

Change in Top Management at Mitsubishi Electric

- Kenichiro Yamanishi announced as new President & CEO of Mitsubishi Electric Corporation
- Koji Miyashita is new President of Mitsubishi Electric German subsidiary
- A strong foundation established to withstand global cyclical fluctuations following the recent financial crisis
- Increasing product efficiency is announced as the basis for further growth

Ratingen, 2 April 2010 – Mitsubishi Electric Corporation has announced its new President and CEO is Kenichiro Yamanishi. After completing his studies at the Faculty of Engineering Science at Kyoto University, Kenichiro Yamanishi began his career as a research engineer at Mitsubishi Electric in 1975. His former position at the company before becoming President was Senior Executive Officer and Division Manager for the Semiconductor & Devices business unit. Mr. Yamanishi sees the group as being well-prepared for the coming challenges: “We have recovered from the effects of the international financial crisis and are once again focusing on growth based on our strengths in innovation. I consider it to be extremely important that we have been able to learn from the financial crisis and have built a strong foundation which can withstand even massive global cyclical fluctuations.”

In particular Yamanishi sees increasing product efficiency as a basis for the future success of the corporation. “Energy produced in an environmentally friendly manner, such as from heat pumps and photovoltaic modules will form a central, worldwide field for growth. Here, we will be continuously strengthening our competitiveness in the coming years by markedly increasing the efficiency of our systems. We want to, and will consistently generate enduring value in our customer’s interest.”

Koji Miyashita, who took over the management of Mitsubishi Electric’s Germany subsidiary on 1st April 2010, also pursues these same objectives. The company has been based in Ratingen, near Düsseldorf for over thirty years and nine business divisions operate from this branch: Automotive, Industrial Automation, Living Environment Systems, Mechatronics CNC, Mechatronics EDM, Photovoltaics, Semiconductors, Visual Information Systems as well as the EMC Competence Centre.

According to research by Fortune magazine regarding the world's largest corporations, measured by the world wide revenue, Mitsubishi Electric is placed tenth worldwide among manufacturers of electric and electronic products. The Tokyo-based company was founded on 15 January 1921 and in business year 2009 it's roughly 105,000 employees brought in a turnover of approximately € 25.5 billion.

Mitsubishi Electric Europe's Living Environmental Systems Division (LES) has subsidiaries in the United Kingdom, Ireland, Sweden, Germany, France, Spain, Italy and Portugal. In addition to the German domestic market, its Ratingen headquarters also serves the Netherlands, Belgium, Austria, Switzerland, Bulgaria, the Czech Republic, Slovakia, Poland and Hungary, as well as Russia. An additional fourteen regional offices in Germany provide close and direct customer contact. The central warehouse for the LES product division is located in Duisburg-Rheinhausen and has 35,000 m² of storage space from where it's customers in Europe can receive 24-hour supply service.

Further information can be found at

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About Mitsubishi Electric

Mitsubishi Electric supplies products for the most diverse of industrial applications and everyday uses. We seek to handle our Earth's resources in an environmentally-friendly manner, improve the conditions of live and take part in social engagement wherever we are established. Distribution offices, research and development centres as well as production facilities are based in 34 countries. Mitsubishi Electric has been represented in Germany as a 100% subsidiary since 1978. We create a comfortable climate of the highest order wherever people live and work with our comprehensive range of air conditioning and ventilation. Mitsubishi Electric has consistently set new standards in air conditioning technology for more than 85 years and has established itself as one of the biggest air conditioner manufactures on the German market.

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Caption:

Photo left: Kenichiro Yamanishi, President / CEO Mitsubishi Electric worldwide

Photo right: Koji Miyashita, director of the German subsidiary of Mitsubishi Electric

Photos: Mitsubishi Electric

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