

Famous Event Hall in Düsseldorf becomes “Mitsubishi Electric HALLE”

Ratingen, 19.04.2011

Mitsubishi Electric is the new name sponsor of one of the most famous event halls in Düsseldorf. The company announced the change today in a press conference together with DüsseldorfCongress Veranstaltungsgesellschaft mbH.

“We are delighted and honoured to give our company name to one of the best known event halls in Germany, thereby expressing our strong ties to Düsseldorf and the region“, explains Koji Miyashita, President of the German Branch. “The German Branch is one of our most important locations in Europe“.

Japan and the Japanese community have a long tradition in the regional capital. Around 7.000 Japanese live in and around the city of Düsseldorf and more than 450 Japanese companies are registered here. Düsseldorf is the largest Japanese community in Germany and the third largest in Europe, after London and Paris.

The German Branch of Mitsubishi Electric has been located in Ratingen near Düsseldorf for more than 30 years and promotes the cross cultural exchange between Japan and Germany through the sponsorship of cultural German and/or Japanese events.

“Sponsorship of one of the most popular event halls in Düsseldorf is a commitment to our location“, explains Georg Jennen, General Manager at Mitsubishi Electric. “We hope to give the public a greater understanding of our company, because not everybody knows that our products can be found in many areas of everyday life“.

Mitsubishi Electric also takes a proactive approach to environmental issues. With its environmental statement “Eco Changes – for a greener tomorrow” Mitsubishi Electric seeks not only to enhance its competitiveness, but also aims to establish a strong presence as a global entity that contributes to realising a low-carbon, recycling-based society through its diverse business activities, which range from photovoltaik systems and power semiconductors, to heat pumps.

2011 has already been a landmark year for Mitsubishi Electric as on the 1st February the company celebrated its 90th anniversary. Additionally at the end of January the German-Japanese Friendship Treaty marked its 150th year.

These two significant events add a suitable backdrop to the renaming of the Halle.

About Mitsubishi Electric

With 90 years of experience in providing reliable, high-quality products to both corporate clients and general consumers all over the world, Mitsubishi Electric Corporation 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. With around 106.000 employees the company recorded consolidated group sales of 26,6 billion Euro* in the fiscal year ended March 31, 2010.

Our sales offices, research & development centres and manufacturing plants are located in over 30 countries.

Since 1978 Mitsubishi Electric has its German base in Ratingen near Düsseldorf. The wholly owned subsidiary of the Japanese company manages sales and marketing activities for nine Divisions in many European countries.

* Exchange rate: 125,93 Yen = 1 Euro as of 31.3.2010 European Central Bank

For more information visit :

<http://www.mitsubishielectric.com>

<http://www.MitsubishiElectric.de>

<http://www.ecochanges.eu>

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