

# News Release

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## **Hitachi to Showcase Latest Technologies to Tackle Current Infrastructure Issues at IIICE 2013**

**Jakarta, November 11, 2013** – Hitachi today announced that it will put on display its advanced products and technologies that provide solutions to the rising infrastructure requirements of advancing cities in the upcoming Indonesia International Infrastructure Conference & Exhibition (IIICE) 2013. From November 13 to 15, Hitachi will showcase cutting-edge technology and solutions connected to its Social Innovation Business such as power generation, transmission and distribution system, transportation system, water and waste management, and ICT.

“IIICE 2013 offers Hitachi an outstanding platform to demonstrate our products and technology that addresses the urgent infrastructure needs of the next generation of cities. The rapid economic growth of the ASEAN region, particularly in Indonesia, has caused an urgent need to upgrade social infrastructure to keep up with the fast-paced progress while at the same time help preserve the environment,” said Hiroyuki Yagi, President Director of PT. Hitachi Asia Indonesia.

Hitachi has recently sharpened its focus in expanding its Social Innovation Business to help build social infrastructure that is safe, convenient and environmentally conscious.

As part of its participation at IIICE 2013, two Hitachi executives will speak during the November 14 plenary sessions. Mr. Shinya Mitsudomi, Chief Strategy Officer, Rail Systems Company, Hitachi, Ltd. will talk about Hitachi's activities in railways business. Meanwhile, Mr Joko Triyono, Head of Water Business Division, PT. Hitachi Plant Technologies Indonesia will discuss "Advanced Technologies and Success Stories in Water Recycling Industry".

The 91-square meter Hitachi booth (Booth No. A1) will showcase Hitachi's wide range of products, solutions and extensive experience in the social infrastructure industry.

Visitors can expect to view products and solutions panel displays and video presentations on energy like power generation, transmission and distribution, information and communications technology, transportation, water and waste management, among others.

#### **About PT. Hitachi Asia Indonesia**

Item	Description
Company name	PT. Hitachi Asia Indonesia
Address	Menara BCA, Jl. M.H. Thamrin No.1, Jakarta 10310
Registered	June 20, 2013
Representative	Hiroyuki Yagi, President Director
Business	Sales and marketing of Power Transmission & Distribution Systems and Equipment, Infrastructure Systems, IT Systems and products including automated equipment for finance institutions and Data center service. Marketing of Automotive systems.
Capital	US\$ 3,000,000
Employees	40 (plan as of end March 2014)

**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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