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Mitsubishi Electric Türkiye Drives Smart and Sustainable Manufacturing with MAISART and e-F@ctory

President of Mitsubishi Electric Türkiye Şevket Saraçoğlu stated that through their AI-powered MAISART technology and digital twin solutions offered under the e-F@ctory concept, they enable predictive maintenance, autonomous decision-making mechanisms, and data-driven optimization on production lines, thereby supporting industrial companies in achieving their efficiency and sustainable profitability goals.

1. Mitsubishi Electric integrates artificial intelligence into industrial automation through its "MAISART" technology. How do you evaluate the contribution of predictive robotics software and autonomous decision-making capabilities to the efficiency goals of manufacturers in Türkiye?

For manufacturers in Türkiye to stand out in global competition, they need not only speed but also a strategic perspective focused on flexibility and operational excellence. Mitsubishi Electric's MAISART technology addresses this need by placing artificial intelligence at the center of industrial automation.

With its predictive maintenance capabilities, MAISART detects potential failures before they occur, reducing unplanned downtime. Through autonomous decision-making mechanisms, it enables production lines to adapt instantly to changing conditions.

Our contribution to the efficiency goals of Turkish manufacturers lies in advancing human–AI collaboration to a higher level—delivering solutions that reduce production costs while sustainably increasing operational efficiency. We aim to position ourselves as a strategic partner that supports industrial transformation and strengthens manufacturers' long-term competitiveness.

2. Under the "e-F@ctory" concept, your digital twin solutions enable production lines to be optimized in a virtual environment before physical installation. What operational agility and cost advantages does this technology offer, particularly in sectors requiring frequent product changes?

Through our e-F@ctory concept, we enable end-to-end digitalization in manufacturing. In the transition toward Industry 5.0—where human focus, sustainability, and flexible production are central—well-designed production lines, low error rates, and rapid scalability are essential.
Our Gemini 3D digital twin technology, offered within the e-F@ctory framework, allows production processes to be simulated before physical investment begins. Manufacturers can

test robot placements and cycle times in a virtual environment, identify potential issues early, and strengthen operational efficiency.

In this context, digital twin technology becomes a strategic component of sustainable productivity, long-term competitiveness, and cost advantage.

3. Advanced manufacturing requires not only speed but also high energy efficiency. As Mitsubishi Electric enables end-to-end digitalization of factories through integrated automation solutions, how should this transformation align with manufacturers' sustainable profitability goals?

We do not define advanced manufacturing solely in terms of speed and capacity increases. In the transition to Industry 5.0, the differentiating factor lies in managing productivity, energy efficiency, and sustainable profitability together.

At Mitsubishi Electric, we position our automation and software expertise to help manufacturers adapt more quickly to changing market conditions and make data-driven production decisions. This approach generates tangible business outcomes, such as improved energy efficiency, reduced unplanned downtime, and consistent quality performance.

The path to sustainable cost advantage lies in viewing digital transformation not as a short-term investment, but as a fundamental component of a long-term strategic transformation roadmap.