

Big Opening of Total Solutions Showroom in Mexico City

Presidents, clients and workers from different areas of Mitsubishi Electric, also de Ambassador of Japan in Mexico, attended the opening of the first showroom of the company in the country and the second in Latin America. The event was the last November 10 in the building Corporativo BAL, where you can find the exhibition room.

To celebrate this day, a program of MVS radio was broadcast live during the inauguration where the President of Mitsubishi Electric de Brazil Koji Miyashita express pride about the showroom and he said "we will work very hard with the Mexican people with the spirit of grow together".

The traditional ribbon cutting begun with some words of Benjamin Jaramillo, sales Director of Mitsubishi Electric de Mexico, he said thank you to the guests and explained "The intention of this ceremony it's that you know all the Mitsubishi Electric products that we can offer always with high technology. We want that you know, you're always welcome in this place. Thanks to Kazunari Takagi because he made changes with the intention to get better all our services to our clients.

Kazunari Takagi, President of Mitsubishi Electric de Mexico confirm that this space will give an added value and integral solution, because participate another companies of Mitsubishi Electric products and the client will have better service thought our call center, also they can sign their contract in the installations of the showroom.

Akira Yamada, ambassador of Japan in Mexico, congrats to the company for their achievements and he wish they success. He says, this showroom it's a symbol of the bilateral relationship between Japan and Mexico. A Japanese proverb says "It's better see one time than listen a hundred times" that means that it's better see with your eyes to understand instead of listen many times. I hope you enjoy your stay and please experiment the Japanese technology that can't be appreciate through a catalog".

The showroom has a meeting room, a projection room, call center where our workers attend the 24 hours. You can find in exhibition, elevators, air conditioner, factory automation, automotive

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equipment, transport (traction motor for trains).

In interview for the newspaper El Universal, Kazunari Takagi explain "The target of this showroom it's that all the Mexican can understand the different products that we are offering and the big capacity of engineering of Mitsubishi Electric. Also, we are promoting a new style in sales because in one operation the clients will can have access to do business of different products.

The first showroom was in Brazil and we are promoting to open this kind of spaces in other countries, the next will be Colombia, later Chile or Argentina, because are countries of Latin America very important for the strategy of growth of the company".

In interview too with Koji Miyashita, he confirms that it's an excellent showroom, because have integrated the call center "We can show the quality of our products, also the high quality in the customer service". Mitsubishi Electric de Mexico has 40 years in this country, but in Brazil just have 5, therefore in this country it reflect better the volume business.

We established in Mexico in 1976, with 4 companies and 1,800 employees. Now we still have a compromise with the country with a constant growth, we are very proud of keep that business relation with the Mexicans.

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