

**FOR IMMEDIATE RELEASE**

**Contacts:**

Singapore: Satoko Yasunaga  
Hitachi Asia Ltd.  
+65-6231-2410  
ccg@has.hitachi.com.sg

Japan: Tamie Nagamoto  
Hitachi, Ltd.  
+81-3-5208-9324  
tamie.nagamoto.mc@hitachi.com

## **HITACHI Established Yangon Branch**

**Singapore, November 26, 2012** --- Hitachi Asia Ltd. today announced that it has established the Yangon Branch of Hitachi Asia (Thailand) Co., Ltd. in the city of Yangon, Republic of the Union of Myanmar (hereinafter referred to “Myanmar”). The Yangon Branch commences operations today.

Myanmar, a country blessed with abundant natural resources, enjoys geographic advantages due to its close proximity to China and India, as well as its fellow ASEAN member states. Home to a population of about 62 million, the country also offers good prospects as a consumer market. With high expectations for strong economic growth, companies from various countries around the world are planning to enter the Myanmar market. Against this backdrop, the country has been making progress in the development of various forms of infrastructure.

Hitachi has long contributed to the development of social infrastructure in Myanmar. Notably, the company has supplied power generation equipment to local power plants since the 1950s.

In order to strengthen its ability to gather information locally and conduct local market research, Hitachi established the Yangon Branch. The Hitachi Group will continue to explore potential business opportunities for the ‘Social Innovation Business’ that it is promoting globally, while at the same time, assist in contributing to the sustainable growth of Myanmar.

### **Overview of Yangon Branch**

Name: Hitachi Asia (Thailand) Co., Ltd. (Yangon Branch)

Representative: Tsunehiro Takahashi, General Manager

Address: Room No. 703, 7<sup>th</sup> Floor, FMI Center, No. 380, Bogyoke Aung San Road,  
Pabedan Township, Yangon, Myanmar

### **About Hitachi Asia Ltd.**

Hitachi Asia Ltd., a subsidiary of Hitachi, Ltd., established in Singapore in 1989, operates across six Asian countries (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. (TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 320,000 employees worldwide. Fiscal 2011 (ended March 31, 2012) consolidated revenues totalled 9,665 billion yen (\$117.8 billion). Hitachi is focusing more than ever on the Social Innovation Business, which includes information and telecommunication systems, power systems, industrial, transportation and urban development 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>.

###