

Customer and Business Partner Relations

The entire group is working to increase customer satisfaction. We also cooperate with our suppliers and other business partners to meet our mutual social responsibilities.

Global ISO 9001 Certification

Main Achievements in Fiscal 2008
<ul style="list-style-type: none"> Acquired ISO certification in China and the ASEAN region Promoted procedures for certification of the Fine Technology Products Business Group
Future Challenges
<ul style="list-style-type: none"> Promote acquisition of certification at overseas group companies

As part of our effort to ensure customer satisfaction, we are working toward certification of more sites within the group. Certification has already been acquired by the head office (2005), nationwide sales and corporate divisions (2006), the Lexington Office of Hitachi High Technologies America (2007), and four sites in China (2008), as well as sites in the ASEAN region (see page 13). In April 2009, certification was acquired by

the Fine Technology Products Business Group, following on the Naka and Kasado Divisions and giving us even stronger integration between manufacturing, sales, and service divisions.

To evaluate our initiative for greater customer satisfaction, each division listens to its customers and reports their opinions to top management. The sales divisions commission annual third-party customer satisfaction surveys, which allow us to reflect frank customer opinions in our business activities. This commitment to ongoing improvements based on customer opinions is an important part of our effort to improve the quality of our business endeavors.



QMS awareness poster

Cooperating with suppliers to meet common CSR objectives

Main Achievements in fiscal 2008
<ul style="list-style-type: none"> Implemented survey in regard to chemical substances contained in suppliers' products (registered in A Gree'Net*) Requested our suppliers to comply with information security rules
Future challenges
<ul style="list-style-type: none"> Exchange chemical substances information with suppliers throughout the entire supply chain Support our suppliers to acquire environmental management certificates such as ISO14001

*: A Gree'Net is the name of the Hitachi Group's green procurement system

It is our vital importance to set up a favorable partnership with our suppliers of component parts, materials and products.

In order to conform to the common procurement guidelines specified for the Hitachi group, we are maintaining fair trade relationship with both domestic and overseas companies, conducting

adequate quality evaluation, selecting suppliers through proper procedures, and ensuring information security related to business transactions.

Twice a year our suppliers are invited to a meeting, which we hold in order to promote information exchange and better communication.

Our trading divisions also strive to ensure timely and high-quality procurement, including compliance with the green procurement requirements of our customers.

With the cooperation of our suppliers and other business partners,

we intend to strengthen our management of harmful chemical substances in accordance with the Hitachi Group's environmentally CSR-compliant Monozukuri policies (see page 10).



Meeting with suppliers at Fine Technology Products Business Group