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Mitsubishi Electric acts for the automation of giant HVAC projects in Turkey

HIGH TECHNOLOGY MEETS ENGINEERING

Mitsubishi Electric, a world giant on electric, electronic and automation field operating in Turkish market by means of its affiliate for three years, met public and private sector representatives, investors, construction companies, contracting companies, consultants and universities in the sectoral meeting organized with the title of “Working for the Future of Turkey” in Ankara. Mitsubishi Electric Turkey Factory Automation Systems General Manager Şevket Saraçoğlu held the inauguration speech of the event indicating that they are ready to undertake the automation activities for the infrastructure projects, factories, residence and office projects in addition to all kinds of public spaces including hotels, shopping malls, parking lots, tunnels and pools in Turkey. Saraçoğlu explained that they shall provide special solutions for projects by combining the power and high technology of Mitsubishi Electric with its long-term engineering expertise.

Distinguished especially for the technology used for Marmaray project, Turksat 4A and 4B satellites in Turkey, Mitsubishi Electric organized a sectoral meeting for explaining its automation activities concerning HVAC (Heating, Ventilating and Air Conditioning) industry in Ankara.

Various public and private sector representatives, investors, construction companies, contracting companies, consultants, universities, architects, machine manufacturers, mechanical project design companies, Building Management System (BMS) Integrators and HVAC System Integrators attended the meeting organized with the title of “**Working for the Future of Turkey**” in The Green Park Hotel, Ankara by Mitsubishi Electric Turkey on December 16, Wednesday.

Mitsubishi Electric Turkey Factory Automation Systems General Manager Şevket Saraçoğlu provided information about the automation activities of Mitsubishi Electric in HVAC industry as a strong global player during the meeting organized in Ankara with the participation of division managers. The heating, cooling and mechanical ventilation system solutions developed by Mitsubishi Electric were explained in detail with the help of practical examples during the event. The waste water, clean water and fire system solutions, elevator and escalator solutions, electric distribution and management systems developed by the brand were introduced and it was underlined that e-F@actory concept developed for addressing the new industrial phase by Mitsubishi Electric could be simulated prior to the establishment of factories so that the entire resource planning could be performed before proceeding to the investment phase. Another issue that became popular in the event was the Building Management System (BMS) which makes it possible to manage various different mechanisms such as heating, cooling, ventilation, lighting, power generator and air pressure tank from a single centre in complex structures including shopping malls, hotels and business centres.

“Changes for the Better”

Holding the inauguration speech of the event which consisted of a symposium and dinner organized by Mitsubishi Electric Turkey, **Factory Automation Systems General Manager Şevket Saraçoğlu** indicated that Mitsubishi Electric, a world leader operating in 42 countries with 94 years of experience and over 120 thousand employees, offers high-tech solutions to the industry by analysing the real needs of the market and consumers thanks to its expertise in the business segments in which it operates.

Explaining that Mitsubishi Electric makes endeavours to contribute to a brighter future and a more sustainable world as a global, leading green company, **Şevket Saraçoğlu** said: “Acting always in line with the principle of “Changes for the Better”, Mitsubishi Electric creates difference with its environmental awareness in addition to its high technology, reliability and quality thanks to this principle. Under the “Environmental Vision 2021” as the long-term environmental management vision which marks the 100th centenary of Mitsubishi Electric and Eco Changes principle, our main objectives are to encourage environmental awareness and contribute to the increase of awareness on creating low carbon release and recycling-based society.”

“The world relies on Mitsubishi Electric for high automation”

Underlining that global manufacturers rely on Mitsubishi Electric for high-tech automation equipment for over 75 years, **Saraçoğlu** said “Mitsubishi Electric Factory Automation Systems help various industries in factories all over the world make the most of the added value created by fast integration, flexibility and efficiency and attain new levels in terms of productivity, precision and more importantly, quality. The brand is appreciated by the manufacturers with its products ranging from modular programmable logic circuits (PLC) capable of controlling high level automation platforms to micro-PLC, AC servos and inverter series.”

Customized project solutions...

Saraçoğlu told that Mitsubishi Electric aims to act as a solution partner for the automation of giant HVAC systems for the infrastructure projects, factories, residence and office projects in addition to all kinds of public spaces including hotels, shopping malls, parking lots, tunnels and pools in Turkey and provided the following information:

“Mitsubishi Electric automation solutions make it possible for each component of HVAC system to communicate with one another and to manage the entire system easily from a single centre. Mitsubishi Electric offers customized solutions for projects by combining its automation capability in HVAC industry, high technology and quality with its long-term engineering expertise.”

Ideal for eco-friendly facilities...

Saraçoğlu continued by giving information about the advantages provided by Mitsubishi Electric automation solutions: “Our user friendly and long lasting automation solutions provide considerable energy savings for enterprises and projects contributing to the reduction of costs. Besides, we create healthy, comfortable and safe environments. We reduce the carbon release arising from product use in addition to reducing total emission in production activities. We provide savings in speed control and lighting control system applications. Thus, we are a suitable and assertive solution partner for environmentally friendly facilities and projects thanks to the added value we provide.”

Manage the entire building from a single centre!

Explaining that Building Management System (BMS) makes it possible to manage various different mechanisms such as heating, cooling, ventilation, lighting, power

generator, air pressure tank, water treatment as well as carbon dioxide monitoring and exhaust control system in parking lots from a single centre in complex structures including shopping malls, hotels and business centres **Saraçođlu** said “The system can also be integrated into other security systems including CCTV (closed circuit television), card pass and fire detection systems in order to ensure that the entire building could be controlled from a single centre by means of minimum staff and maximum efficiency.”

Wide range of automation solutions

Underlining that Mitsubishi Electric has one of the broadest automation solution series in the world, **Saraçođlu** went on to explain that the main factory automation products of the brand are programmable control equipment, alternative current motor, speed regulation equipment, human-machine dialog screens, servo motors, motion control systems, low voltage switchgear products and industrial robots. **Saraçođlu** indicated that they would introduce HVAC Automation Solutions Catalogue to the sectoral representatives for the first time in the event in order to explain the value added to the projects by Mitsubishi Electric’s innovative, smart, compact, long-lasting, powerful, high performance and energy efficient products.

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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