

## **Mitsubishi Electric Establishes Mitsubishi Electric (Russia) LLC**

**Ratingen, Germany 6<sup>th</sup> of November, 2014**

*Strengthening the Air Conditioning, Factory Automation and Other Businesses in Russia and the Surrounding Countries.*

**Mitsubishi Electric Corporation has established Mitsubishi Electric (Russia) LLC, which started operations in October 2014. The new company will now act as the comprehensive sales company of Mitsubishi Electric for Russia and the surrounding countries with a focus on further strengthening the Air Conditioning, Factory Automation and other businesses in the region.**

The Air Conditioning business, which is one of the most important businesses for Mitsubishi Electric in Russia and its neighbours, targets further growth by utilizing the new company, Mitsubishi Electric (Russia) LLC as a basis for strong marketing and sales activities in the region as well as for strengthening its service organization. This will benefit new customers as well as existing ones alike, significantly improving our ability to extend support to all our distributors and partners.

With strong demand for Mitsubishi Electric Factory Automation systems and solutions in the natural resources related industries and also in the food industry, to name just two of the wide possibilities in the industrial market, the Factory Automation business also regards Russia and the surrounding countries, as key to its business expansion. Through Mitsubishi Electric (Russia) LLC, the business will be even better placed to provide a localised sales team, technical support and after service,

which will lead to a significantly improved customer service for clients. This includes improved support to current distributors and partners, who will continue to play an important part in the expansion of the Factory Automation business.

Noritsugu Uemura, President of Mitsubishi Electric (Russia) LLC, said: “Russia is an important market for Mitsubishi Electric, so setting up our local entity, Mitsubishi Electric (Russia) LLC, was the next logical step. We are targeting a turnover of 10 billion JPY (73 million Euro\*) in Fiscal Year 2016.”

Mr Uemura, continued: “Our Moscow headquarters and teams in St. Petersburg and Yekaterinburg will focus on further growing our Air Conditioning, Factory Automation and also other businesses, for example in the infrastructure sector, in Russia and the surrounding countries.”



**Photo Caption:** The Business Centre where Mitsubishi Electric Russia will be located

**Note to Editor:** if you would like the text in another language please contact Nicola Bigmore at DMA Europa – [nicola@dmaeuropa.com](mailto:nicola@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 124.000 employees the company recorded consolidated group sales of 39,3 billion US Dollar\* in the fiscal year ended March 31, 2014.

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 103 Yen = 1 US Dollar, Stand 31.3.2014 (Source: Tokyo Foreign Exchange Market)*

## **Further Information:**

Website: [eu3a.mitsubishielectric.com/fa](http://eu3a.mitsubishielectric.com/fa)

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YouTube: <http://www.youtube.com/user/MitsubishiFAEU>

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