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Digital Transformation for a Sustainable Future: Mitsubishi Electric Türkiye



Mitsubishi Electric Türkiye Vice President Kerem Ongan shared the company's digital transformation and sustainability visions, outlining its strategies for the future.

1. What does the digital transformation process mean for Mitsubishi Electric? What steps are you taking in this process?

The digital transformation brought about by Industry 4.0 is creating new conditions that will reshape societies and global balances. This new era, often referred to as the information age, makes the use of smart technologies in all areas of life almost inevitable. With easier access to data, the ability to process data, and the growing presence of artificial intelligence in our lives, we are undergoing a transformation that requires moving away from traditional business models toward new ones. As Mitsubishi Electric Türkiye, we position digital transformation as the core of all our business units in the fields of factory automation systems and air conditioning systems in which we operate.

At the same time, as a company that focuses on creating new value while working for the sustainability of our future and our planet, we are focusing on "Circular Digital Engineering." Integrated into our corporate governance in response to the requirements of a sustainable world, Circular Digital Engineering focuses on producing solutions to today's complex challenges and helps make business processes more efficient. I would like to elaborate further on our Circular Digital Engineering approach. This process consists of four steps, starting with bringing data sources together, and adopts a collaborative approach that includes our stakeholders, employees, and customers. As a result, we aim to create new value for our customers and develop solutions to social challenges. "Carbon neutrality, Circular economy, Safety/Security, Inclusivity, and Well-being" constitute the five core focus areas of this transformation.

Within this scope, our company aims to maximize interactions between devices, systems, and services in order to create innovative value and contribute to the formation of a more sustainable world through digital transformation. To effectively utilize the resulting outputs, data, and insights, we launched our new Serendie™ digital platform this past May. Through this platform, we aim to create a value chain for a sustainable future by enabling collaborative initiatives that bring together diverse internal and external capabilities.

2. How does your new product development process work? Can you share information about your R&D activities?

Until recently, growth, profitability, and stability stood out as the primary goals for companies. However, due to the challenges experienced by the manufacturing sector in recent years—economic fluctuations and the COVID-19 pandemic that affected the world—these priorities have undergone transformation. In line with this shift, objectives such as sustainability, digitalization, and the circular economy, which are critical for our future, have become central to the agenda across all industries. As Mitsubishi Electric, in line with our core principle of “addressing social challenges through our business,” we have continued to focus strongly on R&D activities. While developing our core technologies in more than 120 countries where Mitsubishi Electric operates, we also continue to work on creating and advancing new technologies that will be the source of our next phase of growth.

The TÜRKSAT-4A/4B satellites produced by Mitsubishi Electric—one of Turkey’s proud achievements in space—are a strong example of our R&D capabilities. Our company continues to contribute to developments that play an important role in the advancement of our country. All of our R&D activities form a key part of our efforts to protect the future of the world we live in, by prioritizing sustainability and shared value. In addition, the products and solutions we offer to our customers in both air conditioning systems and factory automation systems place artificial intelligence at their core and deliver multiple benefits. For example, thanks to the “3D i-See Sensor” spatial scanning technology in our Legendera series air conditioners, conditioned air is directed toward areas where occupants spend the most time. In factory automation systems, through technologies such as MAISART (Mitsubishi Electric’s AI creates the State-of-the-ART in technology) and our digital factory concept e-F@ctory, we provide solutions that help businesses increase production capacity, support smart manufacturing, and maximize energy efficiency.

3. What are Mitsubishi Electric’s sustainability goals and projects?

Mitsubishi Electric has published its 2050 Environmental Sustainability Vision with the goal of achieving net-zero emissions across its entire value chain in order to minimize environmental impact and create a sustainable future. This vision is part of our 2050 environmental policy, which aims to promote energy-efficient products and services and take a leading role in renewable energy. In line with this policy, our company is committed to contributing to the reduction of greenhouse gas emissions worldwide. In addition, the Environmental Plan 2025, which aims to contribute to the realization of a sustainable global environment through global value chains, is based on the long-term environmental commitments we have made in alignment with the 2050 Environmental Sustainability Vision.

After achieving the recycling- and nature-focused environmental vision targets we set in 2021, Mitsubishi Electric continues to work decisively toward reaching net-zero emissions across all value chains by 2050. Our goal is to build a more sustainable, low-carbon world. Mitsubishi Electric has made significant progress toward this goal by being included in the “A List” six times across all categories since 2016 by the international non-profit organization Carbon Disclosure Project (CDP) for its efforts in Climate Change and Water Security. As a technology leader in its field, Mitsubishi Electric continues its operations with the vision of creating a better world for all living beings through its defined environmental targets.

The SUSTIE® zero-energy building at Mitsubishi Electric’s headquarters in Japan, completed in 2020, generated more energy than it consumed in its first year, achieving energy consumption below zero. Operating on a net-zero energy principle in an urban environment, this building stands as a significant example in the field of sustainability.

In addition to environmental sustainability, we also carry out initiatives focused on social benefit. For example, our monitoring service for the elderly, “MeAMOR®,” which is active in Japan, helps improve the quality of life for elderly individuals living alone. The MeAMOR® application enables monitoring of home appliance usage, indoor temperature, and other parameters, and offers remote management via smartphones, allowing users to control home comfort even while away.

As Mitsubishi Electric, we are also committed to increasing the number of women employees in our industry, particularly women engineers, as part of our social responsibility approach. Especially over the past two years, we have applied positive discrimination in our recruitment processes for female candidates. As a result, we have achieved a 19% increase in the preference and employment of female candidates compared to previous years. This demonstrates that we are progressing in line with Mitsubishi Electric Corporation’s global sustainability goals.

4. What unique values do you offer your customers that differentiate you from your competitors?

Today, with nearly 150,000 employees, Mitsubishi Electric is positioned as one of the world’s leading companies in the fields of aerospace, semiconductors, energy generation and distribution, communications and information technologies, consumer electronics, industrial automation, and building technologies. In Turkey, we have been operating as Mitsubishi Electric Türkiye since 2012. Therefore, with the experience we have gained and the added value we provide, we are among the leading companies in the sector. Through our environmental, sustainability, and employment policies, we have become a brand that is well recognized by society. The quality of our products, the warranty opportunities we offer, our innovative vision, and the long-term, trust-based relationships we have established with our business partners are clear indicators that we are moving in the right direction. We will continue to work with determination to take this success even further.