

Mitsubishi Electric invests in the Italian Market

Ratingen, Germany 21st of June 2016

The Factory Automation Business Unit of Mitsubishi Electric Europe B.V. Italian Branch, has announced the simultaneous opening of a new Demonstration & Training Room and a new FA Center at its headquarters in Agrate Brianza (MI), underlining the importance of the Italian market to the company.

The FA Center, currently one of 29 globally, is intended to strengthen and speed-up local service assistance. Customers from over 25 countries, located in Southern Europe, North Africa and West Africa can now contact the Italian FA Center directly for products and services related to industrial automation. This includes direct technical advice and access to training programs based on the automation solutions offered by Mitsubishi Electric.

The realisation of the FA Center in Italy is part of Mitsubishi Electric's global strategy which acknowledges the importance of the automation market in Italy and the high level of technical expertise of the Italian branch.

"The new demonstration and training room will enable us to show our latest technology and provide the opportunity for a great number of visitors to touch and feel our products and get actively involved," commented, **Hitoshi Namba**, General Manager Overseas Marketing Section Factory Automation, who was present at the opening ceremony as a representative of Mitsubishi Electric's Factory Automation Global Management.

“This will help our customers and partners to optimise their working environment and at the same time offer young future technicians and engineers the opportunity to become familiar with our technology,” continued **Hitoshi Namba**. “By having an FA Center in Italy, we are able to support our local customer’s requests for technical assistance and aftersales service very quickly. We believe we can offer better satisfaction to our customers and partners in this way.”

The strategy fits in well with the current situation in the Italian market where Automation has seen growth in 2015 and the outlook is positive for the next few years. In 2015 the turnover of Italian companies in this sector, for example, reached about €4.126 billion, an increase of 7.1% over the previous year (source ANIE).

Also present at the opening, representing the European Factory Automation Management was **Hartmut Pütz**, President of the Factory Automation - European Business Group, in addition to **Itaru Watanabe**, President of Mitsubishi Electric’s Italian Branch and **Rafael Bencomo**, Division Manager South EMEA Factory Automation & NC Services.

“We are proud of the growth that the Mitsubishi Electric Italian Branch has achieved and its strategic importance, both for our national team and for adding value to our global business,” expressed **Watanabe**. “Every day we reference market dynamics to help guide us on the correct path for sustainable growth. It had become obvious that the right choice to meet the expectations of our customers was to establish an FA Center; a focus point where they can access practical support and better understand our brand, which we believe is always at the forefront of global technology.”

The Mitsubishi Electric Italian Branch’s Demonstration & Training Room covers an area of around 300 square meters and is designed to offer

customers, students and other visitors an overview of the advanced and fully integrated automation solutions on offer for industrial automation, process applications and numerical controls. These include themed islands showing example applications demonstrating high performance solutions for vertical markets. The area will also be used for a comprehensive training program, featuring cutting-edge technology, delivered by professional instructors who are highly experienced in the field of Automation.

Note:

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

eu3a.mitsubishielectric.com/fa/en/solutions

Image Captions:



Image 1: A new Factory Automation (FA) Center has been inaugurated in Agrate Brianza, Italy in the presence of Mitsubishi Electric's Factory Automation Global and European General Management (from left to right: Itaru Watanabe, Hitoshi Namba, Hartmut Pütz, Rafael Bencomo).

[Source: Mitsubishi Electric Europe B.V.]

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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 135.000 employees the company recorded consolidated group sales of 38.8 billion US Dollar* in the fiscal year ended March 31, 2016.

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 113 Yen = 1 US Dollar, Stand 31.3.2016 (Source: Tokyo Foreign Exchange Market)*

Further Information:

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