

Mitsubishi Electric Establishes Mitsubishi Electric (Russia) LLC

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Strengthening the Air Conditioning, Factory Automation and other businesses in Russia and the surrounding countries

Mitsubishi Electric Corporation (TOKYO: 6503) has established Mitsubishi Electric (Russia) LLC, which started operations in October 2014. The new company will now act as the comprehensive sales company of Mitsubishi Electric for Russia and the surrounding countries for further strengthening the Air Conditioning, Factory Automation and other businesses in the region.



Business Centre where Mitsubishi Electric (Russia) LLC is located

The Air Conditioning business, which is one of the most important businesses for Mitsubishi Electric in Russia and its neighbours, targets further growth by utilizing the new company, Mitsubishi Electric (Russia) LLC as a basis for strong marketing and sales activities in the region as well as for strengthening its service organization. This will benefit new customers as well as existing ones alike, significantly improving our ability to extend support to all our distributors and partners.

With strong demand for Mitsubishi Electric Factory Automation systems and solutions in the natural resources related industries and also in the food industry, to name just two of the wide possibilities in the industrial market, the Factory Automation business also regards Russia and the surrounding countries, as key to its business expansion. Through Mitsubishi Electric (Russia) LLC, the business will be even better placed to provide a localised sales team, technical support and after sales service, which will lead to a significantly improved customer service for clients.

This includes improved support to current distributors and partners, who will continue to play an important part in the expansion of the Factory Automation business.

Noritsugu Uemura, President of Mitsubishi Electric (Russia) LLC, said: "Russia is an important market for Mitsubishi Electric, so setting up our local entity, Mitsubishi Electric (Russia) LLC, was the logical step. We are targeting a turnover of 10 billion JPY (73 million Euro*) in Fiscal Year 2016."

Mr Uemura, continued: "Our Moscow headquarters and teams in St. Petersburg and Yekaterinburg will focus on further growing our Air Conditioning, Factory Automation and also other businesses, for example in the infrastructure sector, in Russia and the surrounding countries."

About Mitsubishi Electric Corporation

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 4,054.3 billion yen (US\$ 39.3 billion*) in the fiscal year ended March 31, 2014. For more information visit <http://www.MitsubishiElectric.com>

*At an exchange rate of 103 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2014