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## **Mitsubishi Electric Receives Green Designation From Fukuoka Prefecture in Japan**

**Tokyo, September 18, 2012** – [Mitsubishi Electric Corporation](#) (TOKYO: 6503) announced today it has been designated as a “Green Asia Special Global Strategy Synthesis Area” company in Japan’s Fukuoka Prefecture. Under this designation, Mitsubishi Electric’s Fukuoka-based Power Device Works, a base for the development and manufacture of power devices, will accelerate development of new technologies and products including silicon carbide (SiC) power devices.

Mitsubishi Electric develops and manufactures low-loss power devices as a global, leading green company. The new designation reflects the company’s development of environmentally conscious, highly functional and cost-effective products, as well as production bases, which is a main goal of the Green Asia Special Global Strategy Synthesis Area project.

Mitsubishi Electric plans to strengthen its power device technologies and capabilities, and accelerate product development at its Power Device Works by building a new facility where related design and development divisions will be consolidated, while also making further investments. In addition to facilitating closer interaction between the divisions, the consolidation will free up space at the Works for new product sample evaluation, creating further operational efficiency. Efforts will focus particularly on the accelerated development of new technologies and power device products for which demand is growing and becoming more diversified.

High-energy-performance power devices are used in products ranging from air conditioners, refrigerators and other consumer appliances to equipment for industry and railroads. The growing proliferation of hybrid and electric vehicles, solar- and wind-power generation and similar developments are expected to raise the global demand for power devices even further.

## New Facility

Location	Mitsubishi Electric Power Device Works, Fukuoka city, Fukuoka Prefecture, Japan
Building	Approximately 1,800 square meters
Floor space	Approximately 10,500 square meters
Construction	Steel (6 floors)
Purpose	Design and development of power devices
Scheduled completion	February 2014
Start of use	March 2014
Investment	Approximately JPY 2.5 billion

## About Green Asia Special Global Strategy Synthesis Area

Kitakyushu and Fukuoka cities in Fukuoka Prefecture have been designated as Green Asia Special Global Strategy Synthesis Areas by the Japanese government based on the Cabinet Office's "Special Zone Measure" policy. Leveraging industries, technologies, human resources, networks and others resources accumulated in the region, projects are being carried out in line with the following four initiatives:

- Exporting urban environmental infrastructure packages in Asia
- Developing environmentally conscious products along with their production bases
- Establishing a resource recycling system
- Realizing a borderless business environment in Asia

A designated company receives special tax incentives for facility construction and capital spending that meet certain criteria.

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## About Mitsubishi Electric

With over 90 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. Embracing the spirit of its corporate statement, Changes for the Better, and its environmental statement, Eco Changes, Mitsubishi Electric endeavors to be a global, leading green company, enriching society with technology. The company recorded consolidated group sales of 3,639.4 billion yen (US\$ 44.4 billion\*) in the fiscal year ended March 31, 2012. For more information visit <http://www.MitsubishiElectric.com>

\*At an exchange rate of 82 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2012