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Motivation Meeting By The Automation Giant

Ending the year with high growth rate, Mitsubishi Electric Turkey Factory Automation Systems made a strong start to a new season with its partners in Belgrade

Awarded "the country with the highest revenue increase for two consecutive years" by Mitsubishi Electric Europe, Mitsubishi Electric Turkey Factory Automation Systems ending the year with high growth rate organized a meeting for its partners who have a critical role in this success, in Belgrade. In the workshop which took place with the attendance of the President of Mitsubishi Electric Factory Automation Systems Europe, Hartmut Pütz, most successful dealers and system integrators were awarded. During the organization where aims and strategies for the new season were shared, President of Mitsubishi Electric Turkey Mr. Şevket Saraçoğlu stressed that as a global company manufacturing and exporting in Turkey, they are ready to provide solutions to dynamic engineering processes of Turkish industry and infrastructure projects, with high quality service mentality and high-end technological solutions.



Mitsubishi Electric Turkey Factory Automation Systems gathered together on 29-31 March in Belgrade within the context of motivation event with its dealers and system integrators following a successful year. During the event where last year's most successful dealers and system integrators were

awarded, President of Mitsubishi Electric Factory Automation Systems Europe Hartmut Pütz stated that Turkey has a high potential in the area of factory automation for Mitsubishi Electric, while thanking the partners who played a role in the success of the brand and gave the message of the importance of unity to always achieve better. Stating that the success of

Mitsubishi Electric Turkey Factory Automation Systems, which ended the year with high growth rate and awarded as "the country with the highest revenue increase for two consecutive years" by Mitsubishi Electric Europe is no coincidence, Hartmut Pütz stated that this is the result of the hardworking nature of the people living in Anatolian regions.

In the event where aims and strategies for the new season were shared, President of Mitsubishi Electric Turkey Şevket Saraçoğlu said, "we continue our path with the honour of being a global brand with important acts of success with our innovative products and flawless service mentality. With more



than 95 years of experience, in all industries we render our services, we work without a stop to provide solutions to the needs of the markets and users by analyzing them properly."

Aim is for Turkey to gain power in global competition



Stating they ended the last year with high growth rate as Mitsubishi Electric Turkey Factory Automation Systems, Şevket Saraçoğlu said; "as a global company manufacturing and exporting in Turkey, we are ready to provide solutions to dynamic engineering processes of Turkish industry and infrastructure projects, with high

quality service mentality and high-end technological solutions. For the sake of global competition, we aim to help growing Turkey to rapidly adapt to the changes in the world with our innovative solutions. We provide added value to factories operating in numerous fields in the world in terms of rapid integration, productivity, flexibility and efficiency. In Turkey, without a doubt we render these services with the contributions of our powerful dealers and system integrators. While continuing the road as the leading brand in automation industry thanks to our approach focused on "Changes for the Better", we constantly improve our product range. On top of our innovative and value adding technological products, solutions and successful projects, with each year we will continue growing with the support from our wide network of partners. We are developing joint projects with educational institutions to improve human resources, for the purpose of sustainable growth in our company and industry. In this context, we support Factory Automation Systems laboratories in universities."

About Mitsubishi Electric Corporation

With over 95 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 endeavors to be a global, leading green company, enriching society with technology. The company recorded consolidated group sales of 4,238.6 billion yen (US\$ 37.8 billion*) in the fiscal year ended March 31, 2017. For more information visit: www.MitsubishiElectric.com

* It was calculated by 1 USD = 112 Yen exchange rate announced by the Tokyo Foreign Exchange Market on March 31, 2017.

About Mitsubishi Electric's Activities in Turkey

Mitsubishi Electric's main fields of activity in Turkey are; air conditioning systems, factory automation systems, advanced robotics, CNC mechatronic systems, elevator and escalator systems and visual data systems. Mitsubishi Electric, which established a room air conditioner development and manufacturing company in April 2016 in Turkey, began production in Manisa factory in December 2017. Mitsubishi Electric, the producer of Turksat 4A and 4B satellites, which contributes to the communication and publishing infrastructure of Turkey and neighboring countries, is notable for its satellites as well as the automation technology used in the Marmaray project. For more information; tr.mitsubishielectric.com

About Mitsubishi Electric Turkey Factory Automation Systems

Mitsubishi Electric Turkey Factory Automation Systems; provide added value in terms of rapid integration, productivity, flexibility and productivity to the leading industrial companies in Turkey in various fields such as automotive, food, packaging, metal and PVC processing machines. The new industry, also called "Industry 4.0", responds with e-F@ctory, i.e. the digital factory concept. For more information; tr3a.mitsubishielectric.com

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