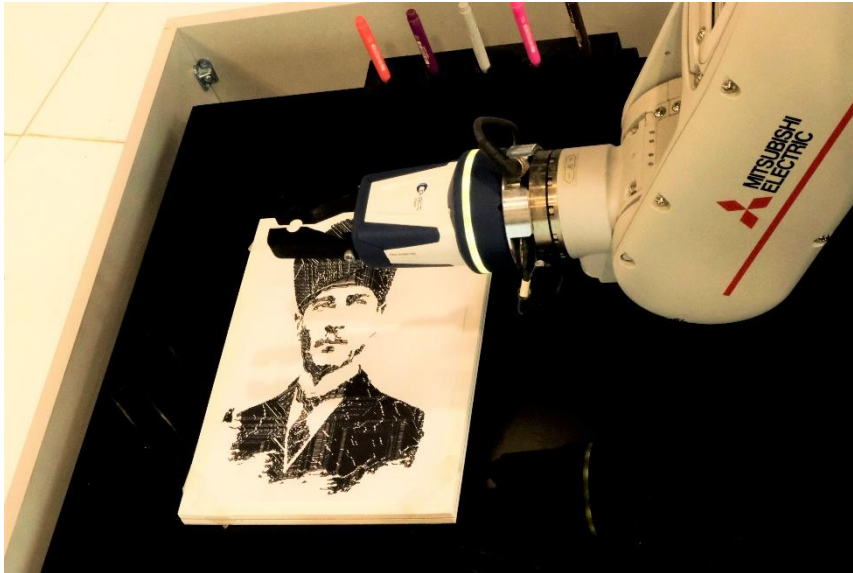


Mitsubishi Electric Türkiye at WIN Eurasia with the “Automating The World” Concept

Mitsubishi Electric’s Collaborative Robot Melfa Assista Celebrates the 100th Anniversary of the Republic with Its AI-Generated Drawings

Mitsubishi Electric Türkiye showcased its next-generation automation solutions for digital manufacturing at WIN Eurasia under the “Automating the World” slogan.

The AI-generated drawings created by Mitsubishi Electric’s collaborative robot Melfa Assista, themed around the 100th Anniversary of the Republic, attracted great interest from visitors.



At the **29th WIN Eurasia Fair**, Mitsubishi Electric Türkiye exhibited its new-generation automation systems and solutions for digital manufacturing under the “Automating the World” slogan, which reflects the company’s vision of leveraging automation—supported by advanced technology, experience, and expertise—to improve global society. Mitsubishi Electric Türkiye Factory Automation Systems also presented the integration of **generative artificial intelligence** with the Melfa Assista cobot.

Where Imagination Meets Artificial Intelligence

Highlighting that Mitsubishi Electric offers solutions for both large-scale factories and SMEs across Türkiye with its next-generation industrial automation systems and advanced robotics technologies, **Nurettin Geçgel**, General Manager of Mitsubishi Electric Türkiye Factory Automation Systems, stated:

Melfa Assista, which produces unique and original artworks by drawing like a painter with AI support, provides flexibility, intuitiveness, speed, and efficiency in production across many different sectors. It operates safely both with and without an operator, and when working autonomously, it performs

highly precise tasks at industrial-robot accuracy. With features that are set to make an impact on the future of automation, the collaborative robot elevates smart manufacturing to the next level.

“We Support the Digital Transformation of Turkish Industry”

Highlighting that Mitsubishi Electric offers solutions for both large-scale factories and SMEs across Türkiye with its next-generation industrial automation systems and advanced robotics technologies, **Nurettin Geçgel** Mitsubishi Electric Turkey Factory Automation Systems General Manager, stated: “The global slogan of Mitsubishi Electric Factory Automation Systems, **‘Automating the World,’** reflects our vision of how advanced technology, systematic thinking, experience, expertise, and customer support can work together to create a better and more sustainable world for all. When we automate dangerous processes, we help reduce risks to human health and well-being. When we automate activities to reduce waste, pollution, and energy consumption, we contribute to creating a decarbonized and environmentally sustainable society. And when we automate complex and challenging processes, we help transform lives by enabling people to contribute in more active and meaningful ways. With our ‘Automating the World’ slogan, we want to clearly express that automation is being implemented not only within the world of industries but also for the benefit of everyone in society.”

