

Press Release

Mitsubishi Electric Expands Business Operations in Cambodia, Reinforcing Confidence in the Potential of the ASEAN Region.



[Phnom Penh, Cambodia] (May 20, 2025) – Mitsubishi Electric Group continues to strengthen its presence in Southeast Asia. Most recently, Mitsubishi Electric Asia Pte. Ltd., which serves both as a sales company for Singapore and as the regional headquarters based in Singapore, has officially opened a commercial representative office in Phnom Penh, Cambodia. In parallel, Mitsubishi Elevator (Thailand) Co., Ltd., has officially opened its local branch office there as well, demonstrating strong collaboration among group companies. These moves are part of a concerted effort to drive market expansion and further reinforce the Mitsubishi Electric brand across the Southeast Asian region.



Mr. Toshimitsu Ito, Chief Representative Asia Pacific Region of Mitsubishi Electric Corporation and Managing Director of Mitsubishi Electric Asia stated *"The opening of our representative office in Cambodia is part of Mitsubishi Electric's strategic plan to strengthen our business network across Southeast Asia. Mitsubishi Electric has been operating in Cambodia for some time, offering air-conditioning systems and elevator services through support from local partners and distributors. This collaboration has led to strong recognition of our products in the local market.*

Therefore, we established a commercial representative office in Phnom Penh in November of last year to further solidify our presence in the country. Despite the global economic slowdown or stagnation, the company continues to see stable and sustainable growth opportunities in Southeast Asia, a key strategic market for Mitsubishi Electric.

The opening of the Phnom Penh office marks an important step in enhancing our proximity to local customers and improving our responsiveness to market demands with greater speed and precision. Furthermore, we are committed to supporting our local partners in delivering high-quality services to customers across all sectors. We remain dedicated to ongoing investment to

support market development and meet diverse needs across products, systems, and solutions that contribute to improving people's quality of life".

Currently, Mitsubishi Electric Asia has an extensive network of group companies across the region, including in Singapore, Thailand, Australia, India, Indonesia, Vietnam, Malaysia, Philippines, and Myanmar. The newly established commercial representative office in Cambodia is the latest addition to this network. In addition, the new branch office of Mitsubishi Elevator (Thailand) in Cambodia has also been officially inaugurated.



Mr. Katsuya Kawabata, Managing Director of Mitsubishi Elevator (Thailand) Co., Ltd. stated, *"Cambodia is one of the high-potential markets in the ASEAN region, with steady economic growth and rising demand for vertical transportation systems. The opening of our new branch in Phnom Penh marks a significant step forward for Mitsubishi Elevator (Thailand) Co., Ltd. in expanding our regional service network. We are committed to delivering safe, comfortable, high-quality products and services that meet international standards—covering installation, maintenance, and after-sales service.*

We place great importance on working closely with local employees and have plans to expand our team and service centers in the future to support market growth and enhance customer

satisfaction. We view Cambodia as a strategic market full of opportunities and are ready to drive sustainable long-term growth in the country.

We aim to build a strong operational network in the region, enabling us to respond quickly and efficiently to customer needs. Additionally, this is in line with Mitsubishi Electric's vision to be a leader in innovation and the development of cutting-edge technology, ensuring sustainable growth in the Cambodian market and throughout ASEAN."



The establishment of the commercial representative office of Mitsubishi Electric Asia Pte. Ltd. (MEAP) and the new branch of Mitsubishi Elevator (Thailand) Co., Ltd. in Phnom Penh reflects the companies' aligned strategies to build a robust business support network across the region. With a long-term vision to expand into other related business sectors, the Group remains confident that, despite the global economic slowdown, investing in high-potential markets like Cambodia is a key driver for Mitsubishi Electric's sustainable growth in the long run.

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