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Hascevher Germanitium Line which carries natural and healthy quality of granite to your kitchens has been produced completely natural granite coating.

It does not contain PFOA and any noxious chemical substances. Because of this your food stays healthy without losing vitamins and minerals.

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# turkish kitchen ware

AUTUMN 2015 ISSUE 19 A COMPLIMENTARY COPY FROM IMMIB

**STYLE**  
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**PRODUCTS**  
ON DISPLAY

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**KEMAL DEMİRASAL**

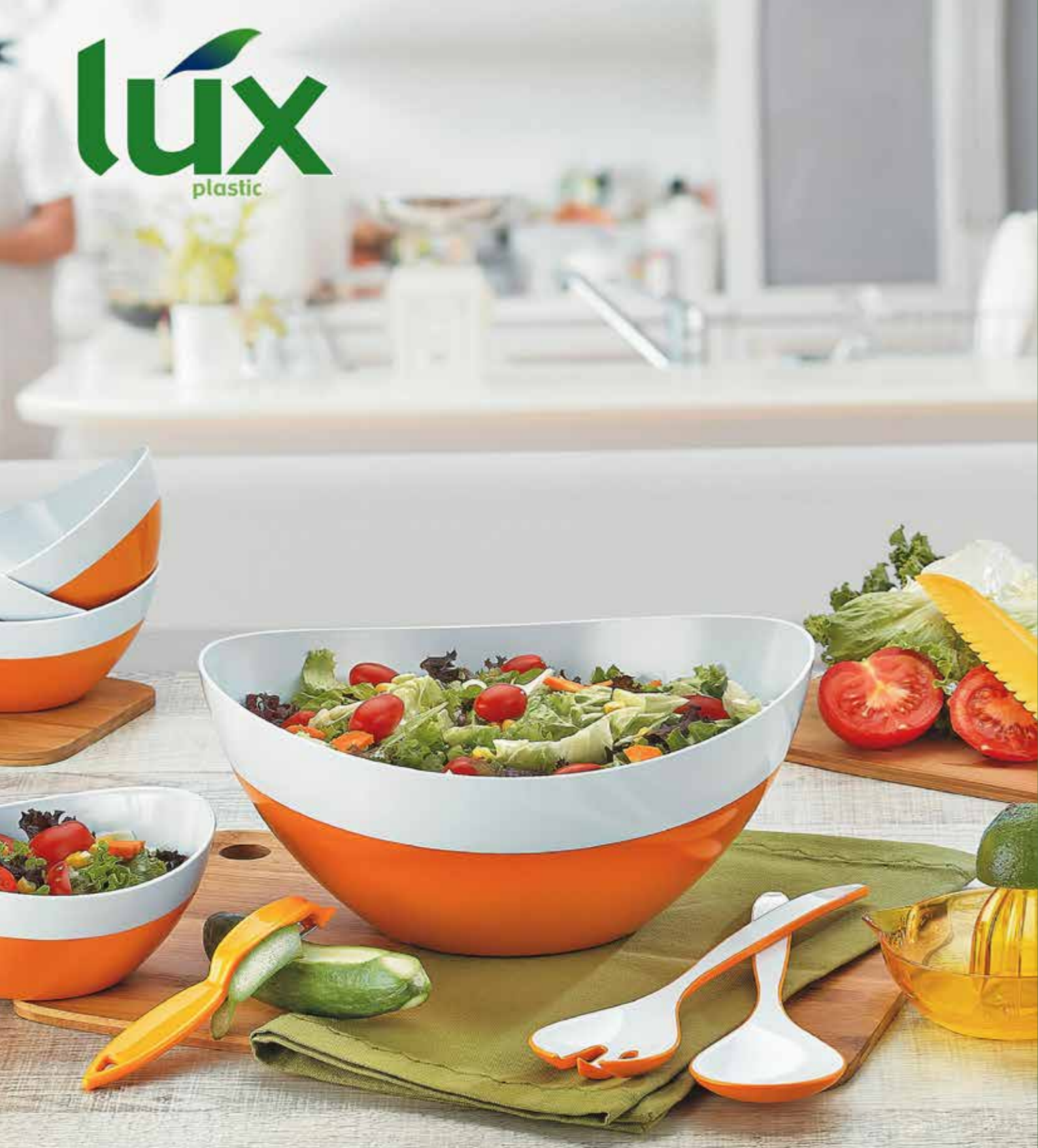
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MARQUETRY

**BRAND HISTORY**  
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**ZUCHEX 2015**



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luxplastic.com



Mega Show Hong Kong  
20-23 October 2015



Ambiente 12-16 February 2016  
- Hall 6.0, B55



Chicago IHHS  
5-8 March 2016



Hong Kong Houseware  
20-23 April 2016

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# kitchen ware edito

## Hello,

We are sharing with you the thrill of meeting at the 25th Züchex Fair which will once again be the key to success this year with more than 50 thousand visitors, new trends, and extraordinary designs by convening the most important companies in the world on one platform.

To briefly mention the events we implemented in the previous term:

We have held the need analysis meeting, the first stage of the Turkish Housewares UR-GE (Support of the Development of International Competition) project held by the Istanbul Chemicals and Chemical Products Exporters' Association (İKMİB), in collaboration with the Home and Kitchen Appliances Industrialists and Exporters Association (EVSİD) in July. We have announced the UR-GE (The Support of the Development of International Competition) project, which will be initiated for the benefit of the industrial kitchens sector under the coordinatorship of Istanbul Ferrous & Non Ferrous Metals Exporters' Association (İDDMİB) and by the project partnership of the Industrial Kitchen, Laundry and Catering Equipment Manufacturers' and Distributors' Association (TUSİD).

Our Turkish House and Kitchen Wares Overseas Marketing Team project developed within the framework of the Communiqué of the Ministry of Economy of the Republic of Turkey on the Support of International Competitive Power, by (İDDMİB) (The Istanbul Ferrous & Non-Ferrous Metals Exporters' Association), in collaboration with İKMİB (The Istanbul Chemicals and Chemical Products Exporters' Association), and the Turkish Housewares Association (ZÜCDER) concluded in February, having completed its three years. We held a dinner meeting in honor of the closing of the project, with the attendance of our cluster companies. Within the scope of the events held for the benefit of the Turkish House and Kitchen Wares Sector, a sub-sector of İKMİB, and by collaboration of our Union and EVSİD we held a sectoral commercial delegation visit in July to Panama and Columbia, attended by 32 representatives from 26 companies. We will implement the 2nd Turkish Kitchenware UR-GE project for the benefit of the kitchen and house wares sector with the coordinatorship of the Istanbul Ferrous & Non Ferrous Metals Exporters' Association (İDDMİB) and by collaboration with ZÜCDER.

Let us briefly mention the titles we have included in our magazine, which we hope you will read with pleasure. In our brand story page, we were guests of Hisar. Ekber, Esse, Gondol Plastic, Obje Plastic, Milenyum Metal, Plus Kitchen, Özgül Melamin and Pink&More were other companies which we interviewed.

In our styling pages, we aimed to present you with the 2015-2016 designs of the Turkish kitchenware sector. We are confident that the brand new designs of Turkish firms will interest you as well.

In this issue, we feature four designers who have made their mark in the kitchen sector with successful designs: Çağrı Özen, Enes Kar, Oya Akman and Uğraş Akpınar.

We have heard the story of Kemal Demiral, the owner and chef of Alaçatı and Istanbul Alancha with its menu prepared by delving into the roots of Anatolian food culture, and using completely local, seasonal, and organic ingredients cooked with various kitchen techniques.

Finally, we have an announcement. National participation in the Mega Show Part 1 2015 fair that will be held in Hong Kong/PRC between October 20 and 23 will be organized for the first time this year by İKMİB in collaboration with EVSİD.

We hope you will enjoy our issue...

Chairman of Istanbul Ferrous and Non-Ferrous Metals Exporters' Association **Rıdvan Mertöz**  
Chairman of Istanbul Chemicals and Chemical Products Exporters' Association **Murat Akyüz**  
Chairman of Electrical, Electronics and Services Exporters' Association **Fatih Kemal Ebiçlioğlu**

2015

Autumn

For colorful kitchens



NOUVAL



turkish  
kitchen

ware

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www.nouval.com.tr - nouval@nouval.com.tr



### DELICIOUS TOASTS FOR CHILDREN

For mothers who wonder "what should I cook for breakfast?" every morning a practical way to make the toasts which children love to eat. The Tost Grill countertop toast pan is your biggest helper with snacks you can prepare for your kids' breakfasts and any time they feel hungry. The Tost Grill Pan offers convenience of use with its non-PFOA and burn resistant non-stick coating and double sided use.

[www.emsan.com.tr](http://www.emsan.com.tr)



### COOL&SOFT

Easily filled with water, flexible waterproof cover. Remove the ice easily with its special base. Gondol Plastik's new product, the non-stick icecube tray launches a new era in the freezers, with its newest Cool&Soft technology. Dishwasher-safe, BPA Free, environmentally friendly production, 3 different color options.

[www.gondolplastic.com](http://www.gondolplastic.com)

### DIVIDE&COOK



Arçelik offers the features of 4 different ovens with its Divide & Cook built-in oven equipped with two separate fans. Capable of baking two dishes with a maximum temperature difference of 80 degrees, this oven saves 35 percent energy if baking only in the top compartment, and 40 percent energy when cooking in the bottom compartment, thanks to its medium compartment. It also facilitates baking pastries such as pitas and pizza in only 5 minutes at 310 degrees °C with its

professional cooking technology. The 9784 built-in oven offers convenience of use with its 73 automatic menus for the bottom compartment, 81 menus for the single large compartment, and 10 for simultaneous baking in the bottom and top compartments. Arçelik's patented Surf baking technology distributes hot air through channels placed on the side and rear walls, enabling the food to be cooked evenly on all sides. Excellent results are achieved in baked dishes in this way. [www.arcelik.com.tr](http://www.arcelik.com.tr)

### CORNFLAKES SERVING TOOL



The company Alkan manufactures open buffet, service, patisserie, and bar equipment under the Zicco, Carbaicar, and Alform. They manufacture their products at their factory in İkitelli İstanbul. [www.alkanzuccaciye.com](http://www.alkanzuccaciye.com)

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3. Hall Stand No: B-31



## COOK IN STYLE

Instead of following the common practice of applying coating on aluminium in the world market, Eternity shows its difference once again by using healthy porcelain enameled steel as a substrate for its unique production process. Whereas innovative 4 layer coating presents a healthier surface for cooking, it also provides a perfect functioning performance. As a result, a combination of the latest coating technology and natural inspiration carry cookers to a higher level of profession. With a variety of styles and sizes, you'll be sure to find a Granite Cooking Utensil that's just right for you. [www.guzelis.com.tr](http://www.guzelis.com.tr)

## ICEMATIC FROM İNOKSAN

Inoksan offers Icematic Ice Machines that are a product of an innovative perspective to its customers with a wide product range capable of meeting various needs. Capable of producing half ice cubes, whole ice cubes, and large ice cubes from 154 to 465 kilograms a day, Icematics meet the ice needs of enterprises throughout the summer, making their mark on the summer by cooling down the hot days. It serves its users with ice machines of various capacities including the "E" series which produces 21 to 142 kilograms of 'U' shaped tubular ice, the modular "M" series which produces 154 to 465 kilograms of ice cubes, and the "F" and "SF" series which produce 90 to 1150 kg of snow ice.

[www.inoksan.com](http://www.inoksan.com)



## ENAMEL & COLORS

The Lunart-Enamel collection which is produced in Turkey, combines aesthetics and enjoyment of outstanding cuisines. You can also make colorful presentations with enamel tabletops by Lunart Enamel. Luyano Ltd. is the only company who sales the unique enamel collection's in Turkey and all over the World. Enamel Collection's can be prepared for custom models & special colors upon requests.

[www.luyano.com.tr](http://www.luyano.com.tr)

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[www.ekber.com](http://www.ekber.com)





## A NEW LINE ÖZTIRYAKİLER MONOBLOCK COOLER

Öztiryakiler as a pioneering manufacturer of industrial kitchens has launched a new line of Monoblock series fridges. The new Monoblock series fridges, that are preferred by versatile enterprises have some improved features; "high COP value compressor, homogeneous temperature distribution, hygienic shelves, easy-maintenance compact cooling system, larger internal capacity and HACCP compliant food safety." Being the first of their kind; fridges running just on two bulb's worth of power and the "Easy-Pack" system Fridges and walk-in coolers that are being controlled from a single place through a



computer can be monitored on internet. For smaller enterprises HACCP compliant food safety is monitored through an USB port on the fridge. Each Öztiryakiler fridge running on 160W, being the first fridge manufactured in gastronorm size, pays back its value in 10 years and is considered an investment for the future.

[www.ozti.com.tr](http://www.ozti.com.tr)

## COLORFUL TABLES

Designed with a watercolor effect Color Garden will host you and your guests in the cheerful atmosphere of a colorful garden. Color Garden, which will be at your side on your daily dinner, breakfast and tea services and your deliciously flavorful Turkish coffee offerings, has been enriched with steel, glass, and textile group products in addition to porcelain. The collection includes flat and oval plates, deep plates, bowls of various sizes, tea and coffee services and tablecloths. The Color Garden series was manufactured as Alumilite (Porcelain with Alumina) with the trademark and recipe of Porland, which offers the surface durability of hard porcelain with the creamy color of soft porcelain. [www.porland.com.tr](http://www.porland.com.tr)



## THE HARMONY OF PORCELAIN AND WOOD

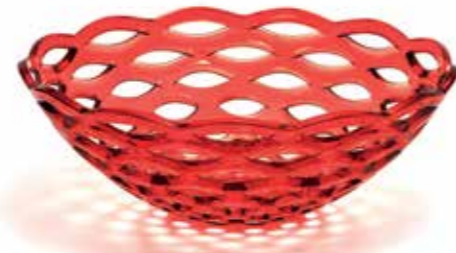


Seplus' colorful porcelain baking dishes have been designed to resist 300 °C. The dishes are distinguished by their elegant design that is in compliance with the food regulations. Wooden products are prepared entirely with natural oils, and no dyes. [www.seplus.com.tr](http://www.seplus.com.tr)

## FRUIT BOWL

Store your fruits in style with the elegant Fruit box. It is distinguished by its soothing colours, shape, varying thickness, light and transparency. It will brighten the feel of your table with its vibrant flashes of colours.

[www.depahome.com](http://www.depahome.com)



# Elegant and esthetic

Hascevher Astoria Seramic Line has a smooth surface. During and after cooking, food ruins never stick on the surface and dirt-proof.

# Hascevher®



## THE REIGN OF GRANITE IN HASCEVHER

Hascevher Metal San. Ve Tic. AŞ which operates in a 100 square feet area in the Kahramanmaraş OIE is a family company. Hascevher aims to achieve its success in steel kitchen ware goods in granite in ceramic kitchenware products as well. Hascevher's Germanitium (Granite) series is distinguished for distributing heat homogeneously with its base thickness and its special wear and tear resistant and non-stick non-burn 3 layer inner coating. The product also offers high performance cooking and ergonomic use for fat free and low fat uses.

[www.hascevher.com.tr](http://www.hascevher.com.tr)

## THE HEALTHINESS OF GRANITE FROM ESSENSO

Essenso offers mothers seeking healthy delicacies practical solutions with its toaster with granite plates. The Essenso Granit toaster offers great convenience with its removable and dishwasher safe NeoGranite coated non-stick plates. The Essenso Granit toaster that enables cooking six toasts in one go has a thermostat with 5 settings as and can be used as a grill thanks to its lids that open 180 degrees. The Essenso Granit Toaster which is an easily cleaned and safe kitchen appliance with its stainless steel heating coils, and thermoplastic holders that do not transmit heat will be the most practical helper of mothers during the school year.

[www.essenso.com.tr](http://www.essenso.com.tr)



## NEW PRODUCTS

**Mister Towel Holder:** Decorative paper towel holder. The functional human figure on the top locks the roll and allows the user to tear towels without touching the towel with wet or dirty hands. **Love Dishwashing Set:** Huge storage capacity with large compartments for brushes and sponges. The detergent container with pump economizes the soap consumption. **Punto bathroom set:** 6 pieces bathroom set decorates bathrooms with white, chrome plated and wooden look color options.

[www.cetinplastik.com](http://www.cetinplastik.com)



## MINI OVENS FROM ASEL

Asel produce mainly mini ovens, contact grills, hot plates, barbecues, electrical pans and quartz heaters. Their production capacity is around 2 million pieces of products per year and oven production capacity is more than the half of this quantity. Their in-house developed technologies for industrial and mechanical design, software development and production planning frame up the excellent quality of their products. That's how they are the reliable and strong business partner of world class brands.

[www.asel.com.tr](http://www.asel.com.tr)



professional kitchen equipment

öztiryakiler

[www.oztiryakiler.com.tr](http://www.oztiryakiler.com.tr)





### THE WILMA GRILL PAN

Thanks to its PFOA-free special organic coating, food grilled on the Wilma Grill pan with a tiny amount of oil preserve all of their flavor and do not stick on the granite coated surface. Wilma Granite Grill pan's coating manufactured entirely of organic materials is resistant to high temperatures and guarantees healthy cooking. Thanks to its ergonomic accessory, the product can be grabbed easily, which makes cooking much easier. Thanks to its pressed frame of pure aluminum, the best cooking performance can be reached with the minimum energy during cooking. Special grooves designed to drain the excess water and oil of food during cooking provide convenience.

[www.papilla.com.tr](http://www.papilla.com.tr)



### THE MONA SERIES FROM LAV

LAV celebrates the coming of fall with the Mona Series designed with the touch of naïve pastel colors with the season's trend, flower patterns. As weather cools with the advent of autumn, the Mona Series brings a fresh breeze to your tables.

[www.lav.com.tr](http://www.lav.com.tr)

### 38 FRESH BRINGS CONVENIENCE TO HOTELS

Cancan Makina continues to produce the most reliable and hygienic products for their valuable customers. The company's new products, the 38 Fresh Automatic Orange Juice Maker can only be found at Cancan Makina. The machine begins to make orange juice with the press of a button. The 38 Fresh Automatic Orange Juice Maker also has a stainless steel filter that can be used for a long time. The machine is very useful and easy to use at hotels, grocery stores and other venues.

[www.cancanmakina.com](http://www.cancanmakina.com)



### GRILLS FROM ERA

In year 2000, they started with one electric grill model with the aim of enabling the joy of grilling at home. Every day, they've tried to present innovative products like electric grills, sandwich makers, electric cookers, barbecues and single burner hot plates to our customers. They wanted our products to be one step ahead in quality, integrity and reliability. Ever since, they are celebrating the "Four Season Joy of Grilling". With their knowledge and experience they produce grills and sandwich makers that do wonders in the kitchen. They are glad to present you with ERA's experience and knowledge about grills.

[www.eraizgara.com](http://www.eraizgara.com)

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### DIFFERENT MODELS

Kale Termos continues to share its know-how and experience, gathered over the course of manufacturing for over 40 years with its customers. The company which has an expert staff and has manufactured in the plastics sector since its founding renews and develops its expertise in plastic picnic thermoses, thermoses with spigots, car thermoses, medical thermoses, and coolers. The company's dedication to quality has made it one of the world giants in the manufacturing of thermoses, its area of expertise. The company's unchanging principles are based on their dedication to always manufacturing with quality.

[www.kaletermos.com.tr](http://www.kaletermos.com.tr)

## COLD-HOT-COLD-HOT-COLD-HOT

THE DISCOVERY OF THE 'THERMOS' WHICH MEANS "HEAT" IN GREEK DATES BACK TO 1890. COLORFUL THERMOSES AWAIT YOU THAT WILL MAINTAIN YOUR COFFEE, TEA OR WATER AT THE TEMPERATURE YOU POUR IT.

### STEEL INNER SURFACE

Interutfak's vacuum thermoses which preserve the warmth and coolness of your beverages have high quality 18/8 stainless steel inner surface. They should be rinsed with hot water before using with hot beverages and cold water before using with cold beverages. You can use your thermos to store tea, coffee, fruit juice, etc. liquids. Their use for carbonated drinks is not recommended. You are recommended to keep the lid open when not in use to prevent odors from forming, and to wash the thermos by hand.

[www.interutfak.com.tr](http://www.interutfak.com.tr)



### VACUUM FLASK FROM DEPA

The vacuum flask is determined by a perfect combination of soft, elaborate lines with rich colors. The thermal glass maintains the any liquid hot or cold for long periods of time with high-quality glass liner. Easy to use with comfortable single-handed operation. Diameter: 150 mm, width (with handle): 185 mm, height: 240 mm, capacity: 1000cc.

[www.depahediyelik.com](http://www.depahediyelik.com)

### THE FREEDOM MAXI THERMOS



Korkmaz recommends the elegant and ergonomically designed Freedom Maxi Thermos for people who wish to keep their favorite beverage with them on trips. Having a stainless steel body, and a liquid capacity of 850 ml, the Freedom Maxi Thermos offers you the chance to carry your favorite beverage on your trips without bother.

One of Korkmaz's new designs, the Freedom Maxi Thermos maintains your cold and hot drinks at the temperature you want for hours thanks to its non-breakable steel layer. The product which is easily cleaned thanks to its wide opening makes your trips enjoyable with its various color options as well as its ergonomic design.

[www.korkmaz.com.tr](http://www.korkmaz.com.tr)

narin

[www.narinmetal.com](http://www.narinmetal.com)



Züchex Fuarı  
01-04 Ekim 2015, Hall 2 - A 20

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### ALES FROM GÜRAL PORSELEN

Brand new Gural's with which you will fall in love at first sight, with which you will reflect your style as you delight in using them, and which will join in your life, give you joy, and bring style to your lives with its trendiest colors await you at Gural G+ Plus.  
[www.gural.com.tr](http://www.gural.com.tr)

## WE INVITE YOU TO TAKE COFFEE

THERE IS PROBABLY NO ONE WHO DOES NOT LIKE COFFEE WHICH STIMULATES AND INCREASES ALERTNESS DUE TO THE ENERGIZING EFFECT OF THE CAFFEINE IT CONTAINS, BE IT GRANULATED OR GROUND COFFEE. IN ADDITION, OUR SPECIAL CHOICE IS NATURALLY TURKISH COFFEE. WHEN WE SIP IT, OUR FATIGUE AND STRESS ARE NOWHERE TO BE FOUND. WE HAVE PICKED FOR YOUR CHARMING AND SPECIAL COFFEE CUPS FOR YOU TO SIP YOUR COFFEE WITH RELISH.



### THE ARZUM OKKA SULTAN SERIES

The Artist Ismail Acar worked in designing Arzum OKKA, specially designed for the Turkish coffee maker, by synthesizing the traditional and the modern.

In the Arzum OKKA Sultan Series stylized pomegranate and cintemani motifs which are symbols of traditional Turkish elegance signifying prosperity and power were carried on to the cups by Ismail Acar.

[www.arzum.com.tr](http://www.arzum.com.tr)

### ONE CUP OF COFFEE, 40 YEARS' WORTH OF REMEMBRANCE



Designed by Sevil Acar, Emsan coffee cups will win over people who enjoy drinking their coffee in classical, traditional, and modern styles. Emsan coffee cups that come in the newly styled Romance, Elegance, Mahperi, and Line Series were manufactured from a special quality and extra white hard porcelain.

Emsan coffee cups offer Romance which comes in gold and platinum color options for people who like coffee cups with a classical style, and Mahperi to those who enjoy the traditional style. Emsan will keep you company at your coffee services with the Line coffee cup designed in green, blue, and purple for young consumers who like modern lines, and with the Elegance coffee cup in beige and brown for those who prefer a more sober and elegant style.

[www.emsan.com.tr](http://www.emsan.com.tr)



### CRESCENDO OF AESTHETIC AND FUNCTIONALITY

SNT Stoneware has been produced, at an indoor area of 14.000 square meters which is seated at an area of 150.000 square meters in Bilecik, Pazaryeri Industrial Zone. Monthly 2.400.000 pieces have been produced at its premises with state of art production systems. Due to its perception of manufacturing and in accordance with requirements of global competition; its relationships with both its employees and environment have always been handled on basis of contribution to pleasant and habitable world since foundation of company. Consequently an innovative role is adopted instead of inactive position. SNT offers crescendo of aesthetic and functionality to its customers by combining strength of SNT Stoneware with elegance of SNT Porcelain which has been produced at its porcelain premises having monthly production capacity of 400.000 pieces.

[www.sntstoneware.com](http://www.sntstoneware.com)

A13  
APPROVAL



**ASEL®**  
"the best, or none of them"



## "I HAVEN'T LIMITED MYSELF TO A SINGLE SECTOR"



ÇAĞRI ÖZEN

Industrial designer Çağrı Özen who states that he is a design consultant for Medikal and Tente & Pergola which are leaders in their own sectors, answered Turkish Kitchenware's questions.

### WHO IS ÇAĞRI ÖZEN AND HOW DID HE STEP INTO THE WORLD OF DESIGN?

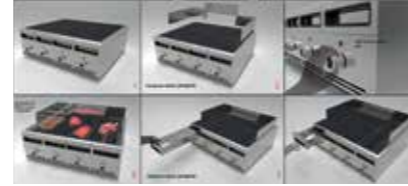
I earned the right to attend the Industrial Products Design program of Istanbul Technical University in 1996. Perhaps it's time to speak of it in the past tense, but we know that many people who have dedicated their lives to design and ideas have been deeply disappointed in this country and had to quit this profession. I turned out to be

"THERE ARE COMPANIES IN OUR COUNTRY THAT HAVE GRASPED ALBEIT BELATEDLY THE GREAT IMPORTANCE OF DESIGN IN GLOBAL COMPETITION. AT THIS POINT, I AND MY FELLOW DESIGNERS HAVE BEGUN TO FIND MORE AREAS OF WORK."

very stubborn in this regard. I said whatever the cost, I would perform this profession in which I was educated, albeit with difficulty and of which I am proud to be a member.

### WHAT SECTORS DO YOU DESIGN FOR? WHAT IS YOUR PARTICULAR FIELD OF CHOICE?

I have not confined myself to a single sector and worked with companies from many different sectors until now. I had dreamed of doing different types of work in different areas, anyway. I have thought that a designer who finds the opportunity to work in constantly differing areas develops himself much better. Going further, I think it is more correct for companies to work with such people who have wide perspectives. Because designers who work like this start each project with a baby's curiosity. I think, conditions and rules for coordinated work between companies and designers is another issue that must be discussed. I can work with companies from every sector except one or two.



### WOULD YOU GIVE US INFORMATION ABOUT YOUR CURRENT WORK?

There are two firms for which I am currently design consultant. These are Medikal and Tente & Pergola which are leaders of their sectors. Since very recently, I worked intensively in plastic food packaging and promotion sectors. There are companies in our country that have grasped albeit belatedly the great importance of design in global competition. At this point, I and my fellow designers have begun to find more areas of work.

### WHERE DO YOU THINK TURKEY IS IN TERMS OF INDUSTRIAL DESIGN PARTICULARLY IN KITCHENWARE?

To be frank, I do not know very clearly. But I don't think that the kitchen sector will deprive itself of industrial design, which is very important for competition. The sector has some significant representatives and important work is carried out and it is naturally our greatest wish that these increase in number. Government incentives have increased in number lately, which motivate firms to integrate industrial design into their work in some way. For instance I have unfortunately been unable to find a producer for the product for which I won an award last year, but I hope one day I will see it manufactured, thanks to companies that will take these incentives into their agenda.



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## "I WORK WITH COMPANIES WHO ARE OPEN TO CHANGE"

Stating that the annual design contests held by IMMIB (Istanbul Minerals and Metals Exporter's Associations) make a great contribution to the sector, Enes Kar answered our questions.

### WHO IS ENES KAR AND HOW DID HE STEP INTO THE WORLD OF DESIGN?

I graduated from the Industrial Product Design program of METU. I worked as design director with Arman Tasarım between 2007 and 2014. With the products I designed during this time, I earned many national and international design awards including IF Design, Reddot and Good Design. I continue my design activities with the company KARDESIGN which I have established in 2015 and which provides product design and engineering services.

### WHAT SECTORS DO YOU DESIGN FOR? WHAT IS YOUR PARTICULAR FIELD OF CHOICE?

I design primarily for companies from the automotive, lighting, stationary, machinery, electronics and packaging sectors. I prefer to work with companies who are experts in their fields and who are open to change.

### WOULD YOU GIVE US INFORMATION ABOUT YOUR CURRENT WORK?

The most striking among my active projects are the electrical public transportation vehicle and electrical street sweeping projects. I am also currently conducting many design and engineering projects for outdoor lighting and stationary products.

### WHERE DO YOU THINK TURKEY IS IN TERMS OF INDUSTRIAL DESIGN PARTICULARLY IN KITCHENWARE?

The annual design contests held by IMMIB make a great contribution to the sector. Companies which operate in the field of kitchen wares take note of and show interest in these contests. As a result of this dynamic structure, very successful examples of industrial design have begun to emerge in the kitchen wares sector in recent years. I hope this positive trend will only grow stronger.



ENES KAR

"I PREFER TO WORK WITH COMPANIES WHO ARE EXPERTS IN THEIR FIELDS. IN RECENT YEARS, VERY SUCCESSFUL EXAMPLES OF INDUSTRIAL DESIGN HAVE BEGUN TO EMERGE IN THE KITCHEN WARES SECTOR. I HOPE THIS POSITIVE TREND WILL ONLY GROW STRONGER."



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OYA AKMAN

Oya Akman answered our questions saying she aims to create global designs that add pleasure to life, facilitate life and foresee the future.

**WHO IS OYA AKMAN AND HOW DID SHE STEP INTO THE WORLD OF DESIGN?**

I have designed for 43 years, as a designer of industrial products. I say 43 years, because I had begun to work in the field of design while I was studying at university. I could say 38 years as a professional, since 1977. While I was studying at MSU, I began working at Armo Mobilya. I used to run to the office after classes. Later, I worked full time as a designer for many years in ceramics, plastics, textile and glass industries. Working for these global companies has furnished me with a very



**"THE ART OF GLASS IS MY TRUE THERAPY"**

good infrastructure in global design, technology and material science. I think these are precisely the most important points of industrial design.

**WHAT SECTORS DO YOU DESIGN FOR? WHAT IS YOUR PARTICULAR FIELD OF CHOICE?**

I work with various sectors. I have designed hotel lighting as well as hats. I approach each sector I work with, from an innovative perspective. Technological innovation is the issue to which I pay the most attention. I aim to create global designs that add pleasure to life, facilitate life and foresee the future. I could list packaging, glass, porcelain, kitchen wares and textile accessories as subjects from which I derive the most pleasure. The art of glass, on the other hand, is my true therapy.

**WOULD YOU GIVE US INFORMATION ABOUT YOUR CURRENT WORK?**

I create packaging designs for various brands. I have my designs manufactured



"I APPROACH EACH SECTOR I WORK WITH, FROM AN INNOVATIVE PERSPECTIVE. TECHNOLOGICAL INNOVATION IS THE ISSUE TO WHICH I PAY THE MOST ATTENTION. I COULD LIST PACKAGING, GLASS, PORCELAIN, KITCHENWARES AND TEXTILE ACCESSORIES AS SUBJECTS FROM WHICH I DERIVE THE MOST PLEASURE. THE ART OF GLASS, ON THE OTHER HAND, IS MY TRUE THERAPY."

and offered to the market under my own brand. A different issue I care deeply about is the fact that we are establishing the Glass Technologies Research Development Design and Education Center. I continue to train good designers by imparting my knowledge to young people at the university.

**WHERE DO YOU THINK TURKEY IS IN TERMS OF INDUSTRIAL DESIGN PARTICULARLY IN KITCHENWARE?**

Being good in industrial design depends on a variety of factors. Companies should invest in technology, have an innovative outlook, aim to create products with added value and structure their brand objectives and marketing systems in an innovative way. It is very important for designers to keep close tabs on global developments and design with an innovative outlook while envisaging the future of the market. If these were to happen, we would achieve market leadership. Unfortunately I can not make positive remarks on this issue now. The firms first imitate a foreign company, then imitate each other.

**"Horeca Equipment For Professionals"**

The equipment shown includes:

- CANCAN 28 Cafe Type
- CANCAN 38 With Manual Feeder
- CANCAN 38 With Glass Tray
- CANCAN 38 Fresh Model
- CANCAN 38 Floor Model
- CANCAN The Bouncer
- CANCAN 32 Pomegranate - Grapefruit Juicer
- CANCAN 32 Pomegranate - Grapefruit Juicer Floor Model
- CANCAN Domestic Type Juicer
- CANCAN Professional Type Manual Orange Juicer
- CANCAN Manual Pomegranate Juicer
- PINEAPPLE PEELING MACHINE
- PROFESSIONEL TYPE ELECTRICAL CAN OPENER
- ELECTRICAL CAN OPENER
- INDUSTRIAL TYPE MANUAL CAN OPENER
- THE STAINLESS TYPE INDUSTRIAL MANUAL CAN OPENER
- THE ALUMINIUM TYPE INDUSTRIAL MANUAL CAN OPENER
- MT01 DECK MOUNTED PRE-RINSE KITCHEN SINK FAUCET
- MT02 DECK MOUNTED PRE-RINSE KITCHEN SINK FAUCET + ADD-ON FAUCET SPOUT
- MT03 WALL MOUNTED PRE-RINSE KITCHEN SINK FAUCET
- MT04 MOUNTED PRE-RINSE KITCHEN SINK FAUCET + ADD-ON FAUCET SPOUT
- RETRACTABLE PRE RINSE FAUCET WITH REEL HOSE
- POT AND PAN WASHER SCRUBBER WITH TROLLEY

## "I HAVE DESIGNED PRODUCTS FOR MANY BRANDS OVER 12 YEARS"

We spoke with Uğraş Akpınar about the world of design, who says he does not have a particular sector of preference, that he can design in any field, because he sees each design subject as an opportunity for making people's lives easier and more beautiful.

**WHO IS UĞRAŞ AKPINAR, HOW DID HE STEP INTO THE WORLD OF DESIGN?**

I see myself as someone who produces ideas in creative areas connected to competition and who implements these ideas. During and after my education at the Mimar Sinan University of Fine Arts, I began my professional life by designing products for leading companies in Turkey.

**WHAT SECTORS DO YOU DESIGN FOR? WHAT IS YOUR PARTICULAR FIELD OF CHOICE?**

In my professional life of almost 12 years, I have designed commercially successful products for dozens of companies in the fields of automotive, white goods, medical, furniture and small home appliances, over 12 years. As someone who manages a design company, I do not have a particular sector of choice. I see each design



subject as an opportunity to make people's lives easier and more beautiful.

**WOULD YOU GIVE US INFORMATION ABOUT YOUR CURRENT WORK?**

For over three years, in Hi Design, a design and consulting firm I founded, we have worked predominantly on new generation payment systems, automotive, office furniture, small home appliances and heating and cooling products. We care very much about having innovative elements in our works that will make a difference in competition and conduct all design processes within this framework.



UĞRAŞ AKPINAR

**INDUSTRIAL DESIGNER UĞRAŞ AKPINAR HAS DESIGNED COMMERCIALLY SUCCESSFUL PRODUCTS FOR DOZENS OF COMPANIES IN THE FIELDS OF AUTOMOTIVE, WHITE GOODS, MEDICAL, FURNITURE AND SMALL HOME APPLIANCES, OVER 12 YEARS.**

**WHERE DO YOU THINK TURKEY IS IN TERMS OF INDUSTRIAL DESIGN PARTICULARLY IN KITCHENWARE?**

An average of 400 thousand residences are produced each year in Turkey. This means an equal number of kitchens. Therefore, we can say that there is need in both the upper and middle segments for many different products.

I observe that players in the domestic market as well as foreign manufacturers see this potential and increase their investments each year. Of course, this also involves plenty of opportunities for designers in Turkey. The potential skills of both local manufacturers and designers is of a nature that can have a say in international competition. It is clear that if this potential were to act in synchronicity and with a certain vision, successful brands and products will be created in the medium run.



Granito  
Technology

Wilma

**KEMAL DEMİRASAL**  
OWNER AND CHEF OF ALAÇATI ALANCHA AND  
ISTANBUL ALANCHA

**"IT GIVES ME PLEASURE TO  
BE DESIGNING EVERYTHING"**

**W**e spoke Kemal Demiral, the owner and chef of Alaçati, and Istanbul Alancha.

**WAS YOUR INTEREST EVOKED BY WATCHING A FAMILY MEMBER?**

Yes. My grandmother was a great cook. She is very fussy about food. She would take great pains with it, since she thought no one would eat the food if it was not good. And, since everyone was out working when I came home from school, I would go into the kitchen and prepare something for myself.

**WHEN DID YOU FIRST COME UP WITH THE IDEA OF SETTING FORTH WITH SUCH A PLACE?**

I liked cooking at the time, but entering the food business evolved

much later. I have a history of surfing, which I began when I was ten. Since the whole family were athletes, I was introduced to this sport during the ages when I began to be aware of things. I surfed for around fifteen years, and I received a university degree in economic in the meantime. To be frank, I did not have an increased interest in food. I began to move away from surfing when I was around 26-27. My university education was also over. I started questioning myself to figure out what I wanted to do. In truth, because of my interest in design and food, and since gastronomy fitted well into this jacket, I believed this work would meet my expectations and I set out on this path. And it turned out to be a good decision.

**WOULD YOU TELL US A LITTLE ABOUT THIS PLACE?**

In Alaçati we only served a tasting menu. The starting point of the story

*"SINCE I HAVE NOT LIMITED MYSELF WITH THE KITCHEN, BUT TOUCHED EVERY POINT FROM THE SERVICE DREW TO THE KITCHEN, TO MENU DESIGN FROM THE BEGINNING, WE SHOULD NOT SAY THAT THE WORK I DO IS COMPLETELY THAT OF A CHEF. IT GIVES ME PLEASURE TO BE DESIGNING EVERYTHING. IT IS A DIFFICULT, BUT GOOD FIELD."*

was a restaurant format where we could offer people experiences. When we found such a large place, we decided to continue the tasting menu on the upper floor. We worked with Gürcan Dere, Cacti Architecture and Design. The local customer would like our dishes but could say, "this is not a menu we could always repeat." We thought this at that point: Since we served during the season in Çeşme, the same guest could come again the next year to see what new item we were serving. Here people can come once a month or once in two months, but it's not an occasion where they could come all the time. Therefore we decided to prepare an environment our guests could experience more frequently, and Beets came in play.

**WHAT IS SERVED IN BEETS?**

The dishes served in the Beets menu aim to capture naturalness and the moment. For dishes prepared in season and with the best ingredients, Alancha prefers to be faithful to the suppliers' production rather than being demanding to them for the content of ingredients. The Beets menu is designed on a weekly basis with the purpose of forging a sustainable relationship with Anatolian markets, local producers, and fishers. The lunch menu is served between 12:00 and 17:00. The dinner menu is served between 18:00 and 00:00.

**YOUR COOKING TECHNIQUES ARE DIFFERENT.**

In fact the things we do are things you know as well. We pickle, smoke, salt. These are techniques that have been used for a very long time. Our grandmothers made pickles as well. Ours is a little different. Since we prioritize the balance and harmony of the ingredients on the plate, we for instance modernize the dominant flavor in home made pickles, thus try to combine old and new techniques. We cook on wood coal. We almost never cook in a pan. You get better results since food is smoked while cooking on wood coal. We do not use gas.



## Bosnian Beef Jerky

**Ingredients:**

500 g of fillet steak, one coffee spoon of salt, one teaspoon of sugar, rind of 4 lemons, 5 stalks of fresh thyme, 1 teaspoon of cumin, 1 teaspoon of black pepper

**Preparation:**

Take half a kilogram of whole fillet steak. Cut in three lengthwise with a thickness of 1 cm. Run all spices, salt, and sugar from a blender. Place the mixture and meat in a plastic fridge bag, remove all the air, tie up the bag and marinate in the fridge for two days. 3. On the third day, remove from the

bag, remove the excess fluid and spice with a paper napkin without washing, and place a weight on the meat and keep it like this in a fridge overnight, to make sure all the water is removed. After removing the water, hang in the refrigerator with flax yarn and leave to dry for 21 days. After it's dry you can have your butcher or cheese seller vacuum the meat, and preserve it in your fridge.

**Where to use:**

You can serve your jerky at breakfast, with alcoholic drinks, or as an entree with baked potato and greens.



## Raw flavors / A type of marinated fish and zucchini



**For the spring onion sauce:**

The stalks of a quarter of a bunch spring onions, half an egg yolk, and 1 egg, 1 tea glass of olive oil, 1 teaspoon of sugar, salt (to taste) half a tea glass of water, lemon juice.

**For fish and zucchini slices:**

150 grams of sea bass fillet (skin removed)  
6 zucchini

**Preparation and serving:**

Place only the green sections of spring onions in a blender. Add

lemon juice, eggs, sugar, salt, and water. Blend until a green and smooth sauce. Dice sea bass fillets previously shorn of their skin, keep in lemon juice and olive oil for 15 minutes. Slice the parts of zucchini without seeds with a fruit peeler, add lemon juice, olive oil, and salt, and keep for 15 minutes. Drain the marinated fish and zucchini. Place the zucchini at the bottom of the plate, arrange the fish on the top, and pour sauce to serve. Serve cold as a fresh and easily prepared entrée.

## Pistachio Soup

**Ingredients:** 100 g of half ripe pistachio nuts (shelled), 200 g of milk, salt, lemon, 50 g of almonds, 50 g of walnuts.

**Preparation:** Boil pistachios in water for 5 minutes. After the water has cooled to lukewarm, remove the rinds of the pistachios. Then dry them on a pan. Add the milk, pistachios, and salt to taste, run through a blender for 3-4 minutes. Serve with a sprinkling of lemon rind and shelled nuts.

**Where to use:** You can add pieces of ice, and serve as a cold starter soup in the summer. You can use it as a sauce for your salad. You can serve as hot soup. You can replace the salt in the recipe with sugar, and use as a sauce in milkshakes or milk puddings.

**Note:** Using half ripe pistachios is important in giving it a nice green color. You can find them in spice shops.





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Salad pot and appetizer bowls **Lux Plastic**  
Porcelain dinnerware, square dinnerware **Hisar**  
Turkish coffee cups, green ceramic dinnerware **SNT**  
Granite pots and pans **Hasevher**  
Cast iron pan with wooden mat **Lava**  
Table textiles **Pink&More**  
Cutting board **Depa**



# style

Enamel tea cups **Plus Kitchen**



Glass oven tray **Borcam**



Cast iron pans with wooden mat **Lava**

Nora Series **Tantitoni**



Deluxe Bone Selection dinnerware **Korkmaz**



Porcelain dinnerware **Porland**



Cutlery sets, dinner services **Pink&More**



Butterfly Teaware **Emsan**



# style

Pots **Hascevher**



Porcelain dinnerware **Hisar**



Granite pan **Brioni**



Water bottles **Lux Plastic**



Ceramic dinnerware **SNT**



Picnic set **LAV**

Glass candelabra **Karaca**



Bread box **Bora Plastik**

# style

Glass dinnerware **Borcam**



Porcelain dinnerware **Karaca**



Country Turkish coffee set **Korkmaz**



Icecream bowl **LAV**



Pots **Hascevher**



Enamel set **Plus Kitchen**



Ceramic dinner set **SNT**



Porcelain dinnerware **Emsan**





**SEMİH ŞEFTALİ**  
CHAIRMAN OF THE BOARD OF ESSE  
“WE TRY TO OFFER EVERY  
TYPE OF PRODUCT”

“FIVE IN-HOUSE INDUSTRIAL DESIGNERS WORK IN OUR COMPANY IN CREATING NEW PRODUCTS AND CONCEPTS. THEY ALWAYS KEEP UP WITH THE INNOVATIONS AND TRENDS IN THE WORLD.”

**WOULD YOU GIVE US INFORMATION ABOUT YOUR LOCAL PRODUCTION FIGURES AND BUSINESS VOLUME?**

We commission local production in many product groups. The most notable of these are categories such as pans, pots, home textiles and some kitchen accessories. For example, we have a turnover of over TRY 50 million including export and Esse stores, with a monthly average production of 150 thousand items in the pots and pans group.

**HOW DO YOU CREATE NEW DESIGNS? DO YOU HAVE A R&D DEPARTMENT?**

We are one of the companies that attaches the greatest importance to new design and new products in the sector. Five in-house industrial designers work in our company in creating new products and concepts. They always keep up with the innovations and trends in the world. We have aimed to be the company that is the first to introduce new products or themes to the customer in Turkey. Indeed, we most recently won the “2015 RedDot Design” award for the EssensoBombé Cast Iron skillet designed by our designer Efe Erdoğan.



**DO YOU EXPORT AND WHAT ARE THE COUNTRIES IN YOUR PORTFOLIO?**

**WOULD YOU GIVE US INFORMATION ABOUT YOUR EXPORT FIGURES?**

Yes, we do. The demand in our Essenso brand has risen rapidly over the last years. We export to countries such as Saudi Arabia, Morocco, Bulgaria, Romania, Germany, TRNC, Azerbaijan, Egypt and Turkmenistan.

**WHAT KIND OF FEEDBACK DO YOU GET FROM FAIRS YOU ATTEND?**

We last attended the Frankfurt Ambiente in February and the Chicago fair in March. The feedback and demand is quite positive. We have witnessed great interest particularly since we had attended the fairs with products of our own design.

**WOULD YOU TELL US OF YOUR PRODUCT VARIETIES?**

We try to offer customers every type of product they may need at home, that is both functional and attractive with its design. In addition to cookware like pans and pots, we sell small home appliances, tableware, home textiles as well as decorative products.

Relating that they has won the “2015 RedDot Design” award this year with the EssensoBombé Cast Iron skillet designed by their designer Efe Erdoğan, Semih Şeftali told us about Esse.

**HOW LONG HAVE YOU BEEN IN THIS SECTOR? WOULD YOU TELL US BRIEFLY OF YOUR COMPANY’S FOUNDING PROCESS?**

I have been in this sector for around 20 years. While working professionally, I noticed that house ware retail had a great future in Turkey. I took my cue from the things done in the States and in Europe. I know how important marriage and building a family are in Turkey. I’ve made the best of the gap there was in this sector in this regard.

Upon seeing the retail business and product diversity in the States and knowing that people like to cook at home, I wished to capitalize on this and offer people various product alternatives they could use in the kitchen. I’ve done what I’ve always dreamed of and established Esse. In 2002, we opened the first Esse store in Akmerkez.



**ARIF ALTINAY**  
EKBER KITCHENWARES MEMBER OF BOARD  
“EXPORT IS ALWAYS  
A VERY IMPORTANT  
INSTRUMENT FOR US”

“WE EXPORT NEARLY HALF OF OUR PRODUCTION VOLUME. OUR MAIN COUNTRIES OF EXPORT ARE EUROPEAN COUNTRIES, COUNTRIES OF THE MIDDLE EAST AND AFRICA AS WELL AS THE AMERICAS. WE EXPORT APPROXIMATELY 40 PERCENT OF OUR PRODUCTION VOLUME.”

Stating that customer satisfaction is very important for us, Arif Altınay answered Turkish Kitchenware’s questions.

**HOW LONG HAVE YOU BEEN IN THIS SECTOR? WOULD YOU TELL US BRIEFLY OF YOUR COMPANY’S FOUNDING PROCESS?**

Our company was founded in 1977 by my father, Kismet Altınay. As we, his children joined the crew we have come to this day by adding to our strength. We now continue to tread with sure steps with our 150 employees at our factory in Avclar and our store in İstoç, serving more than thousand local and foreign customers.

**WOULD YOU GIVE US INFORMATION ABOUT YOUR PRODUCTION FIGURES AND BUSINESS VOLUME?**

As Ekber Kitchen Wares, we produce industrial countertop kitchen equipment. Our product range includes close to one thousand varieties of stainless steel kitchen wares and insulated thermo trays. We have customers in every city and district in the country. Abroad, we export to over 50 countries at an ever increased rate.

**HOW DO YOU CREATE NEW DESIGNS? DO YOU HAVE A R&D DEPARTMENT?**

We consider customer satisfaction as we develop or design our products. Our main principle is manufacturing the product our customers demand in the most economical and ergonomical manner and deliver it rapidly. For this, we

implement automated manufacturing in high volume products and use technology in manufacturing in the most efficient manner. We make package, warehouse deliveries morning, noon and evening.

**DO YOU EXPORT AND WHAT ARE THE COUNTRIES IN YOUR PORTFOLIO? WOULD YOU GIVE US INFORMATION ABOUT YOUR EXPORT FIGURES?**

Export is a very important instrument for us. We export nearly half of our production volume. Food production abroad is based on boiling and baking. Here it is based on roasting and baking. Due to the differences that emerge from this, there are differences in demand between the two markets. This can even become regional variations in some places. Therefore, we always determine customer wishes through customer visits and fair participation and create our manufacturing line accordingly. Our



main countries of export are European countries, countries of the Middle East and Africa as well as the Americas. We export approximately 40 percent of our production volume.

**WHAT KIND OF FEEDBACK DO YOU GET FROM FAIRS YOU ATTEND?**

As Ekber Kitchen Wares, we participate in fairs that are significant for the sector and those we believe will be productive for us, each year. We always receive positive returns from fairs in the short and long run, extending our customer portfolio.

**WOULD YOU TELL US OF YOUR PRODUCT VARIETIES?**

Our company has over a thousand products in its product range, in the form of countertop products. We are one of the leading manufacturers in our country with regards to countertop products.

**DO YOU HAVE OVERSEAS DEALERSHIPS?**

Making our decision on the basis of each country, we prefer to work on a dealership basis in some countries and prefer the free sales method in others.



**METİN KANTARCI**  
MILENYUM METAL GENERAL MANAGER

## "WE EXPORT ALL OF OUR PRODUCTS"

"WE EXPORT OUR ENTIRE PRODUCTION VOLUME OF 800 THOUSAND ITEMS PER YEAR TO COUNTRIES SUCH AS THE UNITED STATES, GREAT BRITAIN, THE NETHERLANDS, FRANCE AND GERMANY."

Starting that as Milenyum Metal, they had been manufacturing ironing boards, laundry drying racks, metal bunks and metal bedsteads for 12 and that they had continued production on an outdoor area of 20 thousand and indoor area of 9 thousand square meters, Metin Kantarcı answered Turkish Kitchenware's questions.

**HOW LONG HAVE YOU BEEN IN THIS SECTOR? WOULD YOU TELL US BRIEFLY OF YOUR COMPANY'S FOUNDING PROCESS?**

We have been in this sector for 12 years. Since 2003, Milenyum Metal Dış Ticaret ve Sanayi Ltd. Şti. has continued production metal house and

garden wares, primarily consisting of ironing boards, laundry drying racks, metal profiles. Our company which had conducted its operations on an indoor area of 1800 square meters until the beginning of 2006, has continued to operate in its new factory building with an outdoor area of 20 thousand and indoor area of 9 thousand square meters ever since, in accordance with the increasing demand of our customers.

**WOULD YOU GIVE US INFORMATION ABOUT YOUR PRODUCTION FIGURES AND BUSINESS VOLUME? DO YOU EXPORT AND WHAT ARE THE COUNTRIES IN YOUR PORTFOLIO?**

We export our whole production



volume of 800 thousand items per year. Our principal countries of export are the United States, Great Britain, the Netherlands, France and Germany.

**HOW DO YOU CREATE NEW DESIGNS? DO YOU HAVE A R&D DEPARTMENT?**

Our new designs are created by our R&D department. We also consider customer requests. We develop our designs accordingly.

**WHAT KIND OF FEEDBACK DO YOU GET FROM FAIRS YOU ATTEND?**

The feedback we receive from fairs include positive and prospective works and projects.

**WOULD YOU TELL US OF YOUR PRODUCT VARIETIES?**

Ironing boards, laundry drying racks, metal bunks, metal bedsteads.



**YAVUZ UYSAL**  
GONDOL PLASTIC EXPORT SPECIALIST

## "WE MEET SUBSTANTIAL DEMAND AFTER A FAIR"

"WE TRY TO CONVERT INTERVIEWS AND CONTACTS DURING AND FOLLOWING A FAIR SUCH AS CORRESPONDENCE, SENDING OUT SAMPLES ETC. TO ORDERS. SINCE THE PRODUCTS WE MANUFACTURE ARE GENERALLY TECHNOLOGY INTENSIVE, INNOVATIVE PRODUCTS, WE HAVE SUBSTANTIAL RETURNS AFTER FAIRS."

Yavuz Uysal stressed that Gondol Plastic was one of the two firms with the highest exports in their sector according to the list issued by the Exporters Union as of the end of 2014 and answered our questions.

**HOW LONG HAVE YOU BEEN IN THIS SECTOR? WOULD YOU TELL US BRIEFLY OF YOUR COMPANY'S FOUNDING PROCESS?**

The foundations of Gondol Plastic were laid by company partner Ümit Akçebe at 1978. Gondol Ticaret which began to specialize in the design and manufacturing of plastic kitchen and bathroom wares during this period, established its own machine park in the beginning of 2000 and took on the title

of Gondol Plastic San. ve Dış Tic. Ltd. Şti. Finally, the title of our company was changed to Gondol Plastic Sanayi Dış Ticaret Anonim Şirketi as of the beginning of 2015.

**WOULD YOU GIVE US INFORMATION ABOUT YOUR PRODUCTION FIGURES AND BUSINESS VOLUME?**

There have been developments in our machine park in parallel with our rapidly growing and developing business volume. Our monthly production has reached 2,000,000 items in parallel with our investment in high quality Engel machinery of European origin. The machine park and operation of our factory has been created with state of the art technology and our factory is BSCI, ISO9001 and Sedex certified and approved by 3rd degree auditing firms.



**HOW DO YOU CREATE NEW DESIGNS? DO YOU HAVE A R&D DEPARTMENT?**

We mostly manufacture products to suit the needs and wishes of our customers. We work with more than one designer. Our designs are 100% original and we are the foremost firm in our sector whose products are usually emulated.

**DO YOU EXPORT AND WHAT ARE THE COUNTRIES IN YOUR PORTFOLIO?**

We export 60 percent of our production. We export to 80 countries as of 2015. Our company is one of the two firms with the highest exports in our sector according to the list issued by the Exporters Union as of the end of 2014.

**WHAT KIND OF FEEDBACK DO YOU GET FROM FAIRS YOU ATTEND?**

Our purpose in general is to meet current customers, introduce our new collections to them and to find new and lasting customers in new countries with whom we will work for many years.

**WOULD YOU TELL US OF YOUR PRODUCT VARIETIES?**

Our company manufactures plastic kitchen and house wares. We have products that are widely used in the kitchen and at the home. Our product range included approximately 400 unique products.



**GÜLAY GÜLŞEN**  
BRAND MANAGER OF PINK&MORE

## "PATTERNS REFLECT DREAMS"

"WE THOUGHT THAT THE RICH WORLD OF PATTERNS GREATLY DISTINGUISH LIVING SPACES AND MADE PINK&MORE A BRAND WHICH OFFERS UNIQUE PRODUCTS INSPIRED BY PATTERNS."

**G**ülay Gülşen stated that Pink&More was established in 2013 and that their goal was to bring color into tables and answered Turkish Kitchenware's questions.

**HOW LONG HAVE YOU BEEN IN THIS SECTOR? WOULD YOU TELL US BRIEFLY OF YOUR COMPANY'S FOUNDING PROCESS?**

I have been in this sector since 2005, but the story of Pink&More's realization began in 2013. As founders of the company, we were inspired by pink, the color of dreams and set forth to bring color, flowers and happiness to tables. At the end of 2015 Pink&More undertook a restructuring upon the heavy interest it enjoyed from consumers. We thought that the rich world of patterns greatly distinguish living spaces and made Pink&More a brand which offers unique products inspired by patterns.

**WOULD YOU GIVE US INFORMATION ABOUT YOUR PRODUCTION FIGURES AND BUSINESS VOLUME?**

We have manufacturers we work together at home and overseas. While selecting our business partners, we particularly prefer companies that pay attention to the quality and standard of their products.

**HOW DO YOU CREATE NEW DESIGNS? DO YOU HAVE A R&D DEPARTMENT?**

As Pink&More we follow a number of overseas fairs, publications and new trends in accordance with brand strategies. We constantly prioritize product and pattern designs in accordance with the principles of quality and uniqueness. We aim to present ourselves to consumers with new patterns in the near future.

**WHAT KIND OF INTEREST DO YOU ENCOUNTER OVERSEAS? HOW DO YOU COMPETE WITH FOREIGNERS?**

There is a lot of interest, particularly in the Middle East market. We are currently evaluating the requests we receive and have begun seeking distributors with whom we can work long term.

**WOULD YOU TELL US OF YOUR PRODUCT VARIETIES?**

Our product range inspired by pattern continuity comprises cutlery sets, dinner



services, tea services and kitchen textiles etc. with the same patterns.

**DO YOU EXPORT AND WHAT ARE THE COUNTRIES IN YOUR PORTFOLIO? WOULD YOU GIVE US INFORMATION ABOUT YOUR EXPORT FIGURES?**

Our brand receives a lot of demand from overseas. We currently work actively with Dubai and Iran. Our negotiations with Germany and Poland continue as well. Our negotiations to attend overseas fairs continue at the moment.

**WHAT ARE THE ADVANTAGES AND DISADVANTAGES OF BEING IN THIS SECTOR AS A TURKISH BRAND?**

Since Pink&More is a brand that is inspired by patterns, it has various product groups. There are not many Turkish brands that implement this product diversity as a concept. Therefore we believe we have a lot of room for development.

**WOULD YOU TELL US OF YOUR NEW INVESTMENT PLANS?**

We wish to transform our online sales channel into a platform where we can ship products internationally. Many end consumers who wish to purchase from overseas contact us. Therefore we want to conclude our efforts in this field.



**NAZLI ATEŞ KANBUR**  
MANAGING PARTNER OF PLUS KITCHEN

## "WE USE MATERIALS THAT DO NOT HARM THE ENVIRONMENT"

"WE HAVE MANY ENAMEL PRODUCTS. ENAMEL MUGS, ENAMEL TEAPOTS, SOAP DISHES, CUTTING BOARDS, PITCHERS, ETC. WE ALSO HAVE KEEP CUPS IN 3 SIZES, WHICH ARE VERY POPULAR. WE ALSO HAVE WOODEN CRATES OF VARIOUS SIZES AND CUTTING BOARDS WHICH WE PREPARE WITH RECYCLED WOOD."

**HOW DO YOU CREATE NEW DESIGNS? DO YOU HAVE A R&D DEPARTMENT?**

R&D efforts for all products used at Plus Kitchen are managed by Garaj Gıda. All concepts and innovations are prepared and implemented by them. In accordance with the importance we assign to issues such as healthy nutrition and environment friendliness we do not prefer to use the designs and materials that will exceed the bounds of our currently used enamels.

**WOULD YOU TELL US OF YOUR PRODUCT VARIETIES?**

We have many enamel products. Enamel mugs, enamel teapots, soap dishes, cutting boards, pitchers, etc. We also have keep cups in 3 sizes, which are very popular. We also have wooden crates of various sizes and cutting boards which we prepare with recycled wood. Since we are an environmentally conscious brand, we use shopping nets instead of plastic bags. We expand our product portfolio with each passing day and as a brand, make the sacrifice needed for using products that do not harm the environment.



**DO YOU HAVE OVERSEAS DEALERSHIPS?**

We currently do not have an overseas branch. Plus Kitchen is a brand of 100% Turkish design, that has not been inspired by foreign concepts. Therefore our future plans include carrying our healthy products overseas as a Turkish brand and to communicate our philosophy to a greater number of people. We first aim to open a Plus Kitchen in London. This awareness has been embraced there and the interest in healthy materials such as enamel is quite high.



**SAMI AKKAYA**

FOUNDING GENERAL MANAGER OF OBJE PLASTIK

**"WE EXPORT APPROXIMATELY 75 PERCENT OF OUR PRODUCTION VOLUME"**



"WE ARE AWARE OF THE FACT THAT EXPORT IS VERY VALUABLE FOR OUR COMPANY AND OUR COUNTRY AND THEREFORE IT IS OUR GOAL TO HAVE THE WORLD KNOW AND LOVE THE BRAND "MADE IN TURKEY".



Expressing their pride in their achievement of entering the kitchens and homes not only in Turkey, but in more than 25 countries over 4 continents in the last 2 years, Sami Akkaya answered our questions.

**HOW LONG HAVE YOU BEEN IN THIS SECTOR? WOULD YOU TELL US BRIEFLY OF YOUR COMPANY'S FOUNDING PROCESS?**

Obje Plastik has specialized in promotional products and exhibition booths in its first years, developing products we commonly encounter in our daily lives. For the last 5 years, we have stepped into the kitchen and house wares sector and exceeded 200 product varieties in a very short period of time.

**WOULD YOU GIVE US INFORMATION ABOUT YOUR PRODUCTION FIGURES AND BUSINESS VOLUME?**

As Obje Plastik we fill our manufacturing capacity in kitchen and house wares, promotional products and exhibition booths with 20 injection machines with capacities varying between 100 and 1100 tons. We process an average of 200 tons of raw materials per month.

**HOW DO YOU CREATE NEW DESIGNS? DO YOU HAVE A R&D DEPARTMENT?**

As you know, we are living in an age where competition increases from day

to day. It is a known fact in our sector that brands having good design have a headstart in the race. Therefore we have adopted as our company principle the practice of manufacturing high added value products with an innovative and useful approach.

**DO YOU EXPORT AND WHAT ARE THE COUNTRIES IN YOUR PORTFOLIO? WOULD YOU GIVE US INFORMATION ABOUT YOUR EXPORT FIGURES?**

We are a company with an open vision which develops high quality and long term projects in Turkey while wishing to build this recognition abroad as well. To this end, we try to attend sectoral and international fairs each year. Ambiente (Frankfurt), HKTDC Hong Kong Houseware Fair (Hong Kong) and Züchex House Wares Fair (Istanbul) are fairs which we attend regularly. We are aware of the fact that export is very



valuable for our company and our country and therefore it is our goal to have the world know and love the brand "Made in Turkey". It is also a source of pride for us to have succeeded in entering the kitchens and homes not only in Turkey, but in more than 25 countries over 4 continents, in the last 2 years. We export approximately 75 percent of our production volume.

**WHAT KIND OF FEEDBACK DO YOU GET FROM FAIRS YOU ATTEND?**

We find the national and international fairs which we attend regularly very beneficial for the publicity of our products and brands. I must say that we find fairs valuable in terms of meeting our current customers, as well as potential customers.

**WOULD YOU TELL US OF YOUR PRODUCT VARIETIES?**

As I have mentioned, Obje Plastik has a fairly large product range. In addition to products used by the end consumer for house cleaning and in the kitchen, we design and manufacture hundreds of products from exhibition booths for fast moving goods to all types of products used for promotional purposes.



**MEHMET SUYABAK**  
PARTNER OF ÖZGÜL MELAMİN

**"WE ARE PLANNING OUR NEW INVESTMENTS FOR 2016"**

"AS A COMPANY, WE ARE PLANNING TO COMPLETE AUTOMATION AND R&D EFFORTS FOLLOWING AN EXPANSION OF THE AREA OF FACTORY USE. IN ADDITION TO THESE EFFORTS, WE ALSO AIM TO COMPLETE OUR INSTITUTIONALIZATION WORK."

Stating that they manufacture one million products each month and that they have over 250 active dealers on a national scale, Mehmet Suyabak answered Turkish Kitchenware's questions.

**HOW LONG HAVE YOU BEEN IN THIS SECTOR? WOULD YOU TELL US BRIEFLY OF YOUR COMPANY'S FOUNDING PROCESS?**

Our firm was founded by Tahir Suyabak in 1983. It operated in manufacturing in various areas of the kitchen wares sector until 2004 and began manufacturing of melamine kitchen wares as Özgül Melamin in 2004.

**WOULD YOU GIVE US INFORMATION ABOUT YOUR PRODUCTION FIGURES AND BUSINESS VOLUME?**

We manufacture one million items each month and have over 250 active dealerships on a national scale. We export directly to nine countries.

**HOW DO YOU CREATE NEW DESIGNS? DO YOU HAVE A R&D DEPARTMENT?**

Until 2015 we carried out R&D in house and by outsourcing, without having a dedicated department. In 2015, we established a R&D and moulding



department in-house. We are considering manufacturing moulds drawn by our designers in-house. We plan to implement this project 90% as of 2016.

**WOULD YOU TELL US OF THE INVESTMENTS YOU MADE IN 2015?**

Our company completed its new factory in the Kahramanmaraş Organized Industrial Estate in 2015 and moved to its new facilities in April of the same year. We are planning our new investments for 2016.

**DO YOU EXPORT AND WHAT ARE THE COUNTRIES IN YOUR PORTFOLIO? WOULD YOU GIVE US INFORMATION ABOUT YOUR EXPORT FIGURES?**

We export directly to nine countries and directly and indirectly to dozens of

countries via our local customers. In 2015, the share of exports in our total sales increased from 3-4 percent to 10-12 percent. We directly export to Germany, Angola, Azerbaijan, Georgia, Iraq, Kazakhstan, Russia, Saudi Arabia and France.

**WOULD YOU TELL US OF YOUR PRODUCT VARIETIES?**

Our company manufactures melamine and bakelite kitchen wares for home use. We also manufacture melamine, unbreakable and laminated kitchen equipment for industrial kitchens.

**DO YOU HAVE OVERSEAS DEALERSHIPS?**

Yes. Of the countries I listed, we work with Angola, Georgia, Iraq, Russia and Saudi Arabia with a dealership system.

**WHAT DO YOUR PLANS FOR THE FUTURE ENTAIL?**

As a company, we are planning to complete automation and R&D efforts following an expansion of the area of factory use. In addition to these efforts, we also aim to complete our institutionalization work. We have plans to be a global firm known by the sector in the long run.



## “YOU HAVE TO EXHIBIT A DIFFERENT BEARING TO BECOME A BRAND”

**S**tating that there are many things they wish to do in the years to come, Asli Erdoğan points out that their priority is the many projects underway for the purpose of bolstering the corporate infrastructure. Erdoğan told Turkish Kitchenware about Hisar, a long established company in Turkey

### WOULD YOU BRIEFLY TELL US OF THE FOUNDING OF HISAR?

Hisar was founded in 1968 by my late grandfather Muzaffer Organ Erdoğan and his brother Ayhan Erdoğan. Our elders first began by manufacturing flashlights. But since these products could be smuggled from the Far East they saw no future in this sector and gave up on production. After conducting market research they have decided to manufacture forks and spoons, and later knives. They began production in a small workshop in Rami, Istanbul. They determined that high quality products were needed at the time, and they strove to manufacture few but high quality

*“EVER SINCE HISAR WAS FOUNDED, OUR FAMILY ELDERS HAVE SET THEIR SIGHTS ON MAKING HISAR INTO A BRAND. OUR BRAND INVESTMENT PROCESS HAS BEEN DEVELOPING EVER SINCE. AS HISAR, WE HAVE MOVED AHEAD BY ALWAYS USING HIGH QUALITY RAW MATERIALS, KEEPING ABREAST OF THE LATEST TRENDS AND BY ATTACHING IMPORTANCE TO DESIGN AND R&D WORK. WE ARE A COMPANY THAT ALWAYS CONDUCTS RESEARCH AND MARKET ANALYSES.”*

products. With the demand that came later, they wished to raise capacity and relocated to the bigger Florya factory. After they began production of a variety of cookware at the new manufacturing site, the 4 thousand square meter space became insufficient and they moved in 1986 to the Esenyurt factory which had an area of 25 thousand squaremeters. In other words, there has been an increase in capacity nearly every 10 years. We still continue to manufacture goods in this factory. Aside from our main product group, cutlery and steel pots we supply the masses with tabletop products,

accessories, and porcelain ware, another type of product needed at the home.

### HOW DID YOU DEVELOP HISAR’S BRAND CREATION PROCESS AND RECOGNITION? WHAT KIND OF INVESTMENTS HAVE YOU MADE TO DATE IN CREATING THE BRAND?

Creating a brand is not easy. You have to exhibit a different bearing to become a brand. Ever since Hisar was founded, our family elders have set their sights on making Hisar into a brand. Our brand investment process has been developing ever since. As Hisar, we have moved



**ASLI ERDOĞAN**  
HİSAR STRATEGIC PLANNING  
&CORPORATE COMMUNICATION  
MANAGER

ahead by always using high quality raw materials, keeping abreast of the latest trends, and by attaching importance to design and R&D work. We are a company that always conducts research and market analyses. In line with the wishes of the consumer we sometimes exceed boundaries and offer them different designs. We usually follow foreign brands and global trends in our innovation work.

### WHAT KIND OF COLLABORATION DO YOU HAVE WITH LOCAL OR FOREIGN INVESTORS AS YOU DESIGN YOUR PRODUCTS?

We have a R&D and design department. Since my father, İsmail Erdoğan loves designing, he continues to work in close partnership directly with this department. All kinds of design work goes through him. Aside from our in-house designs, we usually work with local designers. We also attach great importance to making the best of the designs of young designers. I personally think that local designers create designs that are as creative, useful, and out-of-the-box as foreign designers. I would like to stress the importance of your industrialists supporting our valuable designers.



### HOW DO YOU CREATE THE PRODUCTS OF THE NEW SEASON? WHAT INSPIRES THE DETAILS AND LINES IN THE DESIGNS, THE CONCEPTS CREATED?

As Hisar, we begin work on creating our products by conducting market research, following up on trends, and after collecting these data, carrying out a brainstorming session. Of course, we can be inspired by many factors. We name our products after what has inspired us in designing them. To give an example, as we are designing our cutlery, we are inspired by the cities of various countries or by historical museums or palaces. Our Topkapı product is named thus because it is classical, grand, and weighty while or Milano product is named thus due to its minimalistic and modern lines, and due to the fact that Milan is more modern in

terms of fashion and art than other cities in Italy.

### DO YOU HAVE OVERSEAS DEALERSHIPS?

Certainly. We export to many countries. We have dealerships in countries such as Egypt, Azerbaijan, and Germany. We also export to the United States. We are considering prioritizing South America and the Arab countries a little more.

### WHAT KIND OF FEEDBACK DO YOU GET FROM FAIRS YOU ATTEND?

At the fairs we attend, we always meet the masses with new product models or a new innovation. Since we are a prominent and leading brand in terms of product design and creating innovative products, we always have positive feedback.

### WOULD YOU TELL US BRIEFLY OF YOUR PRODUCT VARIETIES?

Our product range comprises cutlery, the cookware group, various tabletop accessories, and dining sets. We have around 2 thousand and 500 products.

### WHAT DO YOUR PLANS FOR THE NEXT YEARS ENTAIL?

There are a lot of things we wish to do in the next years. First, we have many projects currently underway to bolster our corporate infrastructure. I believe Hisar has a different bearing in its sector, with respect to its manufacturing capacity and the importance it attaches to innovation. We will prioritize marketing activities that will highlight these attributes. We also have objectives regarding increasing our HORECA and export sales in addition to our retail/household sales channels.





## “WOOD IS COMPLIANT WITH ITS WORKER AND IT IS WARM”

THE ARTIST MEHMET ÖZDİKMEN WHO HAS A LONG STANDING FAMILIARITY WITH MARQUETRY SAYS HE CHOSE IT BECAUSE OF THE TEXTURE AND WARMTH OF WOOD. “WORKING WOOD IS BOTH ENJOYABLE AND RELATIVELY EASY. WOOD DOES NOT RESIST YOU AS YOU WORK; IT ONLY BECOMES DIFFICULT WHEN IT IS BUT, THAT IS AGAINST THE GRAIN,” THUS SAYING ÖZDİKMEN ADDS WOOD IS COMPLIANT TO ITS WORKER, INTIMATE AND WARM.



### REQUIRES A HIGH LEVEL OF HAND WORKMANSHIP

Marquetry is an art that is almost forgotten and dwindled to almost nothing in our day. The art of marquetry which requires meticulous work is performed by combining wood of various hues. Each work is unique to its maker, and can not be duplicated. Since the pattern within the wood is always different, it is very difficult to find the same pattern. This type of veneering which requires the highest level of wood working and hand workmanship is esthetically pleasing and long lived, since it is created from solid wood. In our day, it is found in floors of luxury venues, and in spaces such as palaces and presidential residences. The art of Marquetry is used in all types of objects, excluding wet floors. It is usually preferred in dining and bedroom furniture sets, coffee tables, chests, dining tables, and as wall art. The adornments are created by arranging hundreds of meters of wood veneers, thinner or thicker than 0.5 mm. It can even include mosaics where 100 movements are found within a square centimeter.

Rooted in ancient Egypt, marquetry is the art of carving whereby wood veneer of various colors are cut and inlaid, performed the natural hues of trees without the use of paint. We have had a pleasant interview with artist Mehmet Özdikmen who has set his heart on this art.

**WOULD YOU TELL US ABOUT YOURSELF? WHAT LIES AT THE ROOT OF YOUR INTEREST IN ART? HOW DID YOU BECOME INTERESTED IN MARQUETRY.**

After finishing Haydarpaşa High School, I graduated from the Academy of Applied Fine Arts in 1982. I became interested in art thanks to my father, artist Seyfettin Özdikmen. I studied Interior Decoration – Furniture Design at the academy. Marquetry was one of our workshop classes. I met marquetry since it was a course subject. That is when I first began working in this field. Now I continue the work occasionally.

**MARQUETRY IS NOT A PROMINENT CRAFT IN TURKEY. WHAT DO YOU THINK IS THE REASONS FOR THIS?**

This has a little to do with supply and demand. It is closely related to the status of the furniture sector in Turkey. We are speaking of a time where everyone is leaning towards ready made furniture. From what I follow, there are marquetry communities in Europe and the United States. These are non-profit communities that have been formed mostly with an amateur spirit. With us, even finding wood veneer to work with is a problem due to the conditions of the furniture sector.

**WHY DID YOU TURN TO WOOD?**

Because of the texture and warmth of wood. Working wood is both enjoyable and relatively easy. Wood does not resist you as you work; it only becomes difficult when it is but, that is against the grain. Otherwise it is compliant with its worker, intimate and warm.

**FROM WHOM DID YOU LEARN WOODWORKING?**

After school I worked with masters

Niko Perpiyani, Toma, and Abraham. Afterwards I learned classical furniture making, woodworking, and wood veneering with Master Ergun at Ada Mobilya, the first place I worked as a professional.

**WHAT DOES MARQUETRY WORK FEEL LIKE? IT MUST REQUIRE A GREAT DEAL OF PATIENCE AND MASTERY.**

Before everything, marquetry for me is work that is relaxing and restful. It is the state of being in a completely different world... Each person who works in this field has his own character, and way of applying materials. Different styles, different subjects... But the essence of the matter is like creating a puzzle. Intarsia and marquetry are very similar. You inlay wood in one and veneer in the other.

**I THINK YOU HAVE DIFFERENT WORKS THAN KNOWN MARQUETRY APPLICATIONS. WOULD YOU TELL US ABOUT THESE?**

I don't work on furniture. There are already masters who do that. Since I am intimately familiar with painting and I also draw with dry pain on canvas, I mostly work paintings of famous artists in marquetry. Cezanne, Corot, Picasso, and Gauguin are some of these artists. I see that fans in Europe and the United States work on very different patterns. But I do not know if anyone else does my kind of art work here or abroad, I have not encountered anyone.



## REPRESENTATIVES OF THE HOUSE AND KITCHENWARE SECTOR WERE IN PANAMA AND COLUMBIA

### UR-GE PROJECT WAS ANNOUNCED

The Support of the Development of International Competition (UR-GE) project was announced, which will be initiated for the benefit of the industrial kitchens sector under the coordinatorship of Istanbul Ferrous & Non Ferrous Metals Exporters' Association (İDDMİB) and by the project partnership of the Industrial Kitchen, Laundry and Catering Equipment Manufacturers' and Distributors' Association (TUSİD).

The aim of this project is to convene 25-35 companies operating in the industrial kitchens sector and increase the export markets and export volumes of companies. Although little time has passed since the project was announced, companies of the sector have shown considerable interest in the project and made applications to the project.

#### MINISTRY OF ECONOMY SUPPORTS THE PROJECT 75%

Support of the Development of International Competition (UR-GE) projects are implemented as sectoral clustering projects supported by the Republic of Turkey Ministry of Economy. UR-GE projects are supported to an extent of 75% by the Ministry. The objective of UR-GE projects is to bring companies operating in the same sector together to conduct joint marketing operations for 36 months. Operations such as consulting, training, purchasing delegation, and foreign delegations are conducted within the scope of the project.



Within the framework of events held for the benefit of the Turkish house and kitchenwares sector, a sub-sector included within the scope of the Istanbul Chemicals and Chemical Products Exporters' Association (İKMİB), a sectoral commercial delegation visit was organized between July 6<sup>th</sup> and 12<sup>th</sup>, 2015 with the collaboration of the Istanbul Ferrous & Non Ferrous Metals Exporters' Association (İDDMİB) and Home and Kitchen Appliances Industrialists and Exporters Association (EVSİD).

32 representatives from 26 companies of the sector in question attended the event held in Panama City/Panama and Bogota/Columbia.

The delegation first visited the Colon free trade zone, Panama's leading commercial center, conducting meetings with the free trade zone administration. The final item of the itinerary comprised one-on-one visit between participants and important buyers based in Columbia, and a total of 239 business meetings were conducted.

### NEEDS ANALYSIS FOR THE TURKISH HOUSEWARES UR-GE PROJECT



The need analysis meeting, the first stage of the Turkish Housewares UR-GE (Support of the Development

of International Competition) project held for the benefit of the Turkish house and kitchen wares sector, by the Istanbul Chemicals and Chemical Products Exporters' Association (İKMİB), in collaboration with the Home and Kitchen Appliances Industrialists and Exporters Association (EVSİD) was held at the Foreign Trade Complex between 30<sup>th</sup> and 31<sup>st</sup> of July, 2015. In face to face meetings where the needs of companies participating in the cluster were determined during the course of the needs analysis; the cluster strategy and target markets were determined and a focus group meeting was held.

Made in  
**TURKEY**



Made in Turkey products have competitive advantage in terms of quality and design. If you are looking for manufacturers in Turkey, look for this sign and EVSİD logo when you visit Turkish companies.

For a complete list of Turkish Home & Kitchenware manufacturers, pls visit [www.evsid.org.tr](http://www.evsid.org.tr)



## GOALS WERE EXCEEDED IN THE KITCHEN UR-GE PROJECT

The Turkish House and Kitchenwares Overseas Marketing Team whose project was developed within the framework of the Communiqué of the Ministry of Economy of the Republic of Turkey on the Support of International Competitive Power, by the Istanbul Ferrous & Non-Ferrous Metals Exporters' Association (İDDMİB), in collaboration with the Istanbul Chemicals and Chemical Products Exporters' Association (İKMİB), and the Turkish Housewares Association

(ZÜCDER) concluded in February 2015, having completed its three years. In honor of the closing of the project, a dinner meeting was held on the evening of June 11th, 2015 with the attendance of our cluster companies, and the outputs of the project were evaluated.

Within the scope of the project which included a total of 31 companies exporting metal, plastic, glass, and industrial kitchen products, a total of 9 overseas marketing events and one purchasing delegation visit was

organized. Business meetings were held with 443 foreign companies during the course of 19 business matchmaking events held in 18 countries.

In the first stage of the project which began in February 2012, the objective was to achieve an increase in exports and added value above that of the sector average, and these rates were exceeded. In the "Examples of Good Practices" study conducted under the auspices of the Ministry of Economy, where 15 of the approximately 135 UR-GE (Support of the Development of International Competition) projects were selected, the Kitchen UR-GE project was included among the "Examples of Good Practices in the Area of Internationalization."

The success of activities conducted within the scope of the project also increased the interest in clustering projects of other sector companies not included in the cluster, and brought about the start of new projects with largest participation.

## 20 OF OUR COMPANIES WILL PARTICIPATE IN THE MEGA SHOW PART 1 2015 FAIR

National participation in the Mega Show Part 1 2015 fair that will be held in Hong Kong/ PRC between October 20 and 23 will be organized for the first time this year by the Istanbul Chemicals and Chemical Products Exporters' Association (İKMİB) in collaboration with the Home and Kitchen Appliances Industrialists and Exporters Association (EVSİD).

The Mega Show fair that had been held in 2014 with the



participation of nearly 3400 companies from 32 countries will be held this year at the Hong Kong Convention and Exhibition Centre which is located

in the center of Hong Kong and is one of the most important convention centers of the Far East. House and kitchen wares, decorative items, souvenirs, and lighting products will be exhibited at the said fair. The participation of 20 of our companies will be organized in the Turkish booths that will take a total area of 360 square meters in Hall 3FG of the Hong Kong Convention & Exhibition Centre.

KITCHENWARE ●

PLASTICWARE ●

ELECTRICAL ●

INDUSTRIAL ●

TABLEWARE ●

GIFTWARE ●

HOUSEWARE ●

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