



HITACHI

LATAM Partner Summit FY26

Built to Grow. Powered by Data.

Hitachi's Business At-a-Glance

HITACHI

Energy

- Energy infra & software
- High voltage grid infrastructure equipment
- SMR (Small, Modular Reactors) electrification infrastructure



Mobility

- Rolling stock
- Signaling & operational control software
- Autonomous & battery powered trains

Industrial

- Industrial & factory automation
- Fleet & EV charging solutions
- Industrial equipment (e.g. air compressors)
- Semiconductor manufacturing equipment



Digital

- IT services
- Digital engineering
- Storage & cloud infrastructure
- Financial systems / payments
- Datacenter: modular DC/power & cooling

\$64B revenue (FY'24)

282,000 employees
worldwide

12th largest tech company in
the world

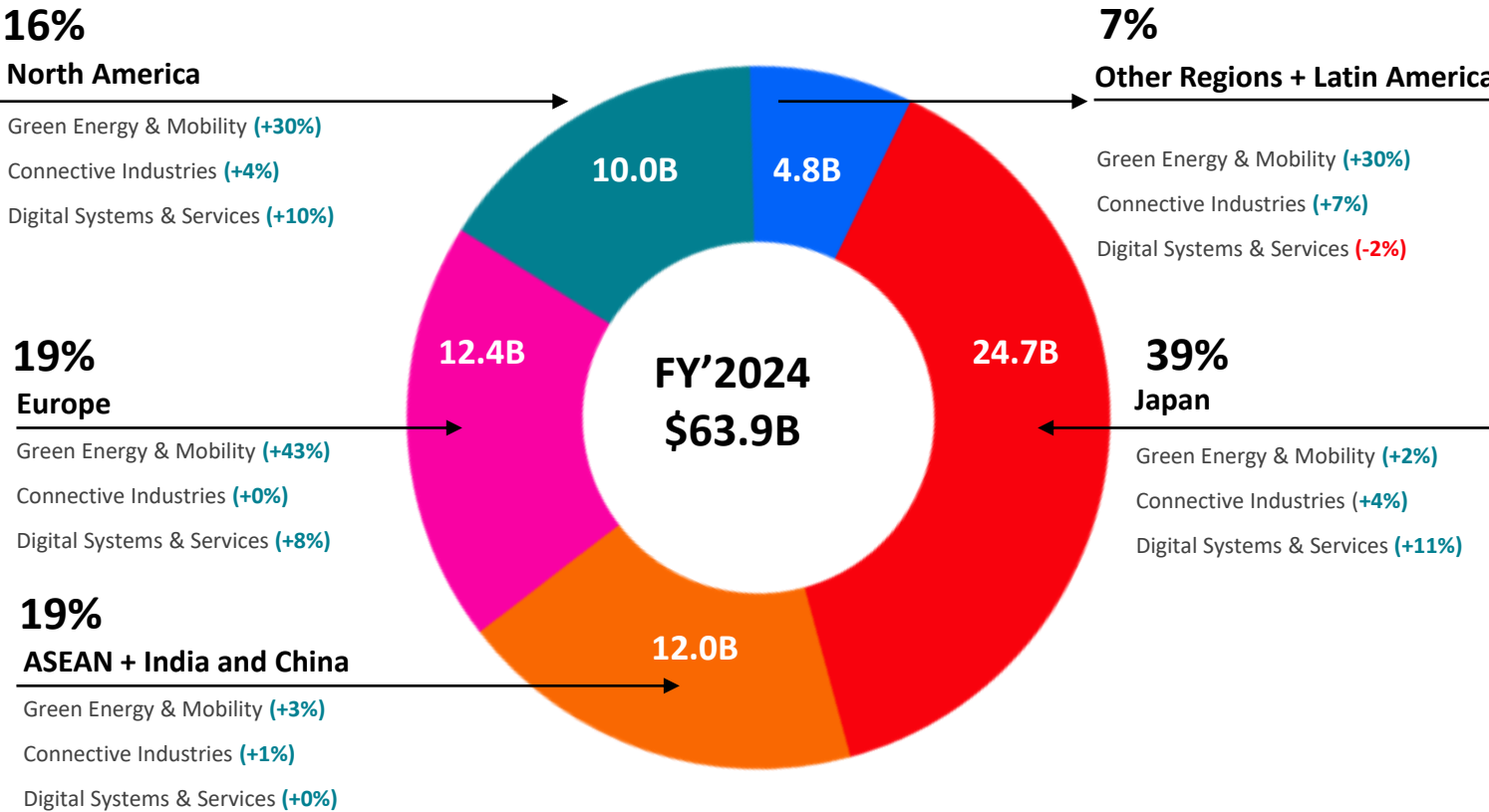
182,000 global patents

\$2B annual investment in
R&D

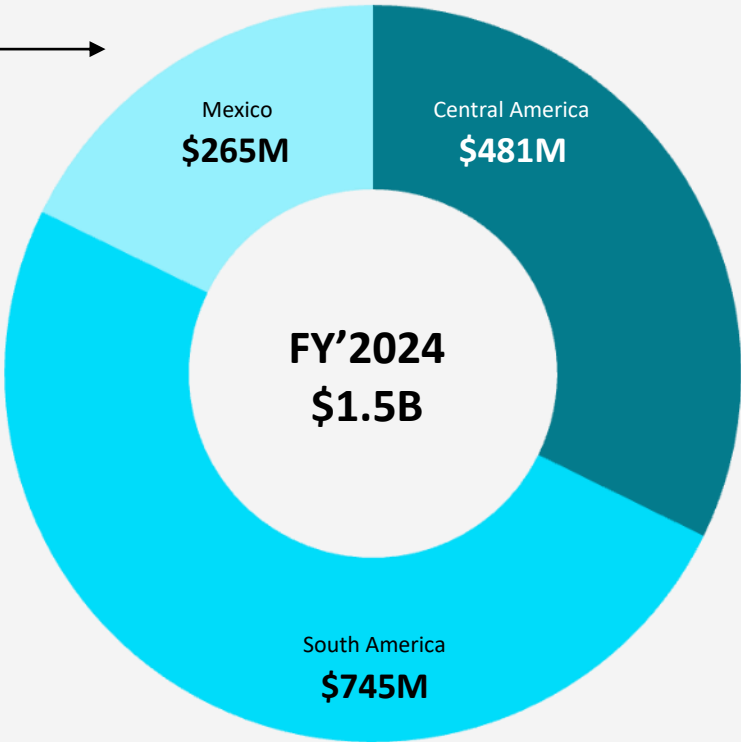
HITACHI

Latin America's Share of Hitachi Business, FY'2024

Hitachi Group (Global)
Revenue FY'2024 by Region (in Billions USD)



Hitachi in Latin America
Revenue FY'2024 by Sector (in Millions USD)



FY'2024 Total revenue outside Japan 61% | \$39.2B USD
FY'2024 Total revenue Japan 39% | \$24.7B USD

Pilares clave de nuestra estrategia

Nube híbrida Infraestructura

Plataforma de datos y soluciones comunes que combinan a la perfección el poder de la infraestructura local con la experiencia y la escala en la nube

Plataformas para el crecimiento

Data Resiliency & Governance

Soluciones que protegen, optimizan, analizan, integran e impulsan la automatización inteligente a partir de los datos de una organización

Maximización del valor

“The Data Foundation for Innovation”



Trusted AI

Soluciones de ingeniería que aprovechan la IA para impulsar la infraestructura e impulsar el tiempo de generación de valor para la innovación de la IA y los resultados del usuario final

Acelere los resultados

Green IT

Soluciones y prácticas que minimizan el impacto ambiental de los clientes al tiempo que maximizan la sostenibilidad del negocio y reducen los costos

Impacto global y social

Flexible

Choice: what, where, how

Intelligent

AI/ops, Data Smarts

Resilient

Unbreakable is critical

Sustainable

Eternity design mindset

Trusted

Trust is earned, that's why

Global Market Context

Key trends shaping our business and creating new opportunities

Lamelas asegura que Huawei espía para el Partido Comunista Chino y podría afectar a Vaca Muerta

El embajador habló en el summit de AmCham Energía apenas un día después de reunirse con la cooperativa neuquina CALF; llamó a los empresarios a aprovechar el momento de la Argentina

13 de agosto de 2026 · 11:32 · 6 minutos de lectura



Sofia Diamante
LA NACION

ESCUCHAR NOTA

Agregar LA NACION en



Con Ford Pro®, los datos impulsan tu negocio

SPONSORED BY FORD PRO MÉXICO

Learn More



El embajador de Estados Unidos, Peter Lamelas, durante su discurso en el summit de AmCham Energía Mariana Nedelcu/AFS

Component
Scarcity

Supply Chain
Pressure

Our
Opportunity

USA - China Tech War

Geopolitical
Shift

Japan's Neutral
Advantage

Cost
Inflation

+300% in
one year

In a disrupted market, Hitachi Vantara's position is unique: reliable delivery, trusted technology, and a geopolitically neutral footprint.

Our Strategy: Precision Execution

Not every deal is worth chasing — know where you win

01

**ACCOUNT
SELECTION**

Focus on accounts where you have strong relationships and a clear line of sight to the budget. Avoid the noise.

02

**INVESTMENT
CERTAINTY**

Prioritize opportunities where customers have confirmed budget and urgency. Qualify hard. Don't waste cycles on maybes.

03

**DEAL
CONTROL**

Own the sales process. Build champions inside the account. Be the vendor they call first.

Precision execution means select the deals, better qualified — and a much higher win rate.



César Zurita

Mexico Sales Manager

Hitachi Vantara · Mexico City

Welcome to the Team!

Please join me in welcoming César Zurita as our new Sales Manager for Mexico. This is a well-deserved recognition of César's exceptional performance and leadership over the past years.

About César

17+ years of experience in the technology industry

Joined Hitachi Vantara in 2022 as Enterprise Sales Executive

Led our two most strategic accounts in Mexico — BBVA and Banorte — achieving record revenue and sustained YoY growth

Previous experience at Logicalis, Lenovo, and Dell/EMC Technologies

Degree in Telecommunications & IT Engineering — Universidad del Valle de México

Storage & Data Center

César — welcome aboard! We are excited to have you leading the Mexico team.



Gracias