

**FOR IMMEDIATE RELEASE**

Contacts:

Kelly Smith

Hitachi Europe Ltd.

+44-1628-585379

[kelly.smith@hitachi-eu.com](mailto:kelly.smith@hitachi-eu.com)

Koray Özkal

Frost & Sullivan

+1-347 305 6059

[koray.ozkal@frost.com](mailto:koray.ozkal@frost.com)

## **Hitachi Europe and Frost & Sullivan Host “Hitachi Social Innovation Forum in Istanbul”**

**Istanbul, 19 November 2015** --- Hitachi Europe Ltd., a subsidiary of Hitachi, Ltd. (TSE:6501), today announced that it is hosting a “Hitachi Social Innovation Forum in Istanbul.” The goal of the Forum is to discuss the need for sustainable solutions to address the critical issues facing today’s cities and societies. It will take place at the Four Seasons Hotel Istanbul at The Bosphorus on 26<sup>th</sup> November 2015.

The Social Innovation Forum is being held in partnership with business consulting firm Frost & Sullivan. This is the third Hitachi Social Innovation Forum to be held in Istanbul, following successful events in the previous two years. The event on 26<sup>th</sup> November marks the finale of a series of Forums held across Europe in 2015, including London and Berlin, with the aim of introducing Hitachi Group’s wide range of solutions and technologies to a European-wide audience.

The Istanbul Social Innovation Forum will comprise two main sessions. The morning session will focus on Leveraging Big Data in Healthcare and Transportation, while the afternoon will focus on Energy Efficiency and the Internet of Things. Around 300 industry leaders, professionals, government officials and academics will attend to listen to live discussions and also take part in roundtables to debate Turkey’s current and future challenges and the impact of digital transformation in the healthcare, transportation, energy and manufacturing sectors.

The Social Innovation Forum will provide an opportunity to discuss technological answers to these challenges, spanning intelligent energy solutions and looking at the impact the Internet of Things can have on smart cities and connected health. Opening speeches from Erman Akgün, Country Manager for Hitachi Group in Turkey, and Dorman Followwill, Senior Partner at Frost & Sullivan, will explore new mega trends in Social Innovation and the technologies driving these opportunities.

- more -

Delegates will also be able to hear from experts such as Alp Önder Güler, Turkey Country Manager for Google Enterprise & Google for Work; Murat Kansu, General Manager of Microsoft Turkey; Bob Plumridge, Chairman and Chief Technology Officer EMEA of Hitachi Data Systems; Shinya Mitsudomi, Global Chief Strategy Officer of Hitachi Rail Europe and John Raspin, Partner at Frost & Sullivan.

New research findings led by Frost & Sullivan will also be revealed, looking at the challenges of finding sustainable solutions to critical energy, healthcare and transportation issues and how mega trends, smart technology and increased connectivity can bring us one step closer to the vision of a 'zero concept' world, where there will be no accidents, no emissions and no breaches in security.

Hitachi's global business development is centered on its expertise in Social Innovation, providing market-leading infrastructure solutions underpinned by highly reliable and highly efficient Information and Telecommunications technology. The company has set a goal of achieving an overseas sales ratio of 50% in fiscal 2015, through expanding business in global markets.

Hitachi aspires to drive innovation together with all of its stakeholders in ways that make positive contributions to society and seeks to inspire a world that provides safety, comfort and convenience to people throughout the planet, as well as for future generations.

For further information, visit the Hitachi [Social Innovation Forum in Istanbul](#) webpage

#### **About Hitachi Europe Ltd.**

Hitachi Europe Ltd., a subsidiary of Hitachi, Ltd., is headquartered in Maidenhead, UK. The company is focused on its Social Innovation Business - delivering innovations that answer society's challenges. Hitachi Europe and its subsidiary companies offers a broad range of information & telecommunication systems; rail systems, power and industrial systems; industrial components & equipment; automotive systems, financial services; digital media & consumer products and others with operations and research & development Laboratories across EMEA. For more information, visit <http://www.hitachi.eu>.

#### **About Hitachi, Ltd.**

Hitachi, Ltd. (TSE: 6501), headquartered in Tokyo, Japan, delivers innovations that answer society's challenges with our talented team and proven experience in global

markets. The company's consolidated revenues for fiscal 2014 (ended March 31, 2015) totaled 9,761 billion yen (\$81.3 billion). Hitachi is focusing more than ever on the Social Innovation Business, which includes power & infrastructure systems, information & telecommunication systems, construction machinery, high functional materials & components, automotive systems, healthcare and others. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

### **About Frost & Sullivan**

Frost & Sullivan, the Growth Partnership Company, works in collaboration with clients to leverage visionary innovation that addresses the global challenges and related growth opportunities that will make or break today's market participants. For more than 50 years, we have been developing growth strategies for the global 1000, emerging businesses, the public sector and the investment community. Is your organization prepared for the next profound wave of industry convergence, disruptive technologies, increasing competitive intensity, Mega Trends, breakthrough best practices, changing customer dynamics and emerging economies?

###