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## **Hitachi Europe and Frost & Sullivan Host “Hitachi Social Innovation Forum 2015” in the UK**

**London, U.K 12<sup>th</sup> June 2015** --- Hitachi Europe Ltd., a subsidiary of Hitachi, Ltd. (TSE:6501), today announced that it is hosting its first ever Hitachi Social Innovation Forum 2015, in the UK. 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 Royal Garden Hotel Kensington on 17<sup>th</sup> June 2015.

The Forum is being held in partnership with business consulting firm Frost & Sullivan and builds on the success of last year’s Forums held in Istanbul and Berlin. The UK event on 17<sup>th</sup> June forms part of a wider series taking place across Europe in 2015, introducing Hitachi Group’s wide-range of solutions and technologies to a European-wide audience.

The UK Hitachi Social Innovation Forum will comprise of two main sessions. The morning session will focus on Social Innovation in transport and mobility, while the afternoon will focus on Social Innovation in Big Data. Around 150 industry leaders, professionals, government officials and academics will take part in roundtables in order to discuss opinions and solutions to the UK’s current and future challenges, such as urban congestion, an ageing population and data security. It will provide an opportunity to discuss technological answers to these challenges, spanning intelligent transport solutions, predictive analytics in healthcare and ICT driven smart infrastructure.

Delegates will also be able to hear from experts such as Joe Mitten, Special Advisor to the Mayor of London for Business and Enterprise; David Rowan, Editor of Wired; Dr. Martin Kohn, Chief Medical Scientist at Jointly Health and Klaus Dieter Rennert, Chief Executive for EMEA-CIS, Hitachi Ltd.

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New research findings led by Frost & Sullivan will also be revealed, looking at the challenges facing global transportation and how Social Innovation Business models can tackle these, including the role that 'Business to Society' models – where society as a whole is the end customer - can play in spurring Social Innovation.

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 more than 50% in 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.

Following the UK Forum on 17<sup>th</sup> June, another two Social Innovation Forums will take place in Munich on 22<sup>nd</sup> October 2015, and Istanbul on 18<sup>th</sup> November 2015.

#### **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?

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