

Singapore – October 31, 2012

## **Yokogawa Receives Industrial Technologies Leadership Awards from Frost & Sullivan**

*“Southeast Asia, Australia & New Zealand Competitive Strategy Leadership Award in the Safety Systems Market” AND “Southeast Asia, Australia & New Zealand Market Share Leadership Award for Automation and Software Solutions in the Oil & Gas Industry”*

1. Yokogawa Engineering Asia (YEA), a subsidiary of Yokogawa Electric Corporation, announces that it receives the inaugural 2012 Frost & Sullivan Asia Pacific Best Practices Award for:
  - “Southeast Asia, Australia & New Zealand Competitive Strategy Leadership Award in the Safety Systems Market”, and
  - “Southeast Asia, Australia & New Zealand Market Share Leadership Award for Automation and Software Solutions in the Oil & Gas Industry”.
2. The Frost & Sullivan Asia Pacific Best Practices Awards recognizes companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development.
3. The “Southeast Asia, Australia & New Zealand Competitive Strategy Leadership Award in the Safety Systems Market” recognizes Yokogawa’s outstanding efforts in redefining the face of the safety systems market and attaining continuous and phenomenal growth. “The Market Share Leadership Award for Automation and Software Solutions in the Oil & Gas Industry” Award recognizes Yokogawa’s leadership position in South East Asia, Australia and New Zealand and its highly reliable and advanced solutions for the Oil & Gas industry in the region.
4. Mr. Satish Lele, Vice President, Asia Pacific Automation & Electronics Practice of Frost & Sullivan, said, “Yokogawa has made sustained efforts in the development of its ProSafe series of integrated safety system products. The company has developed and begun to implement a focused long-term strategy to gain market leadership in the safety systems market.” He continued,

“Yokogawa’s flagship products CENTUM and ProSafe are the best-in-class integrated control systems and their high investment in research and development of automation products is a testimony to this fact. Yokogawa places utmost importance in customer satisfaction and emphasizes on meeting delivery schedules, quality and cost. This combination of technology, product quality, strong regional presence and customer focus has proved to be a winning strategy for Yokogawa in gaining market share from its competitors.”

5. Acknowledging the awards, Mr. Nakahara Masatoshi, President of Yokogawa Engineering Asia Group said, “We are greatly honored to receive these leadership awards for the Safety System Market and the Oil & Gas Industry. We have been contributing to the evolution of automation industry since the launch of worlds’ first DCS, about 37 years ago. We will continue to bring best-in-class products and solutions to enable our customers to realize a safe, reliable and profitable plant operation.”

### **About Yokogawa**

Yokogawa's global network of 90 companies spans 55 countries. Founded in 1915, the US\$4 billion conducts cutting-edge research and innovation. Yokogawa is engaged in the industrial automation and control (IA), test and measurement, other business segments. The IA segment plays a vital role in a wide range of industries including oil, chemicals, natural gas, power, iron and steel, pulp and paper, pharmaceuticals, and food. For more information about Yokogawa, please visit the website [www.yokogawa.com](http://www.yokogawa.com)