

Mitsubishi Electric announces the opening of the MEU Branch in Dubai for the Automation Division

Ratingen, Germany, 4th April 2014

Mitsubishi Electric Europe, MEU, is expanding its business in the Middle East region announcing the opening of the new Branch for Automation Division in Dubai at Dubai Silicon Oasis.

Mitsubishi Electric, already known in the Middle East as a supplier of power generation, transmission and distribution systems, elevators and escalators, transportation systems, visual & information systems and air conditioning, ranks among the top three global players in the Industrial Automation field.

The opening of the new Branch office aim at expanding business in the Middle East region by supporting partners and clients especially in target markets such as water treatment, infrastructures, building automation and oil & gas industry.

The Branch will consist of a team of local professionals led by Antonio Gallo Toro, Middle East Area Manager, and it will provide technical and commercial services in the main Middle Eastern countries - United Arab Emirates, Saudi Arabia, Qatar, Bahrain, Lebanon, Syria, Jordan, Yemen, Oman, Egypt.

The Branch will still be under the responsibility of the Italian Branch, which has been dealing since 2012 with the management of the business of the so-called South Hub, macro area which includes France, Greece and Malta also the Middle East and Northern and Western Africa in addition to Italy.

Rafael Bencomo, Mitsubishi Electric EMEA South Hub Manager, said: "An important step for our Italian branch which has been entrusted to enter the market of the Middle East with a concrete presence of the Automation division to achieve important goals by offering technologically advanced solutions able to meet the needs that this new market

requires”.



Photo Caption: Dubai Branch Office Building

Note to Editor: if you would like the text in another language please contact Nicola Bigmore at DMA Europa – 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 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:

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