

Overview



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Return to Monozukuri (Shop-floor Production)

In the 1990s after the collapse of the bubble economy, Japanese manufacturers shifted production overseas to reduce costs and slowly made essential improvements on the manufacturing floor. It was a decade of anxiety and uncertainty for the manufacturing industry.

However, in the early 2000s, the IT bubble suddenly inflated and then collapsed, dispelling such uncertainty. The trend toward globalized manufacturing turned toward production tailored to each local area and products that incorporate area-specific specifications. In response to the evolution of value-added products made in many types and quantities, the industry began enhancing global competitiveness by reforming domestic production systems. The challenge to improve manufacturing has started again, in a healthy and essential manner. Today, manufacturers must achieve not only good quality, delivery and cost of their products but also high social value, including consideration of the global environment and resources.

In cooperation with customers, the Industrial Automation Marketing Division of Mitsubishi Electric develops industrial products that offer high social value required by the manufacturing floor, and provides customers with such products including industrial robots, electric-discharge machines, and laser processing machines along with their numerical controllers.