

# Overview



Author: *Ken Matsumaru\**

## Our Growth Strategy on “Group Collaboration” and “Synergistic Effects”

The growth strategy of Mitsubishi Electric consists of the VI (Victory) strategy and the AD (Advance) strategy, which are inseparably linked with each other. The VI strategy is intended “to make strong businesses stronger,” and is pursued mainly by business groups. On the other hand, the AD strategy is intended “to reinforce solutions business centered on strong areas,” and is pursued by the Corporate Marketing Group, which provides overall coordination of, and assistance to, projects being conducted by multiple business groups.

This feature on “Advanced Solutions” introduces various solutions developed from the AD strategy activities. The key points to succeed in advanced solutions business are focusing on those businesses whose markets are predicted to expand rapidly in the near future, and which are expected to grow substantially by combining the strong technologies and products of the Mitsubishi Electric Group. This means that marketing at the corporate level by collecting overall information from various business groups and identifying technology trends in collaboration with factories and laboratories are indispensable.

We hope that this feature articles will be informative and assist the growth strategy of companies in the group.