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Contacts:

Malaysia: Samantha Goh
Jireh Consult Sdn Bhd
+603 7710 8122
sgoh@jirehconsult.com

Singapore: Jonel Guittap
Hitachi Asia Ltd.
+65 6535 2100
jaquittap@has.hitachi.com.sg

Hitachi Innovation to Deliver Greener, Better Future Brought to Life at IGEM 2013

Group companies showcase pioneering technologies to create Smart City

Kuala Lumpur, October 03, 2013 – Hitachi Asia Ltd. today announced that it will highlight its innovative ideas and technologies that have stakeholder roles in the success of a city, in a particular a Smart City, to the forthcoming International Greentech & Eco-Products Exhibition & Conference Malaysia (IGEM) 2013. From October 10 to 13, Hitachi will showcase cutting-edge technology and solutions connected to its Social Innovation Business such as power systems, transport systems, water systems, information & telecommunications systems and industrial components.

“IGEM 2013 offers Hitachi another excellent opportunity to demonstrate that our green products and technology portfolio can help sustain the next generation of cities. The rapid economic growth of Southeast Asian countries has made it crucial for these economies to build next-generation social infrastructure to create low-carbon, sustainable solutions and tackle the challenges of an aging social infrastructure,” said Yukio Toyoshima, Managing Director of Hitachi Asia Ltd.

Rapid urbanization has brought with it issues such as air pollution, inefficient water supply, power shortages, waste and transportation problems. To meet these challenges, Hitachi has focused its efforts in expanding its Social Innovation

Business to help build next-generation cities that are safe, convenient, comfortable living spaces that are environmentally conscious.

The 132-square meter Hitachi booth (Booth No. B209-B222) will showcase Hitachi's wide range of products, solutions and extensive experience in the environment vision of Smart City.

Visitors can expect to view products and solutions panel displays and video presentations on Gas Turbine, super critical steam generator, air quality control system, monorail system, diesel hybrid drive, wastewater treatment plants, sustainable storage solutions and smart city among others.

Aiming to create awareness among consumers and industry players on the importance of eco-technology, IGEM will be held at the Kuala Lumpur Convention Centre. This year's theme is "Advancing Green Growth and Global Entrepreneurship".

About Hitachi Asia Ltd.

Hitachi Asia Ltd., a subsidiary of Hitachi, Ltd. and established in Singapore in 1989, has offices across seven Asian countries (Indonesia, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam). Focusing more than ever on the Social Innovation Business, Hitachi Asia's business includes information systems, power and industrial systems, R&D, digital media systems, international procurement and Centre of Excellence. For more information on Hitachi Asia, please visit the company's website at <http://www.hitachi.com.sg>.

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