

Mitsubishi Electric to Strengthen Factory Automation presence in Southern Europe and Africa

Italy FA Centre and South Africa FA Centre Satellite to support manufacturers

Ratingen, Germany 29.03.2016

Mitsubishi Electric Europe B.V. has announced the opening of a new Factory Automation (FA) Centre in Italy and a Factory Automation (FA) Centre Satellite office in South Africa, intended to provide automation products services to Southern Europe and Africa. There are a large number of manufacturing companies in these regions that can benefit from the high level of automation support offered by a Mitsubishi Electric office. Both facilities will help support the ongoing expansion of Mitsubishi Electric's FA business in Africa and Europe respectively.

Commenting Hartmut Pütz, President of Mitsubishi Electric's Factory Automation – European Business Group, said "Wherever there is industrial growth, there is a need for automation. This is as true for Italy as it is for Africa, where we can see demand for technology and solutions growing strongly. The new offices demonstrate our commitment to growth both in Southern Europe and on the African continent. Mitsubishi Electric prides itself on providing advanced automation equipment that is both extremely reliable and easy to use. By providing solutions around the globe we are able to share that knowledge throughout our expanding world."

The new FA Centres will both offer FA product training, product support,

technical consultation, solutions and technology training for customers. Servicing and support for FA products in Africa had previously been provided directly by the European FA Centres, of which the new Italy office is now the seventh. The South Africa FA Centre Satellite is one of two such satellite offices that Mitsubishi Electric now has in the CEE region and Africa, both providing faster, higher quality local services.

Note:

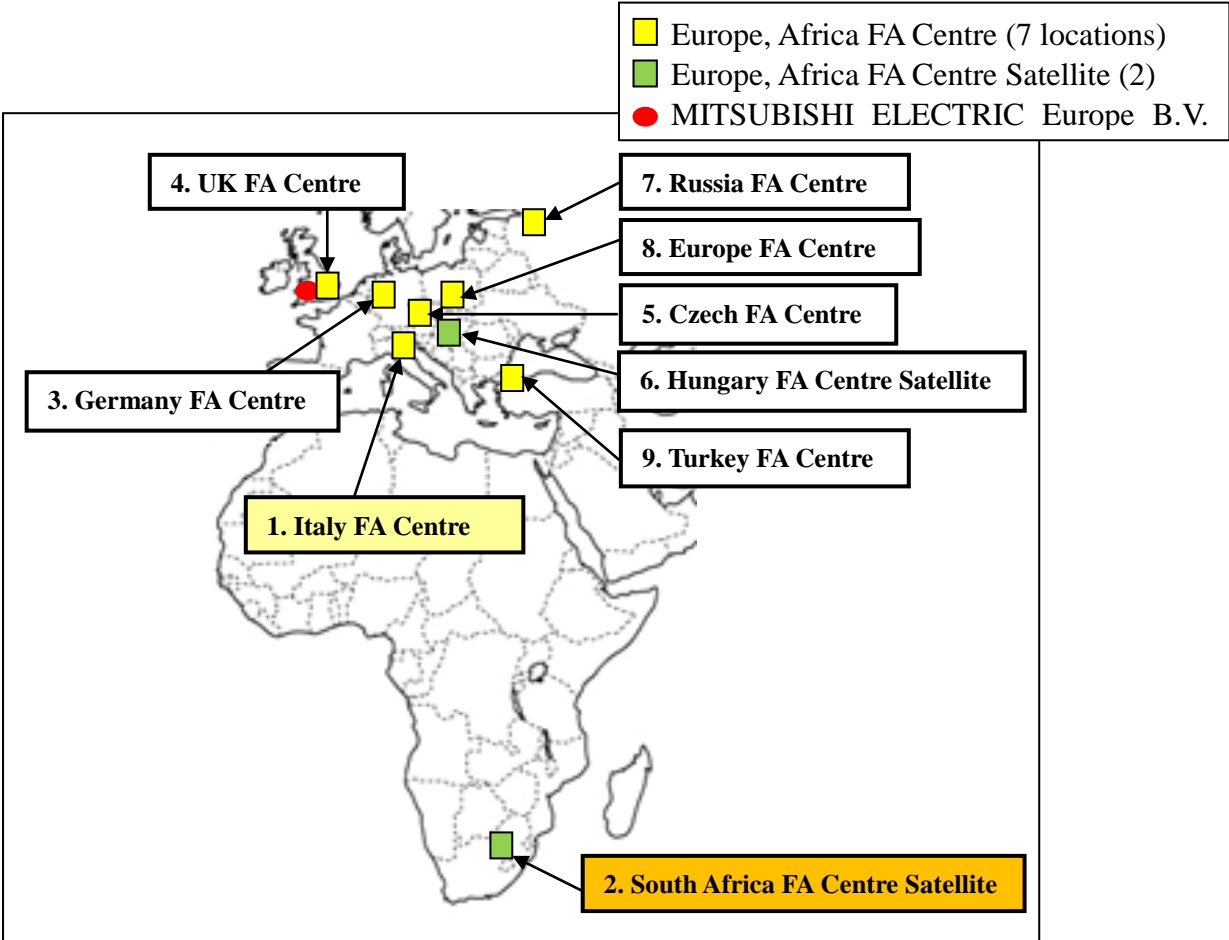
See how Mitsubishi Electric is able to respond to today's automation demands:

<https://eu3a.mitsubishielectric.com/fa/en/solutions>

<https://youtu.be/fEh5muQuhlC>

Image

Caption:



	Location	FA centre (Establishment)
1	Agrate Brianza (Milano), Italy	Italy FA Centre (2016)
2	Johannesburg South Africa	South Africa FA Centre Satellite (2016)
3	Ratingen, Germany	Germany FA Centre (1994)
4	Hatfield, U.K.	UK FA Centre (1996)
5	Praha, Czech Republic	Czech FA Centre (2007)
6	Budapest, Hungary	Hungary FA Centre Satellite (2007)
7	St. Petersburg, Russia	Russia FA Centre (2008)
8	Krakowska, Poland	Europe FA Centre (2009)
9	Istanbul, Turkey	Turkey FA Centre (2013)

Picture 1: Mitsubishi Electric FA Centres in EMEA.

[Source: Mitsubishi Electric Corporation, Japan]



Picture 2: The new FA Center is located within the Italian Branch of Mitsubishi Electric Europe B.V.

[Source: Mitsubishi Electric Europe B.V.]



Picture 3: The South Africa FA Centre Satellite, established in cooperation with Adroit Technologies.

[Source: Adroit Technologies]

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Note to Editor: if you would like the text in another language please contact Philip Howe at DMA Europa – philip@dmaeuropa.com.

About Mitsubishi Electric

With over 90 years of experience in providing reliable, high-quality products to both corporate clients and general consumers all over the world, Mitsubishi Electric

Corporation is a recognized world leader in the manufacture, marketing and sales of electrical and electronic equipment used in information processing and communications, space development and satellite communications, consumer electronics, industrial technology, as well as in products for the energy sector, water and waste water, transportation and building equipment.

With around 129.000 employees the company recorded consolidated group sales of 36,0 billion US Dollar* in the fiscal year ended March 31, 2015.

Our sales offices, research & development centres and manufacturing plants are located in over 30 countries.

Mitsubishi Electric Europe B.V., Factory Automation European Business Group (FA-EBG) has its European headquarters in Ratingen near Dusseldorf, Germany. It is a part of Mitsubishi Electric Europe B.V., a wholly owned subsidiary of Mitsubishi Electric Corporation, Japan.

The role of FA-EBG is to manage sales, service and support across its network of local branches and distributors throughout the EMEA region.

**Exchange rate 120 Yen = 1 US Dollar, Stand 31.3.2015 (Source: Tokyo Foreign Exchange Market)*

Further Information:

eu3a.mitsubishielectric.com/fa

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