

## **Mitsubishi Electric presents technologies for more sustainable and digital manufacturing at the TIF trade fair in Thessaloniki**

**Milan, 01 September 2026** – Mitsubishi Electric is participating in the Thessaloniki International Fair (TIF), a multi-sector trade event scheduled for September 5–13 at HELEXPO – the Thessaloniki International Exhibition Centre. The event brings together businesses, researchers, startups, and public institutions across key sectors—including innovation, technology, energy, the circular economy, and food & beverage—making it one of Greece’s premier trade and institutional exhibitions.

Japan is the guest of honor for this edition; visitors will have the opportunity to discover a unique Japanese world inspired by the philosophy of "Takumi" (ta-ku-mi)—a term denoting an artisan or master craftsman. The concept of Takumi describes not merely the practice of a profession, but a timeless dedication to perfecting an art form, emphasizing craftsmanship, precision, attention to detail, and human-centric design. The country’s pavilion will host various Japanese companies and organizations from diverse sectors, including Mitsubishi Electric.

Participation in TIF offers a significant opportunity to showcase the sustainability journey the company has undertaken through its "Environmental Sustainability Vision 2050," which prioritizes environmental protection and drives the expansion of initiatives dedicated to this goal. This Vision is grounded in the Group’s environmental statement – "Protecting the air, land, and water with heart and technology to create a better future for all" – which guides the definition and implementation of key strategic actions.

It is within this context that the Factory Automation division’s offering operates, supporting businesses in navigating the challenges of digital transformation through technologies designed to improve efficiency, boost productivity, and reduce the environmental impact of production processes.

At the Mitsubishi Electric stand, visitors can experience the future of automation firsthand through a live demo featuring a collaborative robot and discover how the company's automation solutions optimize production processes while reducing environmental impact.

"We are delighted to participate in the Thessaloniki International Fair, a key event for the industrial, innovation, and technology sectors. Being present in the area dedicated to Japan allows us to showcase Mitsubishi Electric's identity – rooted in the ability to combine our cultural values with a constant drive for innovation. Through our Industrial Automation solutions, we aim to demonstrate how digital transformation can help make production processes more efficient, flexible, and sustainable, creating value for both businesses and society," stated **Marco Filippis**, Marketing Manager for the Factory Automation and Mechatronics CNC divisions.

###

#### 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 20 Countries: UK, Germany, France, Italy, Spain, Portugal, The Netherlands, Sweden, Ireland, Czech, Belgium, Russia, Poland, Slovakia, Turkey, UAE, 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 5,894.7 billion yen (U.S.\$ 36.8 billion\*) in the fiscal year ended March 31, 2025.

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

\*U.S. dollar amounts are translated from yen at the rate of ¥160=U.S.\$1, the approximate rate on the Tokyo Foreign Exchange Market on March 31, 2026