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Hitachi Showcases Advanced Water Technologies and Solutions at VietWater Expo and Conference 2011

Ho Chi Minh City, November 24, 2011 – Hitachi Asia Ltd. today announced that it will demonstrate its strong commitment to help resolve many of the challenges related to water resources in Vietnam through its participation at the VietWater Expo and Conference 2011 (VietWater 2011). The event will be held at the Saigon Exhibition and Convention Centre, Ho Chi Minh City, from 24 to 26 November 2011.

With a population approaching 90 million and a booming manufacturing sector, Vietnam is facing severe water challenges. As Vietnam's biggest water industry event, VietWater 2011 aims to provide a platform for stakeholders to address challenges, showcase technologies and discover opportunities. The event also serves as an information hub for government, analysts and industry players and users to discuss and exchange ideas on water management.

Hitachi is accelerating its global development of Social Innovation Business, of which the Water Environmental Solution Business is one of the Group's core activities. The Group has identified 11 key regions, with particular focus on the Asian Belt Zone ⁽¹⁾, where markets continue to grow and increased interest is being seen in the areas of environmental preservation and the creation of social infrastructure. Vietnam has been named one of the 11 key regions.

The 36-square meter Hitachi booth will showcase Hitachi's state-of-the-art environmental technologies and solutions with focus on the Hitachi Water Environment Solution Business. The booth is divided into two zones: the "Urban Infrastructure" section will showcase various Hitachi sustainable urban solutions including its Smart Grid technology - a next-generation power distribution grid

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while the “Hitachi Water Solutions” section will display Hitachi’s all-encompassing water technologies and solutions.

The “Hitachi Water Solutions” section exhibits the Compact Membrane Bioreactor (MBR) System, Solar Reverse Osmosis (RO) System for desert or remote areas, Sea Water RO System, Water Distribution Control System and Intelligent Water System. A notable feature in this zone is the Maldives Case Study ⁽²⁾ which illustrates how Hitachi applies its total strengths and know-how in improving the island nation’s water supply and sewage system. This also exemplifies how Hitachi can help Vietnam improve the country’s water management system by utilizing its practical experience in a country with similar geographical structure as Vietnam - crisscrossed by streams and coastlines, surrounded by water resources and yet with a critical lack of potable water due to sanitation and contamination of water resources.

“Hitachi understands the challenges and shares the concerns in water resources management that Vietnam is facing. Hitachi is aiming for global growth driven by our Social Innovation Business and the Water Environment Solutions, one of our key solutions can make valuable contributions to Vietnam. We are also confident that by collaborating with local business partners, Hitachi can contribute to the country and people of Vietnam in other various fields, including Industrial & Social Infrastructure Systems, Railway Systems, and Power Systems in a sustainable way,” said Mr. Nobuyuki Nakamura, Chief Representative for Vietnam and General Manager of Hitachi Asia Ltd. (Vietnam offices).

The Hitachi Group established a Water Environment Solutions Division in June 2010 to develop and propose overall business strategies for growth in this field. The Group’s objective is to bring to emerging nations in Asia, the Middle East and other areas comprehensive solutions based on sophisticated technology, experience and expertise in advanced water circulation systems, particularly membrane and biological treatment systems that employ information technology.

The Group aims for sales of 200 billion yen by FY2015 in the water environmental solution business.

Note:

(1) Asian Belt Zone: consists of countries and areas, totalled 24, such as but not limited to China, ASEAN countries, India, Middle Eastern countries and other countries located within the territory.

(2) Maldives Case Study: Hitachi Plant Technologies, Ltd. participates in water supply and sewage operation in the Maldives.

<http://www.hitachi-pt.com/news/2010/20100112.html>

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>.

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