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13 December 2019

Mitsubishi Electric came together with students at Yalova and Üsküdar University and brought attention to local communication applications of global brands

Key Points for Localization Strategies of Global Brands

Standing out with its advanced technology solutions in numerous sectors ranging from "Home to space", Mitsubishi Electric came together with students in Yalova and Üsküdar University to perform seminars on localization activities of global brands. Participating as speaker in the seminars, Mitsubishi Electric Turkey Advertising and Public Relations Deputy Manager Savaş Ceneviz told that it is vital for global brands to synchronize their communication strategies based on the local dynamics of the country they operate in. Underlining the fact that digiPR, digital crisis and agenda management will become more important in the near future as a result of new communication models, Savaş Ceneviz said we need to analyze digital medium along with conventional methods correctly and establish strategical communication devices in a way to meet the new world's requirements.

Technology giant Mitsubishi Electric came together with students in Yalova and Üsküdar University to perform seminars on "Localization Activities Of Global Brands". Emphasizing how important it is for global brands to synchronize their global communications strategies according to local dynamics of countries they operate in **Mitsubishi Electric Turkey Advertising and Public Relations Deputy Manager Savaş Ceneviz** continued his words;



"It is vital for global brands to adapt to dynamics of the countries and societies they operate within. Otherwise, they will have to manage serious brand crisis situations. For example, with direct operations in 43 countries, Mitsubishi Electric is one of the global giants that operate in numerous fields ranging from air conditioners to elevators, industrial automation systems to space systems. We pay great importance to localization studies in tandem of our brand's global strategies. We are

sensitive when it comes to synchronizing our global point of view with our local affluency both in product-oriented communication studies and corporate communication. Turkey is a valued country with numerous color and variety within itself and as a global brand, it is one of the top priorities in our communication strategies to keep this variety in consideration. Because we believe, only the brands that bring together global and local richness can perform groundbreaking works in their categories."

New communication models should be closely monitored

Stating that digiPR, digital crisis and agenda management will become more important in the near future as a result of new communication models, Ceneviz said we need to analyze digital medium along with conventional methods correctly and establish strategical communication devices in a way to meet the new world's requirements. Ceneviz said, "Brands need to structure their conventional and digital communications in a way that they complement each other and be compatible with each other. At this point, it is vital that new generation follows the world closely and monitor both global and local developments to refresh their knowledge." ending his words.

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 4,444.4 billion yen (in accordance with IFRS; US\$ 41.9 billion) in the fiscal year ended March 31, 2018. For more information visit: www.MitsubishiElectric.com*

**At an exchange rate of 106 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2018.*

About Mitsubishi Electric's Activities in Turkey

Mitsubishi Electric's main fields of activity in Turkey are; air conditioning systems, industrial automation systems, advanced robot technologies, CNC mechatronics systems, elevator and escalator systems and visual data systems. Designating Turkey whose power and potential it believes in as a major production headquarter, Mitsubishi Electric produces energy efficient and environment-friendly air conditioners for Europe and Turkey in its digital factory in Manisa which is the brand's first room air conditioner factory in Europe. Working to integrate factories of Turkish industry into digital transformation period, Mitsubishi Electric also draws attention with its automation technologies in the world's deepest sunken tube tunnel, the Marmaray project. Operating in several fields in Turkey such as automotive components, semi-conductor devices, transportation and energy systems, Mitsubishi Electric applies its radar technology which is developed for airports to increase safety for airplanes and flights within its operations in public systems in Antalya Airport. One of the leading developers in space research and development systems, Mitsubishi Electric is also the manufacturer of Turksat 4A and 4B satellites which contributes to Turkey's and neighboring countries' communication and broadcasting infrastructure. For detailed information; tr.mitsubishielectric.com

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