

Apart from the conference cycle which was very well organized, came the informal meetings with seasoned executives of Hitachi in Europe, most of them perfectly accustomed to the European way of life and humor. There were also quite a number of brilliant young academics, professionals from the Netherlands and France, and university professors with a deep knowledge of their domain, all of them with a common interest in Japan and corporate citizenship conscience.

Notwithstanding the fine dinner in the charming royal club, such company could only add to the pleasure of the venue and two feelings emerged ;  
 - being part of the European community on the one hand  
 - gratefulness for the long-time, far away Japanese friend who was helping to build persistent relationship on the other hand

Technology and business are certainly important but human relationship is of essence and Hitachi definitively understood that .

*Benoît Lordet is International Director at Automatic Systems, Belgium*



**Visit the new Forum homepage:  
[www.hitachiforum.com](http://www.hitachiforum.com)**

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The Hitachi Corporate Office, Europe welcomes and encourages your comments and ideas.

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from:	Mikio Yotsu
date:	11/06/04 18:27
to:	Norikiyo Koide
subject:	7th EU-Hitachi Science & Technology Forum

Dear Mr. Koide:

This was the second time I have attended the Forum and it was a most informative, very well organized and enjoyable event.

This year, R&D business friends were invited and I think this may well be an additional benefit to all Forum members since, through individual contacts, they had an exceptional opportunity for meeting senior researchers with line responsibility. I guess it was also, as Mr. Beuzit told, a very unusual occasion for senior persons to be confronted with questions and interrogations from young colleagues.

I felt the selected topics generated a lot of interest since transportation affects everybody's life. Participation by Forum members was probably more active than last year and the general Q&A session, very well moderated by Dr. Konidaris, was a perfect illustration of their interest.

All in all it was a very good meeting for which organizers and participants deserve credit and sincere congratulation.

Mikio Yotsu  
 Managing Director  
 Hitachi Europe Ltd.



# e u r o p e a n CONNEXTION

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## Editorial note



The Stockholm Forum has been a great success, my thanks to all of you who made this meeting a significant benchmark in the history of the EU Hitachi Science & Technology Forum.

Last year in the post Antwerp Connexion I wrote: "...the EU Hitachi Science & Technology Forum is moving closer to its main objective which is to become a resource for public policy debates on specific issues." I guess, this year, we moved one step forward towards achieving this ambitious goal but a lot remains to be done. I feel the working sessions structure and management must be addressed by the new working group members so that more palatable results come out from this important exercise.

Last year, again, I wrote also: "we need your help for making sure the summary of the proceedings is properly distributed. Let us know to whom we should send it either to colleagues and friends or to academia or persons involved into the EU public debate". This call for help and support remains unchanged; I look forward to you for getting a better distribution list of people interested in our discussions and findings.

I will keep you regularly posted on developments and plans for our 2005 Greek meeting.

**Norikiyo Koide**

General Manager  
 Hitachi Corporate Office, Europe

## After the 7th EU Hitachi Science & Technology Forum

**Dr. Michiharu Nakamura**

To contribute to the EU public policy debate; this is the main expected goal of our forum. The Stockholm meeting took us one step further in the right direction through comprehensive and well planned presentations—thanks to Dr. Konidaris and our distinguished speakers—and thorough discussions during the working parallel sessions.

After the forum, we received several comments from participants that there is room for improvement in the organization of discussions during the working parallel sessions. The majority of forum questionnaires that were returned to us indicated that you, the forum members, were not getting as much as you expected out of these discussions. I would like the 2005 working group members to start addressing this issue.

Two main points should be investigated. The first one is related to the format of the working parallel sessions and the ideal profile of the moderator. The second is linked to the rapporteur's contributions in terms of summarizing and properly presenting the different pivotal points debated during the working session. Let's make sure we put across the results of these discussions properly since our forum is rather unique in the fact that technological issues are debated by a majority of highly qualified scientists. It is fascinating to discover that the forum members, in spite of their backgrounds, react very much in the same way as the man in the street on issues affecting their daily lives.

One of our distinguished guests, in charge of R&D in his company, found this incredible as well as of great interest when considering his own ideas on the acceptability of new technologies by the public at large. Concentrating on the parallel working sessions, whether in their current shape or a different one, should be the priority for 2005.

Back to 2004. We are all in deep gratitude to the speakers for their superb and most informative presentations, to the moderator as already mentioned, to our Swedish friends who offered us such splendid hospitality, to the forum fellows and their commitment to the forum's success, to my Hitachi colleagues, and especially to you forum members. It was great to welcome additional participants from a different background. (I refer to the Executive Training Programme in Japan hosted by the European Commission.) I have been most impressed by your active participation in the Stockholm meeting, by your keen interest in the topic and by your commitment to a constantly upgraded forum.

Thank you to all of you and see you next year in Greece.

*Dr. Michiharu Nakamura is Executive Vice President and Executive Officer, President, Research & Development Group of Hitachi, Ltd.*

## Some impressions on the Hitachi S&T Forums – uncertainties and interactions

### Mark Cantley

Each forum is a unique expression of a formula maintained from year to year: constant elements the participants, variable elements the venue, and the chosen topic. The host city offers a particular history, culture, climate; the topic each year is selected as an arena in which a group of young Europeans and Hitachi staff can expand their shared interest in applications of science and technology. The formula is fixed, but the chemistry of each forum is always unpredictable – and that uncertainty is part of the appeal.

For a European, long immersed in the “building of Europe”, the events offers several statements:

- Hitachi by its sustained commitment proclaims its global character, and the universality of the science and technology which inspire its products and innovations;
- for the young Europeans, the event underlines a perspective in which they are seen as citizens of a single conti-

nent, but one long active around the world;

- the topics underline in diverse fields the power and potential of scientific method, technology and competition – surely the oldest of international languages.

The added value lies in the human interactions. We can all read our journals and books, surf the web, pick up the latest fashions in management or in music, without stirring from home – indeed, without quitting our PC - how did we live without them? But the experts at a Hitachi forum should be agents provocateurs – presenting comprehensibly, but challenging both fellows and Hitachi staff to reflect on goods, services, markets, policies, which we usually take for granted. When we push the switch, we expect the light to come on – but what if ...?

Topics selected in the past five years have been technology push – electronics, life sciences – or basic and

continuing needs – energy, water, transport. In either case, the interactions with European society and the challenges – to policy-makers, and to industrial entrepreneurs – are the unpredictable – especially, the interactions with the future. As individuals and as companies, we are forced to reflect on uncomfortable questions – “We can’t go on like this”.

Political clichés about the need for change - for sustainability, for the transition to a knowledge-based economy and society – are translated at the fora into comprehensible specifics. With some expert help, we have to reformulate needs and aspirations in terms to which intelligent research, development, investment and policies can offer solutions. We leave each event, still asking questions; and in addressing these questions together over a couple of days, our perceptions are changing as we learn. Each event is stimulating, unsettling – and so it should be!

*Mark Cantley is advisor at DG Research, European Commission and Forum Fellow*

## A Weekend in Stockholm

### Thanh Lam Nguyen

The seventh Hitachi Forum on Science and Technology took place over the weekend of May 14-16 2004. The location of the Forum was a very good choice as we will see later. It was held in Stockholm, Sweden. This year more than any previous one, there were numerous attendants from both Europe and Japan. The mood of the forum was relaxed but still professional, more than any previous forum I attended. Indeed the fellow members were less shy when it came to questions, making the forum more interactive and even more interesting. That could come from the members being more comfortable as years passed or it could come from the topic of this forum.

The topic of this year was a very interesting one: “transportation and IT, Impact on European Society”. This topic is well known to any person who has lived in/near any big city. Who has never “enjoyed” a traffic jam, a train/plane being late? The forum gave

us a glimpse of what awaits us in the near future. This year the optional tour was to visit the Traffic Control Centre of Stockholm. It is one of the most advanced centre in Europe. The facility in itself was not that impressive, but the use of IT to monitor/control the traffic was a wonder, making Stockholm a very good location for the forum. The only regret was that we could not use the learning centre with traffic simulators to have a demonstration.

Thanks to the speakers we got a very good coverage of the three subtopics we wanted to focus on: safety, security and efficiency. The speakers came from industry, governments or from the European Commission, bringing their own view on transportation. The different points of view benefited the forum a lot. With what the speakers brought us and with our own knowledge of transportation, we entered the parallel working session. Each subtopic had its own working session. Allowing the fellow members to have an in-depth debate on the topic. From what was reported from the sessions, we could see that all sessions were very passionate and interesting.

Another enjoyable part of this year

forum was Saturday evening. Each year the dinner is organised in a very enjoyable way. This year the dinner allowed to enter one of the most famous clubs in Stockholm: Sällskapet Club. The club has numerous books and some very rare ones. It has a unique set of paintings. During the dinner we listened to a very Swedish typical song. After the dinner, the free time was used for some of us to discover the night-life of Stockholm.

This Forum was again an excellent one. The subject was highly motivating, the location and the organisation were near to perfect allowing the forum to run smoothly. The fact that people keep coming back year after year, even if their schedule is overloaded, is a proof that this event is a very enjoyable one. Next year topic will be “Urbanization” and will be located in Athens. Let’s all meet there and make the Forum even better than this one.

*Thanh Lam Nguyen is R&D Engineer at ALTEN, France and Working Group 2004-2005 Chairman*

## Forum Report : Transport and IT, Impact on European Society

### Executive Summary

The 7th EU Hitachi Science & Technology Forum brought together over 100 scientists, engineers, executives, policy-makers and others around the theme “Transport and IT, Impact on European Society”. The Forum addressed the role of information and communication technology (ICT) in transport from three perspectives: safety, security and efficiency. Transport is a key issue in a policy context. According to the International Energy Agency (IEA), passenger transport in the European Union (EU) will increase by 50% by 2050, and freight transport by 125%. Growth worldwide will be even higher. Energy use in the transportation sector will increase by 130% globally and by 30% in Europe. As well as the obvious benefits, transport impacts on society through congestion, environmental pollution and accidents, the costs of which are not reflected in overall costs



of transportation services. In terms of safety, a variety of safety-related IT innovations are already on the market. These provide warning information to the driver or are able to assume control over vehicle functions in an emergency. Next generation systems will be able to look “further ahead” on the road to inform drivers sooner about potential hazards. Examples include systems able to warn of curves, improve vision in night

driving, warn of approaching emergency vehicles, and activate pre-crash safety systems. Improvements to the road environment also offer opportunities to enhance safety. Security has become a much more significant issue in a transport context, as both people and goods travel more. Security impacts the cost/efficiency of transport systems and inevitably there is a trade-off between the two. We are seeing a change of paradigm here,

with a shift from a reactive to a proactive approach. At the same time, we have to ensure any measures taken are proportionate to the risks involved. Technologies such as radio frequency identification (RFID) and location monitoring offer potential solutions but also raise issues in relation to privacy, trust and liability.

From an efficiency perspective, politicians generally see the development and implementation of ICT as a means to reduce the need to invest in expensive new road network infrastructure. This view has its limitations, however. Current networks are already approaching their full capacity and ICT appears to offer only marginal improvements. In reality, the technologies are likely to be applied in a way that enables us to manage demand for transport better rather than simply maximising traffic flow. In public transport, ICT will improve quality of service, a key to increasing demand. The Forum called for the mandatory installation of preventative crash technologies on all new vehicles to reduce the number of automotive fatalities. The Forum believes that European Union legislation may be needed to

encourage car manufacturers to improve automotive safety features, if customers are unwilling to pay for technologically advanced safety solutions as optional extras. Regulatory environments will also need to be updated to take account of security, privacy and liability issues arising as a result of the application of new technologies, if the benefits are to be maximised. In addition, the aspect of human behaviour must be taken into account as the societal issues involved in today’s transportation occur from human acts of hazardous driving or unnecessary use/mis-use of transportation technologies. The Forum called for European governments to work more closely with car manufacturers, including research into user acceptance and attitudes to the new technologies.

**Michael Sharpe**  
Director, MS Consulting

## Ohisashiburi desu ne!

### Benoît Lordet

That was my first thought after receiving Hitachi’s invitation to the Hitachi Forum in Stockholm, as an ex-European Training Programme attendant invited for the first time.

Then images of the many directors who supervised my 3 month training in Tokyo in 1988 flocked to my mind. I had a feeling of gratitude towards them and was happy for the chance to resume contact with ‘citizen’ Hitachi again.

Furthermore, the forum topics were all related to my business with security and access control, professional curiosity came on top of the nostalgia.

I then flew to Sweden and met one of my biggest customers, the road traffic management authority of Stockholm, who gave us an excellent overview of their work and future trends.

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