

# Recovery Efforts in Japan

**Takashi Hatchoji, Group Chairman for the Americas, Chairman of the Board of Hitachi America, Ltd., discusses the company's response to the Great East Japan Earthquake**



**“Our Social Innovation Business is inherently focused on creating a safe, reliable and environmentally conscious society through cutting-edge technology. It will also be a great support in the recovery efforts in Japan.”**

## **How was Hitachi impacted by the events in March?**

First, I would like to express my sincere gratitude to the people and governments worldwide that offered their support and assistance to the people of Japan. Those of us in Japan at that time were very aware of the significant global support, compassion and financial aid.

Hitachi does have production facilities in Eastern Japan. As a result of the earthquake, some of our buildings and production facilities were damaged. However, thanks to the extraordinary efforts of our Hitachi Group employees, we were able to resume operations at key locations within a month.

## **What is Hitachi doing to aid in the recovery and rebuilding efforts in Japan?**

The day the disaster occurred, we immediately established the Hitachi Group Emergency Headquarters to coordinate our response. As the level of destruction became evident, we expanded the role of the Emergency Headquarters and established the Hitachi Group Headquarters for Post-earthquake Reconstruction and Redevelopment. This new headquarters was charged with sending volunteers and supplies to the earthquake zone, and assisting those affected in finding alternative housing. We are also providing flat-panel TVs, dry cell batteries and Disaster Victim Support Systems to local municipalities and others—support valued at 950 million yen.

This headquarters is also responsible for developing and implementing a recovery plan regarding Hitachi's operations. Hitachi manufactures products that play an integral role in the global supply chain, so resuming operation at our damaged factories was critical. Given the company's focus and expertise in the Social Innovation Business, specifically relating to infrastructure technology and products, we will continue to play a key role in the rebuilding efforts throughout Japan.

## **What is Hitachi doing to provide support at the Fukushima Daiichi nuclear power station?**

Hitachi is cooperating fully with the Tokyo Electric Power Company, Incorporated and with the Japanese government regarding conditions at the site, and the progress being made to achieve a safe resolution. More than 2,400 engineers and professionals, including those from cooperating companies, are working on this project. Additionally, we established a joint Japan-U.S. specialist team, including representatives from Hitachi GE Nuclear Energy, GE Hitachi Nuclear Energy, Hitachi Power Systems America, Exelon and Bechtel, to develop a plan that lays out medium- to long-term countermeasures. That plan is being submitted to the Japanese government. Hitachi and Mitsubishi Heavy Industries have also started discussions on joint supportive measures.

## **How has this crisis affected Hitachi's plans for the future?**

Our fiscal year, which ended March 31, 2011, was one of the most profitable years in the company's history despite the impact of the earthquake. Following the crisis, Hitachi is reexamining its business continuity plan to improve its supply chain management. We are also bolstering our IT networks, including data centers, to enhance earthquake resistance.

## **How will Hitachi contribute to developing the post-disaster society?**

We believe our focus on the Social Innovation Business will be a great support in the recovery efforts in Japan and will be beneficial in efforts to build a sustainable global society. Inherently, this business focuses on creating a safe, reliable and environmentally conscious society through cutting-edge technology, products and services, such as some of the systems needed to develop Smart Cities. Hitachi has outstanding employees who work well as a team, and who also excel individually. Additionally, we have developed strategic partnerships with globally respected companies that have expertise that dovetails with ours. By leveraging these partnerships, Hitachi is well positioned to contribute to society and achieve global growth through the Social Innovation Business. ●

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