

An aerial view of Istanbul, Turkey, at sunset. The city is densely packed with buildings, and the Bosphorus Strait is visible in the foreground. The sun is low on the horizon, casting a warm orange glow over the scene. Several birds are flying in the sky. In the bottom right corner, a large Turkish flag is prominently displayed, partially overlapping the city view.

# TURKEY - POLAND

BUSINESS MEETINGS 23-25 MAY 2016  
HOME APPLIANCE INDUSTRY

Mark your  
calendar  
NOW

**TURKEY**  
DISCOVER THE POTENTIAL **2016**

Dear Sirs,

As the co-organizer of this Business Tour it is my honour to invite you to take part in meeting **businessmen operating on home appliance market in Turkey, mainly in Eskisehir region with Mr Metin GÜLER, President of Eskisehir Chamber of Commerce in the lead.**

We would like to ensure an appropriate level of discussion during **3 meetings in Warsaw, Lodz and Wroclaw (May 23-26)** while the participants will be provided with a healthy dose of the latest knowledge of the home appliances industry.

We strive to make our Business Tour stand out from the other. In addition to inducing interesting panel discussions, we put special emphasis on developing and maintaining business relations among the participants.

We invited key directors/managers from top companies to share their knowledge and experience with participants. I am deeply convinced that your participation will bring both parties a number of tangible benefits.

#### Programme content

a mix between interactive workshops for the participants and business discussion is envisioned

#### Cost indications

participation is free of charge

We encourage you to review company profiles we have prepared. Your presence will be an opportunity to promote and consolidate the image of your company as an active brand on the market and will create outstanding conditions to achieve mutual benefits.

The meeting is an excellent opportunity to present your services and products to ca. 20 representatives of Turkish corporations.

We are open to discussion about its content and we will do our best to meet you individual needs.

Kind regards,

Aneta Kłodaś

Managing Director  
Bluevine Consulting

#### Purpose of Business Tour:

discussing problems and opportunities, increasing efficiency in process of exportation purchase with participation of firms that are active in sub-industry of household appliances in Poland

Especially this event can be an opportunity for new networking and increasing your suppliers in Turkey.

# 3-DAY BUSINESS TOUR



#### VENUE AND DATE

When	Monday May 23	Tuesday May 24	Wednesday May 25
Where	Warsaw	Lodz	Wroclaw
Address	Palac Sobanskich Amber Room Al. Ujazdowskie 13, Warsaw	Hydrofornia ul. Tymienieckiego 22/24, Lodz	Dolnośląski Inkubator Przedsiębiorczości Al. Kasztanowa 3a-5, Wroclaw
Time	10.00-14.00	10.00-14.00	10.00-14.00

#### SAVE THE DATE

Book the place at venue the most convenient for you and contact us

Jaroslav Loboda, Bluevine Consulting  
jarek.loboda@bluevine.pl  
mob. +48 666 028 026

Supported by



# ESKİŞEHİR CHAMBER OF COMMERCE

Dear Sirs,

As you know Turkey is located at the key geopolitical position in Asia and Europe. Turkey has managed to become one of the world's leading economies with economic strides.

Eskisehir is gorgeous city which is raising star of Turkey with which close to the capital city Ankara and Istanbul, ever growing urbanism, two universities and cultural, artistic activities... Since the first ages that is the intersection point of Anatolia and host of many civilizations.

Eskisehir has a long standing business experiences in commerce and industry. It has a different significance with aviation industry leaders. Furthermore, Eskisehir hosted local and national brands such as machinery, food, and ceramics, textiles and rich underground resources.

Furthermore, Eskisehir has significant worldwide factories in household appliances sector such as Arcelik, Candys. We would like to present a few number for Electrical Equipment Manufacture main sector in Eskisehir below:

There are 47 firms which are active in household appliances industry in Eskisehir. This sector has 8,747 employees including 6,946 workers, 503 engineers, 346 technicians, 721 administrative personnel and 231 foremen.

When everything is into consideration, as far as we concerned this trip is going to be beneficial for both sides. We think that the trip will help to develop economic relations between clusters. Especially this trip can give many opportunities for increasing your suppliers in Turkey.

We would like to state that it will be an honor to host you in our modern city and our Chamber of Commerce. We will be appreciated if we would hold a vision meeting with representatives of your companies in autumn term of 2016.



Yours sincerely,

Metin GÜLER

President  
Eskisehir Chamber of Commerce



ESKİŞEHİR TİCARET ODASI  
CHAMBER OF COMMERCE

ESKİŞEHİR CHAMBER OF COMMERCE (ETO) is an institution giving the below mentioned services in accordance with the law numbered 5174 within an institutional structure, without compromising service principles, in the light of Atatürk's principles and reforms, for a modern, progressive and independent Eskisehir;

- Depending upon the rule of law, performing the relations between the members and the state,
- Presenting all the members worldwide and bringing together the members with the world
- Giving service in order to improve the country's economy
- Enabling all the professions to improve according to its benefits,
- Protecting the needs of all shareholders mainly its members, giving a qualified service by means of using the rights of the members within the framework of the authority given to it, protecting under every circumstance and bringing creative solutions to the problems,
- Creating added value in all sectors

<http://www.etonet.org.tr>

Address : İstiklal Mah.İki Eylül Cad. No: 28/7  
ODUNPAZARI / ESKİŞEHİR

Phone: +90 (222) 222 26 26

Fax: +90 (222) 230 72 33

E-mail: [bilgi@etonet.org.pl](mailto:bilgi@etonet.org.pl)

Facebook: [www.facebook.com/eskisehirticaretodasi](http://www.facebook.com/eskisehirticaretodasi)



# WHO IS COMING?

Turkey is located at the key geopolitical position in Asia and Europe. Turkey has managed to become one of the world's leading economies with economic strides.

On the other hand, Eskisehir is a gorgeous city which is raising star of Turkey with which is close to the capital city Ankara and Istanbul, growing urbanism, two universities and cultural, artistic activities... Since the first ages that is the intersection point of Anatolia and host of many civilizations.

Eskisehir has a long standing business experience in commerce and industry. It has a significance developed aviation and railway systems industries. Furthermore, Eskisehir hosted local and national brands such as machinery, food, and ceramics, textiles and rich underground resources.

In addition, Eskisehir has significant worldwide factories in household appliances sector such as Arcelik, Candy Group Hoover. There are 47 firms which are active in household appliances industry in Eskisehir. This sector has 8,747 employees including 6,946 workers, 503 engineers, 346 technicians, 721 administrative personnel and 231 foremen.

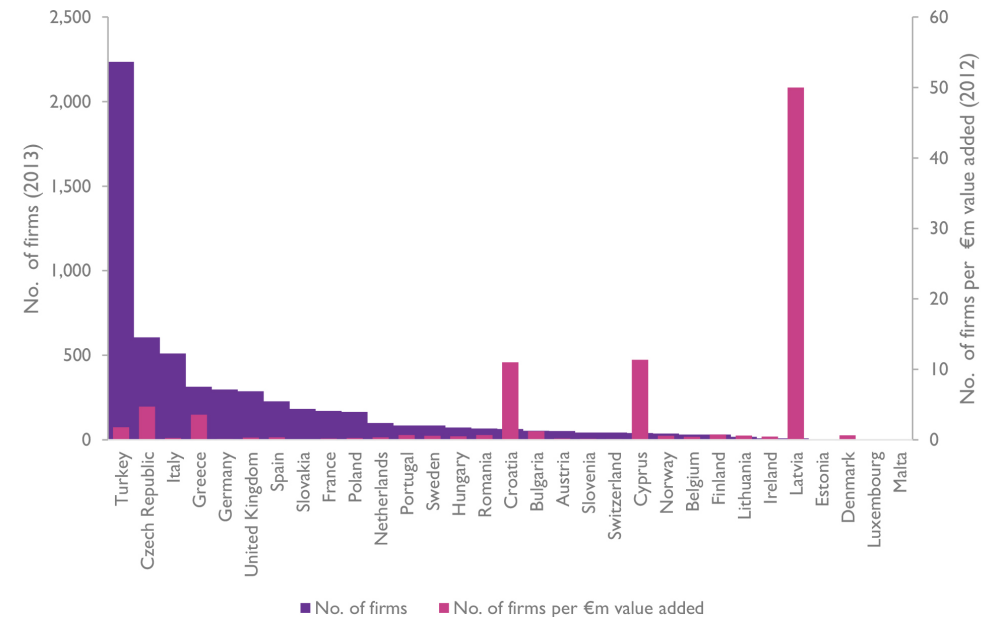
From this point of view, it is planning to organize "Eskisehir Household Appliance Vision Meeting in EU Perspective" with cooperation of Eskisehir Chamber of Commerce, EU Delegation to Turkey, Scientific and Technological Research Council of Turkey and White Goods Suppliers Association.

Across the EU28 there were over 3,600 firms that manufactured domestic appliances in 2012. This included large original equipment manufacturers (OEMs) such as Electrolux AB, BSH Hausgeräte GmbH and Indesit SpA, all of which are among the ten largest firms in the world (Ecorys, 2011).

However it also includes a much larger number of smaller firms working in the sector. Table below shows the total number of firms and the number of firms per €1m of value added in the EU28 and several neighbouring economies. The general pattern appears to be that the larger firms operate in the EU15 economies – such as Italy, Germany and the United Kingdom – whereas the number of firms per million euros of value added is higher in less developed economies such as the Czech Republic.

This may reflect that larger OEMs with international brands are more likely to be based in the more developed economies, whereas activity in less developed member states is more likely to be focused upon a large number of smaller firms, supplying smaller markets. The number of firms per million euros of value added is particularly high in some smaller economies, notably Latvia, which may well reflect there being no substantial domestic appliance industry in those countries, and the firms active in the sector are only locating very small parts of the overall value chain there.

Number of firms per €1m value added, domestic appliances, selected countries



Notes: Number of firms for Bulgaria, Greece and Italy relate to 2012. For Turkey, it relates to 2009. Number of firms per value added relates to 2011 for Latvia and 2009 for Turkey. The very high number of firms per €1m of value added in Turkey may reflect definitional differences or differences in the corporate organisation of the sector in that country.

Source: Eurostat and Europe Economics calculations.

## Why should you participate?

- intriguing programme of discussions
- a forum for new ideas - informal form of discussions and presentations
- integration of the industry – outstanding networking opportunities
- effective advertising - the ability to reach a wide group of potential customers
- developing business contacts
- building the image of the company -
- developing knowledge and skills
- a tailor made partnership package and working with professionals - mutual benefits are set individually and flexibly adapt to the needs and capabilities of partners
- creating the image of the company as well known for conscious and sustainable social and economic development in and host of many civilizations

## Why Turkey focuses on Poland?

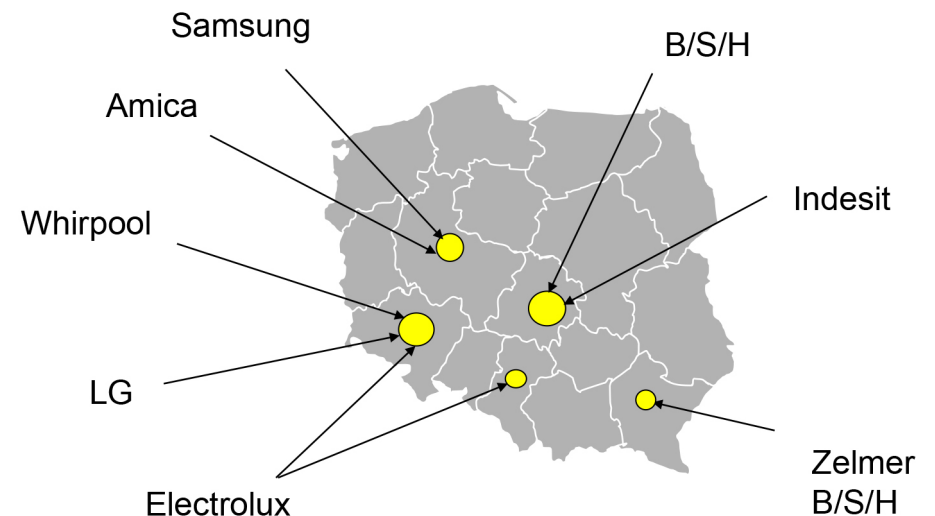
- many years of tradition in the manufacturing household appliances;
- availability of qualified, experienced human resources
- developed network of sub-suppliers and partners
- the presence of key global corporations operating in the sector together with vast technological resources
- the geographical location of Poland with easy access to the EU markets and Eastern Europe markets
- the absorption of the internal market – 12 million households
- investment incentives – tax exemptions, government grants offered to investors

## The investment competitiveness of Poland

Global corporations choose Poland eagerly as the location of their new investments in Europe. The investment potential of Poland is confirmed in many international rankings created by institutions monitoring investment trends:

- in the flagship report regarding foreign direct investments, World Investment Report 2015 published by UNCTAD, Poland was among 20 largest recipients of foreign direct investments attracting the FDI amounting to USD 13.9 billion
- according to the survey by the Polish-German Chamber of Industry and Commerce (AHK) Poland appeared to be the most attractive destination for investments in Central and Eastern Europe for the third time
- according to Bloomberg 2014, Poland is the best country for running a business in the region
- in the FDI Intelligence report, Poland is third on the list, just after China and the US, as the best location for manufacturing investments in the world
- the competitiveness of Polish industry was noticed in the European Competitiveness 2014 Report by the European Commission, where it is stressed that the Polish industry enjoyed the highest growth in its output volume, by over 20% in 2008-2014;
- the Investment Attractiveness of Europe 2015 Report by E&Y indicates, on the other hand that Poland is once again the most attractive country in Central Europe for investments
- the confirmation of suitable conditions for running business in Poland is also the fact that Poland took the highest ever, 25th place in the Doing Business 2016 ranking. Attractive climate is one of key factors affecting the sector development in Poland

*Main producers of household appliances in Poland*



# REPRESENTATIVES OF COMING COMPANIES TURKISH VISITORS

No	NAME	POSITION	COMPANY
1	<b>METİN GÜLER</b>	PRESIDENT / COMPANY OWNER GULER METAL	PRESIDENT OF ESKISEHIR CHAMBER OF COMMERCE
2	<b>ALİ İHSAN BÖCÜ</b>	GENERAL MANAGER	SEVGİ DAYANIKLI TÜKETİM MALLARI SERVİS DOĞALGAZ MÜHENDİSLİK HİZMETLERİ VE İNŞAAT SANAYİ TİCARET LİMİTED ŞİRKETİ
3	<b>SERKAN GÖKSEL</b>	FACTORY MANAGER AND MARKETING MANAGER	TANATAR KALIP PRES İŞLERİ SANAYİ VE TİCARET LİMİTED ŞİRKETİ
4	<b>HASAN CAN EL</b>		
5	<b>SAMET ÖZKAYA</b>	DEPUTY GENERAL MANAGER / MARKETING MANAGER	GÜRBÜZ ENDÜSTRİYEL MAKİNA SANAYİ VE TİCARET LİMİTED ŞİRKETİ
6	<b>AHMET ÇIRACI</b>		
7	<b>BAHAR TEMEL</b>	MARKETING MANAGER / FACTORY MANAGER	GÜLER METAL ÜRÜNLERİ SANAYİ VE TİCARET ANONİM ŞİRKETİ
8	<b>MEHMET GÜNDAS</b>		
9	<b>ALİ ŞEMSEDDİN KOŞAR</b>	GENERAL MANAGER	KOŞAR ENDÜSTRİYEL MAKİNE TEKSTİL VE GIDA SANAYİ TİCARET LİMİTED ŞİRKETİ
10	<b>HALİL ÖSTÜNDAĞ</b>	GENERAL MANAGER	TEK METAL PLASTİK TARIM HAYVANCILIK TURİZM SANAYİ VE TİCARET LİMİTED ŞİRKETİ
11	<b>DENİZ YAPAR</b>	MARKETING MANAGER	MİM MAKİNA SANAYİ VE TİCARET LİMİTED ŞİRKETİ
12	<b>VOLKAN AY</b>	COMPANY OWNER / DEPUTY GENERAL MANAGER	AY PLASTİK MAKİNA SANAYİ VE TİCARET LİMİTED ŞİRKETİ
13	<b>KAAN AY</b>		
14	<b>HALİL EVREN ŞAHİN</b>	GENERAL MANAGER	MEÇ PLASTİK KALIP VE METAL İŞLERİ SANAYİ VE TİCARET LİMİTED ŞİRKETİ
15	<b>MELİH UÇMAZBAŞ</b>	GENERAL MANAGER	ABKANT PRES VE MAKİNA SANAYİ TİCARET LİMİTED ŞİRKETİ
16	.....	PERSONEL AT CHAMBER OF COMMERCE	ETO PERSONEL

# COMPANIES IN BUSINESS TOUR

## TURKISH VISITORS

# ABKANTPRESS



Company name	<b>ABKANT PRES MAKİNA SAN TİC LTD ŞTİ</b>
Company brands	ABKANT PRES MAKİNA SAN TİC LTD ŞTİ
Address	Teksan San sitesi F-Blok N:3, ESKİŞEHİR
Contact person	Mr Melih Uçmazbaşı
Phone number	00 90 532 316 47 01
Fax number	00 90 222 228 04 40
Mail	info@abkantpresmak.com
Web	www.abkantpres.com.tr
Number of employees	30-40
Company profile	Sheet metal processing and forming
Products	Steel plate
Export countries	
Customer profile	Steel structure end users

Company name	<b>AY PLASTIK</b>
Company brands	-
Address	Organize Sanayi Bölgesi 9.Cad.No :9 26110 ESKİŞEHİR
Contact person	Mr Bülent BAĞDEMİR
Phone number	00 90 222 236 05 46
Fax number	00 90 222 236 01 75
Mail	bbagdemir@ay-plastik.com.tr, ay-plastik@ay-plastik.com.tr
Web	www.ay-plastik.com.tr
Number of employees	-
Company profile	Plastic injection
Products	Injection parts
Export countries	Russia, Romania
Customer profile	Arcelik, Onaysan, Demirdöküm, Rehau

Company name	<b>Gürbüz Endüstriyel mak.san.tic.ltd.şti</b>
Company brands	GEM
Address	OSB 14.cadde.No.13. 26110 Eskişehir- Turkey
Contact person	Mr Ahmet Çıracı, Mr Samet Özkaya
Phone number	00 90 222 236 21 46, 00 90 533 331 93 11
Fax number	00 90 222 236 21 49
Mail	Ahmet.ciraci@gem.com.tr, samet@gem.com.tr
Web	www.gem.com.tr
Number of employees	48
Company profile	Since 30 years' experience; GEM design and manufacture special purpose machines, lines, equipment's, fixtures, molds for OEM customers in the field of white goods industry especially in machinery needs refrigeration production. GEM operates also turnkey solutions and organize installation for worldwide locations with their experience technicians. Our main principle is to be long-term reliable supplier and create good relationships as a solution partner of our customers in the field of machinery requirements. With our experience engineering and Project team we design with support of 3D programs Solidwork Professional and UG NX. On automation side we are working with Anot Elektrik as partner relationship for motion control systems, Robotic, PLC, HMI, hydraulic , pneumatic etc.. Solutions.We have wide range in-house manufacturing capability with our CNC machines, Universal machines, welding and machine construction capability, and very experience assembly capability.
Products	Evaporator aluminium tube winding machines, Rotary type thermoform machines for door liner and inner liner, thermoform molds, Polyurethane molds and fixtures, Hot stamp machines, various type of mechatronic projects such as steel door coining and bending machines and lines, sub assembly units, assembly units, robotic implementations, conveyor systems and machining parts. Our main customers: Arcelik, Beko, Vestel, Ugur derin dondurucu, Simfer, Eti, Vaillant, B/S/H (quotation phase), Ford, Pasabahce.
Export countries	South Africa, Thailand, Russia, Romania
Customer profile	For potential customers in Poland <a href="http://juka.biz/index.php?route=information/information&amp;information_id=8">http://juka.biz/index.php?route=information/information&amp;information_id=8</a>

Company name	<b>GÜLER METAL A.Ş.</b>
Company brands	GULERTUBE
Address	EMİRLER MAH.SARICAKAYA CAD.NO:112 MUTTALIP / ESKİŞEHİR
Contact person	Mr MEHMET GÜNDAS
Phone number	00 90 533 386 61 24, 00 90 222 338 10 20
Fax number	00 90 222 338 10 30
Mail	mehmetgundas@gulermetal.com
Web	www.gulermetal.com
Number of employees	80-BLUE COLLAR, 10-WHITE COLLAR
Company profile	GÜLER METAL A.Ş. IS TO PROVIDE ALL ALUMINIUM AND CONDENSER TUBE NEEDED IN THE REFRIGERATION AND GAS COOKERS FOR DOMESTIC APPLIANCES INDUSTRIES IN TURKEY AND THE WHOLE WORLD.
Products	-ALUMINIUM TUBE -CONDENSER TUBE -WOT -CUT -TO-LENGHT- TUBE -DRAWN TUBE (ALUMINIUM TUBE)
Export countries	BULGARIA, AUSTRIA, GERMANY, POLAND, ITALY, EGYPT, RUSSIA, IRAN, SUDAN
Customer profile	FAGOR, WHIRLPOOL, AMICA, ELECTROLUX, INDESIT ALL REFRIGERATOR MANUFACTURERS ALL GAS COOKERS MANUFACTURERS



Company name	<b>KOSAR ENDÜSTRİYEL MAKİNA TEK. SAN TİC LTD</b>
Company brands	KOSAR MACHINERY
Address	ESKİŞEHİR ORGANIZED INDUSTRIAL ZONE 12.STREET NO:19
Contact person	Mr ALI KOSAR
Phone number	00 90 532 292 24 33
Fax number	00 90 222 236 13 91
Mail	alikosar@kosarmachinery.com
Web	www.kosarmakina.com
Number of employees	30
Company profile	
Products	Household Goods Door/Body Production Machinery, Special Machineres, Door/Body Rotation Machinery Production, Conveyor Machinery Production
Export countries	Romania, Russia, South Africa, Thailand
Customer profile	Household Goods Producers like Amica, Fagor our their subproducers

Company name	<b>Mim Makina San.ve Tic. Ltd. Şti.</b>
Company brands	MİM
Address	OSB 9.cadde.No.21. 26110 Eskişehir- Turkey
Contact person	Mr Deniz Yapar
Phone number	00 90 222 236 15 78, 00 90 542 684 76 78
Fax number	00 90 222 236 15 83
Mail	denizyapar@mimmakina.com.tr
Web	www.mimmakine.com.tr
Number of employees	20
Company profile	It has been established to produce specialized dies and tools in 1994, Eskişehir/Turkey. Specialized in computer based design and manufacturing of the molds, Mim makine is a pioneer in its field. Since the foundation, Mim makine has been customer-oriented, inovative, high technology , just in time delivery company that has been vitalizing experinedced human resources and changes our firm has been working locally ang globally. Located in Eskişehir Organize Sanayi, it has 5000m2 area with 2400 m2 closed. In service with 3-4-5 axis machines and experiemced stuff.
Products	Refrigerator cabinet and door polyurethane thermoform molds Assembly parts for the aviation sector Assembly and production fixtures for various sectors Products are according to the specifications and standards easy to assemble & disassemble, and functionable. After the approval of the design by the customer it is manufactured and delivered on time.
Export countries	South Africa, Thailand, Russia, Romania
Customer profile	<a href="http://www.amica.pl/en">http://www.amica.pl/en</a>

Company name	<b>TANATAR KALIP PRES ISLERI SAN.VE TIC.LTD.STI.</b>
Company brands	TANATAR KALIP
Address	Organize Sanayi Bolgesi 9.cadde no:36 Odunpazari/ESKISEHIR
Contact person	Mr Serkan GOKSEL, Engineering Manager
Phone number	00 90 222 236 09 70
Fax number	00 90 222 236 09 69
Mail	bilgi@tanatarkalip.com.tr
Web	www.tanatarkalip.com.tr
Number of employees	272
Company profile	<p>Tanatar Kalip manufactures refrigerator hinge, sheet metal reinforcement, leaf (laminated) and wire sprigs, brackets, aluminum plates, compressor sheet parts, and numerous white goods pieces and groups for the leading local and foreign companies of white goods industry. Fine blanking applications we use in hinges' production enhances the quality performance of our products. Tanatar Kalip produces parts and group production for the leading local and foreign companies of the sector which serves as OEM supplier for automotive industry.</p> <p>Tanatar Kalip can produce every kind of sheet metal processing dies which they perform cutting, punching, bending and forming operations. Particularly progressive and fine blanking die manufacturing is our field of expertise. All kind of die parts are designed and manufactured by our well-trained staff, in our mold machine shop. In addition to our universal drilling, milling and grinding machines, the Charmilles 290, Charmilles 690 EDM, Makino Duo 043 wire erosion benches and Cincinnati Vertical Machining Center &amp; Hartford Brand CNC Double Column Vertical Machining Centre enable us to produce parts of die according to technical drawing tolerances. Tanatar Kalip is decisive in implementing the total quality perception in all production and management processes. In accordance with this purpose, it has been assured that all our employees have the necessary consciousness of quality. In order to procure our all personnel's attendance to the total quality meetings are organized everyday, also group works are encouraged. Our quality Assurance system is regularly checked by our certificated staff and revised if necessary. By this way our quality system is kept alive as being our way of life. And also our system is subjected to system and process audit at least once a year by our customers. Quality system applications which were started in 1999 with ISO 9002, has continued with ISO 9001 Quality System Management, which interiorized process approach. Finally it has proceeded with the endeavors appreciate to technical Specification of TS 16949 Quality &amp; ISO 14001 Environmental Management Systems as well.</p>
Products	White goods parts; Refrigerator hinge, sheet metal reinforcement, leaf (laminated) and wire sprigs, brackets, aluminum plates, compressor sheet parts, and numerous white goods pieces and groups for the companies of white goods industry. Automotive parts; Electric group parts; engine starter body sheet metals in various sizes used in private (passenger) cars and made of one or two pieces of galvanized sheet, or produced by applying alkali (zinc) coating process, brush holder sheets, copper clad brush holders, connection parts which pressed from brass and DC, and on which tin plating process is applied, plaquets, sealing plaquets, engine starter parts. Transmission group parts; clutch hub and blade rondels (washers) in various sizes which are used in private cars and heavy vehicles made of cold (rolled), hot (rolled) and steel roll sheet metal tab washers, tub sheets, and so an clutch parts. Cooling group parts; thermostat bottom and top frames which are used in private cars and heavy vehicles made of stainless steel and brass materials, throttles, washers (rondels), water pump parts made of RP sheet metal.
Export countries	POLAND, ROMANIA, FRANCE, GERMANY, USA, SOUTH AFRICA REP.
Customer profile	<p>We are working with the prominent companies of automotive &amp; white goods industries.</p> <p>White goods: Arcelik, S.C Arctic, Defy.</p> <p>Automotive: Valeo, Schmitter Group, Freudenberg, Beltan Vibracoustic, Kirpart, Maysan Mando.</p> <p>**Valeo Electric and Electronics System SP z.o.o / Poland is one of our the best customer.</p>

Company name	<b>TEK METAL PLASTİK TARIM HAYVANCILIK SAN.</b>
Company brands	
Address	ORGANİZE SANAYİ BÖLGESİ 12. CD. NO:4 ODUNPAZARI/ESKİŞEHİR
Contact person	Mr ERDOĞAN KANT
Phone number	00 90 222 236 22 12
Fax number	00 90 222 236 22 20
Mail	erdogankant@tekmetalplastik.com.tr
Web	www.tek-metal.com
Number of employees	114
Company profile	<p>Tek Metal Profil founded in 1985, since than the company keeps its leading position. Understanding of the principle of uncompromising sense of quality and customer satisfaction, guarantee of the existence of the past quarter century. Tek Metal produces, Aluminum spacer bars, polysulphide sealant, butyl sealant, molecular sieve and corner keys used in insulating glass production. We have all in Tek Metal concept for IG materials business. Company has the highest capacity in Turkey and of the biggest in the world with it's position in the first 5 companies. Our goal is to be the leader company of the world. The company continues investments for new technologies and follows the innovations of the industry.</p> <p>Tek Metal will continue to add new services for it's customers in the domestic and export markets. Concept of customer satisfaction, employee satisfaction and saving our environment will proceed in consistency.</p>
Products	STANDARD SPACER BARS, BENDABLE SPACER BARS, PAINTED SPACER BARS, BUTYLED SPACER BARS, POLYSULPHIDE, TEKPLAST, BUTYL, MOLECULER SIEVE, METAL CONNECTORS FOR BENDABLE SPACER BARS, PLASTIC CONNECTORS FOR BENDABLE SPACER BARS, CONNECTORS FOR STANDART SPACER BARS, GAS FILLED CONNECTORS AND PLUGS.
Export countries	
Customer profile	Producing Household Appliances Companies

Company name	<b>MEÇ PLASTİK KALIP VE METAL İŞLERİ</b>
Company brands	
Address	Organize Sanayi Bölgesi 17. Cad. No:3 Eskişehir/TURKEY
Contact person	Mr Coşkun GÖKÇE
Phone number	00 90 552 397 26 26
Fax number	00 90 222 236 17 37
Mail	info@mecplastik.com
Web	www.mecplastik.com
Number of employees	75
Company profile	<p>Our company complies with world standards and has been continuing to its investments to meet the state of art technologies through the way of various machinery and equipment renovations since was established. Our primary objective is customer satisfaction. Adopting giving quick and right reply to our customers as principle, our company has reached to 1500tone/year production capacity at the present time.</p> <p>Since the beginning of its establishment, our company has been supplying to subordinate industries of Arçelik such as Bekel, Baycan, Matasan, Korel, Konveyör, Tansel Elektrik besides key industries like Arçelik, Arterme, Vitra and Akgul Cologne. They serve to many fields with our activities. Some of these fields are, refrigerator, bathroom and armature groups, electronics group, agricultural and textile fields.</p> <p>Our company has ISO 9001:2008 Quality Certificate. All necessary devices and apparatus to produce qualified products at each step of our production are available within our structure. Calipers, surface gauge, flexure comparator, colorimetric device, feeler gauge, depth micrometer etc.</p> <p>Our company provides polishing workshop and polishing personnel to enable periodical mould maintenance and polishing. Modification, revision of our moulds and making new moulds are managed together with the mould company we cooperate</p> <p>Assembly of the produced materials are performed at our company. Both the assembly of the materials produced by us and assembly of the goods produced out of our company to the materials produced by us are monitored by our assembly section. Grouping the electronic parts are performed within our company. We have a separate electronic roomed designed totally for grouping.</p> <p>We have damper serigraphy machine to make necessary printings on the materials. We also have shrink machine to make the final products for customers.</p>
Products	Romania, Russia, Thailand, South Africa
Export countries	ARÇELİK A.Ş. ECZACIBAŞI YAPI GEREÇLERİ A.Ş. ROCA GROUP ALL OF ARÇELİK'S SUPPLIER SC ARTIC SA
Customer profile	

Company name	<b>Maya Mekanik Ltd.Sti</b>
Company brands	Designplate
Address	Organize Sanayi Bölgesi, 12. Cadde No: 17 26110 Eskişehir
Contact person	Mr Eda Sevinçli Özcan
Phone number	00 90 222 236 11 88
Fax number	00 90 222 236 12 99
Mail	edasevincli@mayamekanik.com.tr
Web	www.mayamekanik.com.tr
Number of employees	70
Company profile	<p>Maya Mekanik, was founded in 1995. Our company started its operation by production of manual &amp; progressive molds and by stamping metal sheet parts. We added PVC Film Laminated Metal Sheet (Designplate) production to our main business portfolio in 2008. Maya Mekanik produces Metal Parts for White Goods Industry in increasing volumes thanks to its flexible production capability, competitive price principle and customer oriented insight.</p>
Products	<p>Maya Mekanik produces;</p> <ul style="list-style-type: none"> <li>-handle, hinge and panel reinforcements, bracket groups, front and back support groups for refrigerators and plinth groups for dish washers.</li> <li>-manuel&amp;progressive molds for metal industry with its latest technology machinery and specialist staff.</li> <li>-PVC Laminated Metal Sheet</li> </ul>
Export countries	Romania, Algeria,
Customer profile	Home Appliance Producers

# FORECASTS FOR HOME APPLIANCE MARKET

Global forecasts for the household appliance market are very positive. According to TechNavio experts the estimated market size in 2018 is expected to reach USD 272.9 billion and will continue to grow by 4.52%, against USD 223.4 billion in 2013. In the EU states, the household appliances market remains an important sector of economy, despite the observed slump, with its share competitive to automotive and electronics sectors. The European household appliances market creates a million jobs each year and it is responsible for EUR 53 billion of its GDP<sup>4</sup>. On the other hand, thanks to the large and absorbing internal market and the geographical location, it is a manufacturing and distribution centre of the sector. The household appliances produced in Poland are exported to Europe. Thanks to this, Poland is considered one of the largest net exporters in the European Union in the washing field.

The domestic appliances sector, which makes devices ranging in size from refrigerators and dishwashers to smaller, portable appliances like vacuum cleaners and electric shavers, has (along with many other economic sectors) been under considerable economic pressure in recent years, with:

- a decline in turnover from around €52bn in 2008 to €44bn in 2012, with a recovery to €48bn in 2013
- a decline in employment from 231,000 in 2009 to 211,000 in 2012
- increasing regulatory demands, such as requirements to improve energy efficiency rapidly over time

However the sector remains an important part of the EU economy. There are 3,600 firms in the sector and, while it is dominated by large firms, the share accounted for by SMEs (around 20%) is larger than in comparable sectors such as consumer electronics or the automotive industry. It produced 121m devices and had a turnover of €48bn in 2013. It directly employed around 211,000 in the EU28 in 2012, more than three times the number employed in the manufacture of consumer electronics, for example. The contribution to employment is particularly large in Germany, Italy, Poland and – outside the EU – Turkey, where major manufacturers are based. It is a significant contributor to net exports for those economies, although the EU is a net importer overall in the sector.

It directly creates economic benefits for its stakeholders, particularly:

- **Consumers.** Prices in the sector have declined by around 4 per cent since 2005, while the broader price level has increased by 20 per cent. The decline in sector turnover to 2012 suggests that households are able to delay purchases at times of financial stress, smoothing the profile of other consumption.
- **Workers.** Wages and salaries in the sector are, at €29,500 per employee, slightly higher than in the wider manufacturing sector (€29,300 per employee), and considerably higher than in comparable sectors such as consumer electronics (€25,200 per employee). The wider economic impacts of the sector are very significant. In this research, we have estimated the indirect effects – the impact on suppliers to the sector and those which use its output as an intermediate good – and the induced effects – the impact of factors of production in the sector and the sectors indirectly affected spending the income earned. Across the EU27 in 2011:
- **Employment.** The direct contribution to employment was 219,000. The direct, indirect and induced impact was 963,000.
- **GDP.** The value added directly in the sector was €11.3bn. The direct, indirect and induced contribution to GDP was €53.3bn.
- **Wages.** The direct contribution to wages was €6.2bn. The direct, indirect and induced contribution was €22.4bn.
- **Government revenues.** The direct contribution to tax revenues (taxes minus subsidies on production in the sector) was €650m. The direct, indirect and induced contribution to tax revenues was €14.0bn. The particularly substantial difference between the direct and total effects results from taxes generally being levied on incomes – to capital or labour, including in the sector itself – rather than production.
- **Investment.** The direct contribution to the consumption of fixed capital was €1.4bn. The direct, indirect and induced contribution was €4.7bn.
- **Trade.** Although the EU28 is a net importer of domestic appliances, EU28 exports in the sector were around €10bn in 2013. Germany is the leading European exporter in all sectors (dishwashers, vacuum cleaners, electromechanical domestic appliances, shavers and clippers, electrothermic appliances) apart from laundry equipment and refrigerators and freezers where the largest exporters are Poland and – outside the EU – Turkey respectively.

All of that activity will also have wider social and economic impacts in the longer-term, including:

- **Time saving.** The use of domestic appliances can allow families to save time, or can provide new opportunities for recreation. They can thereby improve the work-life balance of European families and increase the scope for dual-employment families.
- **Improved energy efficiency.** There are signs that consumers are responding to sources of information like energy efficiency labels. Improvements in the energy efficiency of domestic appliances reduce consumer costs and greenhouse gas emissions. The impact is considerable given the very large base of appliances – 1.7 billion in just nine key types – which are steadily replaced over time.
- **Investment in research and development.** The sector's contribution to research and development spending appears to be between €1.2bn and €1.4bn a year and it deposits around 10,000 patents a year. 79 out of 124 global research and development facilities in the global domestic appliances sector are located in the EU28 or Turkey. The returns to technological innovations are generally thought to accrue mostly to consumers in the form of lower prices and/or better products.



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