

Mitsubishi Electric Europe appoints new Directors for Process Automation and Energy Business

Ratingen, Germany 26.04.2016

Mitsubishi Electric has invested to strengthen further the business for automation solutions in the process and power sectors with two new appointments. Morteza Seraj has become the new Director for Process Automation. He succeeds Louis Meyer in the position, while Meyer moves to head up a new business field within Mitsubishi Electric as Director, Energy Systems, EMEA, focusing on energy solutions.

Concentrating on [process](#) and [power](#) applications within Mitsubishi Electric's European Business Group, Mr Seraj will look to aid the process automation team in growing the company's customer base and developing its reputation as a technology and solutions leader in these dynamic markets.

Mr Seraj brings a wealth of experience with him from his previous position in the industry as Senior Business Manager within EMEA. He has a extensive knowledge of the process and power sectors, with experience in different business roles, including consulting, solutions, systems, products and services. With power in particular, Mr Seraj has a comprehensive knowledge of the electrification value chain - from power generation to transmission and distribution.

His broad knowledge of the European process and power markets and experience within automation technologies give him the perfect platform to build on the excellent work of Louis Meyer.

Mr Seraj comments: “I am delighted to be joining Mitsubishi Electric at this exciting time and to lead the Process Automation Business within the EMEA region. Mitsubishi Electric can point to a number of proven, industry-leading solutions within sectors such as [water treatment](#), [food & beverage](#), [pharmaceuticals](#), automotive and [power](#). The challenge now is to build the company’s reputation further so that the Mitsubishi Electric name is as synonymous with process automation as it is with factory automation. “I would like to thank Mr Meyer for the work he has done in developing an excellent platform, and look forward to the challenge of taking the business on to the next level.”

Louis Meyer said, “My focus is now on developing systems for the generation, control, protection, transformation, distribution and utilisation of Electrical Energy - with a focus on the MV (medium voltage) range of solutions. Exciting new projects for the Energy Systems business are in preparation with the aim of increasing support to ensure our customers remain competitive in this sensitive industry.”

Hartmut Pütz, President, Mitsubishi Electric Factory Automation – European Business Group, adds: “With Mr Meyer moving to focus on energy solutions, and Mr Seraj joining to lead our process automation business, we are underlining the importance of these fast developing sectors.”

Note:

Mr. Morteza Seraj will be attending the [World Waste to Energy, City Summit, London 10th – 11th of May](#). If you would like to arrange a personal meeting please contact us.

See how Mitsubishi Electric is able to respond to today's automation demands:

eu3a.mitsubishielectric.com/fa/en/solutions

<https://youtu.be/fEh5muQuhlC>

Image captions:



Picture 1: Morteza Seraj has become the new Director for Process Automation of Mitsubishi Electric Europe B.V., Factory Automation – European Business Group.

[Source: Mitsubishi Electric Europe B.V.]



Picture 2: Louis Meyer has moves to head up a new business field within Mitsubishi Electric as Director, Energy Systems, within the Factory Automation – European Business Group.

[Source: Mitsubishi Electric Europe B.V.]



Picture 3: Hartmut Pütz, President, Mitsubishi Electric Factory Automation - European Business Group.

[Source: Mitsubishi Electric Europe B.V.]

The image(s) distributed with this press release are for Editorial use only and are subject to copyright. The image(s) may only be used to accompany the press release mentioned here, no other use is permitted.

Note to Editor: if you would like the text in another language please contact Philip Howe at DMA Europa – philip@dmaeuropa.com.

About Mitsubishi Electric

With over 90 years of experience in providing reliable, high-quality products to both corporate clients and general consumers all over the world, 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, as well as in products for the energy sector, water and waste water, transportation and building equipment.

With around 129.000 employees the company recorded consolidated group sales of 36,0 billion US Dollar* in the fiscal year ended March 31, 2015.

Our sales offices, research & development centres and manufacturing plants are located in over 30 countries.

Mitsubishi Electric Europe B.V., Factory Automation European Business Group (FA-EBG) has its European headquarters in Ratingen near Dusseldorf, Germany. It is a part of Mitsubishi Electric Europe B.V., a wholly owned subsidiary of Mitsubishi Electric Corporation, Japan.

The role of FA-EBG is to manage sales, service and support across its network of local branches and distributors throughout the EMEA region.

**Exchange rate 120 Yen = 1 US Dollar, Stand 31.3.2015 (Source: Tokyo Foreign Exchange Market)*

Further Information:

eu3a.mitsubishielectric.com/fa

Follow us on:



youtube.com/user/MitsubishiFAEU



twitter.com/MitsubishiFAEU

Press contact:

Mitsubishi Electric Europe B.V.

Factory Automation European Business Group

Monika Torkel

Expert Marketing Communications

Mitsubishi-Electric-Platz 1

40882 Ratingen, Germany

Tel.: +49 (0)2102 486-2150

Fax: +49 2102 486 7780

Monika.Torkel@meg.mee.com

PR agency:

DMA Europa Ltd.

Mr. Roland Renshaw

Europa Building, Arthur Drive, Hoo Farm Industrial Estate, Kidderminster, Worcestershire, UK

Tel.: +44 (0)1562 751436

Fax: +44 (0)1562 748315

roland@dmaeuropa.com

www.dmaeuropa.com