

Customer and Business Partner Relations

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

Improving Quality of Operations by Measuring Customer Satisfaction

Fiscal 2010 Challenges

- Promoted acquisition of QMS certification by sales operations of overseas Group companies

Main Achievements in Fiscal 2010

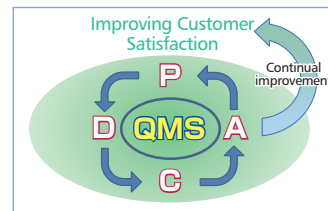
- Work toward acquiring new certifications and improving customer satisfaction in North America

The Group is aiming to raise the quality of its operations by introducing Quality Management Systems (QMS), and thereby improving customer satisfaction. In addition to having domestic manufacturing, sales and service divisions maintain QMS certification, we are working on having the sales divisions of our overseas Group companies newly acquire certification. In fiscal 2010, the Advanced Materials Division

of Hitachi High Technologies America, Inc., (Chicago and Silicon Valley offices) acquired QMS certification and began operating their systems.

We are also establishing a system that leads to improvements

in operations by understanding how customers evaluate our business operations by understanding customer satisfaction. All of the opinions received from customers by our call centers, sales personnel, service personnel and others are shared with related staff. We then take rapid response and problem resolution action. In conjunction with this system, our sales divisions conduct surveys once a year to measure customer satisfaction. Each sales division analyzes related data from the results of the survey and takes action to boost customer satisfaction.



Cooperating with Suppliers to Meet Common CSR Objectives

Fiscal 2010 Challenges

- Exchange chemical substances information with suppliers throughout the entire supply chain
- Support our suppliers to acquire environmental management certificates such as ISO14001

Main Achievements in Fiscal 2010

- Implemented survey in regard to chemical substances contained in suppliers' products (registered in A Gree'Net*)
- Encourage suppliers to voluntarily acquire environmental certification and renew such certification
- Continual improvement with management of chemical substances contained in products at overseas sales offices

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

The Hitachi High-Technologies Group is working to build favorable partnerships with its procurement sources and suppliers, and to maintain and enhance a relationship of mutual trust and understanding with them. Based on a common procurement policy for the Hitachi Group, we carefully select suppliers and procurement sources regardless of whether they are domestic or overseas companies. We go through an appropriate procedure to adequately assess quality, delivery time, price, technology development capabilities, environmental certification and other features as well as whether the



An information meeting for the second half of fiscal 2010 held for business partners in the Naka area

suppliers and procurement sources have fulfilled their social responsibilities. Going forward, we will endeavor to achieve a common awareness of our corporate social responsibilities by holding regular information meetings for our suppliers and by providing them with information and maintaining mutual communications. At an information meeting held in the Naka area in October 2010, the Procurement Department explained our Group policies, such as sticking thoroughly to ethics and integrity, strictly preventing information leakage and promoting green procurement activities. Suppliers voiced their understanding and agreement with these policies.

Our trading divisions are also striving to ensure timely and high-quality procurement, as well as giving consideration to the environment by, for example, implementing green procurement that complies with our customers' requests, and voluntarily developing rules.

In fiscal 2010, we had our overseas bases carry out self-audits to determine whether their policies were becoming well established. The audits covered the rules set up by overseas bases and the systems for managing chemical substances contained in products.