

FOR IMMEDIATE RELEASE

Contacts:

Philippines: Joyette Perez
Weber Shandwick Philippines
+6328175670; +639285500687
Mperez@webershandwick.com

Singapore: Yeap Wei Ting
Hitachi Asia Ltd.
+65 6231 2277
wtYeap@has.hitachi.com.sg

The 12th Hitachi Young Leaders Initiative Now Open for Student Applications

*-- Top four students to represent the Philippines in the forum to be held in
Bangkok, Thailand in July 2013 --*

Philippines, November 19, 2012 – Hitachi Asia Ltd. today announced that the 12th Hitachi Young Leaders Initiative (HYLI) is now open for applications from interested students attending five participating universities to represent the Philippines at the regional forum, to be held in Bangkok, Thailand from July 1 to 5, 2013.

Established by Hitachi, Ltd. in 1996, HYLI is a regional thought-leadership and corporate social responsibility programme which aims to identify Asia's future leaders. The initiative offers an opportunity for top students, not just academically, but also active social contributors, in Asia to discuss regional economic and social infrastructure issues with prominent regional opinion leaders from the private, public and academic sectors.

“Over the years, HYLI has brought together many talented student participants and provided an opportunity for them to become more involved in creating the societies they wish to live in. Many are now well-placed in academia, in government and in business, and are having a real impact on their communities thanks in part to their experiences with HYLI,” said Mr. Yukio Toyoshima, Managing Director of Hitachi Asia Ltd. “In 2013, Hitachi is looking forward to welcoming HYLI back to Thailand and hosting a new group of potential leaders.”

- more -



From now until January 18, 2013, applications are open for students from the five universities participating in HYLI. They are: University of the Philippines Diliman (UP), Ateneo de Manila University (ADMU), De La Salle University-Taft, Manila (DLSU), University of Santo Tomas (UST), and University of San Carlos – Cebu (USC).

The theme for the 12th HYLI is “**The Road Ahead: ASEAN’s Role in Asia and the Global Economy.**” Speakers and panel discussions will be organized around two broad sub-themes: (1) AEC2015: What Can ASEAN Really Expect and Asia’s Significance in the Global Economy and (2) Connectivity: The Driver of ASEAN Competitiveness.

Featuring keynote speakers, panel discussions, field trips and workshops, HYLI offers a unique opportunity to learn about some of the most pressing issues facing the region and world today from the people responsible for addressing them. It also provides students a chance to engage with these and other leaders, and to have a forum to present their ideas about important issues to the media.

To qualify for the HYLI programme, students need to meet the following criteria:

1. Be an undergraduate student (3rd or 4th year) or post-graduate students, below 28 years old at the time of the initiative in July 2013. **Note:** Students who finish their final-year examinations in May 2013 are also eligible.
2. Possess strong leadership abilities, as well as a good track record in academic excellence and extra-curricular activities.
3. Have a keen interest in regional and global affairs.
4. Be fluent in English.

Shortlisted students will be required to attend an interview with the Philippines Student Selection Panel in February 2013. The four university students chosen to represent the Philippines will join their counterparts from Indonesia, Malaysia, Singapore, Thailand, Vietnam and Japan.

Interested students from participating universities may ask for an application form from the Student Affairs Office of their respective universities or call +632 817 56 70 / email: CManio@webershandwick.com for further information.

Photos and captions:



The 11th Hitachi Young Leaders' Initiative (HYLI) participants in Hanoi, Vietnam were able to interact with fellow students and thought leaders from ASEAN countries like the Philippines, Indonesia, Malaysia, Singapore, Thailand, Vietnam and Japan.



Filipino youth ambassador and presidential cousin Paolo Benigno “Bam” Aquino IV served as moderator for the 11th Hitachi Young Leaders’ Initiative (HYLI) press conference earlier this year. The event was participated in by students from ASEAN countries like the Philippines, Indonesia, Malaysia, Singapore, Thailand, Vietnam and Japan.

About Hitachi Young Leaders Initiative (HYLI)

The "Hitachi Young Leaders Initiative" (HYLI) is a community relations programme that aims to identify and nurture potential Asian leaders by bringing them together to discuss regional issues and foster relationships with influential government officials, prominent business leaders, academics and NGO representatives. Since its inauguration in Singapore in 1996, the HYLI has been successful in bringing the best and brightest students in Asia together. Currently, the seven HYLI participating countries are Indonesia, Malaysia, the Philippines, Singapore, Thailand, Vietnam and Japan. The initiative offers student participants a unique platform to broaden their outlook on regional and global issues while promoting Asian values and cross-cultural understanding. For more information, please visit <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 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>.

###