

Mitsubishi Electric takes second major step in Turkish automation market

Ratingen, Germany 21st March 2013

Following the establishment of Mitsubishi Electric Turkey A.Ş. in January 2013 by Mitsubishi Electric Corporation, the Mitsubishi Electric Group has now acquired a 100% share-holding of its local Factory Automation distribution partner GENEL TEKNİK SİSTEMLER SANAYİ ve TİCARET ANONİM ŞİRKETİ (GTS). This important step in developing a firm commitment to the Turkish market follows a 21 year relationship between Mitsubishi Electric and GTS.

The Turkish market has long been seen as a strong and vibrant manufacturing zone, investing in advanced technologies and developing its own best practices. In 1992, GTS, through the farsighted leadership of Mr Sevket Saracoglu identified the demand for advanced Factory Automation equipment and so established a distribution business with Mitsubishi Electric. This quickly grew to include comprehensive project management services as well as expanding product reach including NC sales and support.

Mr Hartmut Puetz, President of Mitsubishi Electric Factory Automation Europe, said of the acquisition “The team at GTS are focused and dedicated on providing their customers with exemplary service and support. I cannot think of a better way to start our direct Factory Automation operation than with GTS.”

Mr Saracoglu, designated manager of the new concern, added, “I have watched GTS grow from a small local company to one which boasts 42 employees and offers comprehensive project knowledge and support, the latter being ably demonstrated by our involvement in the complex and prestigious Marmaray tunnel project.”

GTS has its headquarters in Istanbul from where the team has built a thriving distribution business for Factory Automation and NC control products. In addition, project management and leading system integration services have been added to complete the picture.

As well as being a partner for Mitsubishi Electric, GTS' technical competence was recognised further when they were asked to become a Factory Automation Centre Satellite where Mitsubishi Electric expects only the highest levels of after sales service and support for its FA customers.

The integration of GTS into Mitsubishi Electric Turkey will start immediately and is expected to be fully completed within this calendar year.



Caption:

The acquisition ceremony between Mitsubishi Electric and GENEL TEKNİK SİSTEMLER was attended by many Senior Managers from both companies including Mr. Kei Uruma, President and CEO of Mitsubishi Electric Europe, Mr. Takayuki Sueki, Executive Officer, Group President, Global Strategic Planning & Marketing, Mitsubishi Electric Corporation, Mr. Kenichiro Yamanishi, President & CEO of Mitsubishi Electric Corporation, and Mr. Sevket Saracoglu, General Manager of GENEL TEKNİK SİSTEMLER (front row from left) and represented the culmination of a successful 21 year partnership.

About GENEL TEKNİK SİSTEMLER SANAYİ ve TİCARET ANONİM ŞİRKETİ (GTS)

GTS has been the local factory automation partner for Mitsubishi Electric in Turkey since 1992. The company's mission is to deliver the highest levels of customer satisfaction through its professional staff and network of specialized system integrators; together they ensure the delivery of the best technical solution based on Mitsubishi Electric FA products. In addition GTS has created a network of local dealers that have enabled Mitsubishi products to be quickly available throughout Turkey.

About Mitsubishi Electric:

With 90 years of experience in providing reliable, high-quality products to both corporate clients and general consumers all over the world, Mitsubishi Electric Corporation 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, as well as in products for the energy sector, water and waste water, transportation and building equipment.

With around 117.000 employees the company recorded consolidated group sales of 36,3 billion Euro* in the fiscal year ended March 31, 2012.

Our sales offices, research & development centres and manufacturing plants are located in over 30 countries.

Mitsubishi Electric Europe B.V., Factory Automation European Business Group (FA-EBG) has its European headquarters in Ratingen near Dusseldorf, Germany. It is a part of Mitsubishi Electric Europe B.V., a wholly owned subsidiary of Mitsubishi Electric Corporation, Japan.

The role of FA-EBG is to manage sales, service and support across its network of local branches and distributors throughout the EMEA region.

**Exchange rate 109,56 Yen = 1 Euro, Stand 31.3.2012 (Source: Deutsche Bundesbank)*

Further Information:

www.mitsubishi-automation.com

www.mitsubishielectric.com

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