

Mitsubishi Electric Celebrates Coming To Turkey With An Opening Ceremony 11/6/2014

Mitsubishi Electric signals its trust in Turkish market and will to grow in the ceremony enriched with Janissary Band and

Kagami Biraki

A global giant with consolidated net sales above USD 37 billion with its organization expanding to 42 countries with more than 120K employees, Mitsubishi Electric celebrated its coming to Turkey. Mitsubishi Electric Turkey, known to target TRY 270 million turnover in 2015 financial year* in Turkey which it regards as a privileged market and grows rapidly, organized an opening ceremony in Ortakoy Four Seasons Hotel. Mitsubishi Electric Turkey expressed its trust in the young population of Turkey and its potential for rapid growth as well as giving messages as to the strong bonds of friendship between Turkey and Japan deep rooted in history during the event populated by customers, dealers, partners and employees of Mitsubishi Electric Turkey. As an offspring of the power of the two countries, Mitsubishi Electric Turkey combined traditional “Kagami Biraki” ceremony held by Japanese for celebrating new beginnings with the enthusing Janissary Band of the Turks, the first army band in the world that signifies friendship, affection and union. The closing was made with splendid Turkish folk dance shows.

*** 2015 Financial Year is the period between April 1, 2014 and March 31,2015.**

President Fujisawa utters his speech in Turkish

Mitsubishi Electric Turkey President Masahiro Fujisawa was applauded fervently and frequently as he spoke in Turkish all through the opening ceremony. President Masahiro Fujisawa indicated in his speech that Mitsubishi Electric Turkey focused on Factory Automation Systems and Air-Conditioning Systems since its incorporation in December 2012 and that they were indebted to their customers, dealers and partners for their support and trust.

“Turkey has a stable economy and young population...”

Expressing their trust in Turkey, **Mitsubishi Electric Europe President Kei Uruma** said “Turkish economy grows in a stable manner. In addition, Turkish population is quite young and their purchasing power increases gradually.”

“We will contribute to Turkish economy and society”

Mitsubishi Electric Global Strategic Planning and Marketing Group President Katsuya Takamiya stated the following: “Production and consumption markets are expanding in Turkey. It is anticipated that construction, transportation, energy and other infrastructure activities shall gain momentum accordingly. We observe that several companies are currently investing in Turkey. We continue to perform operations in Turkey in a resolute manner since 2012. We believe Mitsubishi Electric Turkey shall make positive contributions to Turkish economy and society with its efficient operations combined with the wide range of leading technologies developed by our corporation.”

“EMEA which includes Turkey is the greatest market for Mitsubishi Electric”

During the opening ceremony, Mitsubishi Electric Living Environment & Digital Media Equipment Group President Hideaki Nagatomi also uttered a speech in which he said: “Our business outside Japan grew by more than 60 percent and EMEA (Europe, Middle East and Africa), which also includes Turkey, accounted for more than 40 percent of this growth, thereby becoming the greatest market for our corporation. In Turkey, we offer services mostly through our network of dealers in Istanbul, İzmir, Ankara, Antalya and Adana. We plan to expand our network of dealers even further with a view to realizing our corporate vision ‘Changes for the Better’ in rapidly growing Turkish market and rendering better customer-oriented services to our Turkish customers.”

Keiji Fukuda, Consul General of Japan to Istanbul, Shigeaki Yoshikawa, Mitsubishi Corporation Dubai Central Asia and Middle East Director, Bahri Turkmen, President of Turkish Installation Engineers Association (TTMD), and Sedat Sami Omeroglu, President of Industrial Automation Industrialists' Association, also took the stage during the opening ceremony of Mitsubishi Electric Turkey, which represents the union of power held by Japan and Turkey.

Dealer meeting with “Now you are stronger” theme following the opening Mitsubishi Electric Turkey Air-Conditioning Systems organized a dealer meeting in Renaissance Polat Hotel one day after the opening ceremony. The meeting which was held under **“Now you are stronger”** theme focused on the message that Mitsubishi Electric would create a much stronger organization by combining its global power with the know-how and outstanding service philosophy of the dealers. Following the meeting which was enriched with Japanese folk dances, Samurai shows and an award ceremony for dealers completing their 5th year, dealers and employees of Mitsubishi Electric Turkey enjoyed the performance of Ziynet Sali in Sahne Istanbul, Etiler.