

Press release

Convenience Translation

Official start of changes.AWARD

Let´s go to Cape Canaveral! Today´s Kick-Off event was a big success . All participants met at the German headquarter of Mitsubishi Electric and enthused their coaches.

Ratingen, 27 January 2016

Who has the best idea? Who can capture the Jury? Who can make Ratingen again to a place of innovation? – Who will be the winner of the changes.AWARD 2016?

Today was the official start: With the Kick Off-Event in the new office and administration building of Mitsubishi Electric, the changes.AWARD started officially. 12 student groups out of four different schools from Ratingen and Düsseldorf-Kaiserswerth visited the German Branch with their coaching teachers.

How do I have to structure a Business Plan? And how do I have to present the plan properly to the Jury? The students listened attentively and learned a lot about the realization of their projects. In addition, the groups met their personal coaches. The experts of Mitsubishi Electric and other leading companies in Ratingen assist the participants during the project.

So let´s go to Cape Canaveral! We are already curious, which of the many innovative projects will win and who can step up for the Florida trip. It was a pleasure to welcome all participants and to start the changes.AWARD together.



Wolfgang Küppers

„Today’s event was great. The long but very exciting preparation time was worth it! Today it was a very motivating start into the project phase. We are glad, that the changes.AWARD is now really going to start “, said Wolfgang Küppers, Chairman of “Freunde und Förderer des Industriemuseums Cromford”.

„The changes.AWARD started now. Pure theory became practice, because today all parties involved in the changes.AWARD met each other live and in color. The students met their coaches and enthused them with creativity and great ideas. The participants are now optimally equipped and highly motivated for the realization of their projects with information about business plans and presentation techniques. We are already looking forward to the announcement of the winning group,” so Georg Jennen, General Manager of the German Branch by Mitsubishi Electric.



Georg Jennen

The German Branch of Mitsubishi Electric trains as wholesale and foreign/export trade merchants and IT-merchants. As from this year the German Branch of Mitsubishi Electric also offers dual studies in the areas air conditioning systems and mechatronics.



Group photo: All participants of the changes.AWARD met at the new German Branch of Mitsubishi Electric in Ratingen



The students and the coaching teacher of Adam-Josef-Cüppers-Berufskolleg got to know their personal coach Dror Peled (General Manager Marketing & Export Sales Living Environment Systems at Mitsubishi Electric – left).

About Freunde und Förderer des Industriemuseums Cromford e.V.

The friends' association was founded in 1993 with the purpose to keep the knowledge about the early industrial development alive. Since then the association links economy and culture in the textile factory Cromford via its high-class board of trustees which consists of personalities of industry, politics and culture.

Represented by 240 engaged employees the association organizes various activities with focus on the conservation of industrial history on site.

Further information under <http://cromford-ev.de/crom/>

About Mitsubishi Electric

With more than 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, energy, transportation and building equipment as well as air conditioning and heating technology.

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.

Since 1978 Mitsubishi Electric is represented in Germany as a branch of Mitsubishi Electric Europe. Mitsubishi Electric Europe is a wholly owned subsidiary of Mitsubishi Electric Corporation in Tokyo.

** At an exchange rate of 120 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2015*

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