

Mitsubishi Electric Türkiye at WIN Eurasia with the “Automating The World” Concept

Mitsubishi Electric’s collaborative robot Melfa Assista will draw pictures for the first time at WIN Eurasia

Mitsubishi Electric Türkiye will showcase its next-generation automation solutions for digital manufacturing under the “Automating The World” concept at WIN Eurasia, which will take place on 7–10 June at the İstanbul Expo Center.

At the 29th WIN Eurasia Fair, held on 7–10 June at the İstanbul Expo Center, Mitsubishi Electric Türkiye will present its new-generation automation systems and solutions developed for digital manufacturing, under the “Automating The World” concept, which reflects the company’s vision of leveraging automation to improve global society through advanced technology, experience, and expertise.

Mitsubishi Electric Türkiye Factory Automation Systems is preparing to introduce fair visitors to the integration of its collaborative robot Melfa Assista with generative artificial intelligence. The collaborative robot “Melfa Assista” creates unique and original drawings by sketching visuals generated by AI, just like an artist. With features that will create momentum for the future of automation, Melfa Assista elevates smart manufacturing to the next level. It is used across various industries to provide flexibility, speed, and efficiency in production, and it operates safely both with and without human operators—performing highly delicate tasks at industrial-robot precision when operators are not present.

Highlighting how Industry 4.0 enables production to continue with minimal errors through the integration of industrial technologies and automation systems, Nurettin Geçgel, Mitsubishi Electric Turkey Factory Automation Systems General Manager, stated: “With smart machines and robots entering the production line under Industry 4.0, a new model of work is emerging through collaboration between humans, robots, and machines. Artificial intelligence, robotic technologies, smart manufacturing systems, and the Internet of Things are developing in Türkiye just as they are around the world. As Mitsubishi Electric, a 100-year-old global technology leader, we are working to support the integration of Turkish industry into the digital transformation journey. With our next-generation industrial automation systems and advanced robot technologies, we offer solutions to both large factories and SMEs across Türkiye. At WIN Eurasia this year, we will once again showcase our high-tech products and systems to participants.”