

**FOR IMMEDIATE RELEASE**

**No. 2691**

Customer Inquiries:  
NC Strategic Planning Group,  
NC Business Development Department,  
Mitsubishi Electric Corporation  
Tel: +81-3-3218-6570  
<http://www.MitsubishiElectric.com/products/industry/>

Media Contact:  
Public Relations Division,  
Mitsubishi Electric Corporation  
Tel: +81-3-3218-3380  
[prd.gnews@nk.MitsubishiElectric.co.jp](mailto:prd.gnews@nk.MitsubishiElectric.co.jp)  
<http://www.MitsubishiElectric.com/news/>

**Mitsubishi Electric Launches New Company in Brazil for  
Sales and Service of Factory Automation Products**

**Tokyo, August 1, 2012** – [Mitsubishi Electric Corporation](http://www.mitsubishielectric.com) (TOKYO: 6503) announced today that it has established a new company in São Paulo, Brazil to strengthen its computerized numerical controller (CNC) business in the Brazilian market. The new company, MELCO CNC do Brasil Comércio e Serviços S.A., will target annual sales of USD 25 million by March 2016.

In July, 2012, in order to quickly position itself to meet rapidly growing demand in the Brazilian market, Mitsubishi Electric signed a business transfer agreement to purchase the CNC sales and service division of Automotion Industria, Comércio Importacao e Exportacao Ltda., a local sales and service agency with high technical capabilities that has provided Mitsubishi Electric CNCs and factory automation products and components to Brazilian machine tool manufacturers for the past 20 years.

The newly established company will expand local sales and service capabilities by increasing personnel, including Japanese staff from Mitsubishi Electric, further enhancing Mitsubishi Electric's ability to provide local servicing for the rapidly increasing number of machine tools imported from countries such as Japan and Taiwan. MELCO CNC do Brasil Comércio e Serviços also intends to establish regional offices in southern and northeastern Brazil, regions that are expected to enjoy high economic growth following São Paulo State.

Building on this existing business base, Mitsubishi Electric will position the new company within its global service network as an important hub in South America, strengthening its

business structure in the region.

The Brazilian market is now anticipating continuous growth, backed by rich mineral and food resources, as well as the privatization of state-owned corporations in the steel, mining, electrical power, and finance industries. In addition, the market growth is attracting manufacturers, including automobile makers from Japan and other countries. The hosting of several major international sporting events within the next few years is also expected to stimulate local capital investment for related facilities, further expanding the machine tool market.

### **Outline of MELCO CNC do Brasil Comércio e Serviços S.A**

Company name	MELCO CNC do Brasil Comércio e Serviços S.A
Representative	Kazuo Kurokawa (scheduled to be appointed president on August 16, 2012)
Location	Boituva, São Paulo, Federative Republic of Brazil (head office)
Capital	USD 1.3 million (approximately JPY 110 million)
Established	July 2012
Employees	20
Description of business	Sales and service of CNCs in Brazil

### **About Mitsubishi Electric**

With over 90 years of experience in providing reliable, high-quality products, Mitsubishi Electric Corporation (TOKYO: 6503) is a recognized world leader in the manufacture, marketing and sales of electrical and electronic equipment used in information processing and communications, space development and satellite communications, consumer electronics, industrial technology, energy, transportation and building equipment. Embracing the spirit of its corporate statement, Changes for the Better, and its environmental statement, Eco Changes, Mitsubishi Electric endeavors to be a global, leading green company, enriching society with technology. The company recorded consolidated group sales of 3,639.4 billion yen (US\$ 44.4 billion\*) in the fiscal year ended March 31, 2012. For more information visit <http://www.MitsubishiElectric.com>

\*At an exchange rate of 82 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2012