

The slogan 'Automating the World' from Mitsubishi Electric to Initiate Digital Transformation for Sustainability



"Let's manufacture what matters to you."



“Digitally multiplying the potential of manufacturing” menggambarkan hubungan antara teknologi digital dan manufaktur.

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Factory Automation and Industrial Division

Branch Office

Jl. Kenari Raya Blok G2-07A, Delta Silicon 5,
Lippo Cikarang - Bekasi 17550, Indonesia
Phone: +62-21 29617797

Head Office

Gedung Jaya 8th floor, JL.MH. Thamrin No.12
Jakarta Pusat 10340, Indonesia
Phone: +62-21 31926461



Sustainability adalah topik utama bagi semua kalangan, namun juga menawarkan beberapa sudut pandang yang berbeda seperti yang diilustrasikan dalam "Manufacturing made sustainable."

Global Awareness Campaign launched by Mitsubishi Electric Factory Automation with the slogan "Automating the World" featuring a series of illustrative visuals, namely "Let's manufacture what matters to you," "Digitally multiplying the potential of manufacturing," and "Manufacturing made sustainable," all three visuals include the object "girl in the red dress" and a robot arm.

These objects highlight that automation exists to support and aid humans in achieving their goals, from helping to create the product or service that is wanted, to customizing it to an individual's needs, and ensuring that process has minimal impact on the environment. Therefore, in line with the illustrative visuals we have shared, our approach through the slogan "Automating the World"

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aims to support society in prioritizing sustainability, as our commitment to contribute to reducing gas emissions impact on society by leveraging technological advancements in factory automation to provide benefits and efficiency for the Manufacturing Industry and having a positive impact on the environment.

For getting an **Exclusive Meeting Appointment** from Mitsubishi Electric Indonesia Factory Automation **Expertise Member**, Please click this link <https://bit.ly/3F3ldTv>.

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