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Mitsubishi Electric Türkiye Hosts the First “Inspiring Minds Club” Event in Bodrum

Mitsubishi Electric Türkiye Air Conditioning Systems introduced its innovative and environmentally friendly solutions during the first “Inspiring Minds Club” meeting held in Bodrum, dedicated to architects and engineers.

At the event, organized at KRD Teknik Mitsubishi Electric Bodrum Project Center, Dr. Murat Hoşgör, Marketing and Product Department Manager of Mitsubishi Electric Türkiye Air Conditioning Systems, shared the latest technological developments in sustainability, smart building management, and energy efficiency, as well as the company’s wide range of solutions for the construction and engineering sectors.

As one of the world’s leading brands in residential, commercial, and industrial air conditioning systems, Mitsubishi Electric showcased its advanced smart building technologies and energy-efficient solutions during the meeting in Bodrum.

Speaking about the event, Dr. Murat Hoşgör said:

“We launched the *Inspiring Minds Club* with the goal of bringing together professionals such as architects, engineers, and project managers — our key stakeholders in the sector — to exchange ideas and inspire one another. Our first gathering took place in Bodrum, hosted by our business partner KRD Teknik, with the participation of many professionals from Bodrum and nearby provinces. During the event, we shared valuable insights about our products, services, and the experiences we deliver. We will continue to meet our stakeholders across Türkiye under the roof of the *Inspiring Minds Club*.”

Dr. Hoşgör also emphasized that Mitsubishi Electric conducts its business activities under the “**Balance of Excellence**” concept, which reflects the company’s commitment to delivering flawless service before, during, and after sales. He stated that this concept embodies Mitsubishi Electric’s quality philosophy and serves as a guiding principle for all its commercial operations. He further highlighted that the company is laying a solid foundation for a sustainable future.

“Artificial Intelligence Helps Reduce Energy Consumption”

Commenting on the use of artificial intelligence in Mitsubishi Electric’s products, Dr. Hoşgör noted:

“We integrate AI technologies into our products to enhance efficiency, improve control, and fully leverage the opportunities offered by today’s technologies. Our AI-powered solutions not only increase comfort in living spaces but also help reduce energy consumption — contributing to a better future for the next generations.”

