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15 December 2020

***Mitsubishi Electric participated in 4th Aegean Economic Forum organized in collaboration of Aegean Economic Development Association (EGEV) and with the contribution of Izmir Metropolitan Municipality.***

## **Mitsubishi Electric shared Hi-Tech in Automation and Smart Production**

***An ambitious leading actor in factory automation and advanced robot technologies in Turkey, Mitsubishi Electric participated in 4th Aegean Economic Forum organized in collaboration of Aegean Economic Development Association (EGEV) and with the contribution of Izmir Metropolitan Municipality. Mr. Can Tolga Bizel, Senior Manager of Product Management and Marketing Department of Mitsubishi Electric Turkey Factory Automation Systems talked at the panel "Hi-Tech-Based Production Ecosystem" moderated by journalist Mr. Vahap Munyar as part of the event streamed live online. Speaking of the contributions of digitalization in the production, Mr. Bizel gave latest insights on the digital factories highlighting the projects of the brand in the automation and smart production technologies.***



4th Aegean Economic Forum took place online between November 30th and December 4th, organized by Aegean Economic Development Association (EGEV) and organization aiming at promotion of Aegean region to foreign investors, with the contribution of Izmir Metropolitan Municipality, with the participation of governors, mayors, universities, chambers of industry and commerce, chambers of tradesmen and craftsmen, chambers of agriculture, regional

industrialists' and businesspeople associations and companies across 10 cities of the Aegean Region. As part of the event, Mr. Can Tolga Bizel, **Senior Manager of Product Management and Marketing Department of Mitsubishi Electric Turkey Factory Automation Systems**, met the participants at the panel "Hi-Tech-Based Production Ecosystem" moderated by Mr. Vahap Munyar, General Coordinator of World Newspaper and Author, giving insights on the pioneering technologies they offered for the use of production in digitalization, artificial intelligence and robot technologies.

### **"Thanks to e-F@ctory, we enable industry to take up a new dimension"**

Explaining the e-F@ctory as the answer of Mitsubishi Electric to Industry 4.0, Mr. Tolga Bizel said "By creating a virtual factory before deciding an investment, we offer the opportunity to run a simulation of the planned line and production, evaluate the productivity, shaping the investment in line with the outputs. Therefore, it becomes possible to have a flexible and efficient production. At the same time, we adopt an approach where humans and robots work in a collaborated environment; accordingly, we are developing next-gen products and solutions in the advanced robot technologies."

### **Maisart Technology increases the productivity at factories**

Noting that Mitsubishi Electric has been carrying out innovative works relating to Artificial Intelligence in robot technologies, and using its proprietary AI trademark "Maisart" technology in order to enable companies derive the most out of the Artificial Intelligence, Mr. Bizel continues: "Being an abbreviation of Mitsubishi Electric's AI creates the **State-of-the-ART** in technology, Maisart significantly lowers the downtime in Artificial Intelligence-based factories and plants while boosting the productivity. Employing machine learning algorithm, this technology analyses sensor data, followed by a model creation to switch among different operational conditions. Thus, it is ensured to detect faster and accurately the machinery abnormalities indicating the unexpected situations in the machines to boost the productivity in factories and facilities."

### **Digitalization needs to become a part of a company's culture**

Point out that it has always been challenging to leave the comfort zone and embrace transformation, Mr. Tolga Bizel concluded: "As a country, it is safe to say that we enjoy the most important production base in the region when it comes to production and responding to Industry 4.0. Industrialists have a keen awareness on the digitalization and ambitious to invest in, however, cost saving becomes vital in production lines just like any other area. As we have seen during our experiences, it can be said that it is acceptable for industrialists to enjoy return on digitalization investment in three to five years. On the other than, more important than costs, digitalization needs to become a part of company culture and to be managed sustainably. At the same time, the fact that whether the digital transformation will improve the quality of production and the product becomes a subject that is more important than cost itself."

### **About Mitsubishi Electric Corporation**

*With nearly 100 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. Mitsubishi Electric enriches society with technology in the spirit of its corporate statement, "Changes for the Better," and environmental statement, "Eco Changes." The company recorded a revenue of 4,462.5 billion yen (U.S.\$ 40.9 billion\*) in the fiscal year ended March 31, 2020. For more information, please visit [www.MitsubishiElectric.com](http://www.MitsubishiElectric.com)*

*\*U.S. dollar amounts are translated from yen at the rate of ¥109=U.S.\$1, the approximate rate on the Tokyo Foreign Exchange Market on March 31, 2020*

### **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 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)*

### **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](http://tr3a.mitsubishielectric.com)*

### **Mitsubishi Electric Turkey Social Media Accounts**

**Facebook** <https://www.facebook.com/MitsubishiElectricTurkeyA.S/>

**LinkedIn** <https://www.linkedin.com/company/mitsubishi-electric-turkey/>

**Instagram** <https://www.instagram.com/mitsubishielectricturkey/>

### **Hashtag for Social Media**

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