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Mitsubishi Electric will be the solution partner for Turkish industry and infrastructure projects

TURKISH INDUSTRY MEETS IN THE CAPITAL

A recognized world leader in electric, electronic and automation industry operating by means of its own organization in Turkey for two years, Mitsubishi Electric met public and private industry actors and contracting companies in Ankara, the capital of the country. Mitsubishi Electric Turkey President Masahiro Fujisawa indicated, in his opening speech for the meeting known as “Working for the Future of Turkey”, that the company is ready and willing to undertake electric, automation and contracting operations for the industrial plants and infrastructure projects in Turkey and went on to express the determination of the company to continue to invest in Turkey based on their unshakable belief in the power and energy of the country.

Distinguished especially for the technology used for Marmaray project, Turksat 4A and 4B satellites in Turkey, Mitsubishi Electric organized a sectoral meeting to explain its electric, automation and contracting operations in Ankara.

Entering Turkish market by incorporating a company based in Istanbul two years ago, Mitsubishi Electric Turkey organized a sectoral meeting with the title of “**Working for the Future of Turkey**” in Wyndham Ankara Hotel on 21 October, Wednesday which proved to be quite popular with public and private industry representatives and contractor companies from all over Turkey.

Mitsubishi Electric Turkey President Masahiro Fujisawa and division managers hosted the organization held in Ankara during which Mitsubishi Electric provided

information about the electric, automation and contracting operations for industrial plants and infrastructure projects as a leading global actor. A presentation was made about “Station Information and Management System Project” designed for Marmaray by the company during the meeting. Mitsubishi Electric Videowall display system with over 71 thousand installations all over the world was introduced to the participants who were also informed about water automation for treatment and waste water plants by means of a special demonstration. The participants showed great interest in e-F@ctory, Mitsubishi Electric’s response to Industry 4.0, introduced through demonstrations for the future digital factory technology.

Why Ankara?

President Masahiro Fujisawa held the opening speech of the organization, “*Working for the Future of Turkey*”, which was comprised of a symposium and dinner, in which he told that Mitsubishi Electric Corporation is a 94-year-old world leader operating in 42 countries with more than 120 thousand employees all over the world with annual consolidated net sales of USD 36 billion and it has been operating in Turkish market with its own affiliate based in Istanbul for three years, since its incorporation in 2012.

Indicating that the company which acts with the motto of “We are proud of being part of Turkey’s future” has organized this meeting in Ankara in order to introduce the distinguishing futures and advantages Mitsubishi Electric shall create for infrastructure projects and industrial projects with its high technology and quality, **Masahiro Fujisawa** said:

“In Turkey, we generally render sale and after-sale services regarding factory automation, advanced robot technologies and air-conditioning systems. In addition to these activities, we also give support in the fields of satellites, elevators, visual data systems, power sources and transport related infrastructural works. In Turkey, we are primarily known with our technology used for Turksat satellites and Marmaray project.”

“Turksat 4B successfully launched”

Referring to Turksat 4B which was launched on 16 October, **Masahiro Fujisawa** said: “Mitsubishi Electric Corporation successfully launched Turksat 4B satellite following Turksat 4A to contribute to the communications and broadcasting infrastructure of Turkey. Mitsubishi Electric will conduct in-orbit testing until the beginning of December,

after which it will formally hand over Turksat 4B to Turksat. Mitsubishi Electric was proud to manufacture those satellites by assuming responsibility for the entire process from the manufacturing to the positioning in the geostationary orbit with its high technology. We are pleased to contribute to the communications and broadcasting infrastructure of Turkey and neighbouring countries by means of Turksat 4A and Turksat 4B satellites.”

Fujisawa also referred to Marmaray project and told: “Among the services performed under Marmaray project are high-tech automation equipment, engineering and design, project design, software programming, hardware assembly, commissioning, training and service support. The sub-systems monitored and controlled under the project are tunnel ventilation, energy supply, station ventilation, clean and waste water, tunnel and station lighting, tunnel and station fire alarm systems, escalators, elevators, tunnel drainage and flood covers.”

“Ready for Water and Waste Water Automation in Turkey”

Underlining that Mitsubishi Electric is experienced in collaborating with system integrators and water administrations in various countries with respect to SCADA and software providing water and energy saving by means of pump station automation and correct use of pumps for potable water and waste water refinement plants, **Masahiro Fujisawa** went on with the following words: “We have the expertise expected from a system provider as a reliable partner having vast experience on waste water refinement practices”.

“Turkish Industry will Get Ready for the Factories of Future”

Expressing that Turkey needs to adapt to the changes and developments in the world rapidly in order to compete at global level with the help of the advantages provided by its matchless geopolitical position connecting Asia to Europe, **President Fujisawa** said:

“e-F@ctory, Mitsubishi Electric’s digital factory platform developed in response to the new industrial phase is of critical importance for Turkey if it is not to miss the global competition train. Mitsubishi Electric is an assertive actor in this new industrial phase. We are providing technological solution to prepare Turkish industry for the factory automation of the future

which will certainly push the limits of our imagination. In that regard, e-F@ctory platform is a revolutionary step that will provide significant cost effectiveness in manufacturing processes. Using high technologies to optimize all factory processes from management to manufacturing processes including maintenance efforts will help you to shine out in the global competition.”

“Installed more than 71 thousand videowall systems all over the world”

Referring to Mitsubishi Electric’s role as one of the leading global videowall systems suppliers, **Fujisawa** said: “Mitsubishi Electric videowall systems are used at control rooms of various projects with the latest LED and LCD technology. It assists in the management of traffic flows, telecommunication networks, energy networks, critical network systems such as water and waste water, and mass transport systems. Mitsubishi Electric has already installed more than 71 thousand videowall cubes all over the world. Those systems operate on 24/7 basis to promote health, safety and comfort of millions of people to help them become more productive in their efforts.”

“Turkey is the Privileged Market”

Indicating that Turkey is a privileged market for Mitsubishi Electric due to its fast growth potential, **Mitsubishi Electric Turkey President Masahiro Fujisawa** made the following statement:

“Mitsubishi Electric believes that Turkey will further reinforce its productivity along with its industry and technology by manufacturing products with higher added value and become one of the prominent economies in the world. This belief is indeed confirmed with Marmaray project as well as several significant bridge, dam, tunnel and airport project Turkey currently constructs.”

“Investments will continue”

Expressing his sound belief in the “energy and power of Turkey”, **Masahiro Fujisawa** told that Mitsubishi Electric, a global high tech company, aims to introduce its high technology and superior products and systems which are globally appreciated in order to

reinforce Turkey further by providing the technology and know-how Turkey would need as it makes progress to achieve its high economic aspirations. **Fujisawa** concluded his words by saying: “We will continue to invest for Turkish nation and to work for contributing to the development of Turkey with our energy saving, eco-friendly and innovative products and services”.

“Changes for the Better”

Embracing the spirit of its corporate statement, Changes for the Better, and its environmental statement, Eco Changes, Mitsubishi Electric is distinguished for not only the high technology, reliability and quality of its products but also its environmental awareness. Based on “Environmental Vision 2021”, the long-term environmental vision that shall culminate in 2021, Mitsubishi Electric’s centenary, the company prioritizes encouraging environmental awareness and contributing to the awareness on the importance of creating a recycling based society and reducing carbon emissions.

About Mitsubishi Electric Corporation

With over 90 years of experience in providing reliable, high-quality products, 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, energy, transportation and building equipment. Embracing the spirit of its corporate statement, Changes for the Better, and its environmental statement, Eco Changes, Mitsubishi Electric endeavours to be a global, leading green company, enriching society with technology. The company recorded consolidated group sales of 4,394.3 billion yen (US\$ 38.8 billion) in the fiscal year ended March 31, 2016. For more information visit: www.MitsubishiElectric.com*

** At an exchange rate of 113 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2016.*

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