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**Minister for National Development speaks at Hitachi Eco Conference 2010**

*Experts discuss role of public and private partnerships in biodiversity conservation*

**Singapore, 3 September 2010:** Hitachi Asia Ltd. today held the Hitachi Eco Conference with Mr Mah Bow Tan, Minister for National Development as the Guest-of-Honour. The conference, titled *Conserving Biodiversity through Efforts by Public and Private Partnerships*, was organised with the support of National Parks Board (NParks) and was held at Capella Singapore.

About 300 participants made up of government bodies, non-governmental organisations and business decision makers attended the Conference. The Conference aims to raise awareness of Hitachi's contribution to biodiversity conservation business through public and private partnerships.

Mr Mah said, "I commend Hitachi for organising this conference which provides a useful platform to discuss the issue of biodiversity loss and what more we can do about biodiversity conservation. It is important for the three 'Ps' – the public, private and people sectors, to understand the value of biodiversity and the need for its conservation."

The keynote speaker was Dr Thomas Eugene Lovejoy, accomplished conservation biologist who currently holds the Biodiversity Chair at the Heinz Centre for Science, Economics and the Environment in Washington, DC. Dr Lovejoy delivered his presentation on *Climate Change and the Living Planet*. Thereafter, two seminars focused on the importance and efforts for biodiversity conservation and the role of public and private partnerships in biodiversity conservation.

Notable experts include biologist Ms Taryn Mead, Professor Dato Zakri Hamid who is Science Advisor to the Government of Malaysia, Professor Somsak Panha from Chulalongkorn University as well as speakers from Japan and local authorities.

Mr Takashi Hatchoji, Executive Vice President and Executive Officer of Hitachi, Ltd. and, Hitachi Group Chief Environmental Strategy Officer said, "The Hitachi Eco Conference is in line with our Environmental Vision which aims to preserve the environment and promote a sustainable society through prevention of global warming, conservation of resources and preservation of ecosystems. With rapid growth in Asia, biodiversity conservation and urban development are key issues we have to face. Hence, public and private partnerships play an active role in achieving a responsible balance with the environment."

Attendees viewed exhibits demonstrating the Hitachi Group's business contributions to achieve a sustainable society. These include Hitachi's solution in Gas Turbine, Solar Power, Monorail, Smart Grid, Green IT, and Intelligent Water System among others.

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### **Conference Outline**

The Hitachi Eco Conference 2010 is a platform for notable local, regional and international experts to present perspectives on solutions for a sustainable environment. Centered on the theme, *Conserving Biodiversity through Efforts by Public and Private Partnerships*, the Conference has the support of National Parks Board. At the Conference, two seminars focused on two topics: the importance and efforts on biodiversity conservation and the role of public and private partnerships in biodiversity conservation. Hitachi is delighted to organise the Eco Conference once again to raise awareness of its contributions to biodiversity conservation business through public and private partnerships.

The first Hitachi Eco Conference was held in 2009 with Dr Yaacob Ibrahim, Minister for the Environment and Water Resources (MEWR) as Guest-of-Honour. The Conference discussed the theme, *Sustaining our Environment through Technologies and Collaboration*.

**About Hitachi, Ltd.**

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 360,000 employees worldwide. Fiscal 2009 (ended March 31, 2010) consolidated revenues totaled 8,968 billion yen (\$96.4 billion). Hitachi will focus more than ever on the Social Innovation Business, which includes information and telecommunication systems, power systems, environmental, industrial and transportation systems, and social and urban systems, as well as the sophisticated materials and key devices that support them. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

**About Hitachi Asia Ltd.**

Hitachi Asia Ltd., a subsidiary of Hitachi, Ltd., established in Singapore in 1989, operates across seven Asian countries (India, Indonesia, Malaysia, Philippines, Singapore, Thailand, and Vietnam). Business includes information systems, power and industrial systems, digital media systems, and international procurement. For more information about Hitachi Asia, please visit the website at <http://www.hitachi.com.sg>.