

Mitsubishi Electric Türkiye Air Conditioning Systems Shared Its Vision “Following Change, At the Heart of the Field”

Mitsubishi Electric Türkiye Air Conditioning Systems came together with its business partners in İzmir, Antalya, Adana, Ankara and İstanbul to evaluate the year 2025 and share its targets for the upcoming period. During the meetings, the company’s customer-focused vision, which remains among its key priorities for the new period, was discussed in detail, while targets and priorities for the coming period were also shared.



Mitsubishi Electric Türkiye Air Conditioning came together with its business partners at regional communication meetings held under the motto “Following Change, At the Heart of the Field.” In addition to managers and employees, the meetings were attended by business partners operating across the country. Şevket Saraçoğlu, President of Mitsubishi Electric Türkiye, Kerem Ongan, Vice President, and Zeki Kalaycılar, General Manager of Mitsubishi Electric Türkiye Air Conditioning, also took part in the meetings.

During the meetings, important insights were shared regarding the past and current economic environment as well as the company’s roadmap for the upcoming period. While short-, medium- and long-term initiatives planned to be implemented together with business partners were discussed, Mitsubishi Electric Türkiye Air Conditioning also presented the details of its customer-focused strategic approach in line with its new period plan.

One of the key highlights was the company’s strategy aimed at further increasing its market share particularly in the air conditioning and heat pump segments. As a result of the value it aims to create together with its business partners and customers, Mitsubishi Electric Türkiye Air Conditioning seeks to strengthen its position in the market with its product portfolio.

In his evaluation, Zeki Kalaycılar, General Manager of Mitsubishi Electric Türkiye Air Conditioning, stated: “We believe that success can only be achieved through strong teamwork with all our stakeholders. Establishing interactive, trust-based and sustainable relationships with our valued business partners is one of our core principles. We shape our strategies by listening to their needs and place great importance on creating value together. Through these meetings, we once again had the opportunity to share this

vision clearly with our business partners.” Kalaycılar concluded: “Customer satisfaction delivered to the end user is always our priority, just as much as the solutions we provide. In line with the new strategies we have developed for our business partners, we shared our roadmap during these meetings to increase the long-term satisfaction of our customers and to support sustainable growth.”