

Mitsubishi Electric Steps Up Market Activities in Belgium by setting up new LES Center

- **All former distribution partners' employees absorbed into new company**
- **Customary contacts retained**
- **Know-how concentrated in excellence teams**
- **24-hour delivery service thanks to use of European central warehouse**
- **Technical excellence of entire organisation as decisive argument in project business**

Bruges/Ratingen, 11th January, 2010 – Mitsubishi Electric has announced it is setting up an LES Center in Belgium in order to substantially strengthen its presence in the Belgian market, and further expand its range of services and products. The company has already been working with its distribution partner Belklima nv, Bruges, for more than ten years in the region. "We believe the Belgian market has growth potential for Mitsubishi Electric in the coming years," says Thomas Schuhmann, General Manager Marketing and Technology of Mitsubishi Electric Germany's Air Conditioning Division. "For this reason our commitment is the logical consequence both of our successful development over the past years and a response to our customers' needs."

To ensure a smooth transition, all eighteen employees of the former distribution partner have been absorbed into the new company 'Mitsubishi Electric Europe B.V. Belgium LES Center'. "This means that all our customers will find their regular contacts still there for them. At the same time, this step has enabled us to assure the long-standing team's considerable know-how and experience. It offers us the opportunity of building on the already existing links to the market, and of gaining access to new customer groups," says Chris Jonckheere, General Manager Mitsubishi Electric Europe B.V. Belgium LES Center.

The new organisation structure will mean the entire team will take on the responsibilities sales and support to attend to customers needs intensively, while the role of corporate administration will in future be undertaken by Mitsubishi Electric German Branch in Ratingen, Germany. "In this way we are concentrating existing skills and capabilities in excellence teams, which, again, will take us a further step forward," says Schuhmann.

As a result of this reorganisation the European central warehouse at Duisburg, Germany, will now solely be used to serve the Belgian market. This will guarantee a 24-hour delivery service. Also planned is the setting up of a 'Webshop' to enable customers to order standardised products quickly and easily.

"The new company and its integration into Mitsubishi Electric's European organisation will also enable us to offer the full technical know-how of an internationally positioned company. This will become a convincing and powerful argument, particularly in project business," concludes Jonckheere.

Mitsubishi Electric's products range from simple single-split air-conditioning systems through to large VRF systems including Lossnay ventilation equipment through room air dehumidifiers, Jet-Towel hand-dryers and doorway air curtains. The company also offer heat pump systems, ventilation and air-conditioning components such as compressors. Positioned as an international technological and innovation leader in virtually all its product areas, Mitsubishi Electric offers the flexibility of a small to medium-sized company whilst having the resources of a major international company group.

Further information is available from

Mitsubishi Electric Europe B.V. Belgium LES Center,

Baron Ruzettelaan 25

8310 Brugge –

Tel.: 050 40 48 48

Fax: 050 39 26 04

Email: info@mitsubishi-electric.be,

Web : www.mitsubishi-electric.be

About Mitsubishi Electric

Mitsubishi Electric supplies products for the most varied industrial applications and areas of everyday living. We aim to use the resources of our planet responsibly, to improve living conditions and to serve the communities in which we are located. We have set up sales and distribution offices, research and development centers and production facilities in 34 countries. A comprehensive range of top-quality air-conditioning and ventilation systems enables us to create a feel-good climate wherever people live and work. Mitsubishi Electric has been consistently setting new standards in air-conditioning technology for over 85 years and has established itself as one of the most important air-conditioning equipment manufacturers in the market.

Contact

Astrid Sassen
Marketing Group Leader
Mitsubishi Electric Europe B.V.
Gothaer Str. 8
40880 Ratingen

Telephone: 0 21 02 - 4 86 - 1800
Mobile: 01 72 - 813 31 25
Fax: 0 21 02 - 4 86 - 7910
Email: astrid.sassen@meg.mee.com

Evie Lootens
Sales & Marketing Support
Baron Ruzettlaan 25
8310 Belgien

Telephone: +32 50404848
Fax: +32 50392604
Email: evie.lootens@meb.mee.comsch



The newly set up Mitsubishi Electric Europe B.V. Belgium LES Center will enable all customers to benefit from, a 24-hour delivery service from the European central warehouse at Duisburg, Germany.

Photos: Mitsubishi Electric
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