

April 2016

Mitsubishi Electric Factory Automation Systems meets its business partners in Cyprus

AUTOMATION GIANT HOLDS A MOTIVATION MEETING

Mitsubishi Electric, a global leader in automation, met its business partners on factory automation in Turkey. Mitsubishi Electric Turkey Factory Automation Systems General Manager Şevket Saraçoğlu welcomed the dealers and system integrators in Cyprus and indicated that the company aims to display the global power and local know-how of Mitsubishi Electric by cooperating with its business partners in the utmost level in the new period.

Mitsubishi Electric Turkey Factory Automation Systems held a meeting with its dealers and system integrators in Elexus Hotel & Spa in Cyprus on 25-27 March. Mitsubishi Electric's new generation factory automation systems, e-F@ctory concept, robot technologies and mechatronics CNC products during the motivation meeting which focused on the developments in automation industry.

Mitsubishi Electric Turkey Factory Automation Systems General Manager Şevket Saraçoğlu addressed the participants in the opening speech: "Mitsubishi Electric Factory Automation Systems division provides added value to factories operating in various industries throughout the world in terms of fast integration, productivity, flexibility and efficiency. Our products are greatly appreciated by the manufacturers. In Turkey, we are able to perform all those services with the contribution of our powerful dealer network and system integrators. We have succeeded in analysing the requirements of the market and users correctly and providing the most suitable solution with the support of our business partners so far. We have made various achievements thanks to our high technology, solution oriented outlook and valuable contributions of our business partners. We aim to display the global power and local know-how of Mitsubishi Electric by cooperating with our business partners in the

utmost level in the new period.”

“Turkey is an advantageous country and privileged market”

Indicating that Mitsubishi Electric is a 95-year-old global giant operating in 43 countries with around 130 thousand employees, Mr. Saraçoğlu told: “Mitsubishi Electric considers Turkey as an advantages country and privileged market thanks to its geopolitical position, young population and growth potential. In that respect, Mitsubishi Electric introduces its high technology to Turkish manufacturers so that Turkey can rapidly adapt to the developments in the world to be competitive in global scale. Mitsubishi Electric Turkey Factory Automation Systems provides services to leading Turkish manufacturers on various fields including automotive, food, packaging, metal processing machines, and PVC processing machines with the help of our business partners. We are distinguished for our automation solutions for infrastructure projects and complex buildings in addition to manufacturing industry. We believe Turkey will need new energy efficient automation solutions increasingly more as it continues to grow rapidly and we provide ideal technological solutions for this challenging task.”

Technology works for a green future

Underlining that Mitsubishi Electric is a global, leading green company operating in various industries, Saraçoğlu said: “As Mitsubishi Electric makes progress towards 2021, its centenary, it acts in line with “Environmental Vision 2021”, its long-term environmental vision and its environmental statement, “Eco Changes” in order to contribute to raising awareness on the importance of creating a recycling based society and reducing carbon emissions in addition to encouraging environmental awareness. As it works towards a sustainable future, Mitsubishi Electric aims to provide added value to the industry, infrastructure projects, shopping malls, hotels, residence and office projects in Turkey as in the rest of the world with the high tech, energy efficient, eco-friendly and innovative factory automation products and solutions developed based on its well-rooted innovation and know-how.”

mitsubishielectric.com.tr