

三菱电机自动化(中国)有限公司

MITSUBISHI ELECTRIC AUTOMATION (CHINA) LTD.

2011年版

★三菱电机自动化(中国)有限公司 MITSUBISHI ELECTRIC AUTOMATION (CHINA) LTD.

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三菱电

最适合的整合解决方案,降低综合成本, 我们不仅为您提供丰富的工业自动化和加工机产品,更为您提供 机自动化

创造更多价值。(TCOE: Total Cost of Ownership Engineering)

We are providing not only various integrated FA products, but also the most appropriate

Engineering), Mitsubishi Electric will bring more value for you.

solutions for manufacturing. By reducing TCOE (Total Cost of Ownership

"Empowering industries",

Mitsubishi Electric Automation.



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诚信协作 造福社会

Sincerity and Benefiting Society

三菱电机作为一家跨国企业,在90多年的历史中,始终致力于尖端技术及专业领域的研究、 开发与制造。

三菱电机主要从事信息通信系统、电子元器件、重电系统、工业自动化系统、汽车电装品 设备和家用电器等业务,并在卫星、防御系统、通风设备等领域处于世界领先地位。此外, 三菱电机还拥有优秀的显示设备和显示装置技术。

诚信协作,造福社会。三菱电机现已将世界级的品质服务于中国。我们将与时俱进,不断 开拓创新。

我们所有的努力,为了博得您的欢笑。

As a global multinational enterprise, Mitsubishi Electric Automation always exerts ourselves to research and development in top-end technology and professional knowledge for almost 90 years. And on the basic of it, Mitsubishi develops and manufactures high-performance products and systems.

Mitsubishi Electric mainly engages in: communication systems, electronic devices, energy and electric systems, industrial automation systems, automobile electronic devices, home appliance, etc. Mitsubishi Electric is not only a leader in satellites, defense systems and ventilation facilities, but also has lots of popular products such as Mitsubishi air-conditions, Mitsubishi elevators and Mitsubishi display devices and display setting technologies.

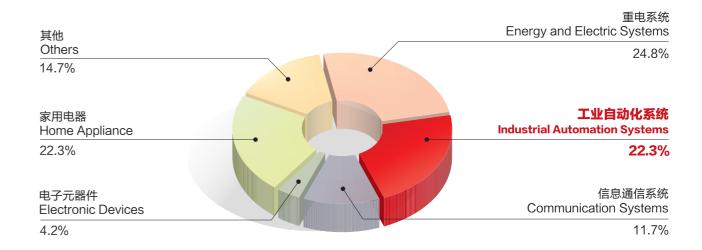
Sincerity and Benefiting Society: Mitsubishi Electric is always providing world-class services to China. We keep pace with the times and will continuously develop new technologies.

We make all our efforts to bring a smile to the people of the world.

三菱电机在中国 Mitsubishi Electric in China

各项事业营业额构成比例

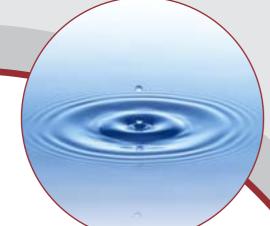
Net Sales Breakdown by Business Segment



注: 以上数据截至2011年3月止 / Note: As of March 31, 2011









MITSUBISHI ELECTRIC AUTOMATION





三菱电机自动化 Mitsubishi Electric Automation

自 1966年向中国市场提供低压电器产品以来,三菱电机的工业自动化产品在社会基础设施建设、汽车、半导体、机床、能源等各个领域支持着中国工业的快速发展。

作为三菱电机自动化产品在中国的销售和服务机构,三菱电机自动化(中国)有限公司致力于帮助中 国用户构筑最适合的整合解决方案,为客户降低综合成本,提升客户在各自领域的竞争力,与客户共 同发展。

三菱电机自动化在不断地将创新的高技术、高性能产品引入中国,满足客户的多样化需求的同时,以 提高客户满意度为目标,在全国范围内建立了强大的销售网络和FA中心服务网络,为客户提供及时周 到的售前咨询、技术支持与售后维修等服务。

Since Mitsubishi Electric Automation started to provide low-voltage switches to China in 1966, we has supported China industry to develop rapidly in areas of social infrastructure construction, automobile, semiconductor, machine tools, energy resources, etc.

As a sales and service organization of Mitsubishi Electric automation in China, Mitsubishi Electric Automation (China) Ltd., provide the most suitable total solution for Chinese users, thus reducing their total cost, upgrading competitiveness in their own areas and growing with Chinese customers together.

Mitsubishi Electric Automation has been introducing innovative technologies and high-performance products into China. Meeting with diversification requirements of customers and aiming for most customers' satisfaction, Mitsubishi Electric Automation sets up powerful sales network and FA Service Center in whole China and provides comprehensive consultation on before sale, technical support and after sale service in time.

为客户创造价值

Create Value for Customers

中国经济举世瞩目,且"中国制造"给跨国公司带来了难得的机遇与挑战。在这一改革开放的浪潮中,三菱电机在中国的FA事业也得到了蓬勃发展。覆盖全国的分支机构在中国制造业的发展进程中不断地贡献着自己的一份力量。

做为全球领先的FA综合产品供应商,把最新的技术与产品引介到中国是我们的责任,为客户创造价值是我们的目标,倾听客户需求、满足客户需求是三菱电机一直以来的行动。顺应中国政府提出"建设节约型社会"和"大力发展装备制造业"的重要举策,三菱电机自动化正竭尽全力为中国创造节约型社会和提升制造业水平做贡献。

三菱电机自动化(中国)有限公司作为根植中国的企业,以回馈社会为己任,积极地参与中国的公益事业,大力地支持中国自动化人才的培养。

以成为"中国最好的FA供应商"为目标,三菱电机自动化帮助中国客户提升在全球市场上的竞争力,与客户共发展。

Chinese economy is well known all over the world and made in China brings valuable opportunities and challenges to multinational enterprises. Mitsubishi Electric Automation FA also makes vigorous progress in the tidal wave of reforming and opening up in China. All the branches extending all around China contribute themselves in the development of China Manufacturing.

As a global leading supplier for FA integrative products, Mitsubishi Electric Automation takes it regard as our duty to introduce the newest technology and products into China, our aim to create value for customers and our action to listen attentively to customers and satisfy their requirements. Conforming to Chinese Government's important strategies of building economical society and developing equipment manufacture vigorously, Mitsubishi Electric Automation is trying all our best to contribute for building economical society in China.

Besides, deeply based in China, Mitsubishi Electric Automation (China) Ltd., will devote ourselves to Chinese commonweal, assisting to bring up Chinese automation specialists and benefiting society.

Mitsubishi Electric Automation, aiming at becoming the best FA supplier in China, helps Chinese customers to promote competitiveness in global market, develops with customers to build a beautiful future for Chinese automation.



大久保 秀之

常务执行董事 兼自动化事业全球总裁 三菱电机株式会社

Hideyuki Ohkubo

Vice President Group President Factory Automation Systems Mitsubishi Electric Corporation



城下 雅纪

大中华区总裁 三菱电机自动化(中国)有限公司

Masaki Shiroshita

President Mitsubishi Electric Automation (China) Ltd.



核心竞争力支持制造业发展

核心竞争力 Core Competences

Core Competences Supporting Manufacturing Industry

提高客户满意度!

Pursuiting customers' satisfaction!

三菱电机FA系统为中国和世界的制造业提供强有力的支撑。 作为世界领先的FA系统供应商,我们不断超越。 而实现不断超越的金钥匙,就是这六种核心竞争力。

Mitsubishi Electric FA Systems support production in china and around the world.

We are justifiably pround of the considerable share of the Japanese and Asian markets held by all of our core products, and continue our advance as one of the world's leading manufacturers of FA systems, The key is our six core competences.

通过与众多的解决方案合作伙伴共同合作,为客户提供最适合的FA解决方案。

We provide leading-edge FA solutions in collaboration with wide variety of solution partners.

满足客户的多样化需求并为客户创造更高附加值是我们产品研发的出发点。通过与客户的直接沟通,准确把握客户的需求,更有效地提高客户的生产力。

Our customers needs are the starting point for our development process, We value direct communication with our clients as an important means of grasping their needs accurately and supporting their productivity more efficiently.

与客户 直接沟通 Dire ct communication with our customers 作为工业自动化产品综合供应商,以丰富的产品线满足客户的多样化需求,在市场上表现出色,占有高市场份额。

As a leading manufacturer of FA systems, we offer an extensive product lineup inresponse to the diverse needs of our customers, Our core products also commanda considerable share of the market.



遍及全球的服务网络,为全球化的客 户提供强大支持。

We support the productivity of our globally active customers viaa worldwide service network.



三菱电机 FA核心竞争力 Mitsubishi Elect ric FA Systems

最先开发

Wide variety of

solution partners

eading - edge developmer and production 全球服务 网络

Global service

network

increase our customers productivity, through a poweful worldwide sales network.

通过全球销售网络, 我们为客户提供产品和

We provide products and solutions that help

解决方案,帮助客户提高生产力。

通过不断强化日本国内的研发 / 生产体制,并携手海外生产基地,推进最先进的制造方法。同时,导入FA整合解决方案eF@ctory,实现生产过程的可视化,提高生产效率。

we promote leading-edge production processes by constantly reinforcing the development and manufacturing systems at our "mother factory" in Nagoya, Japan and employing our network of overseas production bases. We have also introduced the e-F@ctory system to our factories, to make processes "visible" and increase efficiency.

立足能源,领先迈入未来的工厂

execo-factory

有效利用能源信息, 有利于同时提高生产率和削减成本。

Energy efficency could benefit to improve productivity and cut down costs.





三菱电机始终致力于节能产品和技术的研究,在其绿色制造理念下开发出来的节能产品,更是整合了三菱的"可视化" 技术,使得平时容易被忽略的浪费和能源使用的不合理等情况都一览无遗的呈现出来,再针对性的制定计划并实施。从 掌握能耗的现状入手,结合设备改善和管理改善不断的核查节能效果,从而达到可持续的节能。

Mitsubishi Electric Group is always committed to energy-saving products and technology. The products are developed from its green manufacturing concept including Mitsubishi "visual" technology. They can show situations such as an easily overlooked waste or irrational use of energy, then we can be targeted to plan and implement. To accomplish the sustainable energy conservation, our products start from controlling energy consumption, and combine with improvement of equipments and managements.



[生产的效率化]和[能量的效率化] 这两者所实现的目标是一致的。

production and energy efficiency attend to achieve the same objective.



通过三菱电机先进的 FA 设备和配电控制设备的结合,使 <e&eco-F@ctory> 理念的实现成为可能。

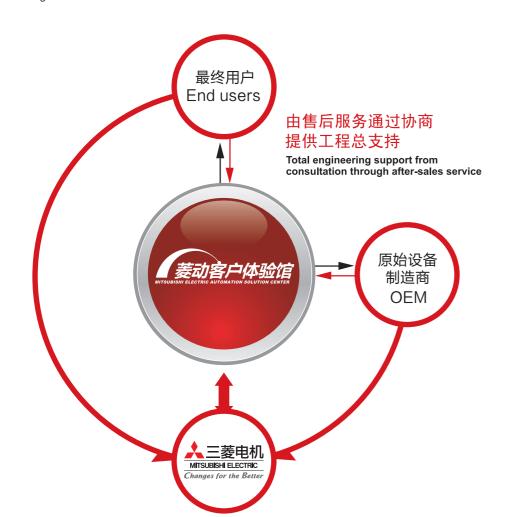
It is possible to achieve <e&eco-F@ctory> idea,through
MITSUBISHI Electric FA advanced equipment combining power
distribution control equipment.

菱动客户体验馆

Mitsubishi Electric Automation Solution Center

三菱电机自动化产品的技术、服务伴随着产品逐渐渗透到中国的各行各业。菱动客户体 验馆秉承"全面服务、客户为先"的宗旨,以客户的想法与需求,解决客户的技术与服 务疑点。菱动客户体验馆展现的"3D"战略理念,是三菱技术支持、技术服务与销售 的全方位统一,让客户充分体验直观、互动、多样的三菱电机特色服务,共同分享全面 成功的经验。

Technology and services with products of Mitsubishi Electric Automation have been entered gradually into Chinese industries. As the orientation of "Full-service, customer first", the Solution Center solves customers` technology issues based on customers' ideas and needs. With 3D comprehensive purpose including before-sales support, after-sales service and sales of full unity, customers can fully experience direct, dynamic and diverse support with Mitsubishi Electric quality, and share our successful experience together.



技术培训

The Technique Train

产品展厅

展示厅集中展示着各种FA产品 界助广大客户更好地了解产品性能

Showroom

操作演示与 加工技术支持

Application Support





全面丰富的网上内容为客户 闻中心、产品信息、应用案例、网 上培训 $oldsymbol{e}$ L培训 $oldsymbol{e}$ L培训 $oldsymbol{e}$ Iearning、资料下载和FAQ等

网上资讯

On-line information

www.meach.cn



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Technical Consulting



修复机器以及提供备品销售,FA中心

Engineering Support

Improve production efficiency Cut enterprise integrated energy costs

随着不断变化的市场环境,三菱电机为帮助客户提高竞争力推出了TCOE(Total Cost of Ownership Engineering)理念,它的核心是"整合FA"。通过整合,降低企业的综合成本。横向将整个制造系统的各个设备之间进行整合,纵向将控制系统与信息系统之间做整合。整合的结果不仅可以缩短从设计到投产的整个系统开发的工程周期,而且能够提高设备的运行效率,减少停机时间,并提高产品的合格率,从而降低设备的运行成本和维护保养成本。

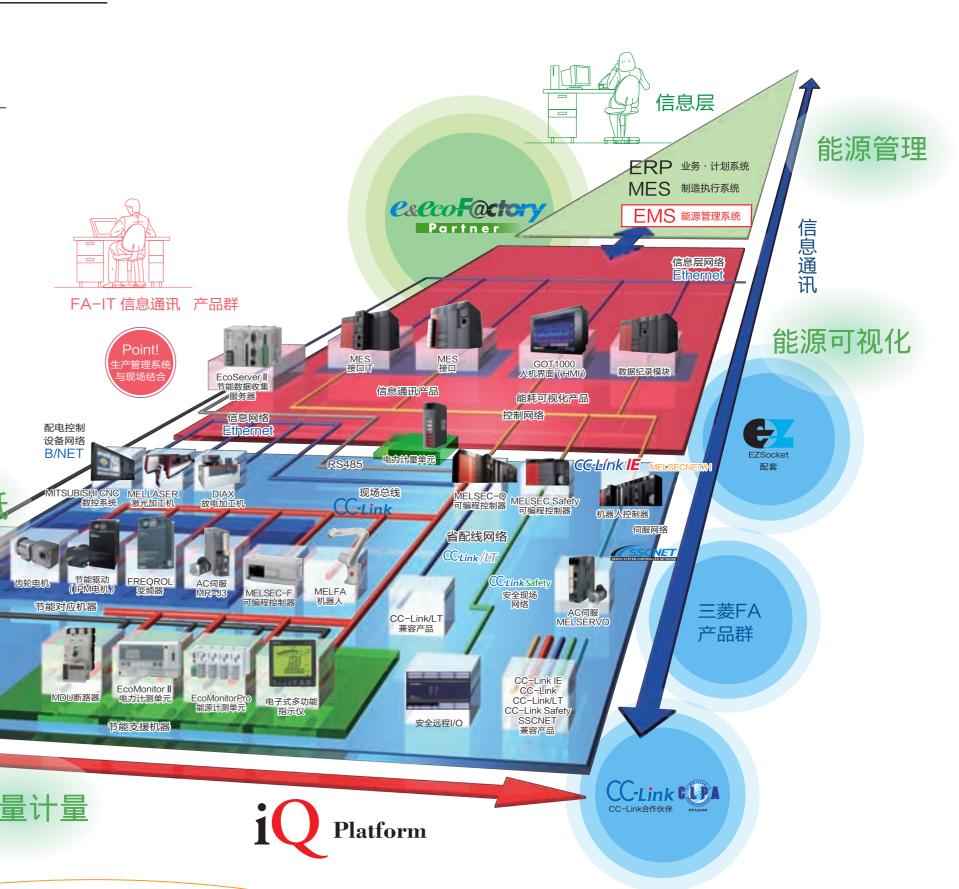
Along with changing of the market environment, Mitsubishi Electric Automation brings forward philosophy of TCOE (Total Cost of Ownership Engineering) to help customers promote competitiveness. The core is integrating FA. Total cost of company can be reduced through integration. It includes horizontal integration between individual equipments within the system and vertical integration between control system and communication system. The integrations can not only accelerate the project cycle from design to production, but also improve performance efficiency of devices, shorten downtime and promote products qualification rate, thus reducing cost of operation and maintenance of devices.

三菱的独到之处

就在这里! 控制装置的品种齐全 及机器之间的亲和性

生产设备

能源降低



技创才源

Contribution to Education

"三菱电机自动化教育合作项目"于2005年启动,目前已和许多高校形成了正式、全面的合作关系,已建立包括FA、CNC、加工机等产品在内的几十个大学实验室,这些实验室正日益成为中国自动化人才的孵化器。现在,每年已有超过五千名学生从三菱电机自动化实验室中受益,并且这一队伍还在不断壮大。

三菱电机选择合作学校时,已充分考虑到全国范围的平均分布,其中既有各地区具代表性的重点学府,也有在某些应用领域表现卓越的院校。同时三菱电机的教育合作也是全方位和多层次的,除了为学生提供一流的实践环境、为老师提供良好的教学科研平台,也会举办各种技术讲座、学术交流活动,举办"三菱电机自动化"杯大学生自动化大赛等。

"产学合作、技创才源"是我公司教育合作项目的宗旨,同时也是 三菱电机社会责任感、诚信度的体现。我公司会一如既往地与中国 院校长期合作、回报社会,助力中国自动化技术的进步,为中国的 人才培养做出贡献。

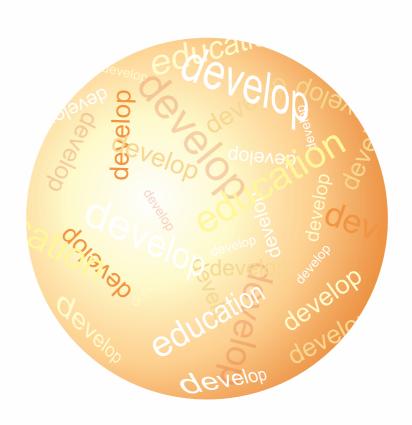


Since 2005, Mitsubishi Electric Automation (China) Group has established "MEACH Educational Cooperation Project". Many colleges and universities has become fully formed partnerships have been established dozens of university laboratories including FA,CNC,EDM and other products, which are increasingly become the home of automation professionals.

Nowadays, over 5000 students are grown up from Mitsubishi Automation Laboratories every year, and the team is still growing continuously.

Mitsubishi Electric is all aspects of educational cooperation and multi-level, both the focus of regional representative universities, but also the universities outstanding performance in certain applications. In addition to providing students with first-class practice environment, to providing teachers with excellent teaching and research platform, MEACH usually host technical seminars and academic exchanges. And "Mitsubishi Electric Automation" Automation College Cup competition will be hold annually.

As always long-term cooperation with Chinese universities, MEACH will help Chinese automation technology and personnel training for China to society in return.



产学合作 技创才源

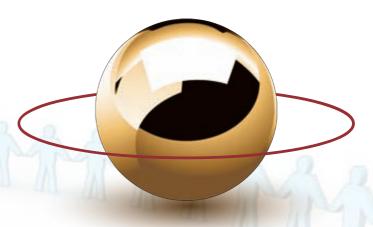


合作 伙伴

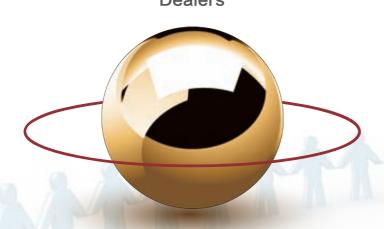


维修站、工厂、供应商

Service Stations, Factories, Suppliers



代理商 **Dealers**



行业学会、协会和大学等协作单位 给予我们宝贵的经验,并协助三菱电 机自动化品牌与产品的推广。

Universities, industry academies and ass ociations give us precious experiences, and assist to popularize the brands and produ cts of Mitsubishi Electric Automation.

代理商是同我们一起销售三菱电机自动化产品的伙伴。我们将始终与 代理商携手并进, 共创辉煌。

Dealers are our partners, who sell products of Mitsubishi Electric Automation. We will always go ahead with agents hand in hand for splendid future.

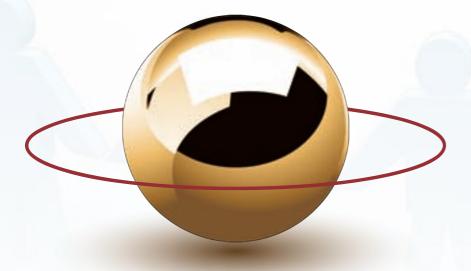
We pride in these pre develop with

我们珍视这 些宝贵的财富 并将与 之共同发展

cious fortunes and will them together.

行业学会、协会和大学等协作单位给予我们宝贵的经验,并协助三菱电 机自动化品牌与产品的推广。

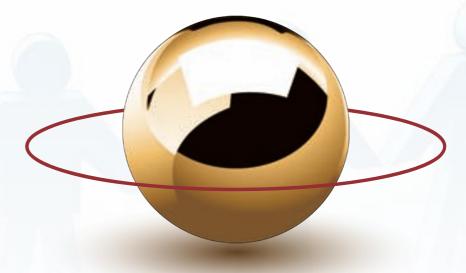
Universities, industry academies and associations give us precious experiences, and assist to popularize the brands and products of Mitsubishi Electric Automation.



员工 **Employees**

员工是公司最宝贵的财富。公司重视员工的成长,并将与员工共同发展。

Employees are the most precious fortunes of company. We pay much attention to the growth of employees and develop with them together.



客户 **Customers**

客户是我们最重要的合作伙伴。通过与客户的紧密合作,时时发现客户的潜在需求, 为客户提出前瞻性的解决方案。

Customers are our most important partners. We can find potential requirements and think out advanced solutions during close cooperation with customers.

沈阳 Shenyang 大连 Dalian 天津 Tianjin

南京 Nanjing 常熟 Changshu 上海 Shanghai

武汉 Wu Han 西安 Xi'an

东莞 Dongguan

深圳 Shenzhen

Production Facility

FA 中心和维修站网络,

为您提供高效可信赖的支持与服务, 请联系您最近的FA中心。

FA Centers provide effective and reliable support to you with our service shop network. Please contact your nearest FA center.



三菱电机自动化中心 Mitsubishi Electric Automation Center

营业服务网点 Sales & Service Network

MITSUBISHI ELECTRIC AUTOMATION (CHINA) I TD

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三菱电机客服架构示意图

Mitsubishi Electric Customer Service Schematic Diagram



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