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**Mitsubishi Electric introduces its response to the new industrial phase,
e-F@ctory, at Konya Innopark**

INDUSTRY 4.0 AS AN INNOVATIVE FORMULA FOR GAINING POWER IN MANUFACTURING OPERATIONS

Konya Chamber of Industry organized “Industry 4.0 Information Days” in collaboration with Konya Technology Development Zone (Innopark) in order to raise awareness in the industrial actors regarding the new industrial phase as part of its endeavours to enable Konya, the rising star of Turkey, to attain its goal of production with high added value as well as high export rates with high technology processes. Mitsubishi Electric, the leading global automation actor acknowledged for e-F@ctory, the digital factory platform developed in response to Industry 4.0, was represented by Turkey Factory Automation Systems OEM Business Development Senior Manager Tolga Bizel, who gave important tips about transition to the fourth industrial revolution to the industrialists operating in Konya. Bizel also indicated that Mitsubishi Electric is ready to use its high technology and engineering power to contribute to the successful industrialists of Konya, the rising star of Turkey.

Traditionally known as the “city of cereals”, Konya has recently adopted a new identity as an “industrial city” by performing manufacturing operations in various industries which has made it one of the rising stars in Anatolia. According to the data disclosed by Konya

Chamber of Industry, Konya undertakes export to 130 countries throughout the world as a city hosting various industries including specifically automotive parts industry and machinery industry. The report issued by Konya Chamber of Commerce points out that Konya aims to contribute to the overall USD 500 billion export target of Turkey for 2023 with an export volume of USD 15 billion which signals a huge potential for our country. In that respect, Konya Chamber of Industry implemented the first regional innovation centre project in Turkey with a view to focusing on manufacturing high technology products with high added value and it went on to organize “Industry 4.0 Information Days” in collaboration with Konya Technology Development Zone (Innopark) so as to raise awareness in the industrialists regarding the new industrial phase and contribute to creation of new collaborations to that end. ***Mitsubishi Electric Turkey Factory Automation Systems OEM Business Development Senior Manager Tolga Bizel*** uttered a speech during the event in which he made a number of suggestions to the industrialists in Konya to ensure adaptation to Industry 4.0 and provided information about e-F@ctory, Mitsubishi Electric’s digital factory platform created as a response to this new industrial phase.



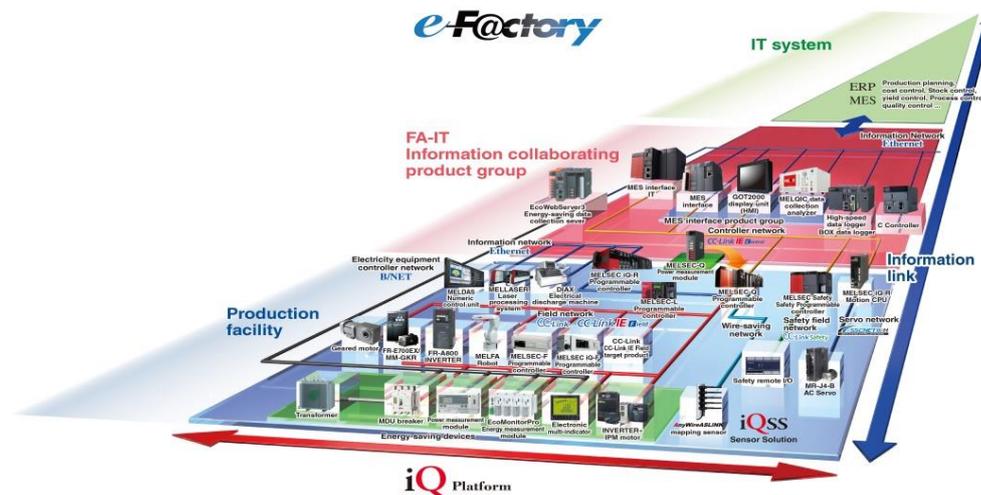
“Production quality must be promoted while reducing the costs”

Reminding the audience of the necessity to make Turkey capable of global competition in order to gain sustainable manufacturing capability, Tolga Bizel said “The industrialists need to promote manufacturing quality while reducing costs so that they can manufacture high quality products to compete in global markets and increase their export rates. In that respect, it is very important for them to keep up with the factory automation industry to adapt to the new technologies rapidly and make necessary infrastructure investments for that purpose.”

Bizel indicated that the future shall be based on communication technologies according to which companies are required to have their own high speed and quality communication systems. After explaining that companies shall gain significant advantages through effective management of raw materials and resources, Bizel pointed out an important aspect of Industry 4.0 process: “One of the most important issues is to make sure that the solutions offered to the industrialists are really compatible with Industry 4.0. Turkish businessmen must certainly carry out an in-depth research as to what Industry 4.0 is in addition to providing training to their teams accordingly.”

“Turkey can adapt to Industry 4.0”

Bizel told that the most important agenda item for industrialists is to create the production lines to meet the fast evolving and customized human needs in the fastest and most effective manner possible under Industry 4.0. “At this point, Turkey needs to focus on transition to digital factories equipped with intercommunicating high robot technology in order to reinforce its production power,” he said. Bizel also explained that Mitsubishi Electric shall enable the Turkish industry to create the digital factories of the future today by means of e-F@ctory, its response to Industry 4.0:



“Mitsubishi Electric believes that Turkey can adapt to the Fourth Industrial Revolution rapidly. As an assertive actor in the new industrial phase, we offer technological solutions to the Turkish industry so that it can get ready for the factory automation of the future which is sure to push the limits of our imagination. e-F@ctory, Mitsubishi Electric’s response to Industry 4.0, is distinguished as an evolutionary step that shall provide significant cost saving while increasing speed, quality and efficiency in manufacturing operations. Besides, e-F@ctory is not a new concept although Industry 4.0 has come to the fore quite recently. Mitsubishi Electric applies e-F@ctory concept in its production

lines since 2003 and therefore, it is able to reflect its vast experience to its products and customers.”

Age of high speed, information-based production

Bizel underlined that Mitsubishi Electric’s e-F@ctory, an integrated platform meant to create reliable and flexible production systems, helps users to achieve their goals of high speed and information-based production outcomes: “The advantages we provide are to increase speed and productivity at factories, minimize errors through instant monitoring of processes, improve manufacturing costs and therefore increase the business volume. We help to reduce energy costs by collecting data from the equipment available in the production line while use our fully integrated automation platform to shorten the time spent for commissioning and installation activities.”

High robot technology capable of intercommunication

Indicating that robots assume an important role in Mitsubishi Electric’s digital factory platform, e-F@ctory, Bizel said: “Robots capable of intercommunication thanks to high technologies contribute to rendering manufacturing operations more practical and flexible than ever. Our robots come with a precision close to human arms or hands enabling them to perform almost all the tasks in the production line. The robots provide a great added value to factories in terms of occupational health and safety matters as they are assigned the hardest and most dangerous tasks in factories.”

“We are eager to act as the solution partner of Konya industry”

Before he concluded his speech, Bizel pointed out that global manufacturers rely on Mitsubishi Electric for high automation equipment for more than 75 years: “Mitsubishi Electric offers a wide range of automation solutions comprised of compact and modular PLC’s, motion controllers, CNC’s, inverters, servo drives and engines, operator panels, switch, SCADA, DCS, industrial PC’s, energy analysers and robots,” he said. “We use our innovative products and experience to help rapidly growing Turkish industry to gain production capabilities compatible with the requirements of this new epoch, achieve the highest level of quality and become much more competitive in global scale. We offer services for automotive, foodstuff, packaging, metal processing machines, PVC processing machines and similar industries in Turkey. And we are eager to act as the solution partner of the industrialists in Konya, the rising star of Turkey, with our high technology and engineering power.”

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.*

About Mitsubishi Electric Turkey Operations

Mitsubishi Electric concentrates on sales and after-sales services for HVAC systems, factory automation systems, CNC-Mechatronics systems and advanced robot technologies in Turkey. In addition, the company provides support for satellite, elevator, visual data systems, power sources and transportation-based infrastructure projects. Mitsubishi Electric, the acknowledged manufacturer of Turksat 4A and 4B satellites contributing to communication and broadcasting infrastructure of Turkey and neighbouring countries, is also recognized for the automation technology used for Marmaray project. Having incorporated a company for development and manufacturing of room air-conditioners in Turkey in April 2016, Mitsubishi Electric intends to start manufacturing operations in Manisa plant by January 2018. For more information visit: www.mitsubishielectric.com.tr

About Mitsubishi Electric Turkey Factory Automation Systems

Mitsubishi Electric Turkey Factory Automation Systems division provides added value to leading industrial corporations in Turkey in a range of fields including automotive, foodstuff, packaging, metal and PVC processing machinery in terms of fast integration, efficiency, flexibility and productivity. It has adapted to "Industry 4.0", the new industrial phase, with its digital factory platform known as e-F@ctory.