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3 March 2020

**Mitsubishi Electric meets students at the "Marketing Talks with Leaders of the Industry" organized in Istanbul Gedik University**

**The Key Points of Strategic Communication Discussed in Detail**

**Standing out with its hi-tech technology solutions in many different industry from "home to space", Mitsubishi Electric comes together with the students at "Marketing Talks with Leaders of the Industry" organized by Industrial Engineering Club of Istanbul Gedik University. During the event, delivering a presentation titled "Local Communication of Global Companies", Mitsubishi Electric Turkey Advertising and Public Relations Deputy Manager Savaş Ceneviz relayed important insights about localization strategies of global brands. Emphasizing that digiPR, digital crisis and agenda management will become more important in the near future, Mr. Ceneviz pointed out that, besides conventional methods, an accurate analysis of the digital media and setting up the communication tools to accommodate the requirements of the new world bears a critical importance.**



Technology giant Mitsubishi Electric attended the event "Marketing Talks with Leader of the Industry 3" organized in the Kartal Campus of Istanbul Gedik University. During the event organized by Industrial Engineering Club of the University, **Mitsubishi Electric Turkey Advertising and Public Relations Deputy Manager Savaş Ceneviz** delivered a presentation on the topic of "Local Communications of Global Companies" where

he highlighted the importance of integration of the brands with the culture of the local communities. Providing important insights about the localization strategies of the global brands and sharing his experiences, Mr. Ceneviz explained that "It is crucial for global brands to adapt themselves to the dynamics of the countries and communities where they have a presence. Otherwise, they expose themselves to the risk of dealing with serious brand crises. For example, Mitsubishi Electric managing direct operations across 34 countries is one of world giants which have a presence in many industries from air-conditioning to elevator, from industrial automation systems to aerospace systems. We place a great importance on the localization efforts in light of the global strategies of our brand. We exercise care in synchronization of our local wealth with our global perspective in either our product-focused communication efforts or our corporate communication. Turkey is a valuable

country which hosts many colors and a great deal of diversity, a fact which we, as a global brand, take as a top agenda item while developing our communication strategies. Because, we think that only the brands which synthesize and use the global and local resources effectively can deliver outputs that stand out in their own categories."

### **The requirements of the new world must be closely kept abreast**

Stating that digiPR, digital crisis and agenda management will become more important along with the new communication models in the near future, Mr. Ceneviz underlined that for this purpose, besides conventional methods, digital media must also be analyzed accurately and strategic communication tools must be set up in line with the requirements of the new world. Noting that the ranks of the global brands which dominate many markets in the world have been shifting rapidly more than ever, Mr. Ceneviz said "Many brands are disappearing without a lasting presence or have difficulties in maintaining their existence. Therefore, putting a product or service on the market while establishing a value-based communication with target groups plays a key role for a business. In the new period, it is safe to say that we will witness that the brands will create their activities, new products and services in cooperation with customers since consumers can analyze their wants more rationally in a shorter period of time. Industry 4.0 and digital factories are emerging as the reflections of this demand. In this period where competition stiffened and profitability dropped, the brands now offer the products and services that are similar to each other, having a homogenous nature. At this stage of new world order, as Mitsubishi Electric, we develop technologies which help businesses offer their customers more personalized, flexible and faster production model with optimizable production costs. And we do this thanks to our superior R&D and engineering power."

### **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 endeavours to be a global, leading green company, enriching society with technology. The company recorded consolidated group sales of 4,519.9 billion yen (in accordance with IFRS; US\$ 40.7 billion\*) in the fiscal year ended March 31, 2019. For more information visit: [www.MitsubishiElectric.com](http://www.MitsubishiElectric.com)*

*\*At an exchange rate of 111 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2019.*

### **About Mitsubishi Electric's Activities in Turkey**

*Main fields of activity of Mitsubishi Electric that stand out with its advanced technology solutions in various areas ranging from "Home to Space" 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 neighbouring countries' communication and broadcasting infrastructure. For detailed information; [tr.mitsubishielectric.com](http://tr.mitsubishielectric.com)*

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