

Jürgen RÜth named as new Division Manager Central Europe for Mitsubishi Electric Europe

Ratingen, Germany 17th October 2013

In September 2013 Jürgen RÜth took over the Industrial Automation Central Europe division of Mitsubishi Electric Europe B.V. As Division Manager Central Europe he is responsible for sales, marketing and support for Germany, Austria, Switzerland and the Benelux countries.

The 49 year old has extensive experience in marketing as well as direct and indirect sales in companies in the electro, energy and communications sectors.

“I’m delighted with this new position at Mitsubishi Electric. The German speaking market in Europe is the largest and most interesting for our automation products. Mitsubishi Electric is one of the world’s top three companies in the automation field”, says RÜth. “In Germany we’re certainly one of the market leaders in the field of compact controls. It’s my aim to improve and extend our market position for all our products and solutions in our target markets.”

Jürgen RÜth is married, has two daughters and lives in Ratingen. He is an enthusiastic triathlete.



Photo Caption: Jürgen RÜth is the new Division Manager Central Europe at Mitsubishi Electric Europe B.V.

Note to Editor: If you would like text in another language please contact Stephanie Jones at DMA Europa – Stephanie@dmaeuropa.com

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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 121.000 employees the company recorded consolidated group sales of 29,5 billion Euro* in the fiscal year ended March 31, 2013. 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 120,69 Yen = 1 Euro, Stand 31.3.2013 (Source: Deutsche Bundesbank)*

Further Information:

www.mitsubishi-automation.com

www.mitsubishielectric.com

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