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**FOR IMMEDIATE RELEASE**

**Hitachi Asia Ltd is the winner of 'SAP APA Channel Partner – Newcomer of the Year 2006, SAP Business One' in Asia Pacific**

SINGAPORE – January 29, 2007 – Hitachi Asia Ltd, Business Solution Integration Division (BSI), a leading regional systems integrator, has been awarded the 'SAP APA Channel Partner – Newcomer of the Year 2006, SAP Business One' in Asia Pacific. This award is given to only one partner who achieved Euro 150K revenue or higher.

SAP APA Channel Challenge is an annual SAP Channel Partner Award organized by SAP in recognition of partners who have achieved remarkable success with SAP. This award is open to all partners in Asia Pacific (excluding Japan).

SAP® Business One is an affordable, integrated business management solution designed specially for small and midsize businesses (SMBs). For the first time, business owners have a single system built to automate business processes and deliver a true and unified picture of critical, up-to-the-minute business information across customer relationship management (CRM), manufacturing, and finance divisions.

Supported by the strong global network of the Hitachi Group, and drawing on the strengths of the consultants expertise, client-centric solutions and customer support, business owners can better increase profitability and achieve new levels of control through the strategic partnership.

"SAP Business One has been enjoying exponential growth with over 1,000 business partners servicing 8,000 customers globally. Through this strategic partnership, Hitachi BSI will bring valuable technical expertise and business knowledge to our customers, enabling them to achieve cost efficiency and profitable growth." Dr Huin Seng Fatt, SMB Director, SAP.

**About Business Solution Integration Division (BSI)**

Hitachi BSI is a leading regional systems integrator and part of the Information Systems Group of Hitachi Asia Ltd, established in 1989 as one of the four regional headquarters for the world-renowned Hitachi Ltd in Japan.

Drawing on the strengths of our Group, people, technologies, client-centric solutions, customer support and best-in-class global alliances, Hitachi BSI is your ideal business partner in helping you sharpen the competitive edge of your enterprise.

For more information about BSI, please visit [www.hitachibsi.com](http://www.hitachibsi.com)

**About Hitachi Asia Ltd**

Hitachi Asia Ltd is a wholly owned subsidiary of Hitachi, Ltd. Established in 1989 as the regional headquarters in Singapore, it has ten offices in seven countries in Asia, excluding East Asia. The company offers a wide range of systems, products and services in market sectors such as information systems, power and industrial systems, power and industrial systems, digital media systems and consumer products.

For more information about Hitachi Asia Ltd, please visit [www.hitachi.com.sg](http://www.hitachi.com.sg)