

e u r o p e a n CONNEXTION

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

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Editorial note

During the 2001 EU Hitachi Science & Technology Forum in Brussels 'Water' was chosen as the topic for the forthcoming Forum.

Water is an important issue for industrialised countries which takes its availability for granted and does not appreciate the difficulties related to the production of drinking water. The working group has set up an agenda for the Forum, which will provide you with a broad range of scientific and societal topics related to water.

In the European Union, the importance granted to water is best illustrated by the Water Framework Directive.

The 2002 Forum will take place in the beautiful city of Budapest, a choice illustrative of the impact Central European Countries have, and will have, through the so-called enlargement process on the future development of the European Union.

I sincerely hope all of you will attend the next Forum and I wish you all a Merry Christmas and a Happy New Year.

Norikiyo Koide
General Manager
Hitachi Corporate Office, Europe

Working Group Meeting, Brussels 12-13 October 2001

During the Brussels Forum, eight Forum members volunteered to become Working Group members:

Stephan Mueller (chairman),
Jeurgen Brugger,
Louise Farrand,
Ben Kloeck,
Stephan Krautwald,
Eckhard Kroll,
Chris Marsch and
Karsjen Tamminga.

They met in Brussels on October 12 and 13 and, for the first time, were joined by the Forum Fellows chaired by Dr. Asai. Forum Fellows are Mr. Longin, Mr. Schmitz and Mr. Verrue and new Fellow, Mr. Mark Cantley (DG Research, European Commission)

Stephan Mueller led the discussions which resulted in a preliminary Forum agenda. This will consist of a general introduction, which should provide you with basic information on water, and three key topics: water and agriculture, water and industry, water and the environment.

Parallel sessions will also be organised to give the participants the opportunity to get more personally involved in the societal debate on water. The conclusions of these sessions will be presented on the Sunday morning.

Connexion would like to thank both the Working Group members, led by the enthusiastic Stephan Mueller, and the Forum Fellows for their input in preparing the 2002 Forum.



The participants of the working group meeting

Mark Cantley, a new Forum Fellow

The EU Hitachi Science & Technology Forum is delighted to welcome as a new Forum Fellow Mr Mark Cantley, Adviser at DG Research, European Commission. His contribution as a speaker and as a participant to the 2001 Forum was greatly appreciated by all the participants. Mr. Cantley attended the Working Group meeting in Brussels on October 12 and 13.

Let's meet...

... at the fifth
EU Hitachi Science &
Technology Forum,

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Budapest

24, 25 and 26 May 2002

The Forum's central topic will be: Water

Let's visit...

On Friday 24 May 2002, in the afternoon, Hitachi Corporate Office, Europe is planning to organise a special tour for the Forum Members to visit a Hungarian Research Centre.



The Skeptical Environmentalist: A Review by Mark Cantley

iBjørn Lomborg, a vegetarian and former member of Greenpeace, lectures in statistics at the University of Aarhus, Denmark. In 1997, provoked by the opinions of the American economist Julian Simon, who maintained that our environmental doomsday scenarios are just plain wrong, he decided to demolish such foolish optimism; but to his surprise, found Simon was substantially right.

The resulting book, "**The Skeptical Environmentalist**", appeared in English in 2001, and has provoked vigorous controversy. Reviews range from "the most important book on the environment ever written" (Matt Ridley, The Daily Telegraph), and "one of the most valuable books on public policy to have been written for the intelligent general reader in the past ten years ... a triumph" (The Economist), to opinions such as that of Henning Sørensen, former President of the Danish Academy of Sciences, that Lomborg is "wrong, dangerous and lacking the professional training even to comprehend the data he presents".

The book is easy to read, full of careful graphs and clear statements, but includes also 2,930 Notes, references and websites to underpin its arguments.

Lomborg's central concern is to attack what he terms "The Litany" – the widespread message of catastrophism, propagated by academics such as Paul Ehrlich, environmentalists such as Lester Brown of Worldwatch Institute, and politicians such as Al Gore, author of "**Earth in the Balance**". Chapter by chapter, he addresses the familiar topics of population, pollution, cancer, food supply, forest cover, energy, biodiversity, water, global warming: not underestimating the real dangers, damage and deaths – but examining in a long historical perspective the progress of societies rich and poor in identifying, addressing and remedying the problems. Malthus was wrong; the Green Revolution has delivered; the air and water in the developed world are becoming ever cleaner; we are not being poisoned by pesticides, still less by genetically modified foods; the Kyoto Protocol may not be the wisest way to spend almost \$ 1 trillion, for a miniscule effect on climate. Its cost is five times that of providing worldwide safe water and sanitation, which would save 2 million deaths and half a billion serious illness cases per year.

The author discusses above all the need for rationality, for *prioritisation* – failing which, our public policies will waste resources and kill people. He makes clear the dangers of the so-called "precautionary principle".

The title of the opening chapter, "Things are getting better" answers the question in its first sentence, "What kind of state is the world really in?" The book's

subtitle, "**Measuring the Real State of the World**" is a deliberate echo of the annual "**State of the World**" reports published since 1984 by Worldwatch Institute. For although, as Lomborg acknowledges, this series is "one of the best-researched and academically most ambitious environmental policy publications", it is frequently unable to live up to its objectives – as he demonstrates.

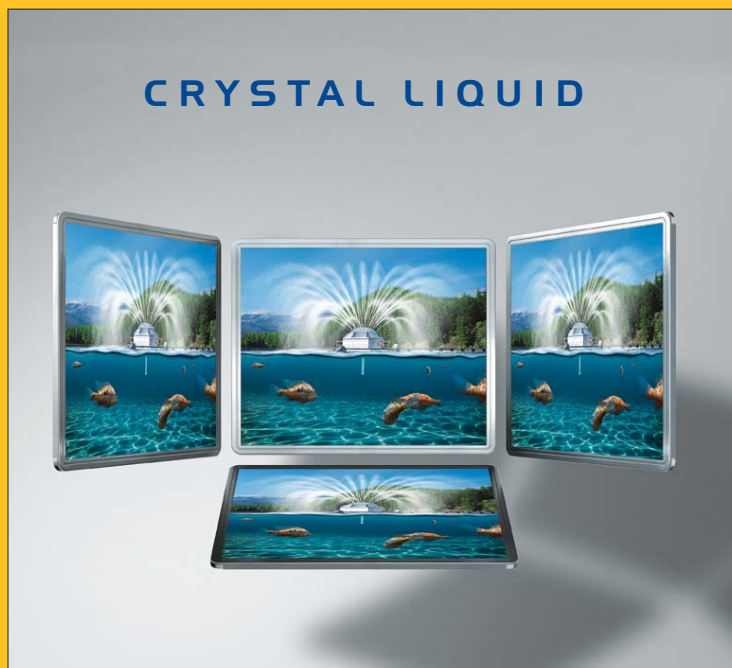
Lomborg poses good questions, and his challenge should reshape debate on public policy. For a quick introduction to his ideas, and to the arguments which he has unleashed, see the websites: <http://www.lomborg.com/> and <http://www.anti-lomborg.com/> - then think for yourself!

This book is published by Cambridge University Press

Did you notice Hitachi's Global Corporate Brand Campaign?

Hitachi introduced a brand management program and defined "Inspire the Next" as its corporate statement of value. This advertising campaign is being used to communicate the value promised by the Hitachi brand to stakeholders outside the company.

In the campaign, "Inspire the Next" is used as a basis for a series of advertisements with a uniform format and message. .



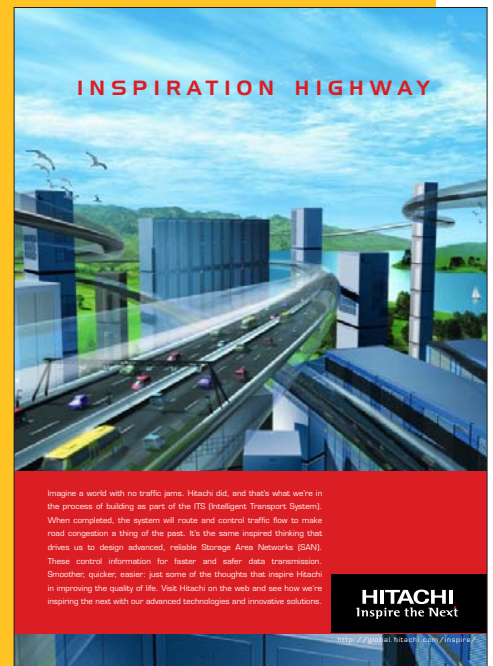
The advertisements have been published in Europe from September to November in the following newspapers and magazines:

Pan European: Wall Street Journal Europe, FTIT, Time Europe

UK: The Economist, Financial Times, Sunday Times, Sunday Telegraph, Mail on Sunday

France: Les Echos, La Tribune, Le Figaro Entreprise L'Usine Nouvelle, Le Nouvel Economiste, L'Expansion, Challenges, Enjeux les Echos, L'Entreprise

Germany: Handelsblatt, Financial Times (D), Der Spiegel, Wirtschaftswoche, Capital, Manager Magazin, Impulse.



Imagine a world with no traffic jams. Hitachi did, and that's what we're in the process of building as part of the ITS (Intelligent Transport System). When completed, the system will route and control traffic flow to make road congestion a thing of the past. It's the same inspired thinking that drives us to design advanced, reliable Storage Area Networks (SAN). These control information for faster and safer data transmission. Smoother, quicker, easier: just some of the thoughts that inspire Hitachi in improving the quality of life. Visit Hitachi on the web and see how we're inspiring the next with our advanced technologies and innovative solutions.

HITACHI
Inspire the Next



Reliability and speed. Two things we all want and two things that Hitachi delivers again and again. That's what makes the Hitachi developed Bullet Train the wonder that it is. And that's why Hitachi Smart Commerce solutions powered by Hitachi's advanced chip technology confidently secures access to your valuable data. So whether we are transporting you or providing leading technology solutions you know that Hitachi inspires to make life better. Visit Hitachi on the Web and see how we're inspiring the next with our advanced technologies, and innovative solutions.

HITACHI
Inspire the Next

Hitachi Group Supports Relief Effort in Aftermath of Terrorist Attacks on the United States

On 21 September 2001, the Hitachi Group of North America donated \$1 million to the American Red Cross in support of recovery work and victim relief activities in the aftermath of the

terrorist attacks of September 11. In addition to the financial support, Hitachi technology and equipment is being employed in several aspects of the relief effort. Hitachi is contributing DNA gene sequencing technology, which is being used by medical officials in New York City to assist in the task of identification. Hitachi also has donated demolition hammers and heavy-duty metal cutting hardware to assist in the recovery operation.

Employees of Hitachi America, Ltd. and other members of the Hitachi Group in North America have been engaged in a number of related volunteer activities, including giving blood and many other individual donations.

In addition, The Hitachi Foundation, which is based in Washington, D.C., has made a victim-relief donation of \$50,000 to the American Red Cross.

The First e-Government Showroom in China, "China Cyber-Government Square" Opens

On 16 October 2001, Hitachi, Ltd. and the Beijing Polytechnic University (BPU) jointly established a showroom "China CyberGovernment Square" (CCGS) in the BPU campus with a view to contributing to the realisation of e-Government in China. E-government can enhance the citizen's access to government information and services and can provide

new ways to increase citizen participation in the democratic process by using Internet-based technology.

The showroom concerned, specialised in e-government, is where visitors can experience security infrastructure such as authentication and IC card, and model systems such as e-tendering and educational support that will be needed to realise an e-government.

Both parties made a basic agreement last August to cooperate in the Chinese "e-government" field, to establish a showroom specialised in e-Government and conduct market

research, bringing together their technologies and know-how.

Hitachi and BPU, considers "CCGS" as the world's first international co-operation in the e-government field. They wish to build a wide-ranging and long-term partnership that will include establishing a joint project in the future to develop e-government technologies and products for the Chinese market.

In March 2000, Hitachi unveiled Japan's first "CyberGovernment Square" to showcase this package and give a glimpse of the shape of next-generation government.

Hitachi to Launch a New Solutions Service Using Low-Earth-Orbit (LEO) Satellite Systems

On 26 November 2001, Hitachi announced plans to strengthen its satellite-based data communications services. The Company will cooperate with ORBCOMM Asia Limited, to manufacture and market subscriber communicators, as well as provide total solutions in the Asia-Oceania region, which includes Japan, for services using the ORBCOMM LEO Satellite.

Hitachi will use the ORBCOMM satellite system to provide a comprehensive range of services complete with GPS-applications and peripheral

equipment, tailored to suit the needs of a variety of areas. These services include a speedy equipment-information service for the remote control of industrial and construction machinery, the tracking of trucks, weather observation in mountainous regions and remote islands where it had not previously been possible due to the lack of a power system or other infrastructure, ship navigation control and locating information services using GPS technology.

Hitachi will combine the core-technology, products and sales networks it has developed through the industrial machinery business with GPS and satellite communications systems to develop new businesses, such as high-precision locating information services, entertainment services and remote supervision ser-

vices. It is promoting a new high-precision locating service based on RTK-GPS astrometric binary technology, and has started a content-distribution service for simulation rides using HK Channel, a total support service for satellite data distribution. The Company aims for total sales of ¥ 10 billion from its new businesses in fiscal 2003.

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

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