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95 year-old global giant Mitsubishi Electric celebrates its 3rd year in Turkey

INVESTMENTS TO CONTINUE IN TURKEY AS A PRIVILEGED MARKET

A leading global company that operates in 43 countries with more than 120 thousand employees to provide high quality services and high technology products for 95 years, Mitsubishi Electric has celebrated its 3rd year in Turkey which is regarded a privileged market. As the company embraces the spirit of its corporate statement, “Changes for the Better”, Mitsubishi Electric Turkey President Masahiro Fujisawa pointed out that the company shall continue to invest in Turkey, which, they believe, shall soon be among the leading economies in the world.

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, Mitsubishi Electric mainly focuses on sales and after-sales services for factory automation systems, advanced robot technologies, and HVAC systems in Turkey. The company is also contracted for satellite, elevator, visual data systems, power sources and transportation related infrastructure projects in Turkey. Mitsubishi Electric is renowned as the manufacturer of Turksat 4A and 4B satellites in addition to the automation technology it has developed for Marmaray project.

Operating in Turkey, which is regarded a privileged market, through its affiliate **Mitsubishi Electric Turkey** since late 2012, the company celebrated its 3rd year in Turkey with its employees at Wyndham Grand İstanbul Kalamış Marina Hotel. Evaluating the 3-year journey of the company in Turkey and its goals for the future, **Mitsubishi Electric Turkey President Masahiro Fujisawa** said: “Turkey is among the privileged markets for Mitsubishi Electric. We undertook several important projects during the 3 years we spent in Turkey and we will continue to do much more in the

future. In Turkey, we are primarily known with our automation technology used for Marmaray project as well as Turksat 4A and 4B satellites which have made great contributions to the communications and broadcasting infrastructure of Turkey and neighbouring countries.”

“We want to have a role in achieving high economic targets”

President Masahiro Fujisawa told that Turkey needs to adapt to the global changes and developments rapidly in order to remain competitive in global scale by using its various advantages such as geopolitical position, young population and growth potential:

“Mitsubishi Electric brings its globally appreciated high technology and high quality products and systems to Turkey. We want to have a role in achieving the high economic targets set by Turkey by offering our technology and know-how. We believe Turkey will become more and more productive by manufacturing products with more added value as a result of which it will soon become one of the leading economies in the world. In that respect, Mitsubishi Electric Turkey will continue to invest in the future of Turkey with its high technology, eco-friendly and innovative products and services recognized for providing high energy efficiency.”

“We aim to be leading green company in Turkey”

Masahiro Fujisawa underlined that Mitsubishi Electric aims to become a leading green company that contributes to a more prosperous community in Turkey as in the rest of the world before he concluded his speech:

“Embracing the spirit of its corporate statement, “Changes for the Better”, Mitsubishi Electric is distinguished with not only its high technology, quality and safety but also environmental awareness. As we continue to expand our high technologies, we adopt our environmental statement, “Eco Changes”, as a way of promoting environmental awareness of our company as well as the community. We strive for increasing the commitment of our employees all over the world to ecological matters including but not limited to creating a low-carbon and recycling-based society, reducing waste and upholding biodiversity.”