Mitsubishi Electric Supports Turkey-Japan Business Forum
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Emphasizing the 90 years of friendship, Mitsubishi Electric Europe President Kei Uruma: "We would like to strengthen ourselves and become permanent in the attractive market of Turkey, and wish to be the "Turkey's Mitsubishi Electric" in 2023"

The great **Mitsubishi Electric** operating with over 120 thousand employees in 42 countries worldwide, having consolidated net sales over 37 billion dollars, supports "Turkey-Japan Business Forum" held in memory of the 90th anniversary of diplomatic relationship between Republic of Turkey and Japan as a sponsor. In addition to guest of honor T. R. Deputy Prime Minister Ali Babacan, Yutaka Yokoi, Japan Ambassador in Turkey as well as senior executives of many companies in Japan and Turkey participated in the meeting where **Mitsubishi Electric Europe President Kei Uruma** gave a speech. In the forum where the intensive interest of Japanese business world to Turkey is marked, historical events such as sinking of Ertuğrul Frigate in Japan, rescue of 215 Japanese citizens confined in Tehran during Iran-Iraq war by Turkish Airlines plane, which helped closer links between two countries were often highlighted. **Mitsubishi Electric Europe President Kei Uruma** underlining this friendship message also emphasized their presence as Mitsubishi Electric in Turkey for 2 years, they would like to blend in with Turkish people in this country, gain strength and become permanent and aim to be the "Mitsubishi Electric of Turkey" in year 2023.

Mitsubishi Electric has been in Turkey for 2 years

In the Turkey-Japan Business Forum organized at Hilton İstanbul Bosphorus Convention Center by Nikkei, one of Japan's economy newspapers, Nikkei BP, one of the largest publishers in Japan and Mutlu Magazine Group, one of Turkey's leading magazine groups, the potential to develop economical relationship by strong links between two countries is noted. In addition to the investments made in Turkey in last two years, standing out with its technologies used in Marmaray project and Turksat 4A satellite, **Mitsubishi Electric** was one of the sponsors of the forum. Noting **Mitsubishi Electric Turkey's** story at his speech in the forum, **Mitsubishi Electric Europe President Kei Uruma** said "Short after launching our Turkey operation in late 2012, we merged with Genel Teknik Sistemler (GTS), our distributor in factory automation field, and purchased KlimaPlus who has been our air conditioner distributor in Turkey for over 10 years in year 2014. Providing factory automation systems, air conditioner and ventilation sales and after sales services; **Mitsubishi Electric Turkey** also supports communication satellites, elevator, power sources and infrastructure works related to transportation."

Turkey market is full of advantages…

Kei Uruma states that Turkey is an attractive market and says "We are aiming to widen our business fields in Turkey as well as countries in the region. Factory Automation is a market expected to develop in Turkey. Need for infrastructure will increase with the increasing population. Energy saving is becoming prominent in Turkish air conditioner market. All those improvements are important advantages for us."

"We want to manufacture the products that Turkey demands";

Kei Uruma states that they wish to identify and produce demanded products in Turkey and they aim to contribute to Turkish society with the environmentally aware and energy saving view of **Mitsubishi Electric**. Kei Uruma mentioned **Mitsubishi Electric**'s corporation statement, "Changes for the Better" representing its motivation to go after continuous improvement and ended his speech "Energy saving feature of our products and to offer energy saving solutions through **Mitsubishi Electric** technology is greatly important for us.. We are targeting to accomplish innovations in many fields as leader of the change in the future process."