



the Caring Tree the Caring Tree

Hitachi's Global Community Activities

Number 1

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When Mr. Namihei Odaira founded Hitachi as an electrical repair shop in 1910 it was his purpose to contribute to people and society through technology. Even though the products and the areas in which the products are manufactured and sold have changed a great deal since then, this corporate philosophy has remained intact until today.

Hitachi strives to improve the quality of life in the global society through its products and services, and through the various social activities it performs as a corporate citizen. Consequently, Hitachi has initiated and supported many programs and foundations that promote the social well being of communities around the world where Hitachi is present.



Hitachi's social contributions encompass the expansion of educational opportunities, the promotion of community activities, the improvement of health and welfare services, the support of cultural activities and the protection of the environment.

The External Affairs Department, a subdivision of the International Business Planning and Development Division at the Hitachi Headquarters' office in Tokyo, co-ordinates many of these programs while working closely with Hitachi Group companies all over the world. This department aims to continue and improve relations with Hitachi's stakeholders and especially promotes activities that are designed to encourage networking among business communities, local communities, governments, international organizations and so on.

In 1996, 'The people of Hitachi – Making a Difference in Communities Around the World' was published, containing an overview of Hitachi's community activities worldwide. As an extension of this booklet's objectives, this edition of 'the Caring Tree' – Hitachi's Global Community Activities' is the first in a new series of annual newsletters. It is aimed at enhancing integration among the Hitachi Group companies globally, by providing information on the different companies' community activities, such as the activities by Hitachi's Community Action Committees(CACs).



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HITACHI

CFR-Hitachi Fellowship Program **NORTH-AMERICA**

In cooperation with the Council on Foreign Relations (CFR) in New York, Hitachi, under the initiative of Hitachi Corporate Office in Washington DC, invites promising young Americans to Japan through the annual International Affairs Fellowship Program in Japan, informally known as the Hitachi Fellowship Program.



The Fellowship Program's goal is to strengthen the CFR-Fellows and staff members of the Washington D.C. Office in 1999

U.S.-Japan relationship by expanding Americans' understanding of Japan and enhancing communication on global problems among American and Japanese emerging leaders. Each year, 4 to 5 outstanding young Americans between the ages of 30 and 45 are selected from the government, business, media or academic world. These fellows are given the opportunity to do research or carry out related professional activities in Japan for a period of three up to twelve months. So far, 14 fellows have been selected to come to Japan. The Council and Hitachi arrange affiliations with academic, governmental or private sector institutions in Japan that match the fellows' own designs and professional interests. The External Affairs Department assists the fellows in getting settled in the Japanese environment and also organizes seminars at which fellows are asked to share their experiences and insights with an audience. For further information, please see the CFR Homepage on the Internet: <http://www5.wisnet.ne.jp/~htcpa/CFR-HITACHI/IAFJhome.htm>

Hitachi International School Teachers Exchange Program

NORTH-AMERICA and EUROPE

While working closely together with Hitachi Group companies in America and Europe, including Hitachi America Ltd, Hitachi Europe Ltd, and Hitachi Corporate Office Europe, the External Affairs Department organizes the annual Hitachi International School Teachers Exchange Program (HISTEP).

The program's objectives are to contribute to Hitachi's local communities and to promote communication and cultural understanding among American, European and Japanese people through the exchange of school-teachers and to improve education throughout the world. HISTEP's origins date back to 1987 when Hitachi invited a group of American teachers to visit Japan.



The 1999 HISTEP Forum in Tokyo



A HISTEP teacher visiting a school in Japan

This initiative gradually evolved into HISTEP and today North American and European teachers visit Japan and Japanese teachers go to the USA or Europe.

The program includes school visits, Hitachi plant visits, homestays, discussions with local teachers and an international Teachers' Forum that is open to the public. At this forum, teachers from participating HISTEP countries share their personal experiences and international perspectives on educational issues around the world. To date, more than 150 teachers from communities where Hitachi is located have participated in the program. For further information please see the HISTEP Homepage on the Internet: <http://www12.big.or.jp/~htcpa/histep/index.html>

California Public Affairs Forum **NORTH-AMERICA**

Since 1987, the Hitachi Corporate Office in LA has been organizing a conference held every two years in Los Angeles and San Francisco, called the California Public Affairs Forum, in co-operation with the California Chamber of Commerce, the Bay Area Council and the LA Area Chamber of Commerce among others. Every time a conference takes place, a different theme is chosen, based on social issues of the Californian community.

Examples of issues discussed in the past are transportation, jobs and housing, education, safe communities and the influence of multimedia on family. Future forums will continue to discuss contemporary issues that the Californian hi-tech environment. At the 7th forum sub-titled 'Bridging the Digital Divide' which is to be held this fall, experts in the field of information technology and education will discuss possible solutions for information literacy and educational measures to provide Internet access for all.



The California Public Affairs Forum's goal is to serve the American community by the outcome of its discussions

Hitachi takes part in organizing this event because the outcome of the Forum creates opportunities for serving the community in the USA, where Hitachi has many operations.

Hitachi Science and Technology Forum in Europe

EUROPE

A pan-European forum has been developed that focuses on the way in which 'science and technology (should) contribute to society'. It will be called the 'Hitachi Science and Technology Forum in Europe' and its target participants include Hitachi Research Visit Program (HIVIPS) participants. Since 1985 HIVIPS has invited 400 overseas researchers to visit Hitachi's corporate laboratories in Japan. These researchers, of whom 180 come from Europe, have proven a valuable network to Hitachi and have special knowledge of Europe and Hitachi, as well as expertise in their respective scientific fields.



During the 3rd Regional Meeting in Krefeld, Germany

The forum's objective is to promote people's comprehension of Science and Technology, which will eventually lead to a better understanding of Hitachi itself. Before holding the planned pan-European Hitachi Science and Technology Forum in Europe in 2001, Hitachi has organized

three regional meetings, inviting professionals related to each theme as guest speakers, such as officials from the European Commission.

Year	Regional Meeting	Theme
1998	France	'Innovation and the Respective Roles of Large Enterprises and SME's'
1999	Germany	'Information Technology and its Benefits to Society'
2000	Ireland	'Electronic Commerce and the Impact on Society'

The results and speeches of the regional meetings have been released in 'European Connexion', which is published by Hitachi Corporate Office Europe, the driving force of this program.

For further information please see:
<http://www5.wisnet.ne.jp/~htcpa/hivips>

At the Hitachi Science and Technology Forum people discuss the way in which 'science and technology (should) contribute to society'



Hitachi Young Leaders Initiative

ASIA



The HYLI encourages the development of 'Young Asian Leaders'

The Hitachi Young Leaders Initiative (HYLI) is an award-winning community development program as part of our long-term commitment to being a caring and socially responsible corporate citizen in Asia, where we have a large business operation. The Initiative provides

an opportunity to broaden the perspectives of 24 of Asia's best and brightest students – chosen through a rigorous selection process not only on academic excellence, but also leadership qualities and extracurricular involvement – on current regional and global issues. The HYLI helps Asian nations identify, encourage and network future leaders from six countries in the region: Indonesia, Japan, Malaysia, the Philippines, Singapore and Thailand.

The HYLI is a five-day event consisting of a three-day forum that is open to the public, closed-door workshops for the 24 students and a two-day community service program. By creating a platform for thought development and providing students with the opportunity to meet current Asian leaders (from both the private and public sectors) and peer students, Hitachi gives the future leaders the chance to establish contacts and exchange ideas about issues related to Asia and the world. A concluding press conference is held, for television, radio and newspapers, where the Young Leaders can express their opinions and their recommendations to the region.

Every year one of the six participating countries hosts the HYLI and a different forum topic is selected.

Year	Regional meeting	Theme
1996	Singapore	'Asia's Identity in the 21 st Century: Preserving Diversity in the Face of Global and Hi-Tech Influences'
1997	Manila, The Philippines	'Asia's Growing Role in the Global Village: How will Asia fit?'
1998	Kuala Lumpur, Malaysia	'Leading Dynamic Asia into the New Global Age'
2000	Bangkok, Thailand	'Asia, Rising to the Challenge in the New Millennium'

After the Hitachi Young Leaders Initiative has taken place a White Paper is released, containing the student's recommendations, the speeches by guest speakers and the HYLI joint work activities. The White Paper is sent to over 800 recipients in Asia, including present government ministries, business leaders, academics and private sector individuals.

For further information please see the HYLI homepage on the Internet: <http://www5.wisnet.ne.jp/htcpa/hyli/top.html>

Students at work during the two-day community service program



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Internet Community Activity Network (ICAN)

We have renewed the internet network ICAN among Hitachi Group companies in order to share the information of the community activities carried out by each company worldwide. At this site, you can look at some examples of activities. We would like each of the group companies to join this network by providing any relevant information. The future edition of 'the Caring Tree' will pick up and introduce some of the activities from ICAN. [<http://www12.big.or.jp/~htcpa/ican/en/index.html>]