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**FOR IMMEDIATE RELEASE**

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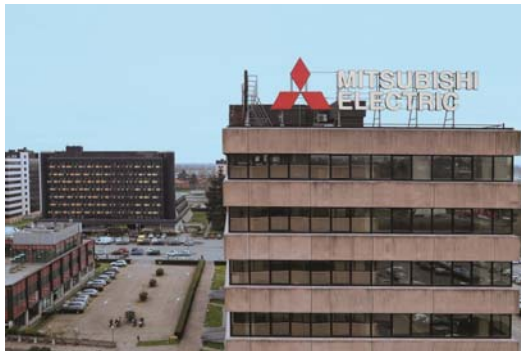
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## **Mitsubishi Electric Establishes Factory Automation Centers in Italy and South Africa**

*Strengthening FA Product Service Network in Southern Europe and Africa*

**TOKYO, March 24, 2016** – [Mitsubishi Electric Corporation](http://www.MitsubishiElectric.com) (TOKYO: 6503) announced today the establishment of two factory automation (“FA”) centers, the Italy FA Center in Milan, Italy, and the South Africa FA Center Satellite in Johannesburg, South Africa. This strategic move will expand the FA product support network in Southern Europe and Africa, while also strengthening and accelerating local customer service. Both FA centers will commence product support services from April 1.



The Italy FA Center is located within the Italian Branch of Mitsubishi Electric Europe B.V.



The South Africa FA Center Satellite, established in cooperation with Adroit Technologies

The production of electric machinery is thriving in Italy, and Mitsubishi Electric foresees increasing demand for product support services in the automation sector. Meanwhile, South Africa is seeing rising investment in social infrastructure projects, which is expected to draw an increased number of Japanese manufacturers and drive growth in local industries such as mining.

Until now, FA product services for Southern Europe and South Africa were handled by the Europe FA Center in Poland. The two newly established FA Centers will contribute to increased customer satisfaction by providing more rapid and locally tailored services to these regions.

## **Overview**

Name	Italy FA Center	South Africa FA Center Satellite
Location	Mitsubishi Electric Europe B.V. (Italian Branch)	Adroit Technologies*
Address	Centro Direzionale Colleoni - Palazzo Sirio, Viale Colleoni 7, Agrate Brianza (MB), Italy	20 Waterford Office Park, Waterford Drive cnr of Witkoppen Road, Fourways, Johannesburg South Africa
Start of Operations	April 1	April 1
Regions Covered	Southern Europe, Northern Arabic States and West Africa (25 countries)	Central/East/Southern Africa (36 countries)
Service Staff	18 employees	4 employees (to be increased to 5 in FY2016)
Business	Mitsubishi FA product training, technical consultations, and system proposals Main Models Handled: PLCs / Inverters / Servos / HMIs / Robots Languages: Italian, English and French	Mitsubishi FA product training, technical consultations, and system proposals Main Models Handled: PLCs / Inverters / Servos / HMIs Language: English

\*Adroit Technologies is a South African company that provides sales and service for FA products.

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## **About Mitsubishi Electric Corporation**

With over 90 years of experience in providing reliable, high-quality products, Mitsubishi Electric Corporation (TOKYO: 6503) 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. Embracing the spirit of its corporate statement, Changes for the Better, and its environmental statement, Eco Changes, Mitsubishi Electric endeavors to be a global, leading green company, enriching society with technology. The company recorded consolidated group sales of 4,323.0 billion yen (US\$ 36.0 billion\*) in the fiscal year ended March 31, 2015. For more information visit:

<http://www.MitsubishiElectric.com>

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