

## **Mitsubishi Electric Europe B.V. grows African business**

*Mitsubishi Electric Europe B.V. opens new office in South Africa*

**25th May 2015, Johannesburg** - Mitsubishi Electric Corporation today announces the expansion of its business in Africa with the launch of a new Mitsubishi Electric Europe B.V office in Johannesburg, South Africa.

Starting operations from June, the new branch will focus on market research and business development in order to bolster the company's business offering mainly in the sub-Saharan region.



*Mitsubishi Electric Europe B.V. office in Johannesburg, South Africa*

The new branch office will be headed by General Manager Mr. Hidetoshi Nishiyama, who has around eighteen years business experience in Africa. It will be located at 20 Waterford Office Park, Waterford Drive, CNR of Witkoppen Road, Fourways, Johannesburg, South Africa.

Mitsubishi Electric Europe B.V President & CEO Mr Yoji Saito said “South Africa is one of the largest markets on the African continent, benefitting from a well-developed business environment and an established infrastructure. It is the gateway into the Sub-Saharan zone, which, with its growing population, promises strong potential for future growth.”

The move will strengthen Mitsubishi Electric's business structure in Africa. The company has experienced continuous growth across the region over the few last years, and the new office will serve to further affirm Mitsubishi Electric's commitment to the area.

Mitsubishi Electric has been operating in South Africa since the 1970s and currently sells lifts and escalators through a local sister company as well as offering factory automation, air conditioning and visual information equipment to the market through local distributors.

In 2014 the company generated a turnover of approximately 5 billion Yen (ZAR 500m) across the African continent including infrastructure business exported from Japan. By establishing the South African branch of Mitsubishi Electric Europe, the company is seeking to expand its local business structure and market presence.

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#### **About Mitsubishi Electric Corporation**

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 (TSE: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.

Mitsubishi Electric Europe B.V is a wholly owned subsidiary of Mitsubishi Electric Corporation; helping European customers meet their business challenges through providing innovative technologies and high quality products and solutions. For more information about Mitsubishi Electric Europe B.V. visit [www.mitsubishielectric.eu](http://www.mitsubishielectric.eu)

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