

PRESS RELEASE

June 2015

Meet Mitsubishi Electric at Stora Nolia in Umeå

Stora Nolia takes place on 1–9 August, this time in Umeå. Mitsubishi Electric will be there for the second year in a row. Come and meet Mitsubishi Electric at stand 168!

Stora Nolia is an exhibition that takes place every year, alternating between Piteå and Umeå. This year it is Umeå's turn to organise this popular festival in Norrland. This is an exhibition that attracts about 100,000 visitors every year and around 800 exhibitors. You can find everything here from caravans to Crocs, reindeer sausage to bathtubs.

Stora Nolia in Piteå in 2014 was a success for Mitsubishi Electric and naturally, because of this, we will be in place this year as well to demonstrate our most popular air/air and air/water heat pumps that will reduce your heating costs.

"Last year was our first year at Stora Nolia and coming up to Norrland is always great fun. We are looking forward to nine eventful days in Umeå," says Anna Sjöström, Marketing Manager at Mitsubishi Electric.

Come and visit us at stand 168 to talk about heating and air conditioning. We will also have special exhibition offers at our stand that can save you a little more money!



Stora Nolia has something for everyone! Theme days, concerts and loads of activities for the children. Opening hours 1–9 August 10:00 AM –5:00 PM, open until 8:00 PM on Wednesday 5 August. For further information about the exhibition and tickets, visit www.nolia.se/stora (Page in Swedish)

Visit Mitsubishi Electric during Stora Nolia 1–9 August. We will be at stand 168 in exhibition hall 1.

Mitsubishi Electric is a global leader in the research, manufacturing and marketing of electrical and electronic equipment used in communications, consumer electronics, industrial technology, energy and transportation. Its head office is located in Häggvik, north of Stockholm. The company also has offices in Gothenburg and Lund.

The company has operated in the Nordic region for more than 30 years and has 50 employees. Mitsubishi Electric Scandinavia is responsible for sales and the support of its own products in Sweden, Norway, Finland, Denmark and the Baltic states.