of 5,000 people and generating a turnover of 370 billion yen (approximately S\$5.5billion).

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 centennial 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 contribute to society, 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.

Relocation to Eco-friendly Hitachi Square

Looking forward to the next 100 years, Hitachi Asia made a strategic move to relocate to an eco-friendly building in Tampines Grande. The new building called Hitachi Square houses five companies from the Hitachi Group in Singapore.

Mr Hirota said, "We believe that Asia will be a formidable driving force in the global economy. The move allows Hitachi Asia to better tap opportunities in emerging Asian markets and enables key Hitachi entities to synergise and reap greater efficiency and economies of scale."

Hitachi Square was inaugurated by Takashi Kawamura, Chairman, President and Chief Executive Officer of Hitachi, Ltd. on 21 January 2010. Located at Tampines Grande, the new building is 30 per cent larger than the landmark Hitachi Tower back at Collyer Quay and is known for its eco-friendly facilities with its unique energy and water efficient features.

Hitachi Square, together with its adjacent twin building that comprises Tampines Grande, is estimated to save 2.7 million kWh of electricity, 71,000 m³ of water and cut down carbon dioxide emissions by 1400 tonnes annually.

Hitachi Square also features the Hitachi Showroom which is designed for internal education and customer visits. The purpose is to help employees and customers understand the range of Hitachi business activities in Asia.

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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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