



FOR IMMEDIATE RELEASE:

Mitsubishi Electric Celebrates Opening of First U.S. Innovation Center

The Boston event united industry leaders, startups, and academia to mark milestone in the company's U.S. innovation strategy.

BOSTON, Mass. – May 12, 2025 – Mitsubishi Electric US, Inc. officially launched the [Mitsubishi Electric Innovation Center \(MELIC\)](#), its first ever U.S.-based global innovation hub, during an event at the MIT Media Lab on May 8. The celebration brought together leading voices in academia, startups, and the technology industry to highlight Mitsubishi Electric's growing commitment to open innovation in the United States.

"We are proud to take this important step in advancing our long-standing commitment to solving real-world challenges across the industries we serve," said Satoshi Takeda, SVP, CDO, CIO, and Group President of Digital Innovation of Mitsubishi Electric Corporation. "Boston's world-class technology and higher education ecosystem will enable us to continue building solutions for a smarter, more sustainable world by accelerating early-stage innovation through collaborations with visionary startups and students."

"The launch of MELIC marks a pivotal moment in our journey to embed innovation deeper into the fabric of our U.S. operations," said Zafer Sahinoglu, VP of Innovation, GM of Mitsubishi Electric Innovation Center. "By bringing together startups, academia, and leading technology voices under one roof, we're creating a space where bold ideas can thrive and scale—accelerating the development of technologies that address real-world needs in energy, mobility, manufacturing, and more."

Following welcome remarks from Satoshi Takeda, Dayan Rodriguez, CVP of Manufacturing and Mobility at Microsoft Inc., opened the event with a forward-looking keynote on AI-driven transformation in the manufacturing industry. He discussed how AI is reshaping business processes, enhancing employee capabilities, and reinventing customer engagement, while also highlighting emerging trends like quantum computing, chip innovation, and digital twins, and emphasizing AI's growing role in cybersecurity.

The event also featured dynamic panels and fireside chats covering the future of automation – from AI-driven innovation in HVAC and scaling AI ventures to reviving the American manufacturing workforce and modernizing the power grid. Industry leaders shared strategic insights and real-world applications, offering attendees valuable takeaways to remain competitive in a rapidly evolving technology landscape.

Other speakers and industry leaders included:

- Mike Corbo, President & CEO, Mitsubishi Electric US
- Zafer Sahinoglu, VP, Innovation, GM, Mitsubishi Electric Innovation Center
- Asa Kalavade, Vice President, AWS Q Transformation, Amazon Web Services, Inc.
- Bill Aulet, Managing Director, Martin Trust Center for MIT Entrepreneurship
- Ramesh Raskar, Associate Professor of Media Arts and Sciences, MIT Media Lab
- Oded Maron, Head of AI, Mass Robotics
- Fouad Dagher, Director of Clean Energy Development, National Grid
- Lisa Ellmann, Partner, Hogan Lovells, President, Commercial Drone Alliance



Set to open later this year at 201 Broadway in Cambridge, MELIC will serve as a launchpad for co-innovation, offering startups and students access to Mitsubishi Electric’s global reach, technical expertise, and resources needed to scale breakthrough solutions in energy, mobility, logistics, AI, and manufacturing. MELIC’s current ventures, which reflect the company's focus on deep tech, real-world impact, and founder-first collaboration, include [AnyMile](#), [DiamondView](#), [Urban Hawk](#) and [HubPilot](#).

Mitsubishi Electric invites collaboration from founders, investors, mentors, and educators to help shape the next generation of transformative startups. Learn more at melic.vc.

About Mitsubishi Electric US, Inc.

Headquartered in Cypress, CA, Mitsubishi Electric US, Inc., a US affiliate company of Mitsubishi Electric Corporation, supports US innovation initiatives and manufactures cooling and heating products, elevators and escalators, space and sensing systems, and semiconductor devices. Mitsubishi Electric contributes to a vibrant and sustainable society through continuous innovation and “Making Changes for the Better.” For additional information visit us.mitsubishielectric.com/en.

About Mitsubishi Electric Corporation

With more than 100 years of experience in providing reliable, high-quality products, Mitsubishi Electric Corporation (TOKYO: 6503) is a recognized 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.” For more information, please visit: www.MitsubishiElectric.com.

Media Contacts

Christina O’Connell
Director of Corporate Communications
Mitsubishi Electric US, Inc.
christina.oconnell@meus.com
Office: +1 714.236.6135 / Mobile: +1 714.713.0145

Andrew Doucette
PR on behalf of Mitsubishi Electric US, Inc.
Matter Communications
Adoucette@matternow.com
Office: +1 978.358.5838

###