

**Mitsubishi Electric is launching the podcast  
'Next to ME'  
dedicated to analyzing the positive impacts  
of innovation on people, society and businesses**

**Vimercate, November 15, 2023** – Mitsubishi Electric, a global leader in the manufacturing, marketing and commercialization of electrical and electronic equipment, announces the launch of its first podcast called "**Next to ME**". The new series aims to explore more deeply the changes that innovation brings to everyday life, with a focus on its implications across individual, societal, and corporate levels.



"Next to ME" is divided into five thematic episodes in which key topics of social relevance such as **sustainability**, the **future of work**, **sports as a tool for social inclusion**, and the search for **happiness in the workplace**, as well as the **creation of a smart society** are addressed. Each episode features a stimulating conversation between a Mitsubishi Electric representative and a distinguished guest, recognized for

their expertise and specific knowledge in the topic discussed.

With a dynamic and entertaining talk-like format, **starting Nov. 22**, "Next to ME" will be featured for listening on all major streaming platforms (Spotify, Apple, Spreaker, Google, Amazon Music etc.). **Every Wednesday until December 20**, a new episode will be published with two guests addressing a shared topic.

“In a world that seems to revolve around innovation, advanced technology and rushing into the future, it is easy to forget what really matters: people, communities and society as a whole”, tells Mario Poltronieri, **Mitsubishi**

*Electric Europe Italian Branch President.* “The relentless demand for quickness, performance, connectivity and artificial intelligence threatens to blur our most important goal: creating a future that brings prosperity and well-being to everyone. With the "Next to ME" podcast, we aim to reestablish balance by focusing on the human value of innovation. We wish to provide an opportunity for reflection and discussion on how technology can contribute towards shared progress and genuine well-being for all. By featuring stories of companies and people doing innovation, we hope to help people focus on a common goal: the human being”, concludes Poltronieri.

### **The 5 episodes of Next to ME**

In each episode, featuring contributions from two guests, 'Next to ME' offers an in-depth look at crucial aspects of digital transformation and emerging trends, giving unique and inspiring perspectives on the evolution of modern society.

They will discuss the relationship between **sustainability and innovation** and the need for companies to challenge their procedures and habits in order to become positive change agents. They will also talk about the **specialized skills most in demand** for young people in the business. The topics covered will also - and most importantly - address the younger generation. They will discuss what it means to find a **job that makes people happy**, the **role of sports in building a more inclusive society**, and what is meant by **urban innovation and smart cities** with a focus on sustainability.

Next to ME's guests will be: *Mario Poltronieri*, Branch President of Mitsubishi Electric Italian Branch, *Cristian Fracassi*, Isinnova CEO and Republic Cavalier, who became famous during the pandemic for using a 3D printer to transform Decathlon masks into free breathing devices to keep Coronavirus patients alive, *Gianna Martinengo*, Founder and President of Didael KTS and Women&Tech President - *Roberta Salvaderi*, Corporate Communication & CSR Team Leader of Mitsubishi Electric Italian Branch - *Alessandra Palazzotti*, Special Olympics National Director - *Luca Leoni*, CEO and Founder of Show Reel Media Group - *Cinzia Gallina*, HR Organization and People Development of Mitsubishi Electric Italian Branch – *Layla Pavone*, Coordinator of the Board for Innovation and Digital Transformation of the City of Milan.

Through insightful discussions and in-depth analysis, the "Next to ME" podcast aims to promote greater awareness and understanding of the revolutionary changes that technological innovation is bringing to the world today and tomorrow.

The podcast is designed together with Imageware, produced by Socialeeze and is hosted by Pepe Moder, Radio 24 journalist and digital strategy expert.

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### **About Mitsubishi Electric**

With more than 100 years of experience in providing reliable, high-quality products, 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.

In Europe it is present since 1969 with branches in 21 Countries: UK, Germany, France, Italy, Spain, Portugal, The Netherlands, Sweden, Ireland, Czech, Belgium, Russia, Poland, Slovakia, Turkey, UAE, South Africa, Norway, Hungary, Romania and Greece. The Italian branch, established in 1985, operates through 3 commercial divisions: **Air-Conditioning** – air-conditioning for residential, commercial and industrial real estate, heating, de-humidification and air treatment; **Industrial Automation and Mechatronics** – systems and appliances for industrial automation and numerical control; **Automotive** – systems and components for control of car and motor vehicle devices. Support is also provided for the sales of **Semiconductors**.

Mitsubishi Electric enriches society with technology in the spirit of its “Changes for the Better.”

The company recorded a revenue of 5,003.6 billion yen (U.S.\$ 37.3 billion\*) in the fiscal year ended March 31, 2023.

For more information, please visit [mitsubishielectric.com](https://mitsubishielectric.com)

*\*U.S. dollar amounts are translated from yen at the rate of ¥134=U.S.\$1, the approximate rate on the Tokyo Foreign Exchange Market on March 31, 2023*

## **Media Information**

Imageware | +39 02700251

Alessandra Pigni – [apigni@imageware.it](mailto:apigni@imageware.it) Elena Colombo – [ecolombo@imageware.it](mailto:ecolombo@imageware.it)