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Mitsubishi Electric combines its power in air-conditioning with automation

“WE ASPIRE TO UNDERTAKE HVAC AUTOMATION PROCESSES FOR LEADING PROJECTS IN TURKEY”

Mitsubishi Electric, which has recently announced that it will make an investment to establish a factory in Manisa for development and manufacture of room air-conditioners, operates mainly in air-conditioning and automation industry in Turkey. Acting as an assertive actor in heating, ventilating and air-conditioning (HVAC) automation in not only Turkey but also the entire world, the brand introduced its operations to the other actors of the industry by means of an event organized in Izmir. Referring to the high added value provided to Marmaray through the automation solutions, Mitsubishi Electric Turkey President Masahiro Fujisawa stated that the company aspires to undertake HVAC automation processes for leading projects in Turkey.

Being one of the first brands that are associated with “technology” in the world and attracting attention with its latest room air-conditioner investment in Turkey, Mitsubishi Electric is distinguished for the automation projects conducted in heating, ventilating and air-conditioning industry. In that respect, Mitsubishi Electric Turkey organized the third sectoral meeting on the automation activities of the company for heating, ventilating and air-conditioning (HVAC) industry in Izmir following Ankara and Istanbul. The company invited the public and private industry representatives, investors, construction companies, contractor companies and consulting firms to the event held in Swissôtel Büyük Efes.

Having uttered the opening speech in the event, **Mitsubishi Electric Turkey President Masahiro Fujisawa** indicated that Mitsubishi Electric a 95-year-old global giant operating in 43 countries with almost 130 thousand employees and annual turnover of USD 38.8 billion.

Fujisawa noted that Mitsubishi Electric mainly deals with sales and after-sales services of HVAC systems, factory automation systems, CNC mechatronic systems and advanced robot technologies in Turkey. Explaining that Mitsubishi Electric also assumes active role in infrastructure projects related to satellite, elevator, visual data systems, power sources and transportation in Turkey, Fujisawa underlined that the company is especially recognized for the automation technology used in Turksat 4A and 4B satellites as well as Marmaray project.

“We believe and invest in Turkey”

Fujisawa referred to the fact that Mitsubishi Electric aims achieve business expansion of air-conditioning and refrigeration systems in the European market:

“Mitsubishi Electric believes that Turkey is highly advantageous in terms of its geopolitical position, young population and growth potential and it is sure to be among the leading economies in the world. In that regard, it has decided to make investment in Turkey. The factory which is intended to be established in Manisa and begin manufacturing operations in January 2018 will require an investment of approximately TRY 176 million and have a production capacity of 500 thousand units per year. The investment is expected to create employment opportunity for approximately 400 people by FY2020. Turkey will become an important manufacturing hub for room air-conditioners thanks to Manisa factory.”

“We are assertive in automation of HVAC projects”

“Continuing to make new achievements in its history full of the first, fastest and biggest innovations in the world, Mitsubishi Electric is preferred with its high-tech automation systems in the world for more 75 than years” said Fujisawa:

“We are an assertive actor in the automation of heating, ventilating and air-conditioning (HVAC) projects as in various other industries. At this point, we are distinguished for Marmaray project which is of vital importance for Istanbul. We aspire to undertake HVAC operation processes for similar leading projects in Turkey. Besides, we aim to act as the solution partner for automation of HVAC systems meant 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.

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. We offer customized solutions for projects by combining its automation capability in HVAC industry, high technology and quality with its long-term engineering expertise.”

“We have designed a control system with 100 percent back-up in Marmaray”

Underlining that Mitsubishi Electric Turkey realized “Station Information and Management System Project” for Marmaray, Fujisawa explained the details of the project:

“Among the services performed under Marmaray BC1 Bosphorus Tube Crossing Project are high-tech automation equipment, engineering and design, project design, software programming, hardware assembly, commissioning, training and service support. We have also performed the checking and monitoring activities for electromechanical equipment available in the tunnel, all the stations, ventilation buildings and power generation buildings.

Marmaray control system which is designed to have 100 percent back-up is comprised of 37 thousand equipment monitoring and check points, 107 thousand software monitoring and check points, 750 operator screen control pages and 100 kilometres of communication cables. That makes it possible for the operators to communicate with the train operator at the incident scene in addition to determining the air flow direction in order to evacuate the passengers and smoke in case of a fire at the tunnel. Thus, the system guides the operator in order to minimize the failure risk and initiate the defined ventilation scenario easily.”

HVAC automation activities introduced

Following the opening speech uttered by Mitsubishi Electric Turkey President Masahiro Fujisawa, the division managers made presentations in order to provide detailed information about the automation activities conducted for the HVAC industry during the event held in Izmir. The representatives of the industry were informed about the

innovative, high-tech, smart, compact, long standing, powerful, high performance and high energy saving products of Mitsubishi Electric as well as their added value to projects and state-of-the-art applications.

Creates energy and cost saving

Creating a significant energy saving and reducing costs in enterprises and projects with user friendly and long-term automation solutions, Mitsubishi Electric contributes to healthy, comfortable and reliable environments. It minimizes CO₂ emissions attributable to the usage of products as well as total emissions arising from production processes. It creates savings with speed control and lighting control system applications. Thanks to all those features, Mitsubishi Electric comes up as an ideal and powerful solution partner for HVAC systems automation of eco-friendly plants and projects.

About Mitsubishi Electric Corporation

With over 90 years of experience in providing reliable, high-quality products, Mitsubishi Electric Corporation (TOKYO: 6503) 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: <http://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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