

[News Release]

**Mitsubishi Electric Celebrates Official Opening of Cambodia Representative Office,
Marking a New Chapter in Regional Expansion**



Strengthening Local Presence and Reaffirming Commitment to the ASEAN Market

Phnom Penh, Cambodia – 20 May, 2025 – Mitsubishi Electric Asia Pte. Ltd., the regional headquarters for Mitsubishi Electric Corporation in Southeast Asia, officially celebrated the grand opening of its representative office in Phnom Penh, Cambodia. The event marked a significant milestone in the company's strategic growth in ASEAN and highlighted its commitment to deepening engagement with local partners, industries, and communities.

The ceremony was attended by executives from Mitsubishi Electric Group companies, local business leaders, distributors, and key stakeholders, reinforcing the company's strong regional presence and collaborative approach. The event also commemorated the opening of Mitsubishi Elevator (Thailand) Co., Ltd.'s new branch office in Cambodia, showcasing cross-group synergy within Mitsubishi Electric.

Deepening Local Engagement

In his remarks at the ceremony, Mr. Toshimitsu Ito, Chief Representative of the Asia Pacific Region for Mitsubishi Electric Corporation and Managing Director of Mitsubishi Electric Asia, emphasized the importance of Cambodia in the company's long-term growth plans.

"Today's opening represents more than just a physical expansion — it reflects our growing commitment to understanding and serving local market needs. With our team in Phnom Penh currently focused on supporting the air-conditioning business, we believe that establishing a stronger presence here will enable us to respond more effectively and contribute more significantly to the country's development," said Mr. Ito.



Expanding ASEAN Footprint

The Phnom Penh office becomes the latest addition to Mitsubishi Electric Asia's expanding ASEAN network, which includes operations in Singapore, Thailand, Vietnam, Malaysia, Indonesia, the Philippines, and Myanmar. The growing regional footprint supports Mitsubishi Electric's strategy of building localized capabilities and strengthening customer connections.

Mitsubishi Elevator (Thailand) Co., Ltd., a longtime player in the regional vertical transportation sector, also marked its official entry into Cambodia with the opening of its local branch. The company will deliver elevator and escalator solutions tailored to local needs and offer full installation, maintenance, and after-sales services.

Commitment to Sustainability

As part of its long-term vision, Mitsubishi Electric reaffirmed its focus on sustainable development through environmentally responsible technologies. These include energy-efficient air-conditioning systems and building solutions that support green infrastructure goals.

Looking Forward

The successful opening ceremony in Phnom Penh marks the beginning of a deeper, more integrated presence in Cambodia. Mitsubishi Electric Asia is confident that its on-the-ground operations will allow it to better serve local markets and contribute to long-term regional growth.

“We are proud to take this step forward together with our partners and customers in Cambodia,” Mr. Ito concluded. “This is just the beginning of a journey to grow stronger and more connected with the communities we serve across ASEAN.”

About Mitsubishi Electric Asia

Mitsubishi Electric Asia is a subsidiary of Mitsubishi Electric Corporation, a world-leading manufacturer of products ranging from home electronics, industrial and factory automation, semiconductors and devices, public utility systems, and defence and space systems. Established in Singapore in 1977, Mitsubishi Electric Asia has been providing reliable, high-quality products to homes, businesses and industries in Asia Pacific.

Mitsubishi Electric Asia seeks to be established as a marketing and engineering hub with its well-networked and strategic presence in the region. At Mitsubishi Electric Asia, we live by our pledged commitment to change for the better with every move we make.

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