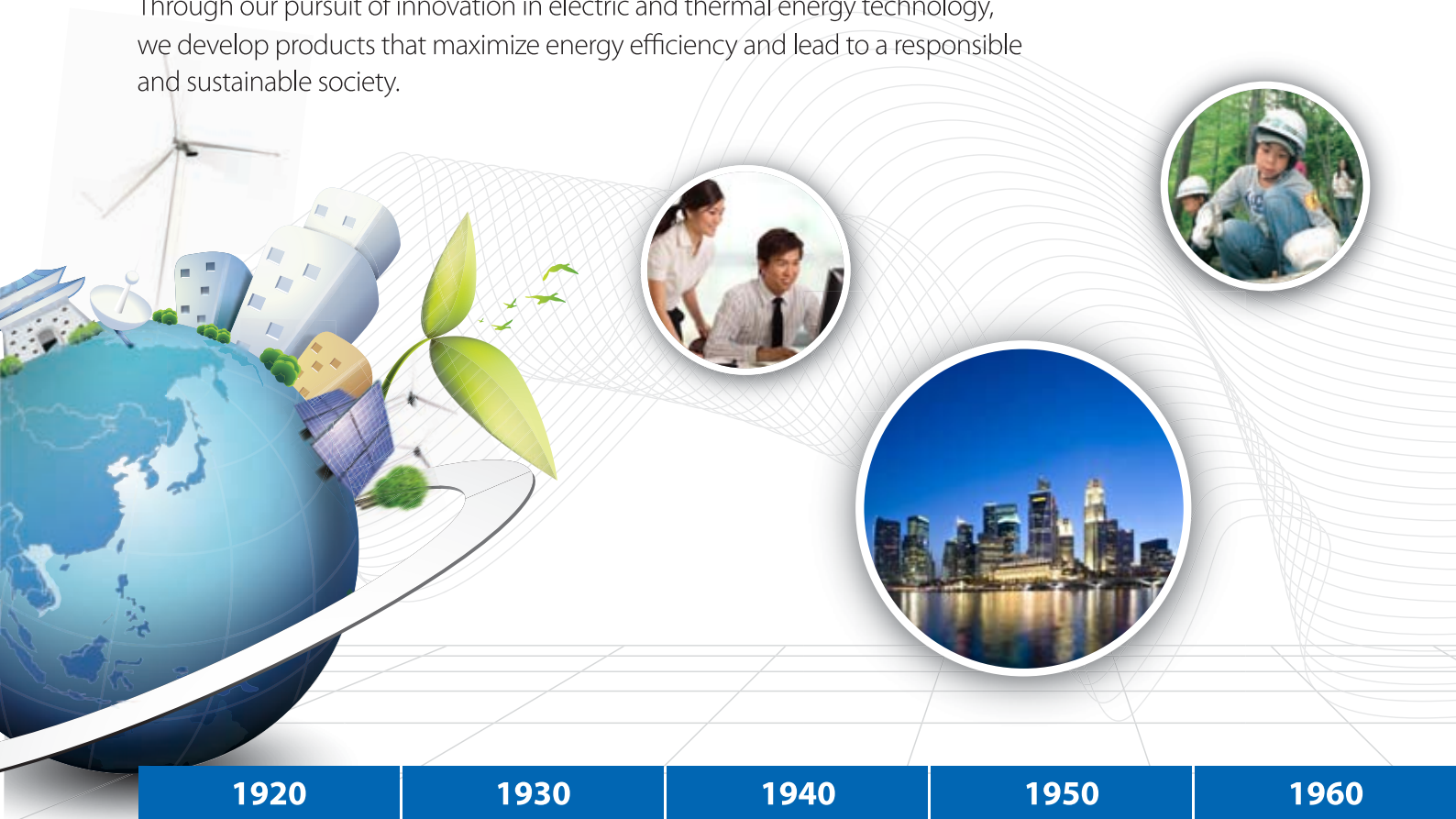


Corporate Profile



Innovating Energy Technology

Through our pursuit of innovation in electric and thermal energy technology, we develop products that maximize energy efficiency and lead to a responsible and sustainable society.



1920

1930

1940

1950

1960

1923: Fuji Electric Manufacturing Co., Ltd. Established by a capital and technology alliance between Furukawa Electric Co., Ltd. and German company Siemens AG.

1924: Started
1925: Started

Import
Sales

Heavy Electrical
Equipment

Measuring
Instrument

Semiconductor

Home Equipment

Communication
Equipment

1937: Started manufacturing Watt-hour meters

1969: Started manufacturing Vending machines

1927: Started manufacturing
Electric fans

1935: Established Fuji Tsushinki Manufacturing Co.,
Ltd. (currently, Fujitsu Limited) by spinning off
telephone division.

Function of PT. Fuji Electric Indonesia



Collaboration with
Fuji Electric Group



► Sales by distributor

Expanding sales in Indonesia by collaborating with distributors

► Offering incomparable one-stop solutions

- Autoimmunization
- Labour Saving
- Energy Saving
- Stabilization

► Developing innovative products to reduce environmental load


Creating products to suit local market

► Service

Efficient response time in
Return of customer satisfaction
Rejuvenate existing products



manufacturing Power generators.
manufacturing Transformers.

2002: Introduced symbol mark 

2003: Moved to pure holding company system.

1957: Started
manufacturing Diode.

- Power and Social Infrastructure
- Industrial Infrastructure
- Power Electronics
- Electronic Devices
- Food and Beverage Distribution

Vending Machines

2011: Fuji Electric Co. Ltd (Merger of Fuji Electric Holdings Co., Ltd. with Fuji Electric Systems Co., Ltd.)
Sales & Marketing Representative Office established in Indonesia

2012: Introduced new brand statements.
Innovating Energy Technology
PT. Fuji Electric Indonesia established.

Fuji Electric's Energy-Related Business

With power electronics technology and thermal energy technology as core technologies, Fuji Electric contributes to the creation of responsible and sustainable societies through its five business sectors: Power and Social Infrastructure, Industrial Infrastructure, Power Electronics, Electronic Devices, and Food and Beverage Distribution.

Power and Social Infrastructure

By integrating environmentally friendly electric power plants and energy management, Fuji Electric will contribute to the realization of a society of smart communities.

- Steam turbine
- Power generation facilities
- Fuel cells
- Cluster Energy Management System
- Electric power storage systems



Steam turbine



Cluster Energy Management System (CEMS)

Industrial Infrastructure

Fuji Electric supplies diverse customers in the fields of industry with “energy savings” and “lifecycle services” for production lines and infrastructure equipment.

- Substation equipment
- Rectification equipment
- Drive control systems
- Industrial electric heat
- Instrumentation and control systems



Switching devices



Measurement instruments

Power Electronics

Fuji Electric supplies products that incorporate power electronics technology to improve the efficiency and stability of energy.

- General-purpose and industrial inverters
- Synchronous motor systems
- Systems for EV (Quick chargers)
- Uninterruptible power supply systems
- Magnetic switches / Molded-case circuit breakers



General-purpose inverters



Uninterruptible power supply systems

Electronic Devices

Fuji Electric supplies power semiconductors and other essential devices to the fields of industrial equipment, automobiles, information equipment, and new energy.

- Power semiconductors
- Organic photoconductive drums
- Magnetic disks



Power semiconductor

Food and Beverage Distribution

With our freezing technology at the core, we integrated mechatronic technology and IT to offer optimal products and solutions to our customers.

- Vending machines
- Food service equipment
- Freezer and refrigerated showcases
- Energy-saving stores
- Distribution systems



Vending machine



Freezer and refrigerated showcases



POWER AND SOCIAL INFRASTRUCTURE

We integrate environmentally friendly electrical power plants with energy management, contributing to the realization of smart communities.

Geothermal Power Generation

As the world's top manufacturer of geothermal power plants, we not only manufacture turbines and generators but also offer comprehensive plant construction solutions covering electric power generation system design, installation work, and trial operation. We are also engaged in the growing field of binary power plants, which make low-temperature-source generation possible.



Nga Awa Purua Geothermal Power Station, 140-MW capacity: World's largest single unit output (New Zealand)



Wayang Windu Geothermal Power Plant (Indonesia)



Kawerau Geothermal Power Plant (New Zealand)

Thermal Power Generation

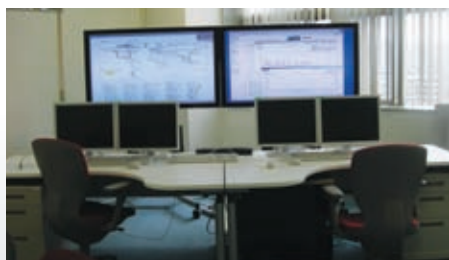
We design and construct the steam turbines and generators that are the heart of any thermal power generation system, offering equipment models and configurations to meet the demands of various plants. We respond to the needs of diverse plants not only in Asian markets but also around the world.



Steam turbine



Thermal power generation facilities



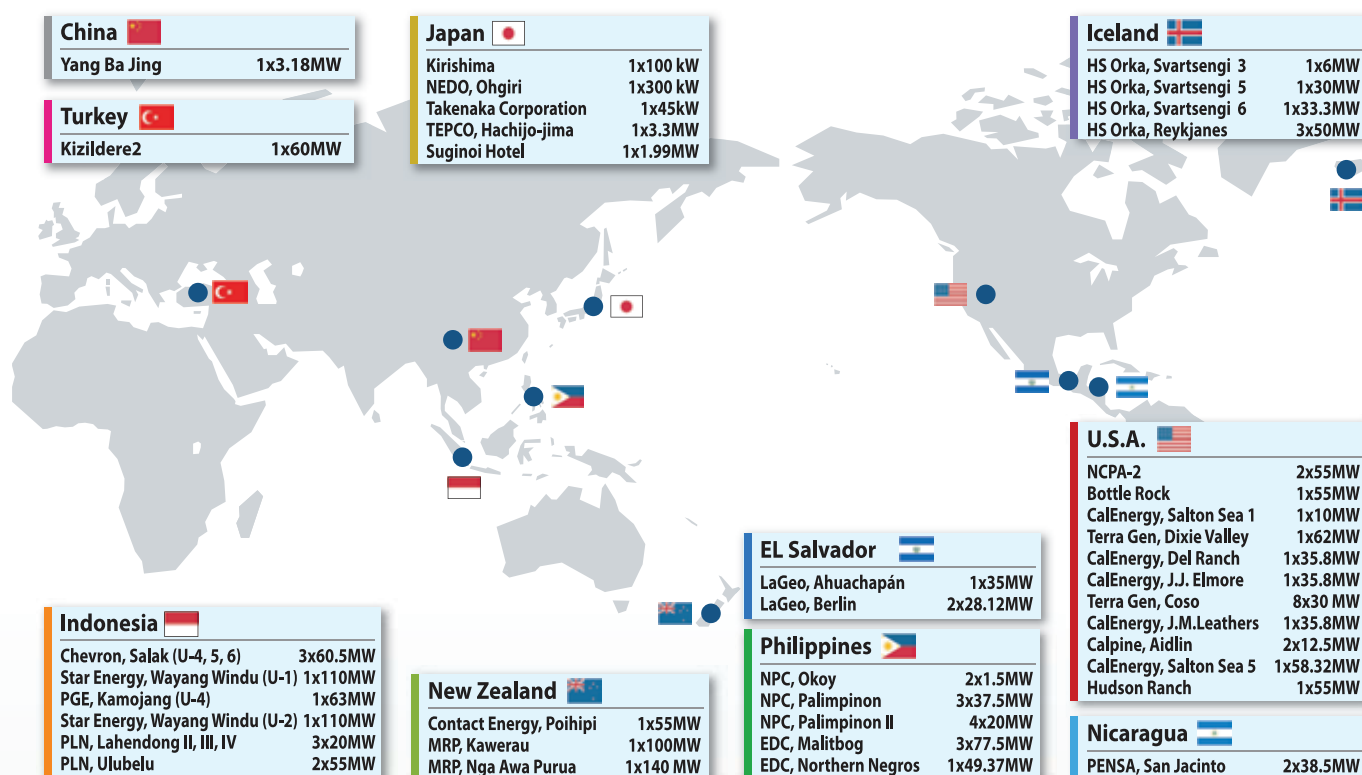
Operation Support Center

After-Service Focus

Fuji Electric also focuses on post-delivery after-service. In 2008 we established our Operation Support Center within the Kawasaki Factory, to enable us to confirm the operational status of the geothermal equipment we had delivered worldwide. The center takes in data concerning items such as steam flow, production of electricity and turbine pressure, and uses that to estimate the equipment's future status and propose maintenance options to the customer

Worldwide Fuji Geothermal Power Generation Units

Fuji Electric's strength in geothermal power is recognised worldwide



TEPCO
Hachijo-jima



Terra Gen
Dixie Valley



Terra Gen
Coso



Calpine
Aidlin



CalEnergy
Del Ranch, J.J. Elmore, J.M. Leathers



CalEnergy
Salton Sea 5



HS Orka
Svartsengi 6



HS Orka
Reykjanes



Star Energy
Wayang Windu



PLN
Lahendong III



MRP
Kawerau



MRP
Nga Awa Purua



EDC
Northern Negros



EDC
Malitbog



LaGeo
Ahuachapán



LaGeo
Berlin



PLANT ENGINEERING

Realisation of a transparent and environmentally conscious society

When manufacturing, we emphasize safety and a transparent manufacturing process with the aim of providing customers with a variety of environmentally friendly, energy saving products to benefit industry and society. Our goal is to contribute on creating a comfortable industrial society, whose members can live their lives safely and comfortably. This is achieved through advanced electronics technologies developed by Fuji Electric Systems that have allowed it to design and manufacture appropriate sensors and IT systems & components that detect hazards, connect equipment and devices, store, send and analyse data.



***Environmentally -
friendly and safe
technologies and products
provide customers with next
generation solutions***





115KV Substation



Gas Insulated Switch Gear



Power Transformer



Switchgear



Motor Control Center Panel



Supervisory Panel



INSTRUMENTATION

Providing the best measurement system solution

Temperature Controllers

Digital temperature controllers that support all types of temperature control with four models, including the dissemination and high end models and the module type.



Microjet Recorders

A product of Fuji's advanced technology for clear and continuous 6-colour inkjet recording, incorporating piezoelements for use in industrial applications.



Paperless Recorders

PC support software for display of storage data on CRT of PC and PC loader software for parameter settings are delivered as standard accessories, with functions of root extraction, subtractions, integration and Fvalue calculations.



Gas Analyzers

FUJI developed the first infrared gas analyzer in Japan to use mass flow sensors, commonly used to monitor the atmosphere to help maintain a cleaner natural environment.



Pressure Transmitters

FCX series electronic transmitters, with a key component of a silicone sensor with a micro level capacitance, ensure highly precise measurements of pressure, differential pressure, fluid flow and liquid levels.



Flowmeters

Duosonics, the world's first new concept ultrasonic flowmeter utilising the pulse Doppler method and transit time method for non intrusive flow measurement from the outside of piping.



Stack Gas Analyzer

The first direct insert-type gas analyzer that enable simultaneous and continuous high speed measurements of concentrations of gases (HCL, NH3, CO, CO2 & O2) in two seconds





DRIVE & AUTOMATION

Design and manufacture of more energy efficient products

We provide our customers with high quality, safe and technologically transparent, next generation automation systems which are environmentally friendly. Our innovative solutions to problems and highly reliable products are developed from many years of experience.



General Purpose Inverters

Our inverters contribute to automatization, labour saving and energy saving in machines and facilities in industrial fields. They are all compact, yet powerful, ranging from high performance torque vector control models to simplified models. Our full line of inverters is capable of satisfying every demand of variable speed control.



Premium AC Drive
FRENIC VG Series



AC Drive for HVAC, Fan & Pump
FRENIC HVAC / AQUA



AC Drive for elevator
FRENIC LIFT



DRIVE & AUTOMATION



ALPHA 5 Series: AC Servo System

Fuji Electric FA provides a wide variety of servomotor systems, ranging from quick response ultra compact models to large capacity models, for applications such as industrial machines, semiconductor manufacturing equipment. Further flexible control becomes possible with motion control use function blocks installed into PLCs.

High Efficiency Synchronous Motor



Programmable Operation Display HMI

Our Programmable operation displays are capable of machine operation, production line management monitoring and a wide range of other applications, and offer a rich variety of screen sizes and display functions including networking, animation and video.



Programmable Logic Controller (PLC)

Our PLCs feature high processing speeds and compatibility with various networks for increasingly complex, high speed and advanced machine and measurement control, and our scalable multicontrollers exceed the conventional PLC framework.

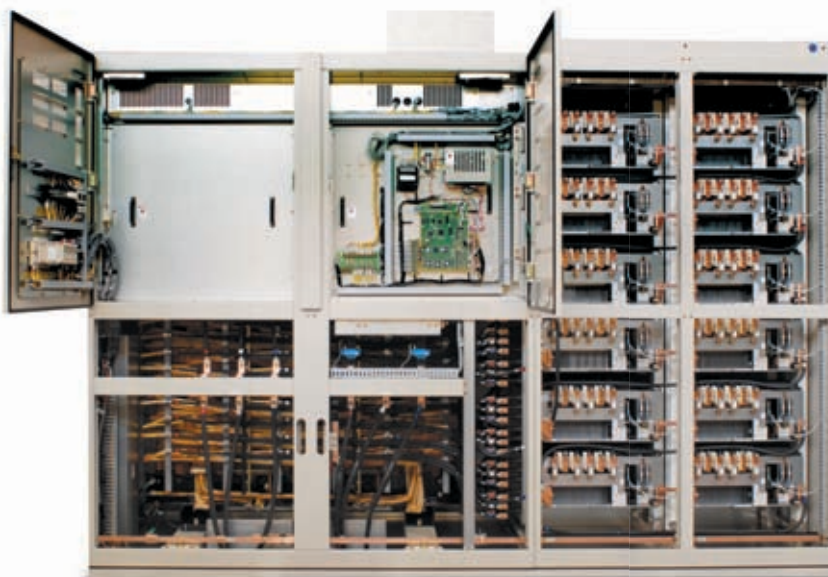


High reliability and simple maintenance drives utilising the latest power electronics

Fuji's medium voltage drives are used for direct variable speed control of medium voltage motors. The industry's smallest class inverters achieved through significant panel size reduction, made them the ideal inverters for power sources and motors. They greatly raise the efficiency and power factor, stabilise motor operation and conserve energy.

Environment-friendly AC drives

High reliability and simple maintenance inverters utilizing the latest power electronics such as 3-level inverter, mounting of special MPU and no need for harmonic filter/power-factor regulating capacitor.



UPS (Uninterruptible Power Supply)

Our UPS and power solutions have the best product specifications with the latest technology.

Our products are available in the 72 VA to 2000 kVA range, for single modules. For higher ratings, these can be paralleled to deliver 12000 kVA. Fuji Electric's high efficiency UPS helps in reducing costs, weight, footprint and heat.



ELECTRICAL DISTRIBUTION & CONTROL

Wide range of Distribution & Control products for buildings, industries and OEMs.

We offer power distribution and control equipment such as magnetic switches and molded case circuit breakers for manufacturing equipment at plants and other machinery so as to meet our customers' energy efficiency and safety needs.



Molded-Case Circuit Breaker / Earth Leakage Circuit Breaker

The G-TWIN compact and high performance MCCB & ELCB; it's in the world to adopt switching for dielectric test. This series is also conforming to all major international standards, and had lower environmental impact by conforming the RoHS Directive.

Magnetic Contactor

The highly trusted NEO SC Series has captured the leading market share in Japan and conforms to global standards. Incorporating the latest technology, these switches also have excellent safety characteristics and are environmentally friendly.



Air Circuit Breaker



Vacuum Circuit Breaker



Cast Resin Transformer

We have supplied over 100,000 (approximately) quantity of Cast Resin Transformer in the world. Epoxy resin is safe against fire since it has self-extinguishing properties and is fire resistant. Cast resin transformer is compliant to all tests of IEC 60076-11.

A sheet coil and wound core construction minimize total loss remarkably, thus reducing the electricity charges and saving energy. It is Compact & Light, Maintenance and Inspection are easy since with no insulation oil is required.

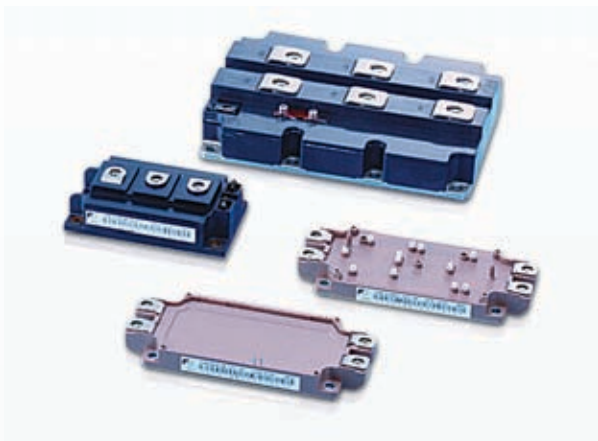




SEMICONDUCTORS

Creating innovative electronic devices that spur advances in power electronics, IT and other fields

The Electronic Devices Group provides groundbreaking electronic devices to realize energy conservation and reduced environmental burden by contributing to advances in automobile and IT devices and industrial equipment. Driven by a desire to constantly lead the industry in technological innovation, we are creating an exciting lineup of innovative devices. We strive to be a reliable partner to our customers companies that must stay in touch with their markets through the successive, rapid development of new products, and we promise to provide market-leading, world-class electronic devices and services.



Semiconductors

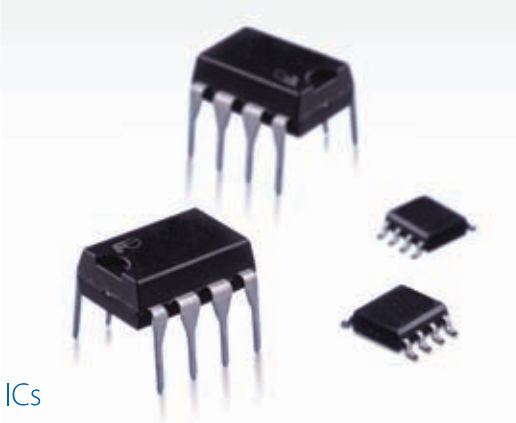
Main Products: PowerICs / IGBT modules
Power discrete devices / Hybrid devices /
Pressure sensors



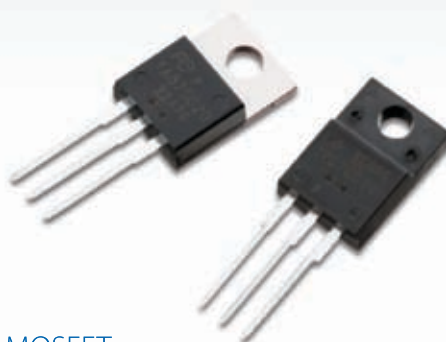
Small Capacity IGBT



Automotive IGBT-IPMs



Power ICs

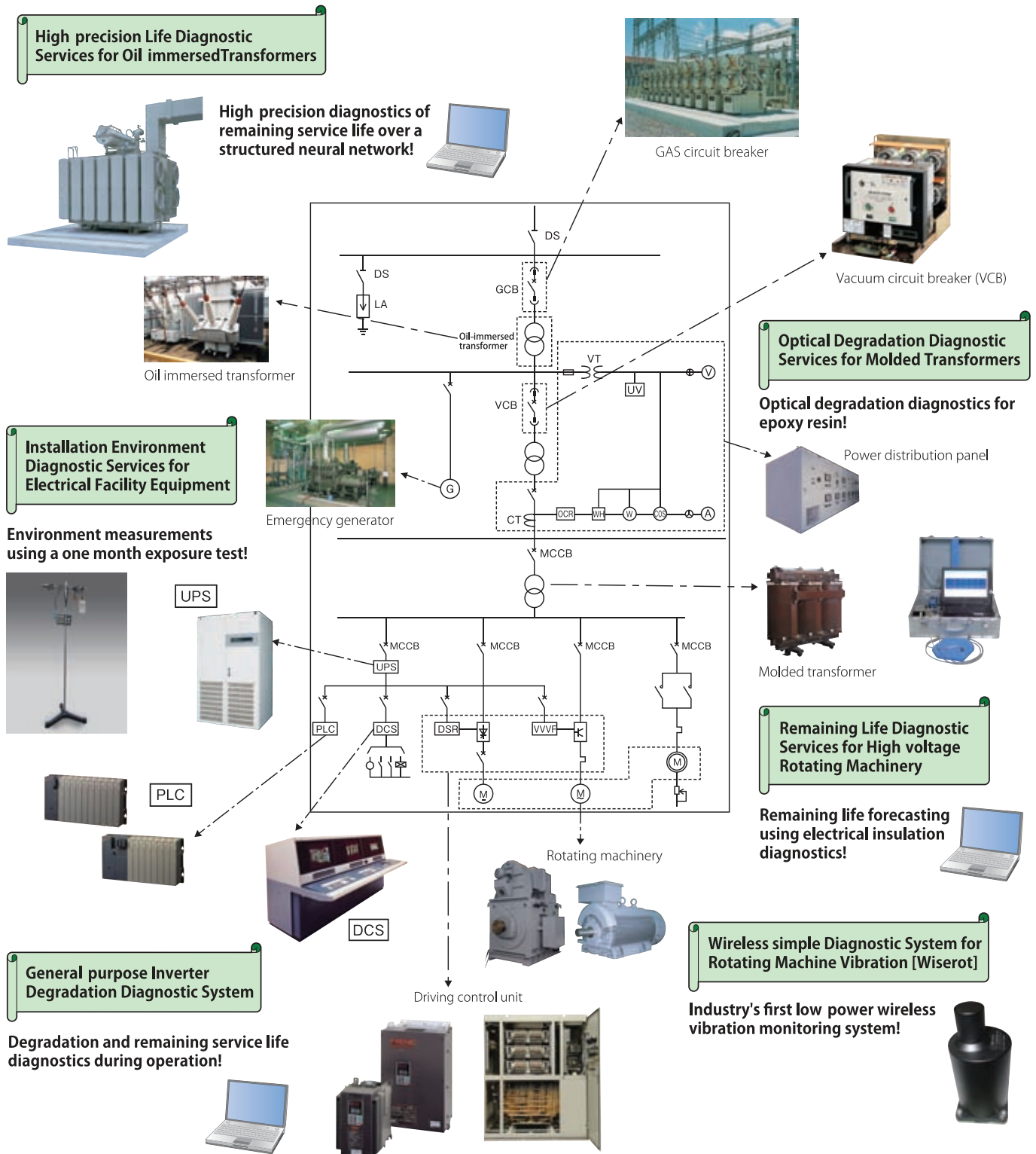


Power MOSFETs

TECHNICAL SERVICE

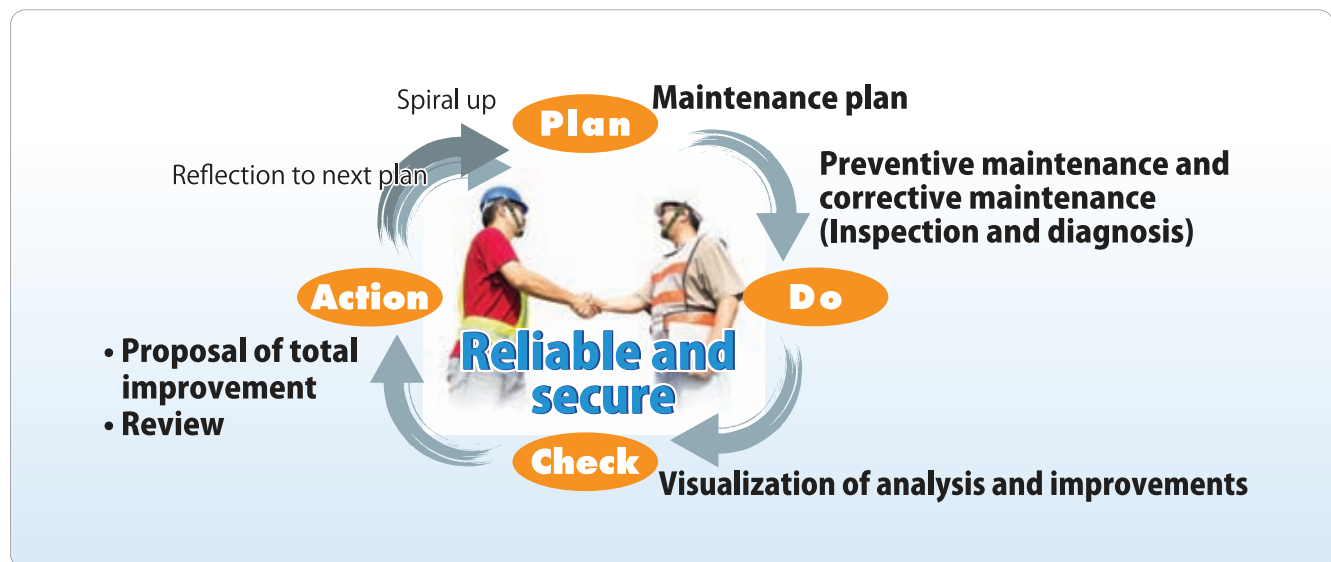
Maintenance Planning Services for Safety and Reliability

Preventive Maintenance and Diagnostic Services for Electrical Facilities

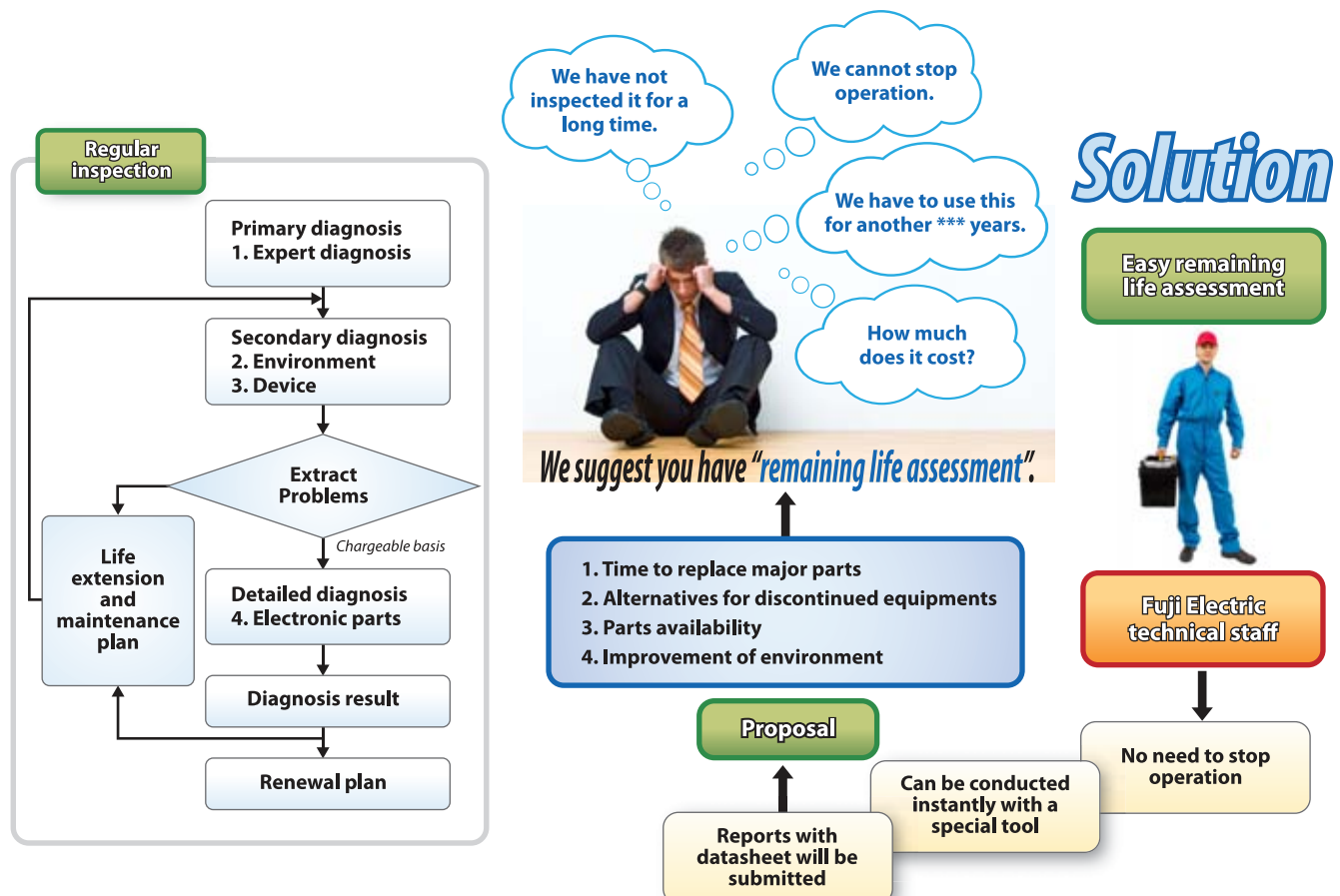


LIFE CYCLE SUPPORT SERVICES

Providing various maintenance services covering the entire life cycle of customer facilities from new installation to renewal.



Easy remaining life assessment and regular inspection

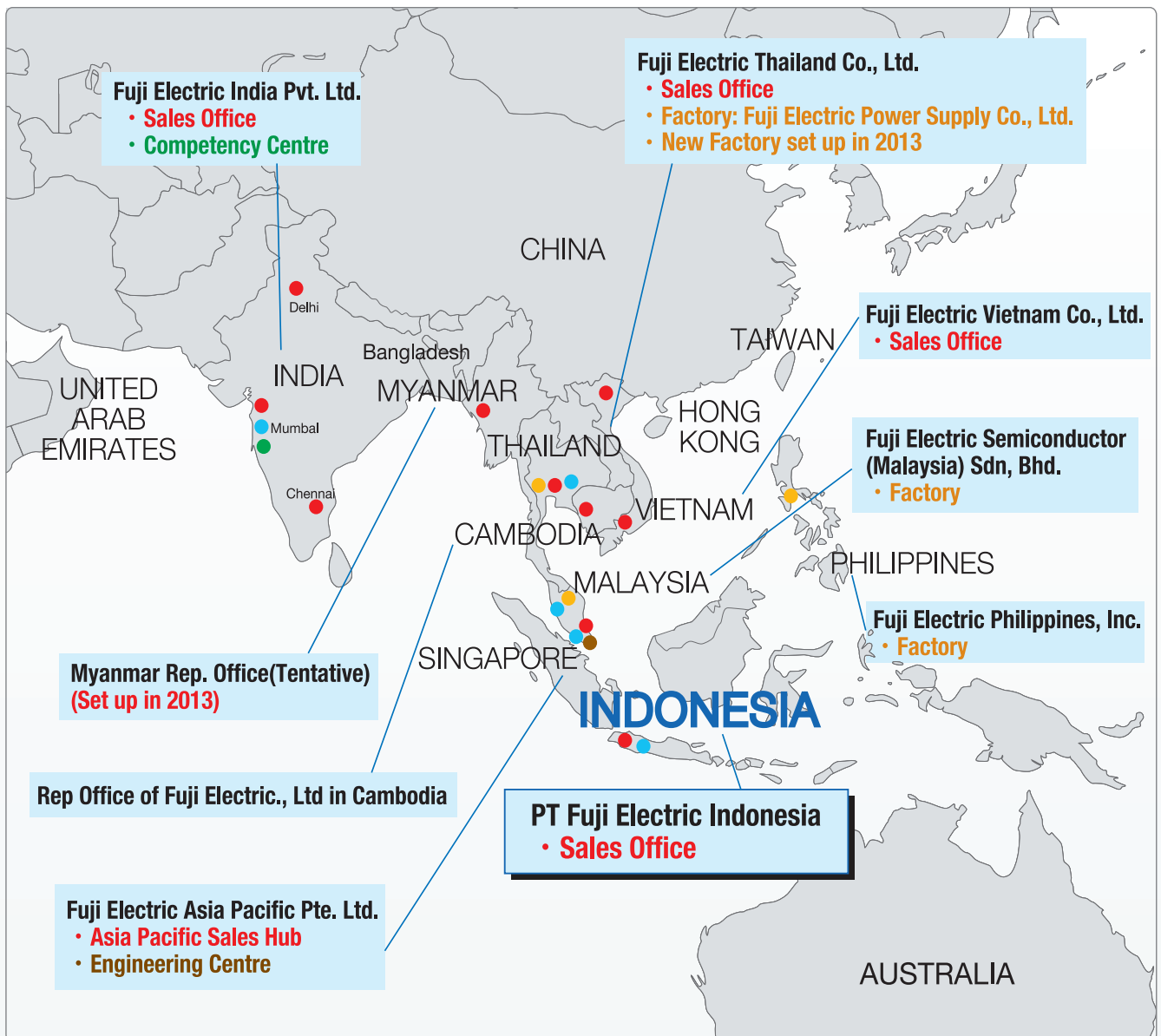


FUJI ELECTRIC'S PRESENCE IN ASIA PACIFIC

Established since 1923, Fuji Electric group has made broad contributions to the world industrial and social infrastructure.

With it's 90 years of accumulated technology and experience, Fuji Electric is capable of responding to Asia customers' need promptly through support from different department of Sales, Engineering, Manufacturing, and Technical support in Asia.

With strong connection and collaboration Fuji Electric Indonesia have is believed to meet the diverse needs of customers in Indonesia.



- Manufacturing centre
- Sales centre
- After-sales service Support centre
- Engineering centre
- Competency centre

Global Presence

- Fuji Electric Co., Ltd. (Headquarter/Japan)
- Fuji Electric (China) Co., Ltd.
- Fuji Electric Korea Co., Ltd.
- Fuji Electric Taiwan Co.,Ltd.
- Fuji Electric Corp. of America
- Fuji Electric Europe GmbH

PT Fuji Electric Indonesia
 Gedung Sucaco 2nd Floor,
 Kebon Sirih Raya No.71 PO Box 4872
 Kebon Sirih, Jakarta Pusat, 10340
 Website: www.fujielectric.com/asia
 Tel : (62) 21-398-43211 Fax : (62) 21-398-43218

**Our sales and
 distribution networks
 now cover
 5 of the 7 continents**



Asia Sales Presence

SINGAPORE

171 Chin Swee Road #12-01, San Centre
 Singapore 169877
 Website : www.fujielectric.com/asia
 Email : sales@fap.fujielectric.com
 Tel : (65) 6533-0014 Fax : (65) 6533-0021

THAILAND

FUJI ELECTRIC THAILAND CO., LTD
 889 Thai CC Tower, 11th Floor, Room No.114-6,
 South Sathorn Road, Yannawa, Sathorn, Bangkok
 Tel : (66) 2210-0615 Fax : (66) 2675-6641

INDIA

FUJI ELECTRIC INDIA PVT LTD
 409-410, Meadows Sahar Plaza, Andheri Kuria Road,
 J.B. Nagar, Andheri (E) Mumbai 400-059, India
 Tel : (91) 22-4010-4870 Fax : (91) 22-4010-4872

VIETNAM

FUJI ELECTRIC VIETNAM CO., LTD.
 204 Unit, 2nd Floor, Tung Shing Square,
 Ngo Quyen Street, Hoan Kiem Dist. Hanoi, Vietnam
 Tel : (84) 4-3935-1593 Fax : (84) 4-3935-1596

Global Presence

HEAD OFFICE

FUJI ELECTRIC CO., LTD

Gate City Ohsaki, East Tower, 11-2, Osaki 1-Chome
 Shinagawa-ku, Tokyo 141-0032, Japan
 Tel : (81) 3-5435-7111 Fax : (81) 3-5435-7486

TAIWAN

FUJI ELECTRIC TAIWAN CO., LTD

9F-1, No.111, Sung Chiang Road, Taipei, Taiwan
 Tel : (886) 2-2511-1820 Fax : (886) 2-2511-1830

USA

FUJI ELECTRIC CORP. OF AMERICA

50 Northfield Avenue Edison, NJ 08837, U.S.A.
 Tel : (1) 732-560-9410 Fax : (1) 732-457-0042

CHINA

FUJI ELECTRIC CHINA CO., LTD
 F27, International Corporate City,
 No.3000 Zhongshan North Road,
 Shanghai 200063, The People Republic Of China
 Tel : (86) 21-5496-1177 Fax : (86) 21-6422-4662

KOREA

FUJI ELECTRIC KOREA CO., LTD

16F Shinsong Building, 25-4 Youido-dong
 Yuongdungpo-gu, Seoul
 Tel : (82) 2-780-5011 Fax : (82) 2-783-1707

GERMANY

FUJI ELECTRIC EUROPE GmbH

Geothering 58, 63067 Offenbach am Main,
 Germany
 Tel : (49) 69-6690290 Fax : (49) 69-66902958

Factory Presence

PHILIPPINES

Fuji Electric Philippines, Inc.
 107 Enterprize Drive, Special Export
 Processing Zone II, Carmelray Industrial Park,
 Canlubang, Calamba, Laguna, PHILIPPINES
 Tel (63) 2-844-6183 Fax (63) 2-844-6196

MALAYSIA

FUJI ELECTRIC SEMICONDUCTOR (MALAYSIA) SDN, BHD.
 Lot 4, Industrial Zone Phase 1, Kulim Hi-Tech
 Industrial Park, 09000 Kulim,
 Kedah Darul Aman, MALAYSIA
 Tel (60) 4-494-5800 Fax: + 604-494-5993
 FUJI ELECTRIC (MALAYSIA) SDN. BHD.
 Tel (60) 4-403-1111 Fax: + 604-403-1496

THAILAND

FUJI ELECTRIC POWER SUPPLY (THAILAND)
 CO., LTD.
 60/79 Moo 19 Navanakorn Ind. Est.
 Phase2 Klong Nueng, Klong Luang,
 Pathumthani 12120 Thailand
 Tel (66)-2-909-5998 Fax(66)-2-909-5595

Group Companies

THAILAND

FUJI FURUKAWA E&C (THAILAND) CO., LTD.
 2922/218 Charn Issara Tower II 14th floor,
 New Petchburi Road, Bangkok, Huay Khwang,
 Bangkok 10310, Thailand
 TEL: (66)-2308-2703~6 Fax: (66)-2308-2707

VIETNAM

FUJI FURUKAWA E&C (VIETNAM) CO., LTD.
 VET Building, 5th Floor, 98 Hoang Quoc Viet St.,
 Cau Giay Dist. Ha Noi City, Vietnam
 TEL: (84)-437-555-067~8 Fax: (84)-437-555-069

MALAYSIA

FUJI FURUKAWA E&C (MALAYSIA) SDN. BHD.
 Lot 5.03, Level 5, Menara Maxisegar,
 Jalan Pandan Indah 4/2,
 Pandan Indah 55100 Kuala Lumpur, Malaysia
 TEL: (60)-3-4297-5322 Fax: (60)-3-4297-0322

CAMBODIA

FUJI FURUKAWA E&C (CAMBODIA) CO., LTD.
 Attwood Business Center Building, 45E1,
 Confederation De La Russie Boulevard,
 Sangkat Tuk Thlar, Khan Sensok,
 Phnom Penh, Cambodia
 TEL: (855)-23-866-369 TEL: (855)-23-866-369

PHILIPPINES

FUJI-HAYA INTERNATIONAL CORP.
 3rd floor, Matrinco Building,
 2178 Chino Roces Avenue, Makati City, Philippines
 TEL: (63)-2-892-3560~63 Fax: (63)-2-817-2751

MYANMAR

FUJI FURUKAWA E&C (MYANMAR) CO., LTD.
 No.79, Lanmataw Street, CMA Tower
 Room (502)
 7 Ward, Lanmataw Township,
 Yangon, Myanmar
 Tel: (95)-9420-118-547

INDIA

FUJI FURUKAWA E & C CO (INDIA) PVT LTD
 Prestige Atrium, #406, No.1,
 Central Street
 Shivajinagar, Bangalore, India- 560001
 Tel: (91)-988-028-8633



This mark symbolizes
the commitment of Fuji Electric
to environmental protection.

FE PT. Fuji Electric Indonesia

Gedung Sucaco 2nd Floor,
Kebon Sirih Raya No.71 PO Box 4872
Kebon Sirih, Jakarta Pusat, 10340
Website: www.fujielectric.com/asia
Tel : (62) 21-398-43211 Fax : (62) 21-398-43218

2013-06-SG