



**Tomohiro Yoshida appointed new head of Factory Automation at Mitsubishi Electric Europe**

**Ratingen, Germany – 21 January 2026**



*Image Caption: Tomohiro Yoshida, New FA Business Unit President*

[Source: Mitsubishi Electric Europe]

**Mitsubishi Electric has appointed Tomohiro Yoshida as the new President of its Factory Automation EMEA business unit.**

Mr. Yoshida brings with him more than 30 years of experience working at Mitsubishi Electric, having started his career at the company's Nagoya Works in 1992.

Since then, he has held a variety of senior managerial positions across the business, notably being tasked with heading up the inverter development department in 2017 and being appointed Managing Director of the Factory Automation unit at Mitsubishi Electric India in 2021.



He returned to Japan in 2024, where he was made the head of the Field Engineering Center, before taking up his current position in October 2025.

Looking ahead, Mr. Yoshida will focus on growing the Factory Automation business unit's market share throughout Europe by continuing its evolution away from a product-focussed company to a strategic solutions provider for its OEM, systems integrator and end-user customer base.

Speaking about his appointment, Mr. Yoshida said: "I am delighted to be continuing my Mitsubishi Electric journey in Europe.

"While European industry has faced several pressing challenges in recent years, not least the significant volatility in energy pricing and growing number of OT cyber-attacks, we remain committed to helping our customers leverage the benefits of automation to stay competitive, efficient and resilient in a dynamic operating environment."

-/END/-

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## *Changes for the Better*

### About Mitsubishi Electric Corporation

With more than 100 years of experience in providing reliable, high-quality products, Mitsubishi Electric Corporation (TOKYO: 6503) is a recognised 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, energy, transportation, and building equipment. Mitsubishi Electric enriches society with technology in the spirit of its "Changes for the Better." The company recorded a revenue of 5,521.7 billion yen (U.S.\$ 36.8 billion\*) in the fiscal year ended March 31, 2025.

For more information, please visit [www.MitsubishiElectric.com](http://www.MitsubishiElectric.com)

\*U.S. dollar amounts are translated from yen at the rate of ¥150=U.S.\$1, the approximate rate on the Tokyo Foreign Exchange Market on March 31, 2025.

### About Mitsubishi Electric Factory Automation Business Group

Offering a vast range of automation and processing technologies, including controllers, drive products, power distribution and control products, electrical discharge machines, electron beam machines, laser processing machines, computerised numerical controllers, and industrial robots, Mitsubishi Electric helps bring higher productivity – and quality – to the factory floor. In addition, its extensive service networks around the globe provide direct communication and comprehensive support to customers. The global slogan "Automating the World" shows the company's approach to leveraging automation for the betterment of society, through the application of advanced technology, sharing know-how, and supporting customers as a trusted partner.

For more about the story behind "Automating the World" please visit:

[www.MitsubishiElectric.com/fa/about-us/automating-the-world](http://www.MitsubishiElectric.com/fa/about-us/automating-the-world)



Mitsubishi Electric Europe B.V., Factory Automation EMEA has its European headquarters in Ratingen near Dusseldorf, Germany. It is a part of Mitsubishi Electric Europe B.V. which has been represented in Germany since 1978, a wholly owned subsidiary of Mitsubishi Electric Corporation, Japan. The role of Factory Automation EMEA is to manage sales, service, and support across its network of local branches and distributors throughout the EMEA region.

For more information, please visit [emea.mitsubishielectric.com/fa](http://emea.mitsubishielectric.com/fa)

### About e-F@ctory

e-F@ctory is Mitsubishi Electric's integrated concept to build reliable and flexible manufacturing systems that enable users to achieve many of their high-speed, information-driven manufacturing aspirations. Through its partner solution activity, the e-F@ctory Alliance, and its work with open network associations such as the CC-Link Partners Association (CLPA), users can build comprehensive solutions based on a wide-ranging "best in class" principle.

In summary, e-F@ctory and the e-F@ctory Alliance enable customers to achieve integrated manufacturing but still retain the ability to choose the most optimal suppliers and solutions.

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