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Hitachi Launches the 11th Edition of Hitachi Young Leaders Initiative

Program continues to sponsor young leaders via Asia-wide leadership forum

Manila, Philippines, July 20, 2011 – Hitachi Asia Ltd. today announced that the 11th Hitachi Young Leaders Initiative (HYLI) is now open for student applications. An Asia-wide leadership forum, the 11th HYLI program will be held in Hanoi, Vietnam, from January 9th to 13th, 2012. For the past 15 years, Hitachi has given more than 200 students in Asia an opportunity to broaden their outlook on regional and global issues through the HYLI program. In the Philippines, HYLI delegates will be selected from the five universities: Ateneo De Manila University (ADMU), De La Salle University (DLSU), University of the Philippines Diliman (UP Diliman), University of San Carlos (USC) and University of Santo Tomas (UST).

HYLI is a community relations program that aims to contribute back to society by providing young Asian leaders a platform to exchange ideas on pressing issues in the global arena while promoting cross-cultural understanding between Asian countries. HYLI started in 1996 with six member countries namely Indonesia, Japan, Malaysia, Singapore, Thailand and the Philippines. In 2007, the program expanded to include Vietnam. During each HYLI, outstanding students from all these countries are invited to discuss matters of society, the economy, education and the environment.

HYLI participants will also have the chance to interact and establish contacts with influential government officials, prominent business leaders, respected academicians,

and NGO representatives. Since the 1st HYLI, the Philippines has sent a total of 14 speakers to the initiative, including Former President Gloria Macapagal Arroyo, Senator Pia Cayetano, Dr. Cielito Habito, a Professor of Economics in Ateneo de Manila University, and Atty. Antonio Oposa Jr, a professional lecturer in environmental law at UP Diliman and the Judicial Academy of the Philippines, among others.

Now on its 11th edition, HYLI will once again bring together the brightest Asian leaders to the regional forum in Hanoi, Vietnam from January 9th to 13th, 2012 to discuss and share their ideas on the theme “*The New Stage for Asia – an Asian Perspective on Managing Sustainable Development and Economic Integration.*” To encourage further discussion, two sub-themes have also been identified – “*Energy and the Environment*” & “*Economic Partnership and Integration*”.

During the week-long initiative, 28 carefully selected university students from the seven Asian countries will attend intensive workshops and participate in a specially organized field trip that will give them an opportunity to gain a stronger understanding of the theme through their personal involvement.

HYLI truly provides a unique platform where the leaders of tomorrow meet with today's leaders with a common vision to build Asia's future.

Four university students will be selected to represent the Philippines during the initiative. To qualify for the HYLI program, students will have to meet the following criteria:

1. Nominated candidates will be undergraduate students (3rd or 4th year) or post-graduate students, 28-years-old or younger at the time of the initiative
2. The candidate is required to display strong leadership abilities, as well as a good track record in academic excellence and extra-curricular activities
3. The candidate must have a keen interest in regional and global affairs
4. The candidate must be fluent in the English language

Interested students from the five participating universities (ADMU, DLSU, UP Diliman, USC and UST) can get more information from their respective Offices for Student Affairs. Application is open until August 31, 2011. For more information, contact the HYLI Secretariat at 8935642 local 111 or 156.

About Hitachi Young Leaders Initiative

Hitachi Young Leaders Initiative (HYLI) is a regional corporate social responsibility programme which aims to identify young Asian leaders to provide a platform for top students to discuss key issues and establish contacts with prominent regional opinion leaders from the private, public and academic sectors. Four of the best university students from each participating country are selected to represent their country at each HYLI. For more information, please visit at

<http://www.hitachi.com/society/global/hyli/>

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>.

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 2010 (ended March 31, 2011) consolidated revenues totaled 9,315 billion yen (\$112.2 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>.