



News Releases

Toshiba Mitsubishi-Electric Industrial Systems Corporation

TMEIC to Establish an Industrial Electric & Automation Systems Company in China

October 13, 2004--Toshiba Mitsubishi-Electric Industrial Systems Corporation (TMEIC), headquarters in Tokyo, Japan (President & CEO: Isamu Matsuyama), announced the establishment in China of a wholly-owned engineering company in the field of electric industrial systems. This new company will start operation in Beijing from October 2004, and its establishment is to further satisfy customers' needs in the industrial electric & automation business segment in the rapidly growing manufacturing industry in China.

Background

Our company is a supplier of complete industrial electric & automation systems for plants in the manufacturing industry, including the Iron & Steel industry. In many of the past supply references, project scope was mainly supplied via export from our Japan headquarters or subsidiary base in the USA. In the Chinese market, in order to improve from hereon our competitive edge on import projects, and to seek much broader growth, it has become a very pressing matter for signing contracts in RMB; localizing the engineering and technical service business segment; and founding a completely integrated local structure from sales to post-sales service. Furthermore, recent trends in increasing use of Chinese products in plant equipment package composition, has created a substantial need for having a local engineering capability to integrate those products.

The new company will leverage and localize the engineering expertise we have built in Japan and the USA, to satisfy the ever-growing demands of Chinese customers, strengthening our corporate development efforts and product competitiveness, and establishing a one-stop integrated structure covering design, engineering, to post-sales service.

Objectives

1. Create a local one-stop service establishment completing from sales to post-sales service
2. **Broadly improve competitiveness by effectively leveraging domestic Chinese resources (personnel, products)**

New Company Profile

Name	东芝三菱电机工业系统（北京）有限公司 TOSHIBA MITSUBISHI-ELECTRIC INDUSTRIAL SYSTEMS (BEIJING) CORP.
Operating Date	October, 2004
Registered Capital	US\$ 3,000,000
Capital Source	Toshiba Mitsubishi-Electric Industrial Systems Corp. - 100%
HQ Office Address	北京市海淀区学清路 8 号科技财富中心 A 座 7 楼 A7 Technology Fortune Centre, 8 XueQing Lu, HaiDian, Beijing
Representatives	Hideaki Gokoh, Chairman (Senior Executive VP, Toshiba Mitsubishi-Electric Industrial Systems Corp) Gabriel Y Tse, President
Employee Number	40
Business Scope	Focused on Sales of Electric Automation Equipment & Engineering to Manufacturing Industry Plants <ul style="list-style-type: none"> • Electrical Equipment Design and System Engineering • Equipment Supply, including Software Design, Engineering, Testing and System Integration • Erection, Supervision, Commissioning and Testing • Post-Sales Services