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## **Hitachi Asia Ltd. Appoints New Managing Director**

**13 December 2010, SINGAPORE** --- Hitachi Asia Ltd. today announced the appointment of Mr Makoto Nagashima, Chief Representative for Middle East, General Manager for Middle East and Riyadh Branches in Hitachi, Ltd., as Managing Director of Hitachi Asia Ltd., with effect from 1 January 2011.

Prior to Mr Nagashima's appointment as Chief Representative for Middle East, General Manager for Middle East and Riyadh Branches Systems in Hitachi, Ltd., he was the General Manager of the Middle East Branch, Corporate Marketing Group in 2007.

In 2002, Mr Nagashima was appointed Senior Manager of International Sales Department, Business Planning Division in the Building Systems Group of Hitachi, Ltd. From March 1995 to February 2002, Mr Nagashima was Deputy General Manager of Elevators and Escalators Division in Hitachi Asia Ltd.

Mr Nagashima joined Hitachi, Ltd. in 1980 after graduating from the Department of Economics, School of Political Science and Economics in Waseda University.

Please see the attached Biodata.

### **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>

## Biography of Makoto Nagashima

1. Date of Birth                      January 30, 1957

2. Education

March, 1980                      Graduated from Department of Economics, The School of Political Science and Economics, Waseda University

3. Business Experience

November, 2010                  Chief Representative for Middle East, General Manager of Middle East Branch and Riyadh Branch, International Strategy Division

October, 2009                    Chief Representative for Middle East and General Manager of Middle East Branch, International Strategy Division

April, 2007                        General Manager of Middle East Branch, Corporate Marketing Group

February, 2002                    Senior Manager of International Sales Department, Business Planning Division, Building Systems Group

March 1995 to                      Deputy General Manager, Elevators and Escalators Division, Hitachi Asia  
February 2002                      Ltd.

April, 1980                        Joined Hitachi, Ltd.

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