

President's Message

Hitachi will celebrate the one hundredth anniversary of its formation in 2010. It is 100 years since we started as a workshop for repairing electrical machinery in 1910. We have faced numerous business difficulties over this time resulting from changing social and economic circumstances. But with our social infrastructure business at the forefront, we have responded to these challenges and grown in step with the growth of society by continuing to pursue quality and reliability based on our Corporate Credo of "contribute to society through the development of superior, original technology and products."

However, the world we now live in is experiencing radical changes including a worldwide recession, climate change, and the exhaustion of water and other resources. There is a need for companies to be involved in resolving these issues and Hitachi will draw on its strengths to fulfill its social responsibilities. A key pillar in achieving this objective is a greater focus on our Social Innovation Business which is supported by basic businesses including materials, key components, and services. This business deals with the infrastructure of society that is supported by highly reliable and efficient information and telecommunications technology and includes information and telecommunication systems, power systems, environment, industrial, and healthcare systems, and urban development and railway systems. In placing an emphasis on this business, Hitachi's intentions include "fusing information and telecommunication systems and power and industrial systems," "transforming into a truly global company," and "expanding environmental businesses."

"Fusing information and telecommunication systems

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Utilizing the Hitachi Group's Technical Strengths to Keep Working for Society through the Next Hundred Years

and power and industrial systems" includes taking project management, system integration, and other skills gained from our information and telecommunication system businesses and applying them in large-scale social infrastructure projects in the power generation, railway, and other industries. Our objective here is to extract added value by taking advantage of the synergies between the different strengths of these industries.

With the prospect of further expansion of our involvement in large-scale overseas projects in the power generation plants, transportation system and other sectors, and the expansion of our global solution business in the information and telecommunication system area, Hitachi also needs to transform itself into a truly global company. To make a success of this, we are working actively on measures such as strengthening collaboration with local partners and establishing local operational bases.

"Expanding environmental businesses" is an important social responsibility for companies. We will accelerate the development of our businesses that deal with the environment and energy conservation based around the key pillars of nuclear power generation, high-efficiency coal-fired thermal generation, smart grids, renewable energy, environmentally friendly data centers, and examples of "green mobility" such as railway systems, automotive equipment, and construction machinery that reduce the burden on the environment. We will also strengthen our technology for critical devices such as high-performance motors and inverters and highly reliable lithium ion batteries for industrial and automotive applications.

This issue of HITACHI TECHNOLOGY reports

on some of our strengths in manufacturing and in research and development, areas that will play an important role in strengthening our Social Innovation Business. We intend to continue to utilize the strengths we have built up over the years since Hitachi was established to contribute to society through technology.



Takashi Kawamura

Takashi Kawamura, Chairman, President and Chief Executive Officer