

Mitsubishi Electric to Strengthen FA Product Services in Turkey

9/30/2013

Mitsubishi Electric Corporation (TOKYO: 6503) announced today that its sales subsidiary Mitsubishi Electric Turkey A.Ş. will establish a new factory automation (FA) center at its location in the Ümraniye district of Istanbul to provide enhanced services to locally operating manufacturers, especially Japanese automotive and component manufacturers, starting October 1. The Turkey FA Center is expected to support the ongoing expansion of Mitsubishi Electric's FA business in Turkey, where the company expects sales to reach 3 billion yen by the fiscal year ending in March 2016.

Services, open to all but tailored particularly to Japanese manufacturers, will include timely technical consultation, repairs, training and support for FA products. System proposals and engineering education will also be provided.

With the third largest population in Europe and a rapidly growing

GDP, Turkey's economy is expected to see robust growth, particularly in the automotive and food industries, and the FA market is forecast to expand 10% yearly. Major Japanese manufacturers will be increasing

their activities, raising demand for FA products and related service support.

Mitsubishi Electric started its FA business in Turkey in June 2013 with five locations and 42 employees. FA product support has been provided up to now through local distributors and the Europe FA Center in Poland. The establishment of this new domestic center is expected to realize significantly faster and stronger FA product services throughout the country.



Mitsubishi Electric Turkey A.Ş.

President	Masahiro Fujisawa
Headquarters	Istanbul (European side) Mitsubishi
Ownership	Electric Europe B.V.: %70 Mitsubishi Electric Corporation: %30
Paid-in capital	28.26 million Turkish lira (approximately 1,380 million yen)
Established	December 7, 2012
Employees	47
Business	-Industrial automation (sale, engineering services and integration) -Support for air conditioning and infrastructure up sa distributors -Marketing, including market research -Setting les networks and managing



■	Türkiye FA Merkezi ve Ümraniye bürosu (Asya yakası)
●	Mitsubishi Electric Türkiye A.Ş. genel merkezi (Avrupa yakası)
○	Şubeler

Mitsubishi Electric Corporation hakkında

Mitsubishi Electric Corporation (TOKYO: 6503), güvenilir ve yüksek kaliteli ürünler üretmekte 90 yılı aşkın tecrübeye sahiptir ve bilgi işlem ve iletişim sistemleri, uzay geliştirme ve uydu iletişimleri, tüketici elektronik cihazları, sanayi teknolojileri, enerji, nakliye ve inşaat makinelerinde kullanılan elektrikli ve elektronik donanımlar üretimi, pazarlaması ve satışında bir dünya lideri kabul edilmektedir. Mitsubishi Electric, kurumsal ilkesi "Changes for the Better" ve çevre ilkesi "Eco Changes" doğrultusunda küresel ve önde gelen çevre dostu bir şirket olmak ve toplumu teknolojileriyle zenginleştirmeyi hedeflemektedir. Şirket 31 Mart 2013'te sona eren mali yılda 3.567,1 milyar Yen (37,9 milyar USD*) konsolide satış geliri elde etti. Ayrıntılı bilgi için bkz. www.MitsubishiElectric.com

*Tokyo Döviz Piyasasında 31 Mart 2013'te ilan edilen 1 USD = 94 Yen kambiyo kurundan hesaplanmıştır.