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New FA Product Showroom Established in Republic of Korea

Supporting Korean manufacturers by introducing new products to meet complex needs

TOKYO, November 7, 2014 – [Mitsubishi Electric Corporation](http://www.mitsubishielectric.com) (TOKYO: 6503) announced today the establishment of a new showroom within the headquarters of Mitsubishi Electric Automation Korea Co., Ltd. (MEAK), a wholly owned Mitsubishi Electric Group subsidiary based in Seoul that handles sales and service of factory automation (FA) products in Republic of Korea. The showroom will open on November 10 and further strengthen FA sales and service capabilities in Korea, underpinning the local FA Systems sales target of 45 billion yen in the fiscal year ending in March 2016.



The new showroom consists of two sections. The FA product and solutions display features programmable controllers, inverters, servos, displays and other equipment, as well as solutions that, for example, show how e-F@ctory supports the visualization of plant operations. Meanwhile, the numerical controller/processing machine technical center features electrical discharge, laser processing, and other machines, while also providing test processing, technical guidance, and training and technology seminars.

In recent years, the manufacturing industry in Korea has grown and diversified, leading to demands for increasingly advanced and consequently complex equipment, while increased export sales are putting greater pressure on the management of facilities and machines. The showroom in the new, larger headquarters established in July 2014 will reinforce MEAK's sales and service capabilities, enabling it to work ever more closely with the Korean manufacturing industry and meet its needs by introducing the latest products and technologies and continuing to offer comprehensive technical support.

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About Mitsubishi Electric Automation Korea Co., Ltd.

Mitsubishi Electric Automation Korea Co., Ltd., a subsidiary of Mitsubishi Electric Corporation, provides sales, after-service, repair and training for FA products. Mitsubishi Electric and Setsuyo Astec Corporation, a wholly owned Mitsubishi Electric subsidiary, own 51% and 49% of MEAK's shares respectively. The company has 170 employees and is located at Gangseo Hangang Xi-Tower A Bldg. 7F, 401 Yangcheon-ro, Gangseo-gu, Seoul, ROK.

About Mitsubishi Electric Corporation

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 4,054.3 billion yen (US\$ 39.3 billion*) in the fiscal year ended March 31, 2014. For more information visit <http://www.MitsubishiElectric.com>

*At an exchange rate of 103 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2014