

Mitsubishi Electric Türkiye Brings Together Its Business Partners at the “Difference Makers Meeting”

Mitsubishi Electric Factory Automation Systems brought together its business and solution partners operating across all industrialized regions of Türkiye, as well as the Turkic Republics, the Caucasus, and the Middle East, at the Difference Makers Meeting held in Cyprus. Hosted by Nurettin Geçgel, Mitsubishi Electric Türkiye Factory Automation Systems General Manager, the meeting shared the company’s more than 30-year journey in Türkiye, its achievements, and future goals with business partners.

The meeting organized for Mitsubishi Electric Türkiye’s business partners took place in Cyprus with the participation of partners from different regions of Türkiye, alongside Mitsubishi Electric’s senior management. During the four-day event, innovative factory automation systems and value-added solutions developed by Mitsubishi Electric Factory Automation Systems—preferred by manufacturers worldwide—were discussed, focusing on the advancement of technological processes and new manufacturing techniques. Jun Horibe, Vice President of Mitsubishi Electric Türkiye, and Hartmut Puetz, President of Mitsubishi Electric Factory Automation Systems EMEA, also took part in the event as speakers.

“For More Than 30 Years, We Have Been Working to Advance Turkish Industry and Manufacturers”

In his speech at the meeting, Nurettin Geçgel, General Manager of Mitsubishi Electric Türkiye Factory Automation Systems, emphasized that Mitsubishi Electric’s core objective is to act as a guiding force for companies in the Industry 4.0 era, advance national industry, create new success stories, and ensure their sustainability. Geçgel stated: “According to the International Federation of Robotics (IFR), collaborative robots will account for approximately 40% of the total robot market by 2025. Forecasts by the World Economic Forum (WEF) also indicate that by 2025, half of all jobs worldwide will be performed by machines. Although the adoption of industrial automation systems in Türkiye came later compared to many countries, the country has made significant progress in a short time as it has opened up to global markets and expanded the diversity, volume, and reach of its exports. The recent pandemic also played an important role in making automation solutions—and industrial robots in particular—indispensable for industry. The growing focus on productivity gains, enhanced safety, and cost reduction on corporate agendas today clearly indicates that this trend will continue to strengthen. As Mitsubishi Electric Factory Automation Systems, we support manufacturers in building the smart digital factories of the future today through our innovative automation concepts and solutions that deliver rapid integration, productivity, flexibility, and efficiency—while continuing to grow rapidly in Türkiye. With our e-F@ctory digital factory concept and proprietary MAISART AI technology, we enable companies to fully benefit from artificial intelligence. Mitsubishi Electric’s AI technologies make a significant contribution to the more efficient design of production lines and to increased productivity and efficiency.”

“The Turkish Market Is Growing Rapidly with Its Expanding Machinery Manufacturing Sector and End-User Projects”

Highlighting Türkiye’s rapid growth, **Hartmut Puetz**, President of Mitsubishi Electric Factory Automation Systems EMEA, stated: “Mitsubishi Electric Türkiye Factory Automation Systems holds a

significant share in Europe. Türkiye's role as a hub in the growing machinery manufacturing sector and its strong end-user projects are key drivers behind the market's growth. Software is becoming increasingly important in supporting our customers' digitalization demands during their transition to Industry 4.0 and in delivering OEE efficiency solutions. Following the acquisition of ICONICS, we are now able to provide web-based SCADA and cloud integration services at the automation layer. With ICONICS' **Genesis64** module, we can take this to an even higher level. By combining these capabilities with **digital twin technologies** and **AI-based data analytics (MaiLab)**, we offer companies strong competitive solutions. Our AI-based software solution **EcoAdvisor** also significantly reduces customers' energy consumption and, in parallel, helps lower their carbon footprint."

Following his remarks, Hartmut Puetz presented **Nurettin Geçgel**, General Manager of Mitsubishi Electric Türkiye Factory Automation Systems, with the award for "**Country with the Highest Proportional Growth.**" As part of the event—enriched by **Serdar Kuzuloğlu**'s presentation titled "*Making a Difference*"—the **Difference Maker business partners of 2023** were also recognized and awarded.

