

e u r o p e a n

CONNECTION

THE NEWSLETTER FOR MEMBERS OF THE EU HITACHI SCIENCE & TECHNOLOGY FORUM

ISSUE 8

JULY 2001



Editorial Note

A more active participation from Forum Members fostered by the speakers' expertise and excellent pedagogy: these are the key success factors of the 4th EU Hitachi Science & Technology Forum which took place in Brussels on May 19 & 20, 2001. Let me convey our deepest appreciation to all of those who helped us to make it successful.

Since its creating in 1998, the Forum has progressively reached an adequate format, as it is evidenced by the results of the feedback questionnaire. Some key-results are included in this edition.

What's next? Eight of your colleagues and friends have volunteered to form a new working group. They will prepare the Forum 2002, and will strive to organise an exciting debate under the leadership of Dr. Stephan Mueller. Having started to brainstorm on the future topic, they will meet in Brussels in October. You will be kept regularly informed through progress reports.

Mr. Pierre E. Longin, newly elected Forum Fellow, has kindly accepted to give us his views on the Forum and its future development.

You will find also an article on the new Hitachi European website (www.hitachi-eu.com), which will give you precise and updated information on Hitachi Group's activities in Europe.

I am convinced that the EU Hitachi Science & Technology Forum will progressively become a renowned debate platform in Europe, thanks to the outstanding and diversified expertise of the Forum Members. A lot of work still needs to be done. However, with your support, the Forum is definitely on the right track.

I wish you a very nice and pleasant summer.

Norikiyo Koide

HITACHI
Inspire the Next

FORUM MEMBERS VOICE

Feedback from Brussels

"My overall impression regarding this Forum is very positive. The workshop organisation including the selection of speakers, surroundings and the visit of the European institutions was very well done and as usual, I enjoyed my participation in the Forum."

Dr. Volker Braun

*Forum Member, Germany,
Chairman of the Working Group
2000-2001, Member of the
Working Group 1999-2000*

"I would like to thank you for this year's EU Hitachi Science & Technology Forum. The speakers, all experts in their field, knew how to present their ideas resulting in animated discussions, especially in the working groups and during lunch and dinner time. The Forum is becoming an institution... Looking forward to the next Forum in 2002."

Dr. Nicola Pfeffer

*Forum Member, Germany,
Member of the Working Group
1999-2000*

**4th EU Hitachi
Science &
Technology
Forum
Summary
Report now
available!!!**

Please contact
Hitachi Corporate
Office, Europe for
more information.



“Very many thanks for all Hitachi’s effort in organising such an event. (...) The quality of the speakers and the debates were excellent”

Dr. Christopher Farren
Forum Member, UK

“I wanted to warmly congratulate Hitachi for such a great event. The organisation was perfect and the atmosphere wonderful. I had a great pleasure to meet not only Hitachi officials but also all Hitachi trainees with whom I can now keep in touch more efficiently”

Nikola Knezovic
Forum Member, France

“Apart from the opportunity to meet old friends and colleagues, I think the selection of speakers was very good. Even though most lectures were not (directly) related to my field of expertise, they were very interesting as well as food for thought”

Dr. Martijn Anthonissen
Forum Member, the Netherlands

“It was the first time that I was joining the EU Hitachi Science & Technology Forum and it would be a pleasure for me to join the forthcoming events. It was really good to meet other students from Europe with common story: Japan and Hitachi”

Frabrice Serey
Forum Member, France

Broadening cultural event: Forum Members at the European Commission.



A Forum Fellow’s Views

Pierre E. Longin
President of Longin & Associés

“ The 4th EU Hitachi Science & Technology Forum has been a well deserved success. This strongly comes out from the questionnaire which was distributed at the end of the meeting which was answered by most participants.

Four years ago the Forum concept was tested with French HIVIPS participants.

This year all European HIVIPS and other European trainees were invited. You, Forum members, can help by adding to the Forum Member list friends and colleagues you met in Japan who, for a reason or an other, have not yet been contacted.

Four years ago the societal objective of the Forum which is to assess the impact of scientific/technological progress on our European fellow citizens was roughly outlined. This year the different fields of life sciences were reviewed by distinguished experts and you thoroughly debated of their impact on European society. It was rightly pointed out that most of the speakers were pro-biotechnology and that opponents were missing. Good point to be remembered for future meetings.

Four years ago there was limited participation by Forum members. This year through the setting up of the working group, which shaped up the format of the Forum, and through the parallel working sessions, Forum Members’ involvement was significantly improved.

I feel, though, that Forum Members’ participation should be and must be more active. Forum Members represent a unique galaxy of culture, education, experiences. These key ingredients should generate broader debates



Involving every participant.

Hitachi’s commitment to have the Forum topics and goals managed by its members has been fully kept and success has been the reward. This year Hitachi has asked individuals to become Forum Fellows. I am privileged to be one of them. How can we contribute? It goes without saying, and I feel I can commit my two colleagues as well, that we will be glad to share with you knowledge and experiences, we will gladly intervene in the debates to bring out specific elements or food for thought but, again, our contribution will greatly depend upon you and the way you will be involving us.

Looking back at the last Forum presentations and discussions it might be considered that bringing in additional participants would make sense. For example, major European companies with which Hitachi has long time business ties might be interested in sending new members. From the European R&D community Hitachi could call on Research Institutes with which research agreements have been signed and who would identify well suited representatives. There are any other avenues along this line which can be explored.

“See you next year!”

Connexion Worldwide!

In a few weeks, Connexion editor's Grégoire Poisson will start making one of his dreams come true: a world tour. During one year, he and his Fiancée will visit South East Asia, Oceania, South America and Africa to discover countries, peoples and cultures they want to learn more about. "This tour will enable us to see countries with our own eyes, and will challenge the ideas and images we get through television or other media. It will be a great human experience and I am looking forward to it"

Grégoire has spent 3 years and a half at Hitachi: starting in 1998 at Hitachi Headquarters in Tokyo, he then joined the Hitachi Corporate Office, Europe in Brussels where he was in charge of European Public Affairs. In particular, he developed and coordinated the EU Hitachi Science & Technology Forum and contributed a great deal to its current shape. "I really enjoyed working at Hitachi, especially when developing the Forum. Forum Members are extremely bright and talented people, and it was a great pleasure to support them. I am sure they will keep on making the Forum a success" he said. You can contact him at gpoisson@yahoo.com.

Connexion would like to thank Grégoire for his great contribution and wishes him good luck for this new challenge!



New Website for Europe



A 'new look' Hitachi in Europe website located at www.hitachi-eu.com has recently been launched by Hitachi Europe Ltd., Corporate Communications. The site has been completely re-designed to ensure that Hitachi has an increased customer focused web presence and to reflect the new brand image across Europe.

The site now acts as a gateway to the 30 or so Hitachi Group companies in Europe to provide one central website with links to all Hitachi's products. It also contains up-to-date news located in both the European and global press-rooms, plus interesting facts about the company and general background information about our research and development activities.

Please feel free to explore the site to

find out more about how Hitachi is empowering a changing Europe.

If you have any comments, please e-mail them to Joanna MacGovern, Corporate Planning & Communications, Hitachi Europe Ltd. at joanna.macgovern@hitachi-eu.com

Hitachi Develops the World's smallest RFID IC: the "mu-chip"

On June 28, Hitachi, Ltd. announced that it has developed the world's smallest RFID* integrated circuit chip called the "mu-chip", which is thin enough to be embedded in paper.

The mu-chip is 0.4mm square and wireless accessible at 2.45GHz. With the ID information being stored in ROM (read-only memory) during the manufacturing process, it provides high resistance to tampering. Its features in size, security and access will find useful applications in document management where a high level of security is needed and distribution management where efficiency is a must.

The mu-chip will

Let's debrief...

FORUM 2001 FEEDBACK QUESTIONNAIRE

During the Brussels Forum, Forum Members received a feed-back questionnaire through which they could express their opinion on the meeting itself, the organisation and also on the Forum member Network.

Here are the main points (from questionnaires that were given back)

- **94%** of the Forum Members think the Forum contributes to their better understanding of European societal issues.
- **91%** of the Forum Members are satisfied with the Working Sessions.
- **69%** of the Forum Members are strongly motivated by the opportunity to meet friends and colleagues when attending a Forum.
- **63%** of the Forum Members feel they are part of a network.
- **88%** of the Forum Members consider the yearly Forum as the best means to keep in touch with each other.
- *(All results available at Hitachi Corporate Office, Europe)*

open up a new arena in electronic commerce in the era of global broadband communications in a wide range of industry including finance, distribution, manufacturing, sports, and entertainment. The mu-chip is a new addition to Hitachi's product line catering for the need of its existing customer base which includes the worldwide smart-card industry.

Features of the mu-chip

1. Integration of a 2.45GHz high-frequency analog circuit and a 128-bit ROM in an area of 0.4mm square silicon to form the world's smallest RFID.
2. High guarantee of authenticity by applying encryption technology to the 128 bit of identification information.
3. Enabling electronic information on networks and information on paper or to be linked anywhere and anytime with assurance, thus making new services possible.

RFID Radio-Frequency Identification*

More information:

<http://global.hitachi.com/New/cnews/E/index.html>



Panel of discussion

From left to right: Dr. Brian Warrington (GlaxoSmithKline), Dr. Simon Barber (EuropaBio), Mr. Mark Cantley (European Commission), Dr. Klaus Ammann (Botanical Garden, Bern) and Dr. Robe Gossink (Philips Research).



Discussion time

Dinner party at La Maison du Cygne, Brussels



Forum Fellowship; Mr. Florian Schmitz receiving the Fellowship certificate from Dr. Shojiro Asai.



Working Group 2001-2002

From left to right: back row: Karsjen Tamminga, Juergen Brugger, Eckhard Kroll, Stephan Mueller (Chairman), Chris Marsh, Stephan Krautwald; front row: Louise D. Farrand and Ben Kloeck.

European Connexion is published by Norikiyo Koide and edited by Gregoire Poisson. The Hitachi Corporate Office, Europe welcomes and encourages your comments and ideas.

Hitachi, Ltd.
 Hitachi Corporate Office, Europe
 Avenue Louise 326, BTE 11
 1050 Brussels, Belgium

Tel: +32 (2) 643 48 88
 Fax: +32 (2) 640 08 98

E-mail: poisson@cm.px.head.hitachi.co.jp
 HIVIPS Homepage:
<http://www5.wisnet.ne.jp/~htcpa/hivips/>