

## **Mitsubishi Electric (Hong Kong) Limited Celebrates 50<sup>th</sup> Anniversary**

Mitsubishi Electric (Hong Kong) Limited (“ME-HK”) reaches its 50<sup>th</sup> anniversary this year. To celebrate this special moment, a gala dinner party is held at the Grand Hyatt Hong Kong Hotel on 4<sup>th</sup> November 2016 with invited distinguished guests, business partners and staff joining together.

ME-HK was founded in Hong Kong in 1966 (initially named as Ryoden Electric Engineering Co. Ltd.) with its start-up business of elevators and escalators. For already half a century, ME-HK has been serving and growing with Hong Kong, Macau and China. Today ME-HK has become a well-known diversified corporation that offers a wide range of cutting-edge, high quality and reliable products not only for homes and offices but also for buildings, factories and infrastructures to provide people with a better life. Mitsubishi Electric in Hong Kong includes these five core fields of business: Living Environment & Digital Media Equipment, Social Infrastructure, Semiconductors, Elevators & Escalators, and Factory Automation.

Masanori Akamoto, Chairman and Managing Director of ME-HK, gratefully said, “To accomplish this tremendous growth and expansion, we would like to thank for the staunch support of our customers and business partners. We treasure our relationship built up for so many years by mutual trust and respect. And also thank for the dedicated contribution of our staff to the Company, ”

“Looking ahead, with integration of our core businesses under one Mitsubishi Electric, we are striving to strengthen our cross-sales activities to serve our customer better with tailor-made optimum solutions. Meanwhile, we also enhance Mitsubishi Electric’s presence and recognition in and around Hong Kong by doing more in corporate branding.”

Akamoto emphasized, “As stated in our corporate statement - “Changes for the better”, for ourselves and our customers, always try to do something better than we did yesterday, and ensure that tomorrow is better than today, always look for improvement in the quality of our work. This is the only way to grow and tackle the challenges and changes of the years ahead.”

In addition to business development, being a good corporate citizen is also an integral part of the business philosophy that ME-HK strongly emphasizes. ME-HK has been initiating and supporting a wide range of corporate social responsibilities activities including charities & community services, environment and educational programs to meet the needs of local community and helps realize a sustainable society.

“We are always looking for ways to contribute to the community we are in. We will do our utmost to help Hong Kong become a better place, in both our business operations and corporate social responsibility endeavours, ” enthused Akamoto.

On this special anniversary occasion, ME-HK showcases all the milestones and achievements throughout its 50-year journey, marking the monumental day as one of the most memorable glorious celebration.

Akamoto confidently concluded, “We are proud of what we have achieved in 50 years and look forward to many successful years ahead as we come together to mark more significant milestones.”