

Mitsubishi Electric Launches Industrial Automation Business in Turkey

Ratingen, Germany 19th July 2013

Sales getting under way following business integration with GTS

Mitsubishi Electric Corporation (TOKYO: 6503) announced that its local Turkish entity, Mitsubishi Electric Turkey A.Ş., has integrated the operations of GENEL TEKNİK SİSTEMLER SANAYİ ve TİCARET ANONİM ŞİRKETİ (GTS) and is now inaugurating sales of industrial automation systems under a new 42-person organization encompassing five sales offices in the country.

Under the new structure, Mitsubishi Electric envisions industrial automation sales reaching 3 billion yen by the fiscal year ending in March 2016 in Turkey, one of its priority markets. For further growth, Mitsubishi Electric Turkey also expects to develop sales in neighboring countries.

In addition, Mitsubishi Electric Turkey will support efforts to expand other Mitsubishi Electric businesses in Turkey, including those involving air conditioning and infrastructure-related business, such as satellites, elevators/escalators, electrical equipment for railcars, and power systems.

Mitsubishi Electric Turkey A.S.

President	Masahiro Fujisawa (appointed April 1, 2013)
Headquarters	Istanbul (European side)
Ownership	Mitsubishi Electric Europe B.V.: 70% Mitsubishi Electric Corporation: 30%
Paid-in capital	28 million Turkish lira (approximately 1,240 million yen)
Established	December 7, 2012
Employees	45
Business	-Industrial automation (sales, engineering services and integration) -Support for air conditioning and infrastructure -Marketing, including market research -Setting up sales networks and managing distributors

First released in Japan and Turkey on 17th of July 2013

Caption:



Mitsubishi Electric launches Industrial Automation business in Turkey.

Note to Editor: If you would like text in another language please contact Stephanie Jones at DMA Europa – Stephanie@dmaeuropa.com

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

Mitsubishi Electric Europe B.V.

Factory Automation European Business Group

Monika Torkel

Marketing Communications Coordinator

Gothaer Str. 8

40880 Ratingen, Germany

Tel.: +49 (0)2102 486-2150

Fax: +49 (0)2102 486-7170

Monika.Torkel@meg.mee.com

PR agency:

DMA Europa Ltd.

Mr. Roland Renshaw

Europa Building,

Arthur Drive,

Hoo Farm Industrial Estate,

Kidderminster,

Worcestershire. DY11 7RA, UK

Tel.: +44 (0)1562 751436

roland@dmaeuropa.com

www.dmaeuropa.com