

Media Relations:

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**Leading names of media and communication world picked media-friendly
communication leaders of Turkey**

Savaş Ceneviz from Mitsubishi Electric Placed Among "50 Press-Friendly Communication Leaders"

Mitsubishi Electric Turkey Advertising and Public Relations Deputy Manager Savaş Ceneviz was listed in Business Life Magazine's traditional research named "50 Press-Friendly Communication Leaders". Listed among the press-friendly communication leaders in this research with Turkey's leading journalists, writers and communicators as the jury, Savaş Ceneviz said; "As Mitsubishi Electric; as per our tone of communication where we pay attention to being plain, transparent, innovative, informative, inspiring and understandable; we will continue supporting journalists with true, unbiased and unique content so they can perform their jobs as they are expected to".



Results are out for "Press-Friendly 50 Communication Leaders" research by Business Life Magazine. In this research with leading actors from media and communication sector such as Ahu Orakçioğlu, Celal Toprak, Demet Cengiz, Dr. Fatoş Karahasan, Güven Borça, Salim Kadıbeşegil, Sami Altinkaya, Seyfettin Bayram and Volkan Akı as jury, **Mitsubishi Electric Turkey Advertising and Public Relations Deputy Manager Savaş Ceneviz** was listed among press-friendly 50 communication leaders. Stating that it is invaluable to take place in this list picked in accordance with the opinions of 84 economy and magazine journalists, Savaş Ceneviz added; "As marketing and brand communication professionals, we base a good majority of our work on media relations. We take into consideration that each medium from

national to local, conventional to digital, sectoral to general have their own dynamics and different target groups. At this point, we aim to provide each medium with the most appropriate content and do our best to approach each content differently for each medium. We run an empathy-focused business relationship with professionals. If your approach is correct and you can form empathy, chances of becoming a friendly communication leader to the press increase. Journalism has always had a strategic importance ever since it existed. People avoid uncertainty due to their nature and in such a situation they try to understand what is going on and to gain information. Thus, journalism has an important place in helping

people receive information and make sense of things. As communication managers on the brand side, I believe that providing press members with true, unbiased and original content contributes to them performing their jobs as expected".

Stating that they pay attention to establish plain, transparent, innovative, informative, inspiring and understandable language for Mitsubishi Electric's communications, Ceneviz said; "As the representative of a technology pioneer and global brand, we will continue to share our products and services, expertise in the fields we operate in, our individual and corporate know-how with our shareholders by means of valued press members. On this opportunity, I would like to give my thanks to all journalists who undertake such an important mission. Being one of the 50 press-friendly communication leaders is such a big happiness for Mitsubishi Electric brand and me personally. I give my thanks to dear jury members who deemed us worthy of this success and to Business Life Magazine for making this research possible", 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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Linkedin <https://www.linkedin.com/company/mitsubishi-electric-turkey/>
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