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The large earthquake that hit Japan on March 11, 2011 brought major damage to a wide area of eastern Japan. Hitachi, which has its origins in Ibaraki Prefecture, also suffered significant losses. We are doing our utmost to restore the infrastructure of society, recognizing that we need to complete the recovery as soon as possible to repay the generous support we received from people in countries around the world.

Meanwhile, the international community needs to cooperate to resolve issues common to all humanity which include preventing global warming, protecting the ecosystem, and finding ways to deal with the depletion of water, energy, and other resources.

For both earthquake recovery in Japan and dealing with problems in the global environment, the key lies in sustainable social infrastructure. What we now need is infrastructure that supports the sustainable growth of society and not only reduces the burden on the global environment but also has the strength to withstand disasters.

Hitachi's Social Innovation Business, which we operate with a focus on the three key concepts of "Global," "Fusion," and "Environment," clearly has a role in providing this sustainable infrastructure. Through our Social Innovation Business, Hitachi seeks to create infrastructure that can provide a sustainable framework for society by fusing the systems and other technologies that we have built up through our activities in a wide range of fields. These include information and telecommunication systems, power systems, and industrial, transportation, and urban development systems as well as the



## President's Message

# Creating Sustainable Social Infrastructure through Our Social Innovation Business

materials technologies and key devices such as motors, inverters, and rechargeable batteries that support these systems.

Specific examples include smart cities that make optimum use of energy and resources by integrating IT (information technology) with infrastructure for energy, water, transport, buildings, and homes; the Hitachi Water System which makes effective use of water resources and improves the efficiency of water management throughout entire regions; and green mobility which provides safe and efficient transport with low carbon emissions. The technologies associated with these products are described here in Hitachi Technology 2011–2012.

Through the global operation of our Social Innovation Business, our aim is to create three different types of value: “value created and shared with customers and partners,” “value that lasts for future generations,” and “value based on our role and mission as a manufacturer.” This means helping create more prosperous regional communities by ascertaining their needs and those of markets and then jointly creating products and services that contribute to growth among our customers, thereby becoming a company that is trusted by all. This is our aim and to this end we see our mission as being to continue refining our advanced technologies and Monozukuri (manufacturing) capabilities. At the core of this philosophy lies Hitachi's Corporate Credo of “contributing to society through the development of superior, original technology and products.”

For the future, our intention is to continue taking on the ever more complex and serious challenges

that face the world through our Social Innovation Business. Our corporate statement of “Inspire the Next” is about continuing to breathe life into the coming age and we will continue to put this into practice to contribute to the achievement of sustainable growth throughout the world.



Hiroaki Nakanishi  
Representative Executive Officer and President