

## Mitsubishi Electric Türkiye Air Conditioning Systems and Its Business Partners: Moving Forward Together

Mitsubishi Electric Türkiye Air Conditioning Systems held a series of regional communication meetings in İzmir, Antalya, Adana, Ankara, and Istanbul under the theme *“Moving Forward Together.”*

The meetings brought together the company’s business partners to review key developments for 2024, discuss market conditions, and share Mitsubishi Electric’s long-term vision for the future.

During the sessions, Mitsubishi Electric Türkiye Air Conditioning Systems evaluated the current economic landscape and presented short, medium, and long-term plans to be realized in collaboration with its business partners. Mitsubishi Electric Türkiye Air Conditioning Systems General Manager **Zeki Kalaycılar** provided detailed insights on the company’s strategic goals, future outlook, and ongoing digital transformation journey within the industry. Emphasizing Mitsubishi Electric’s customer-centric approach, Kalaycılar expressed his confidence that stronger collaboration with all stakeholders will drive the company toward achieving its goal of delivering an exceptional customer experience.

Another key topic discussed was the company’s continued investment in **digitalization**, aimed at streamlining business processes and enhancing operational speed. Mitsubishi Electric Türkiye Air Conditioning Systems underlined that through these initiatives, it will continue to deliver superior quality to customers and sustainable value to its partners.

### **“Strengthening Our Bonds with Business Partners”**

The meetings, attended by Mitsubishi Electric Türkiye President **Şevket Saraçoğlu**, Vice Presidents **Kerem Ongan** and **Jun Horibe**, brought together nearly 300 dealers and authorized service partners from five regions across Türkiye. These gatherings marked an important step in further strengthening the company’s ties with its business partners, reinforcing transparency, collaboration, and a shared commitment to building a sustainable business model.

Highlighting that the company’s future vision is built upon five key pillars, Zeki Kalaycılar said: “We are moving forward with our esteemed business partners based on the principles of Transparency, Reliability, Digitalization & Efficiency, Customer Centricity, and Expanding Our Field Presence. We believe success can only be achieved through strong teamwork with all our stakeholders. These meetings allow us to share our goals more clearly and unite around a common vision.”

