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Hitachi Celebrates 31 Years of Powering Singapore's Iconic Christmas Light-Up

The Event Commemorates Hitachi's Continued Social Innovation Commitment to Powering Good and Improving Quality of Life for All



(From L to R) Mr Markham Shaw, Co-Chairman, CLU 2021 Committee / Chairman, Orchard Road Business Association (ORBA); Mr Kojin Nakakita, Chairman, Hitachi Asia Ltd.; Mdm Halimah Yacob, President of the Republic of Singapore; Mr Masagos Zulkifli, Minister for Social and Family Development; Mr Phillip Tan, Chairman, Community Chest; Mr Chris Chong, Co-Chairman, CLU 2021 Committee

SINGAPORE, 13 November 2021 – [Hitachi Asia Ltd.](https://www.hitachi.com) (Hitachi) today celebrated 31 years of lighting up Orchard Road as part of its annual participation in the Orchard Road Christmas Light-Up. The Orchard Road Christmas Light-up sponsorship is tied to Hitachi's annual donation to the Community Chest of Singapore. The Orchard Road Christmas Light-Up has consistently been one of the main highlights of Singapore's year-end festive season, attracting

locals and tourists to soak in the Christmas spirit. This year's theme is "Christmas in Bloom" and will see 68km of neon lights and oversized blooms dotted along the shopping street.



Photo of the main arch at the Scotts-Paterson Road junctions features a burst of colourful lights accented by red and rose gold poinsettias, a traditional Christmas flower that symbolises purity and mirth. (Photo Credit: Orchard Road Business Association)

"We are honoured to have created 31 years of fond memories for Singaporeans and tourists through our sponsorship of the annual Christmas on A Great Street. This iconic event has a symbolic value to Hitachi. One being our close relationship and strong partnership with Singapore and the other echoing our commitment to Powering Good. Hitachi and Singapore, together, have achieved many milestones in the last 56 years. With the pandemic dampening spirits, Christmas on A Great Street has become even more important to spread happiness and bring festive cheer to the streets of Singapore," said **Mr Kojin Nakakita, Chairman of Hitachi Asia Ltd.**

Hitachi is Committed to Powering Good

Staying true to its mission statement of 'Powering Good', Hitachi strives to solve global, environmental, and social issues, as well as contribute to society by improving lives through fundraising initiatives and campaigns.

In conjunction with this year's Christmas Light-Up, Hitachi also organised the 5th edition of "Hitachi Plays Santa", a ground-up initiative to encourage and engage employees in volunteering with selected charities. For this year's edition, Hitachi collaborated with Willing Hearts, a non-profit organisation, to prepare and distribute meals to beneficiaries across

Singapore. Employees and volunteers came together to donate essential items and cash to the beneficiaries.

“At Hitachi we believe that corporates play a bigger part than just contributing to a country's economy. Our philanthropy efforts are testament to this and driven by our own mission of powering good. The ongoing COVID-19 pandemic has disrupted our lives, especially so for the underprivileged in society. We aim to deliver happiness and inspire hope through our efforts as we join Singapore in fighting the pandemic,” said **Takatoshi Sasaki, Managing Director, Hitachi Asia Ltd.**



Over-street arches of lights and iconic Christmas flora elements to spread the festive cheer to motorists cruising along Orchard Road till 2 January. (Photo Credit: Orchard Road Business Association)

Hitachi has been the main sponsor of the annual Orchard Road Christmas Light-Up since 1991, as part of its ongoing commitment to contribute to Singapore's sustainability efforts through its Social Innovation Business. The Light-Up is jointly organised by the Orchard Road Business Association (ORBA), SingaporeRediscover, the Singapore Tourism Board (STB), Mastercard and Mandarin Orchard.

Continued Commitment to Singapore

Hitachi has always strived to help foster an efficient and sustainable future by reimagining the way societies and industries operate. The company has played a key role in championing sustainable socio-economic growth across Southeast Asia over the past few decades.

“30 years on, we remain committed to supporting Singapore's national goal of building a sustainably prosperous society, as enshrined in its Smart Nation objectives. Here, we are leveraging our own efforts of using technology to power up good through social innovation, and we continue to pledge our support for nation's efforts with advanced technological solutions and infrastructures to achieve this milestone,” said **Mr. Sasaki.**

In its efforts to contribute to Singapore's Smart Nation initiative, Hitachi has partnered with local organisations and governing bodies to introduce and launch a series of digital solutions to drive Singapore towards its sustainability goals.

“Hitachi is taking bolder steps in realising our green goals. We remain committed to working with all stakeholders to help put Singapore and Southeast Asia on the sustainable path of a cleaner and greener future. We are aligned with Singapore's Smart Nation policy and look forward to creating greater impact through our digital solutions that can be applied in Southeast Asia and beyond,” added **Mr. Sasaki.**

About Hitachi Asia Ltd.

Hitachi Asia Ltd., a subsidiary of Hitachi, Ltd., is headquartered in Singapore. With offices across seven ASEAN countries Indonesia, Malaysia, Myanmar, Philippines, Singapore, Thailand, and Vietnam - the company is focused on its Social Innovation Business to answer society's challenges. Hitachi Asia and its subsidiary companies offer a broad range of information & telecommunication systems, power systems, social infrastructure & industrial systems, electronic systems and equipment, construction machinery, high functional materials and components, automotive systems, home appliances and others. For more information on Hitachi Asia, please visit the company's website at <https://www.hitachi.com.sg>.

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