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**27 September 2019**

***In 2. Future Factories Turkey Summit, Mitsubishi Electric brought attention to the importance of digital transformation in production***

**Industrialists That Build Future Factories Starting Today Will Win**

***Standing out with its innovative technologies in the field of industrial automation systems, Mitsubishi Electric came together with the business world in the 2. Future Factories Turkey Summit and Exhibition as the Diamond Sponsor of the event. Within the context of the event which aims to improve the digital strategies of high-level managers of Turkish manufacturing industry, Mitsubishi Electric Turkey Factory Automation Systems OEM Business Development Senior Manager Tolga Bizel gave a speech titled "Time for Digital Transformation in Factories. Describing that it is possible to establish the future factories starting today using the e-F@ctory concept, Mitsubishi Electric's answer to Industry 4.0, Bizel gave advices to help them get prepared for the new phase of industry.***

Working to integrate factories of Turkish industry into digital transformation period, technology giant Mitsubishi Electric brought attention to digital transformation processes of factories in Future Factories Turkey Summit and Exhibition that took place in Gebze Informatics Valley on 25-26 September for the second time. Participating in the event where latest developments in numerous fields such as automation, robotics, software, sensors, virtual reality, 3D printing, big data, predictive maintenance, human machine interfaces were discussed as the Diamond Sponsor, Mitsubishi Electric gave information about the brand's answer to Industry 4.0, the digital factory concept, e-F@ctory. Giving a speech titled "Time for Digital Transformation in Factories" in the event, **Mitsubishi Electric Turkey Factory Automation Systems OEM Business Development Senior Manager Tolga Bizel** gave important information on e-F@ctory, Internet of Things and advanced robotics technologies.



**Personalizations in production, high quality and efficiency can only be attained via digital factories**

Stating that the new industrial phase can be described as encouraging current industries towards computerization in his speech, Bizel said; "In the age of digital transformation, machines will be able to understand what's going on around them and they'll be able to

communicate with each other via internet protocols. This way it will become easier to adapt to competitive conditions in markets thanks to the ability of optimizing production lines in factories in accordance with personalized requirements. Using e-F@ctory, Mitsubishi Electric's answer to this new industrial phase, it is possible to establish the factories of the future, starting today. During this phase, thanks to the ever-increasing data transfer rates between robots and advanced robotics technologies that can communicate with each other, robots can control themselves in a more coordinated and precise fashion. Today, robots can communicate with other products on the production line thanks to e-F@ctory. In e-F@ctory concept, all products that make up the factory automation work integrated to one another with open architecture."

Reminding us of the importance of the ability to compete at a global level in order to have sustainable manufacturing capability in Turkey, Tolga Bizel said, "In order for industrialists to make production in global quality and to compete in global markets, they have to gain power in exports and optimize costs while increasing production quality. At this point, it is important that they closely follow factory automation sector and make necessary infrastructure investments in order to adapt to new technologies rapidly." Saying that future is expected to be built on communication, Bizel stated that establishing high speed and quality communication systems will be even more important for companies. Saying that managing raw materials and resources more effectively will also prove beneficial for companies at this phase, Bizel ended his words saying, "In the new phase, we can say that one of the vital aspects is to make sure if solutions provided to industrialists are indeed compatible with Industry 4.0 or not. Bizel ended his words saying; "We believe it is important for the managers of Turkish business world to make in-depth research on what Industry 4.0 really is, and to train their teams within that context."

### **"We transform factories in accordance with the new digital era"**



Stating that the concept of "Internet of Things" can be described as objects and goods sharing data by connecting to internet and communicating with humans and themselves over the cloud, Tolga Bizel said; "Without a doubt, production is in the center of the new industry phase. Together with the topic of Industry 4.0, which has been in the focus of companies and the Internet of Things which had a great effect on technology investments of companies, the importance of communication grows even more. At this point, as Mitsubishi Electric we redesign our business models and decide where we should focus our technology investments in order to increase our performance. With the innovative solutions we develop using our deep-rooted legacy of innovation and advanced technology, we transform infrastructures, systems and processes of factories in accordance with the new digital era" 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*

4,519.9 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 neighboring 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**

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