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Mitsubishi Electric Hydronics & IT Cooling Systems Establishes Subsidiary in Dubai

One-stop services in the Middle East to capture growing demand for data center cooling solutions

TOKYO, October 14, 2025 – [Mitsubishi Electric Corporation](https://www.mitsubishi-electric.com/en/pr/) (TOKYO: 6503) announced today that its wholly owned subsidiary Mitsubishi Electric Hydronics & IT Cooling Systems S.p.A. (MEHITS), headquartered in Bassano, Italy, has established a subsidiary company, MEHITS Middle East FZCO, in the Dubai Airport Freezone in the Emirate of Dubai, United Arab Emirates, aiming to strengthen its air conditioning business presence in the region. The new company is expected to capture growing demand for data center cooling solutions in the Middle East, where data center construction is rapidly increasing, by offering comprehensive one-stop services for applied air conditioning* and IT cooling systems.

MEHITS Middle East FZCO will serve as a regional hub for air conditioning and IT cooling operations. It will offer one-stop services from design-related technical support to sales, installation, operation and maintenance, thereby enhancing customer service in the region and leveraging the geographical advantages of its base in Dubai Airport Freezone, which has seen development as a strategic hub for global companies. The company expects to create synergies with other MEHITS companies, especially those in India and China where one-stop service systems have already been introduced, to utilize their collective expertise and technological capabilities.

The Dubai Airport Freezone, a free economic zone established adjacent to Dubai International Airport in 1996, hosts a diverse range of companies engaged in trade, logistics, manufacturing and IT.

Data center construction is increasing worldwide, including in the Middle Eastern region, leading to growing demand for IT cooling. In the Middle Eastern region, especially in Dubai, this trend is pronounced. Although Mitsubishi Electric has conducted sales activities through local agents, providing integrated services including installation and maintenance has remained challenging.

* Industrial and other large-scale air conditioning systems custom-designed to meet specific customer requirements.

Going forward, Mitsubishi Electric expects to strengthen its market responsiveness in the Middle East and thereby support the continued growth of its air conditioning systems business worldwide.

MEHITS Middle East FZCO

Business	Sales, installation, operation, and maintenance services for air conditioning system equipment
Location	Dubai, Emirate of Dubai, United Arab Emirates
Capital	EUR 500,000

Mitsubishi Electric Hydronics & IT Cooling Systems S.p.A

Business	Design, manufacture, and sales of commercial air conditioning systems and industrial and information-technology cooling systems
Location	Bassano, Italy
Capital	EUR 10 million
Established	1971

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About Mitsubishi Electric Corporation

With more than 100 years of experience in providing reliable, high-quality products, Mitsubishi Electric Corporation (TOKYO: 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 enriches society with technology in the spirit of its “Changes for the Better.” The company recorded a revenue of 5,521.7 billion yen (U.S.\$ 36.8 billion*) in the fiscal year ended March 31, 2025. For more information, please visit www.MitsubishiElectric.com

*U.S. dollar amounts are translated from yen at the rate of ¥150=U.S.\$1, the approximate rate on the Tokyo Foreign Exchange Market on March 31, 2025