

Press Releases

Mitsubishi Electric Group Sponsor "ASEAN Mitsubishi Electric Cup™ 2024" as 2nd Consecutive Tournament for Strengthening of Unity and Branding in the Region.

Mitsubishi Electric Group will continue its partnership with the ASEAN Football Federation (AFF) as the title partner of the ASEAN Mitsubishi Electric Cup™ 2024. The 15th edition of the biennial competition will be launched from November 23 to December 21, 2024, and 11 ASEAN national teams will compete to win the championship title. Mitsubishi Electric have been a title partner of the ASEAN Championship since 2022.

Mitsubishi Electric Group will commit to the following goals through this sponsorship:

- Contributing to the further development of Southeast Asia
 - The AFF Mitsubishi Electric Cup™ was with over 480,000 spectators and over 438 million viewers on television and digital streaming platforms in 2022, making it one of the largest sporting events in Southeast Asia. By sponsoring this renowned international football tournament, Mitsubishi Electric Group aims to make societies in the region vibrant and sustainable.
 - Mitsubishi Electric Group contributes to society through sports by sponsoring domestic and international sporting events, as well as owning several sporting teams, including basketball and tennis teams.

- Messaging of Sponsorship Slogan “Together, we can build better.”
 - As an integrated electronics and electrical manufacturer, Mitsubishi Electric aims to expand its business within the fast-growing Southeast Asia region, as well as contribute to the further development of the region by providing a wide range of products and services such as air conditioning systems, home appliances, building solutions and factory automation systems, as well as systems for transportation and water treatment.
 - The sponsorship slogan “Together we can build better” expresses Mitsubishi Electric’s desire to contribute to the development of Southeast Asia as a team by

combining a variety of products and solutions and working together with clients. It is just same as the players, tournament staff, and supporters all work together to make the sports tournament a success.



Takato Abe, Corporate Executive and Senior General Manager Mitsubishi Electric Corporation

Mr. Takato Abe said, "We are addressing social challenges through our business and contributing to a fulfilling life and a vibrant society through activities regarding culture, arts and sports. We hope our sponsorship will help to build a brighter future of Southeast Asia community through not only the tournament itself but also CSR programs which will be more expanded than last tournament."



Kunihiko Seki, Chief Representative, Asia Pacific Region of Mitsubishi Electric Corporation

Mr. Kunihiko Seki said "As the Title Partner of the ASEAN Mitsubishi Electric Cup™ 2024, we would like to build further **bonds** with the people in Southeast Asia by having various interactive CSR approaches like Football Clinic to make positive impact together with the partnership with ASEAN Football Federation. These bonds include not only with our valued customers and business partners but also among our employees. Such initiatives will empower **brand love**, in parallel with our ceaseless dedication by business and services to the region. For we believe that bringing all the efforts together is a key for realizing the sustainable and vibrant society in the spirit of ‘together, we can build better’. This strategy supports not only ASEAN Mitsubishi Electric Cup but also various other events regarding sports, culture, and arts. For example, Mitsubishi Electric Kang Yong Watana has been partnering with Thai Famous Singer Mr. Nont as brand ambassador to offer vitality to Thai people by the power of music at the same time introducing our air conditioners and refrigerators to provide quality comforts in Thailand.

The Official Draw of the ASEAN Mitsubishi Electric Cup™ 2024 was held in Hanoi, Vietnam, on May 21, 2024. The result of the draw is;





The atmosphere for "ASEAN Mitsubishi Electric Cup™2024"

In addition to the qualification round, we will conduct a football-clinic activity [Football Clinic] as a part of CSR program, in line with Trophy Tour to heat people during the contest. The clinic will be held in 6 countries: Thailand, Singapore, Indonesia, Vietnam, Malaysia, and Philippines. And Thailand will be held as a first place on September 28, 2024.

The ASEAN Mitsubishi Electric Cup™ is one of the most prestigious and popular bi-annual sporting event in ASEAN, featuring 11 National Group A: Thailand, Malaysia, Singapore, Cambodia, QR winner (Brunei DS or Timor-Leste) and Group B: Vietnam, Indonesia, Philippines, Myanmar, Laos

This is the 2nd consecutive season that Mitsubishi Electric is on board as title partner of this tournament. The AFF Championship has only saw 4 winning teams taking the title over the history of the tournament with Thailand winning a record 7 titles, Singapore with 4 titles, Vietnam 2, and Malaysia 1.

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สอบถามรายละเอียดเพิ่มเติมได้ที่

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