

2025 年 7 月 1 日

Notification of the Establishment of Setsuyo Astec Corporation Bangladesh Branch

Setsuyo Astec Corporation (President and CEO: Hisao Hanaoka), a wholly owned overseas sales subsidiary of Mitsubishi Electric Corporation, will reorganize its representative office in Dhaka, Bangladesh, which opened in November 2018, into a branch office. This move is part of the company's effort to strengthen its factory automation business in the Asian market. The new branch office will begin operations on July 1, 2025, aiming to support business expansion in the rapidly growing Bangladeshi market.

By transitioning to a branch structure, Setsuyo Astec aims to establish more autonomous and agile business operations, enabling more meticulous product sales and customer service.

Purpose of establishing a branch

In recent years, Bangladesh has made significant progress in developing its social infrastructure, including electricity, transportation, and buildings. Further growth is anticipated, particularly in the textile industry, which ranks second in global production volume after China. With the eighth largest population in the world (170 million people), Bangladesh is expected to experience rising living standards and increased private consumption as its economy grows. Looking ahead, the entry of foreign manufacturers from countries such as Japan, China, Taiwan, Korea, and Western nations is expected to accelerate, and local companies in industries such as food & beverage and building materials are projected to grow, driving greater demand for factory automation and power distribution and control products.

In response to this evolving business environment, Setsuyo Astec will establish a Bangladesh branch to function as a local base. The branch will focus on providing meticulous customer support and improving service quality through timely market research, marketing activities, and by supporting local sales agents. Leveraging over 60 years of experience and expertise in the Asian market, Setsuyo Astec will continue contributing to the industrial development of Bangladesh.

Branch Overview

Name	SETSUYO ASTEC CORPORATION BANGLADESH BRANCH
Representative	Yusuke IMAGAWA, Branch Manager
Commencement of Operations	July 1, 2025
Number of Employees	5
Operations	Marketing, product sales, and technical support focusing on factory automation and power distribution and control products (Target products: Mitsubishi Electric Corporation's sequencers (PLCs), HMIs, inverters, servos, circuit breakers, electromagnetic switches, GOCs, modular I/O units, etc.)

Inquiries

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