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*This text is the English translation of the official Turkish version of the applicable press release. It has been prepared solely as a reference and ease of use. Please refer to the original Turkish text for details and/or attributes. In case of any incongruity, original Turkish version shall prevail.*

**Mitsubishi Electric Factory Automation Systems division meets its  
business partners in Antalya**

**Automation giant makes an impressive start to the  
new financial year**

***Mitsubishi Electric, a recognized world leader in automation and high robot technologies, met its factory automation business partners all over Turkey. The achievements in 2016, objectives for 2017 and technological developments were explained during the meeting held in Antalya.***

Mitsubishi Electric Turkey Factory Automation Systems division welcomed its dealers and system integrators at Antalya Bellis Deluxe Hotel from March 30 to April 1. The company shared the achievements made in 2016, objectives and strategies for the new financial year and insights into the future during the meeting in addition to introducing the new generation factory automation solutions, e-F@ctory platform, robot technologies and mechatronic CNC products developed by the brand. "Panel Inverter Solution Platform" was introduced to the participants as a new Industry 4.0 compatible product that combines all the automation products of Mitsubishi Electric under a single structure and sample projects and demonstrations were presented.



**Mitsubishi Electric Turkey President Mr. Şevket Saraçoğlu**, who uttered the opening speech at the event, said: “Mitsubishi Electric is recognized for adding value to factories operating in countless industries all over the world in terms of fast integration, productivity, flexibility and efficiency. We are

able to provide all those services with the help of our robust network of dealers and system integrators in Turkey. In previous years, we could analyse the requirements of the market and users effectively and offer suitable solutions in all industries we operate thanks to our high technology, solution oriented approach and, of course, the support of our business partners. We aim to make new achievements in automation industry in this new period with the global power of Mitsubishi Electric brand, our local know-how and contribution of our business partners.”

### **“Bringing high technology to Turkey”**

Mr. Saraçoğlu underlined that Turkey is an advantageous country and privileged market for Mitsubishi Electric owing to its geopolitical position, young population and impressive growth potential and added: “Mitsubishi Electric brings its high technology to Turkey so as to enable Turkey to keep up with the latest developments required for global competition. Based on its mission to promote a sustainable future, Mitsubishi Electric aims to provide added value to the industry, infrastructure projects and all kinds of major structures including shopping malls, hotels, residences and office buildings in Turkey as in the rest of the world by means of its vast know-how and high tech, energy efficient and eco-friendly automation solutions.”

### **A new solution derived from product and engineering quality**



Mr. Saraçoğlu told that Mitsubishi Electric’s product quality is combined with the engineering know-how derived from long-term engineering experience in Turkey before he went on to inform the participants that the company developed a new solution under “METR Automation Solutions” brand. Industry 4.0 compatible

“Panel Inverter Solution Platform” which will combine the new generation automation products of Mitsubishi Electric under a single structure will come with an outer cabin to be manufactured in Turkey. The new platform will enable industrial plants and infrastructure projects to be commissioned in a short while.

## **“It is time for Turkey to adopt digital factories integrated with high robot technologies”**

Mr. Saraçoğlu also indicated that Turkey is required to adopt digital factories integrated with high robot technologies in order to boost its production power in Industry 4.0. “We devise new generation products and solutions based on the vision that the role of robots in production processes will gradually increase in the new industrial phase to the extent that semi-humanoid robots will become prevalent. We aim to support the already rapidly growing Turkish industry in its sustainable growth as well as competition in the world leading manufacturers in global markets with our e-F@ctory platform, developed in response to Industry 4.0. Therefore, we make endeavours to make digital factory concept more prevalent in Turkey by informing the industrial actors as necessary” he said.

## **“Our source of motivation for success is our business partners”**

Underlining that Mitsubishi Electric provides high added value to infrastructure projects such as Marmaray in addition to the industry thanks to its innovative automation solutions, Mr. Saraçoğlu told that the company supports engineering faculties at universities in order to raise well-educated young engineers who will steer the automation technologies in the future. Mr. Saraçoğlu, adding that Mitsubishi Electric will continue to invest in our country based on its firm belief in the high potential of Turkey, concluded his speech by assuring the participants that: “We will continue to grow with our business partners in our road to success.”



### **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](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.*

### ***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: [tr.mitsubishielectric.com](http://tr.mitsubishielectric.com)*

### ***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. For more information visit: [tr3a.mitsubishielectric.com](http://tr3a.mitsubishielectric.com)*