

News from around the world

INDIA

Imaginative eco-solution from winner of the ME Cup India

Education program winners

The winners of the Indian ME CUP 2018 (Engineering competition for students) started their education and fact finding trip to Japan with a visit to Mitsubishi Electric's headquarters. There they received an award recognizing their outstanding achievement from Eiichi Harada, General Manager of the FA Overseas Planning & Administration Department.

During the visit the winning team from the Dayalbagh Education Institute in Agra explained about their solution for a Multipurpose Mobile Powerhouse. Following this they moved on to various Mitsubishi Electric Works and factories to study and learn more about the latest e-F@ctory smart manufacturing initiatives.



Five members of the Dayalbagh team (left hand side) and their mentor, Professor Bhagwan Das (center) welcomed by Eiichi Harada, Yoshihiro Fujita and Shrikant Takale.

RUSSIA

Understanding e-F@ctory

Corporate media tour

Both our Nagoya and Fukuyama Works are the recipients of frequent visitors from overseas. Often these are customers, but also there is a steady stream of media representatives as well. Typically the media visitors are industry specialists but every now and then our corporate team are hosts to editors and journalists from economic or mass media who are on fact finding missions to learn more about Mitsubishi Electric.

The party below are no exception these influential writers were visiting us from Russia where there is a great interest in digital manufacturing and the global economy.



JAPAN

Discovering e-F@ctory

TV media report

At a recent exhibition in Japan the satellite TV company The Discovery Channel made a short interview/report with members of our e-F@ctory team. As you may know The Discovery Channel is famous for its factual reporting of historical, technological and innovation issues, so the topic of e-F@ctory was a perfect match!

Even though the report is mainly in Japanese with some short English side comments/captions we, recommend you take just a couple of minutes to watch this!



The Discovery Channel came to discover e-F@ctory at a recent exhibition in Japan.



CHINA

CeMAT Asia

Vertical industry Exhibition

Anybody connected with the materials handling industry will immediately know the name 'CeMAT'. This global series of exhibitions brings together all aspects imaginable around that industry. Attending for the first time, FA Overseas Marketing Division and MEACH our local sales company, created a booth of wide appeal.

Solutions was the keyword and so products from regenerative inverters to line side edge computing were shown in application examples. Additionally, customer reports, including a video report on warehouse management for a global ecommerce company attracted visitors. We can certainly expect to be attending more vertical industry exhibition activities in the future.



USA

Seeking knowledge

Visit by young roboters

Robots have a timeless appeal for all members of society, from the very young to the adults. What makes it even more appealing is if you are involved in your very own robot competition. A party of students from Moanalua Middle School, Hawaii were in Japan for an international robot competition, but while they were here they asked if they could visit Mitsubishi Electric to see some industrial robots in action! We quickly agreed and invited them to our new Automation Solution Center in Akihabara, Tokyo, where a variety of applications and robot types can be seen performing tasks such as assembly of box lunches to wheel management in an automotive setting. Hopefully we have inspired a new generation of engineers; we look forward to meeting them again in the future.

GLOBAL PARTNER. LOCAL FRIEND.

Our Stories.

Customer voice

Have you seen our promotion of your successes? Over the past few months we have been developing our "Global Partner. Local Friend." message by sharing customer case studies from around the world – especially those stories where customers have a strong opinion about the value and support they have received from their interaction with Mitsubishi Electric and our local representatives.

If you have not seen these already, please visit mitsubishielectric.com/fa/cssty



Celebrating your successes all over the world – **if you have a story you want to share please contact us!**