

Mitsubishi Electric Europe B.V. further bolsters business in Norway

Ratingen, Germany 23.10.2015

Mitsubishi Electric Europe B.V establishes Norwegian Branch by integrating its subsidiary MIBA AS

Mitsubishi Electric Corporation(TOKYO: 6503) Mitsubishi Electric Corporation today announces that its European subsidiary, Mitsubishi Electric Europe B.V, has completed the integration of its former air conditioning distributor MIBA AS, acquired in July. In addition, from October 2015, the company will expand beyond air conditioning by promoting other businesses, like Factory Automation, in the Norwegian market.

This news marks a significant milestone for Mitsubishi Electric in Norway as it establishes a presence in the country under its own name, strengthening its market position through contributing to the overall energy saving ethos of Norway, which is akin to its own, as well as providing energy and resource efficient products.

Prior to its integration, MIBA AS had been selling Mitsubishi Electric air conditioning equipment in Norway for almost 25 years, steadily entrenching its market position with strong technical expertise and customer friendly after-care service. Mitsubishi Electric acquired MIBA AS for these reasons, in addition to its extensive sales knowledge and local sales network.

The Norwegian air conditioning market has expanded in recent years in response to increased demand for low energy consumption air conditioning systems. Furthermore, it is expected that demand for hot water heat pumps will also increase.

Mitsubishi Electric Europe B.V. establishes its Norwegian Branch by bringing MIBA into the fold with a purpose of further expansion of its businesses in Norway via enhancing air conditioning business as the mainstay.

Image caption:



Picture 1: Mitsubishi Electric Europe B.V. Norwegian Branch in Ytre Enebakk, Norway

[Source: Mitsubishi Electric Europe B.V.]

(First released in Japan on 20th of October 2015)

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Note to Editor: if you would like the text in another language please contact Philip Howe at DMA Europa – philip@dmaeuropa.com.

About Mitsubishi Electric

With over 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, as well as in products for the energy sector, water and waste water, transportation and building equipment.

With around 129.000 employees the company recorded consolidated group sales of 36,0 billion US Dollar* in the fiscal year ended March 31, 2015.

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

Mitsubishi Electric Europe B.V., Factory Automation European Business Group (FA-EBG) has its European headquarters in Ratingen near Dusseldorf, Germany. It is a part of Mitsubishi Electric Europe B.V., a wholly owned subsidiary of Mitsubishi Electric Corporation, Japan.

The role of FA-EBG is to manage sales, service and support across its network of local branches and distributors throughout the EMEA region.

**Exchange rate 120 Yen = 1 US Dollar, Stand 31.3.2015(Source: Tokyo Foreign Exchange Market)*

Further Information:

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