

# News Release

FOR IMMEDIATE RELEASE

**Hitachi and New South Wales State Government agreed to establish  
“Kyōsō Centre (collaborative creation centre)” to accelerate the  
creation of social innovation**

*To contribute to economic development and job creation in Western Sydney*

Sydney, October 23, 2019 -- Hitachi, Ltd. (TSE: 6501, “Hitachi”) has entered an agreement with The Hon Gladys Berejiklian, Premier of New South Wales\*<sup>1</sup> (“NSW”) that Hitachi and the NSW government will establish the “Kyōsō Centre (collaborative creation centre)”, within the Western City & Aerotropolis: a 22<sup>nd</sup> century smart city being built around the new Western Sydney International Airport.

Western Sydney is a place of growth, change and tremendous opportunity in Australia. More than 1.5 million people are expected to live in the Western Parkland City over the next 20 years, which means employment, infrastructure, transport and utilities are a significant focus for the NSW and Australian Governments.

The Western City & Aerotropolis will be home to leading advanced manufacturing, quantum technologies, aerospace and defence industries and an agribusiness precinct delivering a sophisticated, intense food production hub along with high-tech freight and logistics.

Hitachi, together with the NSW government, will accelerate the growth of start-up companies and small to medium enterprise (“SMEs”) through an open collaborative model at the “Kyōsō Centre”: supporting economic development and job creation. By creating innovative solutions, Hitachi aims to contribute to the improvement of the social, environmental and economic values in Western Sydney.

The Kyōsō Centre will be built within the smart city, promoting collaborative creation with customers, partners and research institutions around the world. At the centre, Hitachi will create an environment where Lumada\*<sup>2</sup> and the customer collaborative creation methodology “NEXPERIENCE” \*<sup>3</sup> can be utilised.

A variety of platforms across IT, OT (Operational Technology) and product knowledge and technology that Hitachi has accumulated over many years will be available to all participants. This will form a platform for the efficient creation of ideas, prototyping, and demonstrations with various stakeholders, thereby accelerating the creation of social

innovation solutions for Western Sydney and contributing to a human-centric smart city, utilising open data to improve the QoL of people in the Western Parkland City.

Hitachi will start collaborative creation activities in Sydney in early 2020 with a view to establishing the Kyōsō Centre in 2023.

### **Related website**

\*1: NSW Government Premier's Priorities

<https://www.nsw.gov.au/improving-nsw/premiers-priorities/>

\*2: Lumada

<https://www.hitachi.com/products/it/lumada/global/en/index.html>

\*3: Customer co-creation methodology “NEXPERIENCE”

<https://www.hitachi.com/rd/portal/contents/story/nexperience/index.html>

### **About Hitachi, Ltd.**

Hitachi, Ltd. (TSE: 6501), headquartered in Tokyo, Japan, is focusing on Social Innovation Business combining its operational technology, information technology and products. The company's consolidated revenues for fiscal 2018 (ended March 31, 2019) totalled 9,480.6 billion yen (\$85.4 billion), and the company has approximately 296,000 employees worldwide. Hitachi delivers digital solutions utilizing Lumada in five sectors including Mobility, Smart Life, Industry, Energy and IT, to increase our customer's social, environmental and economic value. For more information on Hitachi, please visit the company's website at <https://www.hitachi.com>.

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Information contained in this news release is current as of the date of the press announcement, but may be subject to change without prior notice.

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