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## Shaping the Future of Climate Technologies Through Energy Efficiency, Digitalization and Sustainable Innovation



As the HVAC industry undergoes a profound transformation driven by sustainability, energy efficiency and digitalization, Mitsubishi Electric Türkiye Air Conditioning Systems continues to contribute this evolution with advanced technologies and customer-centric solutions. In this interview, General Manager Zeki Kalaycılar shares the company's vision for the Turkish market, the growing role of smart buildings and AI-powered climate technologies, and the strategic priorities shaping the future of the industry.

### **1. As Mitsubishi Electric, a company playing a leading role in the transformation of Türkiye's Living Environmental Systems industry, could you tell us about your projects and goals in this area?**

At Mitsubishi Electric Türkiye Air Conditioning Systems, we are committed to shaping the future of the living environmental systems industry through innovation, energy efficiency, and sustainability. With our advanced technology portfolio and customer-focused approach, we aim to contribute to the long-term development of the sector while creating lasting value for our customers and stakeholders.

We see the needs of both residential and commercial users evolving rapidly in Türkiye. In response, we continue to develop efficient, durable, and application-specific solutions that address a wide range of requirements. Our goal extends beyond supplying products; we strive to provide comprehensive solutions that enhance quality of life, improve indoor comfort, and support operational efficiency for businesses. Going forward, we will continue to strengthen our position as a trusted business partner through technologies focused on digitalization, energy efficiency, and sustainability.

### **2. Türkiye's air conditioning system industry has undergone significant transformation in recent years, particularly in terms of energy efficiency and sustainability. What do you believe will be the industry's next major turning point?**

We believe that the next major turning points will be the continued advancement of energy efficiency standards and the broader adoption of sustainability practices across industry. Evolving customer expectations, regulatory developments, and increasing energy costs are all accelerating this transformation.

In line with Mitsubishi Electric's Environmental Sustainability Vision 2050, we are taking proactive steps in Türkiye to support this transition. Through environmentally conscious products and advanced technologies, we aim to contribute to sustainable development in every market we serve. Our focus areas include improving energy efficiency, reducing carbon emissions, and encouraging the adoption of renewable technologies.

We also anticipate growing demand for solutions that prioritize energy savings while meeting diverse customer requirements, making efficient and sustainable system designs increasingly important for the future of the industry.

**3. At a time when energy costs continue to rise, efficiency in air conditioning systems has become not only a technical feature but also an economic necessity. What technology strategy does Mitsubishi Electric pursue in this area?**

Energy efficiency has become one of the most important factors influencing purchasing decisions, as it directly affects operating costs. For this reason, we encourage customers to choose highly efficient solutions that are both environmentally responsible and economically advantageous. We offer a broad portfolio of products with energy ratings ranging from A to A+++.

One of our key technologies is MELCloud Home, a cloud-based solution that enables users to remotely monitor and control their air conditioning systems via smartphones, tablets, or computers.

Another important innovation is our 3D i-See Sensor technology, which enhances both comfort and energy efficiency. By detecting occupants' locations, measuring room temperatures, and even distinguishing between people and pets, the system can intelligently direct airflow to where it is needed most. This creates personalized comfort zones while minimizing unnecessary energy consumption.

Beyond individual products, we take a broader ecosystem approach. Our heat pump technologies play an important role in the energy transition by delivering heating and cooling with significantly lower carbon emissions compared to conventional systems.

**4. Smart buildings and IoT-based technologies are transforming climate solutions. How do you evaluate the development of smart building integration in Türkiye?**

Smart building integration has gained significant momentum in Türkiye in recent years, and we see this as a highly positive development. Our priority is to leverage these technologies to optimize energy consumption and contribute meaningfully to sustainability goals.

IoT-based solutions play a critical role in this transformation. Through real-time data collected from devices, sensors, and energy infrastructures, consumption patterns and demand fluctuations can be analyzed instantly. This allows systems to automatically optimize their performance, reducing energy waste while improving operational efficiency.

We view smart building integration not simply as a technological advancement but as a key enabler of a more sustainable future for Türkiye.

**5. What role does the Turkish market play within Mitsubishi Electric's global operations, and which areas will drive your future growth strategy?**

Türkiye holds a strategic position within Mitsubishi Electric's global operations thanks to both its growth potential and its regional influence. We view Türkiye as a strong domestic market as well as an important hub connecting neighboring countries.

Today, we export to Kazakhstan, Uzbekistan, Turkmenistan, Kyrgyzstan, Tajikistan, and Georgia. As we continue expanding our presence across these markets, we aim to further strengthen Türkiye's role as a regional management and distribution center.

Earlier this year, we held regional meetings with our business partners to discuss our short, medium, and long-term roadmap. Customer-centricity remains at the core of our strategy. We also have ambitious plans to increase our market share, particularly in the air conditioning and heat pump segments. By expanding our product portfolio, offering extended warranty programs, and building long-term partnerships based on trust and collaboration, we aim to further strengthen our position in the market.

## **6. Which products and systems distinguish Mitsubishi Electric Türkiye Air Conditioning Systems in the market, and what sets you apart from competitors?**

As Mitsubishi Electric Türkiye Air Conditioning Systems, we position ourselves as a technology company delivering sustainable climate solutions tailored to a wide range of customer needs. Our goal is to provide end-to-end systems that combine efficiency, comfort, and reliability for applications ranging from residential buildings to large-scale commercial facilities.

Our portfolio includes residential and commercial air conditioning systems, City Multi VRF systems, heat pumps, chillers, rooftop units, air handling units, ventilation systems, control systems, and heating solutions. Through these technologies, we continue to bring advanced climate solutions to the Turkish market.

One of our flagship innovations is the Legendera series, recognized as Türkiye's first AI-powered air conditioning solution. Equipped with an artificial intelligence algorithm and six independently controlled airflow vanes, the system adapts airflow according to users' comfort preferences, providing personalized comfort while maximizing energy efficiency.

In addition, our climate systems equipped with SCADA technology enable continuous monitoring, performance analysis, and predictive maintenance planning. This allows us to deliver high levels of efficiency and comfort across both residential and commercial applications.

What truly differentiates us is our expertise in automation technologies. By combining our SCADA know-how with our climate systems solutions, we can respond quickly and effectively to customer requirements while delivering highly customized solutions.

## **7. How are digitalization, data analytics, and artificial intelligence transforming the industry, and what are Mitsubishi Electric's priorities in these areas?**

Digitalization, data analytics, and artificial intelligence are among the most influential forces reshaping the HVAC industry today. At Mitsubishi Electric Türkiye Air Conditioning Systems, we continue to develop smarter, more efficient, and customer-focused solutions by integrating these technologies into both our products and operations.

Through AI-powered systems, we help businesses improve efficiency while placing data analytics at the center of decision-making. By analyzing data collected from devices and sensors, we gain valuable insights into user behavior, energy consumption patterns, and overall system performance. These

insights enable us to continuously enhance our solutions and make them more efficient, reliable, and predictive.

At the same time, we are strengthening customer experience through digital transformation initiatives. The insights generated through data analytics help us simplify processes and develop technologies that improve speed, efficiency, and service quality.

Looking ahead, our goal is to further integrate artificial intelligence and advanced analytics into our solutions, enabling us to better anticipate customer needs and deliver increasingly proactive services.

#### **8. What are the three key strategic priorities that will guide your future vision?**

First, while we are recognized for the quality of our products, we are equally committed to excellence across the entire customer journey—from pre-sales consultancy and installation to after-sales support. Our priority is to consistently exceed customer expectations and maintain the highest levels of customer satisfaction.

Second, as energy costs continue to be influenced by both economic and geopolitical factors, we remain focused on delivering energy-efficient products and services that create value for both consumers and society.

Third, we believe that sustainable success is built through collaboration. By working closely with our business partners, authorized service providers, employees, suppliers, and customers, we have created a strong ecosystem founded on shared value and long-term trust. Through this comprehensive approach, we are not only addressing today's challenges but also helping shape a more sustainable future.