

# FURNITURK

AUGUST  
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2023

## INDUSTRY & DECORATION

The Turkish Furniture Industry Export Journal

Вестник экспортной деятельности мебельной индустрии Турции

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## Editorial

# Crises and the economy

There are rapid changes happening in the world. As wars and economic crises wreak havoc, oil and energy trusts and stock market speculators are getting richer. The bar between poverty and wealth is constantly growing around the world. The effects of global warming are becoming more evident every year. Nature massacres, ecological changes, regardless of class, will affect all living things on earth. That's when we will understand more about the utility of an ant and its effect on a bee's natural life cycle. Scientists state that after 70 years, the world's usable water resources, including groundwater, will decrease to a minimum and nutrition will become more important than energy resources. Human beings can live and survive in a simple way without the habits and comforts of modern life, but when their life resources are exhausted, they come to the brink of extinction. Then neither industry 4.0 nor the blessings of the digital and social world will work. Natural geological disasters such as earthquakes have caused heavy losses in the geography we live in. Turkey suffered heavy material and moral human loss with the earthquake that affected seven major cities. Governments and political powers are constantly changing, but the problems are

growing. Humanity could not recover after 2020. Post-pandemic economic crises and international tensions did not subside. In these months when we live in the last quarter of 2023, we are heading towards a Europe where inflation saw double-digit figures after World War II. Raw material supply is getting harder, prices are increasing, exports and imports are getting harder. This is a common problem that manifests itself in almost all sectors.

This year, our 2nd FURNITURK magazine will be distributed in 5-6 countries by the end of the year. Tugay Intermob fair, which will take place at the beginning of October, is a big organization that will carry the Turkish furniture supplier industry to the international arena this year. Participation has already exceeded expectations. This quarter, we will be in many parts of the world with our FURNITURK magazine. Our first stop will be Italy Sicam 2023 fair. Right after, there will be Dubai Woodshow, Algeria woodtech, Mebel Moscow and Egypt Woodshow fairs. We wish all our participants successful fairs.

Kind regards

Nesip Uzun



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# AGT STAND DESIGN AWARD

AGT, which serves the decoration and furniture industry by developing wood with passion and technology, won the Design Award given by the North American Construction Materials Association with its stand where it exhibited its innovative products at the AWFS 2023 Fair held in Las Vegas, Nevada in July.



Leading the industry with its wood-based furniture and decoration group products, AGT met with its visitors at its design award-winning stand at AWFS 2023, which took place at the Las Vegas Conference Hall. Bringing parquet, panels, furniture profiles, wall profiles and patented AGT Compact Lam products together with international participants, AGT presented the models it produces for those who want to create stylish designs in their living spaces to the visitors at the four-day fair.

During the fair, it was shared with the visitors that the panels and wall profiles designed to create unique spaces can be used in the field of decoration with a wide range of combination options. The 3P Panel, which does not leave fingerprints and has high scratch resistance, and the water-resistant parquet collection attracted attention at the stand, which attracted great attention.

## Award from North American Construction Materials Association to AGT Stand

The stand with modern, minimal lines, where products made of natural wood and offering superior features with advanced technology are exhibited, was deemed worthy of the design award. At the stand, which gained the attention of visitors, all parquet collections that are resistant to water for 24 hours, allowing spaces to breathe thanks to its 'E0' feature, which shows the 'Zero Emission' value; 3P, Supramat, AGT Compact Lam with antibacterial properties; AGT wall profiles and AGT furniture profiles, which bring creativity to spaces and furniture with their rich pattern and color options, were exhibited.





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# The furniture industry to showcase its most innovative solutions at the Intermob fair!

Intermob, which will open its doors for the 25th time between 30 September and 3 October 2023 at The Tüyap Fair and Congress Center in Istanbul, is getting ready to keep the pulse of the furniture industry. The fair is an international business platform offering visitors great opportunities to boost their exports and interact with specialists in the field to exchange ideas and experiences.







Exporting 10.7 billion dollars worth of goods in 2022, the furniture industry is preparing to exhibit its latest innovations at the Intermob Fair, the largest international meeting point in the region. The industry, exporting \$2.5 billion worth of goods in the first quarter of 2023, will showcase the most recent trends, designs, and services in the furniture sub-industry, furniture accessories, forestry products, and wood technologies.

Organized by RX Tüyp Fuarçılık in cooperation with the Furniture Accessories Manufacturers Association (MAKSDER), the Intermob fair, where all stakeholders of the industry meet with local and foreign visitors, will be held for the 25th time at the İstanbul Tüyp Fair and Congress Center between September 30th and October 3rd, 2023.

The exhibition where the top companies in the furniture sub-industry and accessory industries present their newest selection of goods and services offers both domestic and international visitors an effective and efficient marketing infrastructure.

Wood, forestry products and materials, furniture accessories, chemical materials, seating group and bedding products, production tools, equipment and accessories, and upholstery fabrics will all be on display at the fair which is an international commercial platform.

## The fair is flooded by visitors

The 2022 fair was held in 14 halls with a total exhibition area of 120,000 square meters, and 681 companies and company representatives from 30 countries, 59,609 professional visitors from 128 countries and over 300 VIP visitors from 29 countries attended the fair. The fair also hosted high-profile visitors from 81 cities across the country. Participants of the last year's event reported a rate of satisfaction at 98%.

Visitors from different countries, particularly Germany, Azerbaijan, Bosnia and Herzegovina, Bulgaria, Morocco, Palestine, Georgia, Iraq, Kosovo, Libya, Lebanon, North Macedonia, Egypt, Uzbekistan, Romania, Russia, Serbia, Tunisia, Ukraine and Jordan, are expected to visit the fair this year.

## You are invited to the biggest specialty fair in Eurasia

The Intermob Fair will continue to serve as an effective trade platform for companies who want to penetrate into new markets and increase their existing market shares. For more information about the fair and to get your online ticket, please visit [www.intermobistanbul.com](http://www.intermobistanbul.com).



# WoodTech

to offer unmissable opportunities  
in the wood processing industry

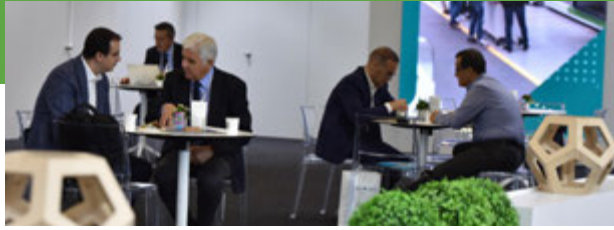
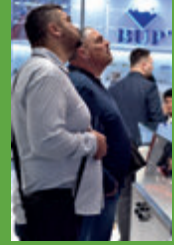


WoodTech, the largest specialized fair for the wood processing industry in Eurasia, offers exhibitors unmissable opportunities to engage directly with their target market, learn about the latest developments in woodworking technology, exchange information, strengthen their brands and make new business contacts.

The WoodTech International Wood Processing Machinery, Cutting Tools, Hand Tools Fair, which has been held for 36 years and has grown to be the most significant event in the industry, will be hosted at the TÜYAP Fair and Congress Center in Istanbul between October 19-23, 2023.

Between October 19 and 23, 2023, the 36th WoodTech-International Wood Processing Machinery, Cutting Tools and Hand Tools Fair will bring together the woodworking machinery industry, one of the major contributors to the Turkish economy.





Organized jointly by the Woodworking Machinery Industrialists Association (AIMSAD) and European Federation of Woodworking Machinery Manufacturers (EUMABOIS), the fair will welcome its visitors at the Tüyap Fair and Congress Center.

At the fair, which will bring together participants from all over the world to exhibit innovative solutions as well as cutting-edge equipment and machinery, wood processing, surface treatment machines, machine hardware, woodworking software solutions, and machinery for the forest sector will be on display.

## Opening the gates to new markets in new lands

Organized for 36 years, WoodTech, an acclaimed hub of international trade, introduces woodworking technologies and sectoral innovations to visitors. Continuing to expand its marketing network each year to bring new export markets to the sector, the fair will continue to host important business contacts and serve as an effective trade platform for those who wishing to enter new markets in different countries.

## Breaks export records each year

Exporting \$152 million worth of goods by the end of 2022, the Turkish wood processing technologies industry, drawing the attention of the entire globe



with its repertoire of state-of-the-art machinery, has once again surpassed its previous record. The industry exported goods to 150 countries throughout the year with 45 of these buying goods/supplies worth \$1 million or above.

The WoodTech Fair will continue to serve as an effective trade platform for companies who want to penetrate into new markets and increase their existing market shares.

For more information about the fair and to get your online ticket, please visit [www.woodtechistanbul.com](http://www.woodtechistanbul.com).

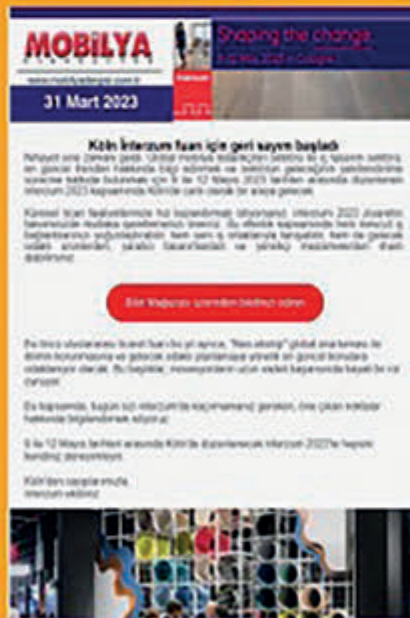


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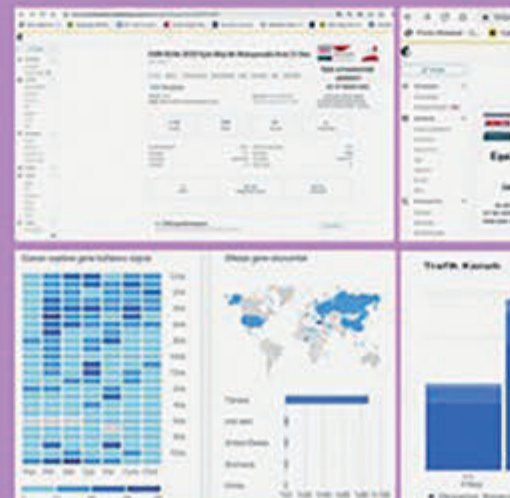


Mailing Post, Banner Advertisements and transparent reports carried out by FURNITURE MAGAZINE for Cologne Interzum Fair between March - April 2023

FURNITURE MAGAZINE  
May-June 2023  
Mailing Post,  
Banner



## RESULT REPORTS





# International made the digital launch of brands between



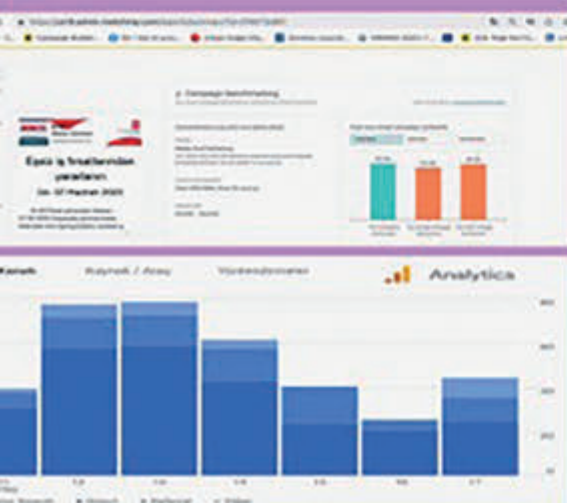
Advertisements and transparent reports for Imm Cologne Fair between

Mailing Posts, banner Advertisements and transparent reports for Hannover Ligna Fair between February and May 2023 by FURNITURE MAGAZINE



## FRANKFURT HEIMTEXTIL 2023 FAIR PROMOTION

### WITH STATISTICS



### RESULT REPORTS WITH STATISTICS





# Istanbul Furniture Fair (IIFF) hosted 167,500 visitors from 156 countries in 6 days

Tuyap Fair Organization Construction Co. Inc. and Mos Fairs Inc. With the cooperation and support of the Furniture Associations Federation (MOSFED), IIFF Istanbul Furniture Fair, which hosted its visitors at Tüyap Fair and Congress Center and Istanbul Fair Center on 24-29 January 2022, with over 1000 exhibitors and more than 3000 participants from 5 continents, 156 countries It introduced Turkish Furniture to the world with a total of 167500 visitors, 25764 of which were foreigners. See you at the IIFF Istanbul Furniture Fair, which will be held simultaneously in two exhibition centers on 23-28 January 2024.



## The furniture industry broke its own record again!

Organized with the support of the Furniture Associations Federation (MOSFED) and in cooperation with MOS Fuarçılık and Tüyap Tüm Fuarçılık, Istanbul Furniture Fair (IIFF), the largest meeting point of the furniture industry in Europe, hosted 167,500 visitors from 156 countries in 6 days. More than 25 thousand foreign buyers attended the fair, which was held simultaneously at Tüyap Fair and Congress Center and Istanbul Fair Center (IFM), and billions of dollars of cooperation was signed at the fair.





Istanbul Furniture Fair (IIFF), which is among the most important meetings of the world furniture industry and brings together the industry leaders, was completed with the visit of a total of 167 thousand 500 people, of which 141.736 were local and 25 thousand 764 foreigners from 156 countries. More than 1,000 exhibitors and over 3,000 brands signed billions of dollars of cooperation for 6 days at the fair, which was supported by tents as well as 25 halls and held on an area of 250,000 square meters due to high demand. This year, for the first time, the fair, which hosted foreign participants from 5 different countries as well as Turkish companies, managed to surpass the figures of the previous year.

### **“Both our industry and our fair are growing with firm steps”**

Making evaluations on the successfully completed Istanbul Furniture Fair (IIFF), Furniture Associations Federation (MOSFED) President Ahmet Güleç said, “In Istanbul Furniture Fair, it has been seen again that our industry and our fair are growing with firm steps.

We easily exceeded the total number of 121 thousand visitors caught last year, of which 13 thousand were foreigners. More than 1,000 exhibitors participating in the fair held meetings with purchasing professionals from 156 countries of the world and signed new business agreements. We will see the impact of these agreements on our industry throughout the year. Collaborations, the foundations of which were laid at the fair, constitute an important part of our 2023 targets. As the Turkish furniture industry, we are improving our product and design quality with each passing day. We are among the top 8 exporting countries, and we are one of the 4 countries in the world in terms of product diversity. As the industry, we proudly represent our country in all the organizations we participate in around the world. We are gradually approaching our goal of being among the top 5 exporters of the world with the work we do. 167 thousand 500 visitors to the fair renewed our hopes for the future. With the Istanbul Furniture Fair, we sowed the first seeds of our 6 billion dollars export target in the 100th Anniversary of our Republic. We will reach our target by working hard for the rest of the year.”



# Report on Turkey's Furniture Accessories and Auxiliary Industry

Editor: Nesip UZUN





## Overview:

World furniture production exceeded \$700 billion in 2019. The market size of the sector is expected to reach \$1.4 trillion with an annual average growth of 6.3% until 2030. According to Trademap data, the size of world furniture exports in 2020 was \$ 194 billion, while the size of imports was \$ 180 billion.

As shown in Figure 1, world furniture exports generally showed a growth trend between 2011 and 2020. World furniture exports, which were \$150 billion in 2011, reached \$195 billion in 2020, and the volume of world furniture exports grew by 30% in this period. In the same period, Turkey's exports increased by 107% from \$1.65 billion to \$3.4 billion. This rate increased to 5.3 billion dollars in furniture exports in the first 6 months of 2023.

According to the data of 2020, the first 20 furniture exporting countries realized 87% of the world furniture exports with an export amount of 169 billion dollars. Likewise, the top 20 furniture importing countries realized 80% of the world furniture imports with an import amount of 144 billion dollars. The regional distribution of the top 20 Furniture Exporter-Importer countries is shown in Figure 2.

In 2022  
Turkey's exports  
to EU countries  
amounted to 103.1 billion  
dollars and its share in  
our exports reached 40.6%

Turkey is a significant player in the furniture sector and has substantial potential in the production and export of furniture accessories and auxiliary products. This section provides a general overview of Turkey's furniture accessories and auxiliary industry.

Over the years, Turkey's furniture accessories and auxiliary industry has witnessed significant development. High-quality craftsmanship, competitive prices, and a diverse range of products have contributed to the global preference for Turkish furniture accessories and auxiliary products. The country's ability to produce value-added products in the field of accessories and auxiliary items has increased in line with advancements in the furniture industry.

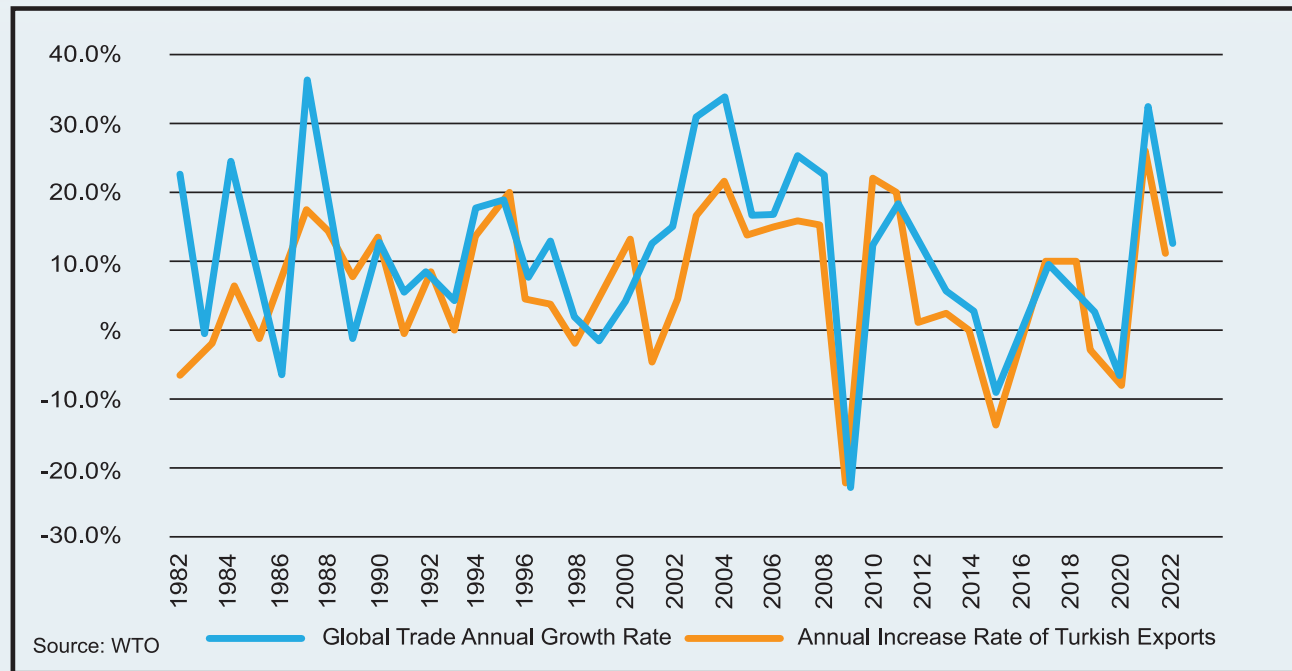
## Export Potential

Turkey holds a strong export potential in the furniture accessories and auxiliary product sector. Thanks to its strategic geographical location, robust logistics infrastructure, and high-quality production capacity, Turkish furniture accessories maintain a competitive position in global markets. Turkish furniture accessories are in demand across various significant markets worldwide, including Europe, the Middle East, and North Africa.

However, there are challenges in exporting. Intense global competition, price fluctuations, and currency exchange rate fluctuations can impact the export of Turkish furniture accessories. When considering the country's political atmosphere, recent inflationary policies and low-interest rate policies have increased demand for foreign currency, resulting in a depreciation of the Turkish Lira. Excessive pressure on foreign exchange rates has also adversely affected exports. Therefore, to enhance export potential, competitive exchange rate policies, strategic marketing, and branding efforts need to be supported.

## Competitive Position with International Brands

Turkey's furniture accessories and auxiliary industry possesses the quality and diversity necessary to



compete with international brands. Through modernizing production facilities and enhancing technological infrastructure, Turkish furniture accessories adhere to international standards. Additionally, furniture accessories produced with a design-oriented approach have a significant advantage in today's market, where consumers value both aesthetics and functionality. By providing solutions tailored to customer needs, Turkish furniture accessory manufacturers have achieved a competitive position in the international market. Particularly, they hold a leading position in specific product categories in nearby markets and have become major players with globally recognized brands.

## Weaknesses and Strengths

### Weaknesses:

- **High Production Costs:** Rising energy and raw material costs in Turkey impact furniture accessories' production costs. Dependency on imported raw materials for specific product categories leads to instability in domestic and export markets. This situation has been exacerbated by post-pandemic conditions in both Turkey and European countries, influencing production processes and costs.
- **Logistical Challenges:** Exporting to distant mar-

kets may entail logistical challenges affecting timely delivery and costs. However, Turkey, being a hub for furniture and auxiliary products, especially in Europe and the Middle East, has not faced significant logistic problems.

### Strengths:

- **Flexible Production Capacity:** Turkish furniture accessory manufacturers can quickly respond to various demands due to their flexible production capabilities.
- **Skilled Workforce:** The country's skilled workforce enables the production of high-quality products.
- **Customer-Centric Approach:** Tailoring products to customer needs gives Turkey a competitive advantage.
- **Geographical Advantage:** Turkey's strategic location facilitates efficient export and distribution.
- **Innovative and Design-Oriented:** The sector's focus on innovation and design sets it apart in the global market.

## Conclusion and Recommendations

Turkey's furniture accessories and auxiliary industry faces both opportunities and challenges. ►





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Table 1: Ranking of Furniture Exporter Top 20 Countries (Million \$)

Order	Exporters	2016	2017	2018	2019	2020	2016-20 Growth %	World Share %
1	Chinese	56,931	59,296	64,287	64,629	70,076	23.1	36.1
2	Poland	10,646	11,553	13,387	13,400	13,113	23.2	6.8
3	Germany	12,530	12,987	14,080	13,770	12,758	1.8	6.6
4	Vietnam	5,572	6,318	6,998	8,985	11,364	104.0	5.9
5	Italy	10,684	11,244	12,203	11,681	10,596	-0.8	5.5
6	Mexican	8,022	8,215	8,193	8,111	7,033	-12.3	3.6
7	USA	8,509	8,456	8,355	7,863	6,587	-22.6	3.4
8	Czech Republic	4,124	4,548	4,792	4,517	4,244	2.9	2.2
9	Canada	4,679	4,661	4,714	4,760	4,007	-14.4	2.1
10	TÜRKİYE	2,234	2,360	2,687	3,416	3,427	53.4	1.8
11	Netherlands	2,434	2,754	3,083	3,022	3,421	40.5	1.8
12	Malaysia	2,383	2,447	2,536	2,902	3,219	35.0	1.7
13	France	2,863	2,946	3,,35	2,950	2,752	-3.9	1.4
14	Denmark	2,270	2,420	2,573	2,623	2,707	19.3	1.4
15	England	2,760	3,143	3,127	3,392	2,488	-9.9	1.3
16	Spain	2,349	2,454	2,680	2,656	2,447	4.2	1.3
17	Romania	2,358	2,421	2,750	2,714	2,326	-1.4	1.2
18	Lithuania	1,628	1,848	2,115	2,203	2,265	39.1	1.2
19	Indonesia	1,612	1,674	1,745	2,000	2,246	35.9	1.2
20	Sweden	1,994	2,088	2,144	2,164	2,159	8.2	1.1
Top 20 Country Total		146,623	153,835	165,482	167,757	169,243		
World Total		169,736	178,698	192,636	194,301	194,032	14.3	100.0
Top 20 Countries of the World Share in % Total		86.4	86.1	85.9	86.3	87.2		
Area		Asian Country	European Country		North American Country			

Source: Tredemap, Sorting in the table based on the data of the year 2020

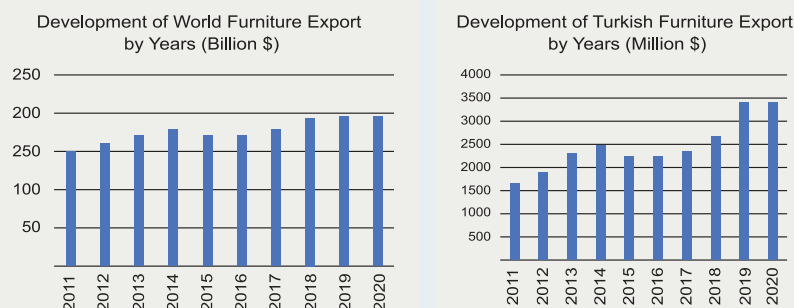
To increase export potential, effective marketing strategies and branding efforts should be pursued. Furthermore, addressing high production costs, through policies such as increased investment incentives and tax adjustments, and fostering innovation through R&D investments will lead to sustainable success. Despite challenges, Turkey's commitment to innovation, design, and customer satisfaction positions the furniture accessories and auxiliary sector as a key player in the global market. Continuous self-improvement and adaptation are crucial for maintaining and expanding this position.

## Export Potential

The Turkish furniture accessories and ancillary industry has a significant export potential. The country's advantageous geographical location, strong logistics infrastructure, and high-quality production capabilities contribute to the demand for Turkish furniture accessories worldwide. Furthermore, the sector's competitive pricing advantage and diverse range of products enhance its competitiveness in the international market.

Turkish furniture accessories, especially in markets close to its geography such as Europe, the Middle



**Figure 1: Development of World- Türkiye Furniture Export by Years****Table: 2 Main Product Groups Produced**

Panel Furniture
Sofa - Sitting Group
Seat - Chair
Office Furniture
Bed
Other (Vehicle, Hospital Furniture, etc.)
Furniture Parts and Parts
Garden Furniture
Kitchen Furniture

East, and North Africa, exhibit a strong presence. The advantage of a robust logistics network enables timely and cost-effective shipments, providing Turkish furniture accessory manufacturers with a competitive edge. Free trade agreements with European Union countries are also important factors that increase export potential.

Turkey's furniture accessories sector competes with major players worldwide. Notably, countries like China and Italy hold strong positions in furniture accessory exports globally. Turkish furniture accessories also face fierce competition from other European countries like Germany, Poland, and Romania.

However, the Turkish furniture accessories sector has established a unique position in this competitive environment with its high-quality standards and competitive pricing. Furniture accessories produced with a design-focused approach are preferred by consumers worldwide who seek both aesthetics and functionality.

In Turkey's furniture accessories export strategy, identifying target markets and creating tailored strategies for those markets is crucial. For example, catering to the demand for traditional and luxury furniture accessories in the Middle East market can involve increasing product variety and marketing activities. Turkish manufacturers tailor their products to the traditional cultural structures of these regions, enhancing their presence in these markets and leveraging shared geographic and cultural advantages.

Additionally, Turkish furniture accessory manufacturers should invest more in branding and advertising to increase awareness in the international

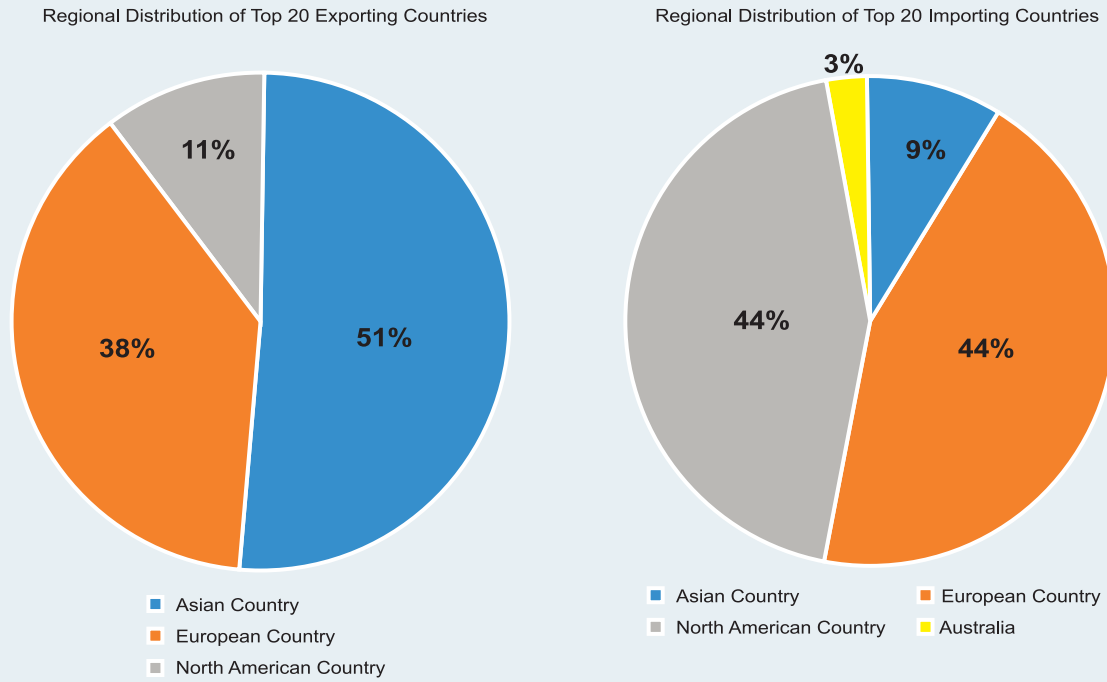
market. Becoming a recognized global brand is a key driver in enhancing export potential.

The Turkish furniture accessories and ancillary industry stands out globally not only for product quality and price advantage but also for its customer-centric service approach. Customer satisfaction-oriented initiatives can create a repeat customer base and open doors to new markets through customer recommendations.

The Turkish furniture accessories sector actively participates in international fairs and events to showcase its design and production capabilities and increase its market share in the global market. These events provide opportunities for sector players to interact with potential customers and establish new business connections.

Finally, to enhance export potential, the Turkish furniture accessories and ancillary industry should prioritize research and development (R&D) and innovation efforts. Developing innovative products and solutions will strengthen the sector's sustainable competitive advantage.

Aware of its potential to be a significant player in the global market, the Turkish furniture accessories and ancillary industry continually strives to increase its potential. To fully leverage export potential, strategic planning, quality, branding, and customer-focused efforts are essential. Embracing an evolving and improving approach to establish a competitive structure and global presence will ensure the sector's success.

**Figure 2: Regional Distribution of Top 20 Furniture Exporters-Importers of the World**

## Competitive Position with International Brands

The Turkish furniture accessories and ancillary industry holds a strong position to compete with international brands. The sector's skilled workforce, modern technology, and design-oriented product approach contribute to the preference for Turkish furniture accessories worldwide. In this section, the competitive position of Turkish furniture accessories against international brands will be discussed from various angles.

The Turkish furniture accessories sector competes with numerous international brands worldwide. Especially in the European, Asian, and American markets, competition with major furniture brands is a significant indicator of the industry's importance. These international brands, recognized globally and possessing a strong customer base, pose a serious competitive factor.

However, Turkish furniture accessories compete not only with international brands but also with local brands in many countries due to their unique design approach and high-quality production. Turkish

furniture accessories stand out by offering products that combine aesthetics, functionality, and durability.

Through a customer-centric approach, the Turkish furniture accessories sector competes in terms of customer loyalty against international brands. Providing solutions tailored to customers' needs and prioritizing customer satisfaction help Turkish furniture accessories establish a strong customer base.

Technological infrastructure and innovations in production processes enable Turkish furniture accessory manufacturers to compete on par with international brands in terms of efficiency and quality. With modern production facilities, flexible production capacity, and automation, the sector possesses the ability for fast and high-quality production.

In the highly competitive furniture accessories sector where competition with international brands is intense, design and innovation make a significant difference. Turkish furniture accessory manufacturers differentiate themselves in the international market by offering aesthetic and functional



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solutions through design-focused products. Innovative products provide crucial advantages in terms of being preferred and standing out.

Price competition is a key factor in the furniture accessories sector. Turkish furniture accessories hold a strong position against other international brands due to their competitive pricing advantage. The country's low production costs and efficient production processes make it a preferred supplier in the international market.

Competing with international brands also comes with challenges. The global intensity of competition highlights the importance of branding and marketing activities. Turkish furniture accessory manufacturers should invest in more effective marketing strategies and advertising campaigns to increase brand recognition in the international market. Particularly in this sector, the lack of large capital groups has led to slower progress in areas like marketing, R&D investments, research funds, environmental consciousness, and green integration. However, significant awareness has been built in recent years, especially through initiatives in line with the EU's Green Deal agreements. One notable example is the Green Deal awareness workshop organized by MOBİ Boya, an environmentally friendly paint and coating investment supported by the EU, in collaboration with the Furniture magazine in Kayseri, one of the sector's most significant settlements.

Logistics and distribution are critical factors in competing with international brands. Turkish furniture accessory manufacturers should optimize their logistic processes to ensure timely and reliable product delivery to customers worldwide.

In conclusion, the Turkish furniture accessories and ancillary industry is in a strong position to compete with international brands. Design-oriented products, customer-centric service, competitive pricing advantage, and technological infrastructure contribute to the preference for Turkish furniture accessories worldwide. In this competitive sector, focusing on innovation and marketing strategies is important for success. The sector's continuous development and renewal with the aim of becoming a recognized global brand will ensure its sustainability and success in the international market.

## Weaknesses and Strengths

The Turkish furniture accessories and ancillary industry sector, while standing out with numerous strengths, also possesses certain weaknesses. In this section, the sector's weaknesses and strengths will be thoroughly discussed.

### Weaknesses:

- **High Production Costs:** The Turkish furniture accessories sector faces high production costs due to increased energy and raw material expenses, as well as external dependencies. This situation may lead to a decrease in competitive price advantage and make it more challenging to compete internationally.
- **Logistical Challenges:** Exporting to distant markets from Turkey can lead to logistical difficulties. Transport processes over long distances and customs procedures can impact timely deliveries and costs.
- **Quality Perception:** The Turkish furniture accessories sector needs to contend with the quality perceptions of some countries in the international market. Enhancing branding and promotional efforts is crucial to effectively communicate product quality and durability and to change perceptions.
- **Marketing Strategies:** Turkish furniture accessories manufacturers need to develop more effective





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marketing strategies in the face of intense competition from international brands. Consistent and sustainable promotional activities, participation in international fairs, partnerships, and agency relationships can help create new and effective markets, as well as expand existing ones. Adapting to new trends like digital marketing and e-commerce is essential to enhance global awareness. It's important to express oneself in effective prestige publications, interviews, and social projects, using new arguments and establishing respectability within society.

- **Design and Innovation:** There are some weaknesses in terms of design and innovation. The sector should enhance its competitive advantage by following the latest global furniture trends and developing products that cater to consumer needs.

#### **Strengths:**

- **Skilled Workforce:** The Turkish furniture accessories sector boasts a skilled and talented workforce. Expert craftsmen and qualified personnel play a significant role in producing high-quality and aesthetic products.

- **Flexible Production Capacity:** Turkish furniture accessories manufacturers can respond rapidly to customer demands due to flexible production processes. This is particularly advantageous in meeting the requirements of different products and special requests.

- **Design-Centric Approach:** Turkish furniture accessories stand out in the international market with design-focused and aesthetic products. By offering both functionality and aesthetics to customers, they establish a competitive position.

- **Strategic Geographical Location:** Turkey's strategic geographical location facilitates easy access to significant markets like Europe and the Middle East. This advantageous position enables smooth export and logistics.

- **Technological Infrastructure:** Turkish furniture accessories manufacturers possess the ability to deliver high-quality and efficient production thanks to modern production facilities and technological infrastructure. Automation and digitalization improve production processes.

- **International Market Experience:** Over the past 20-30 years, Turkish furniture accessories manufacturers have accumulated substantial export experience. This experience helps them better understand customer expectations and marketing strategies in the international market.

- **Quick Delivery Times:** Thanks to Turkey's strategic location and efficient logistical infrastructure, furniture accessories can be delivered to customers swiftly. This is a factor that enhances customer satisfaction.

- **Price Advantage:** Turkish furniture accessories gain a competitive edge by offering competitive pricing, making them preferred suppliers in the international market. Low production costs contribute to their strong price competitiveness.

- **International Relations:** Turkey's export-oriented policies and foreign trade-focused strategies enable the furniture accessories sector to have a significant presence in the international market. The country's trade relations with different countries increase the opportunities for entering new markets.

In conclusion, the Turkish furniture accessories and ancillary industry sector holds remarkable potential with its strengths and weaknesses. By further developing its strengths and working on its weaknesses, the sector can attain a competitive international position. Flexibility, quality workforce, design-focused products, and strategic geographical location are among the crucial factors shaping the success story of the sector.





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As Furnicept Contract, the most important indicator of our customers' trust in us has been the BIGGEST FOOTBALL EVENT OF THE WORLD, where we are among the top 3 international suppliers as our launch project.

Furnicept Contracts contributed to all the event areas of the cup with its products where it shipped approximately 15 thousand products in the project it provided extensive services including the initial concept stage and the services after installation.

A successful launch was made with the brands we represent and our business partners at the trophy event, where we supplied more than 70 product types such as armchairs, tables and accessories.

### COMPREHENSIVE PRODUCT RANGE AND SERVICES

A comprehensive product portfolio of loose and panel furniture, interior accessories, furniture accessory elements, kitchen and furniture equipment.

Production of private label/project-based furniture with Furnicept suppliers that meet the needs of retail brands and contractors.

Inclusive project management from concept to production planning, continuous ordering, supply management and logistics operations with additional product services.



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Specialized suppliers across loose and panel furniture, furniture and kitchen accessories.

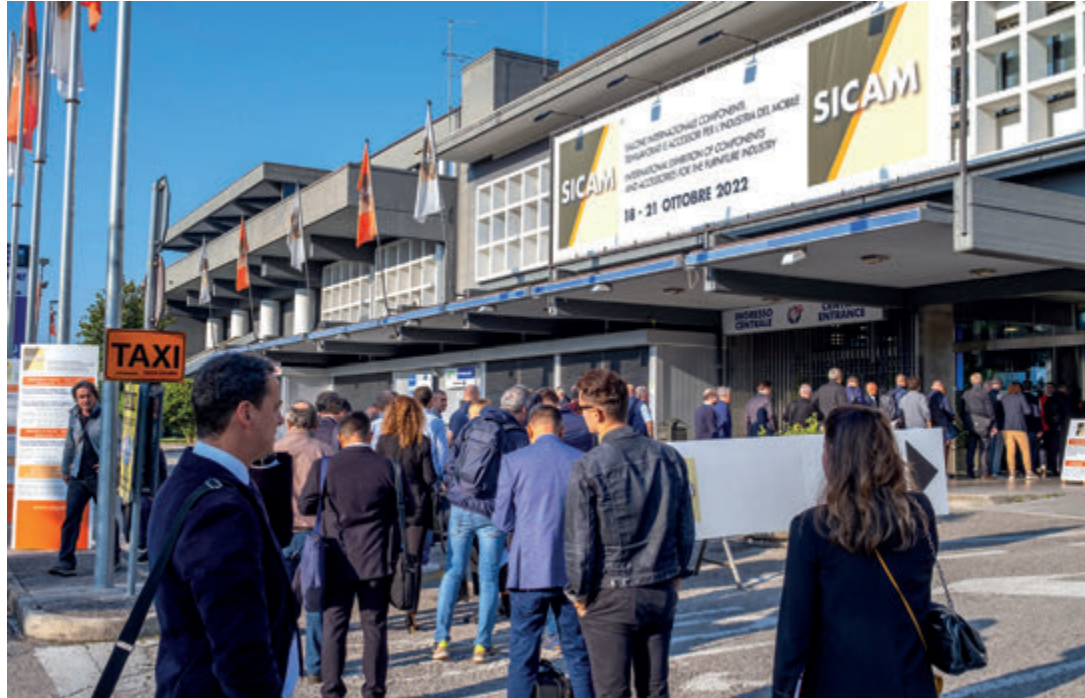
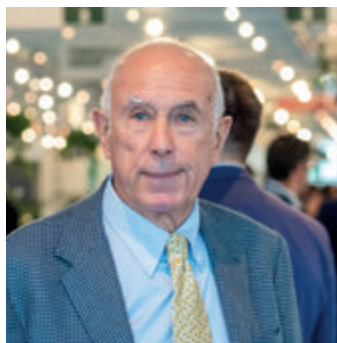
Innovative product development by working with partners using industry standard practices.

### QUALITY APPROVED PRODUCTS

As Furnicept Contract, we ensure that our entire product range is accredited and certified.

In this way, we assure our customers that their projects meet their structural integrity and product performance requirements.





# Sicam,

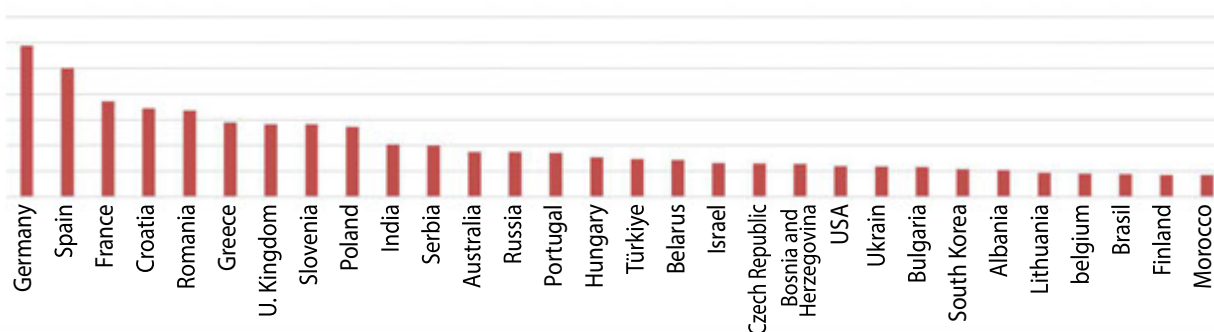
## Furniture sub-industry became the presentation center of innovations

Imagine a trade fair to be the driving force behind the development of the entire supply chain!

The October 2023 edition of SICAM will be marked by increasing internationalization: in fact, agreements continue with other trade fairs in the world, to harmonize calendars and not create unnecessary and costly overlaps for companies aiming to develop exports. After the recent one with "Timber" Tel Aviv, scheduled for next December, a similar agreement was also signed by the SICAM team with the organizers of "Intermob", scheduled from 30th September to 3rd October at the Tüyap Fair and Congress Center in Istanbul.

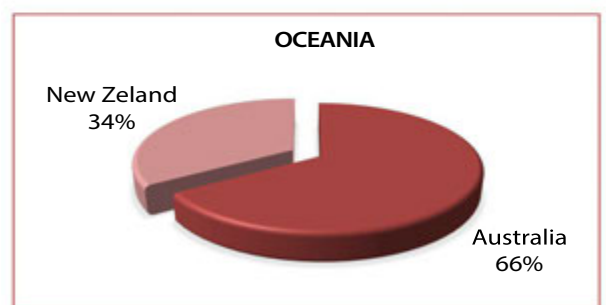
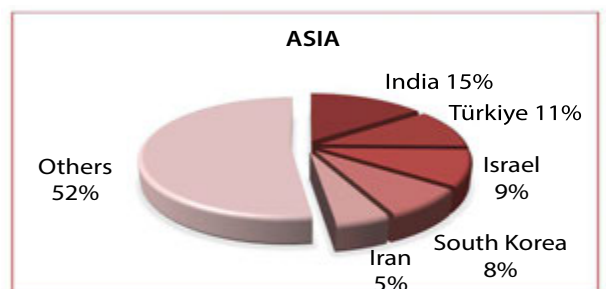
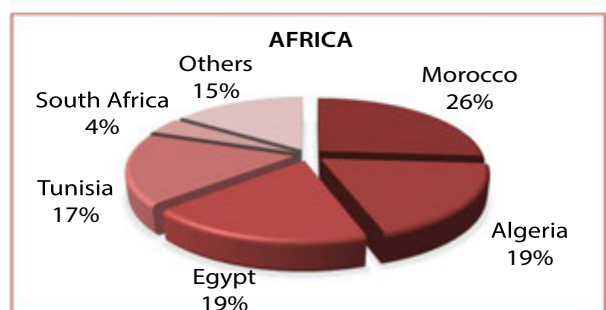
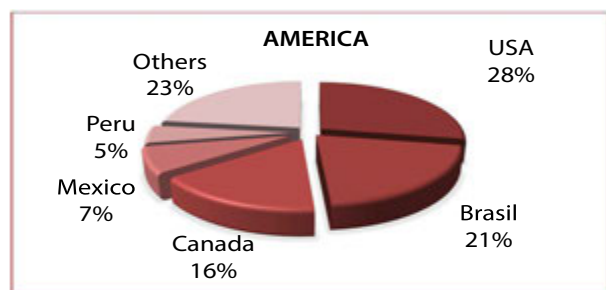
And for companies aiming to develop their presence in the North American market, an agreement was recently signed with NKBA, the leading association for the kitchen and bathroom sector. Through the Global Connect program they want to create an exchange between US operators and international companies. A new and precious marketing resource, therefore, that SICAM proposes to professionals and companies that will be in Pordenone next October.

Mainly Visited Foreign Countries

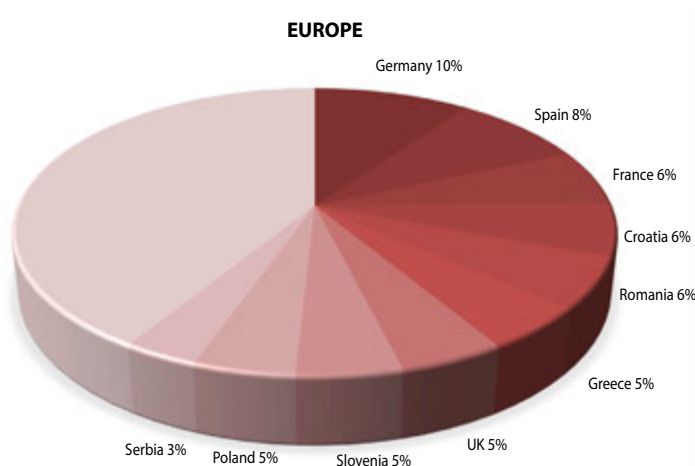
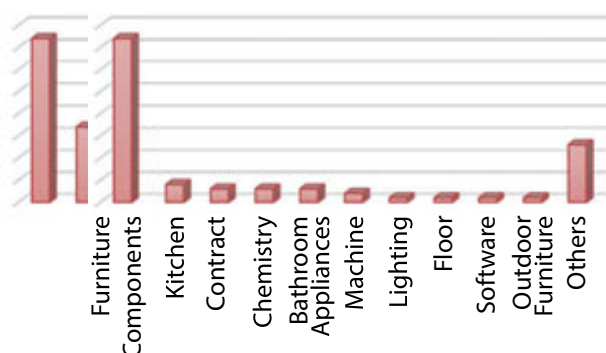




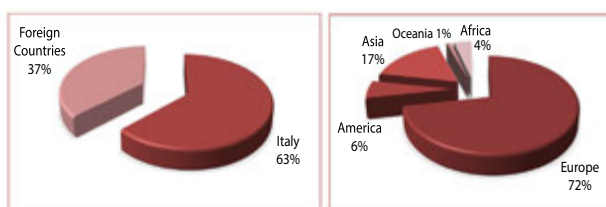
### MAJOR VISITING COUNTRIES BY CONTINENT



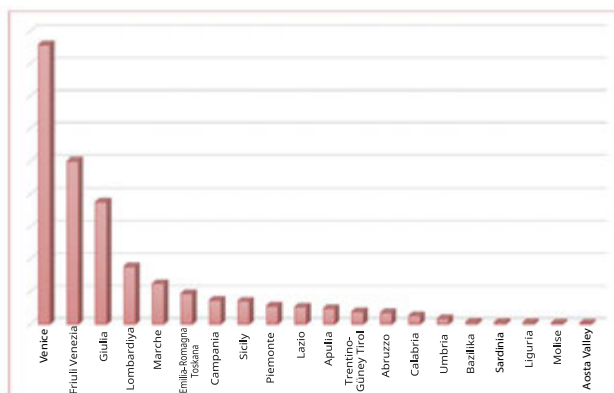
### Main Sector of the Company



### ORIGIN OF VISITORS



### ORIGIN OF VISITORS



### Most important data of the thirteenth edition of SICAM

590 exhibitors, 31% from 32 foreign countries  
8.475 companies visiting, 37% from 115 foreign countries  
37.500 sqm of exhibition area / 17.000 sqm net space

Average stay of the visitors at the fair: 1,32 days  
Italians 1,19 days / Foreigners 1,63 days



Leading international  
companies of the sector  
met in Cologne  
between 9-12 May

# interzum 2023



Approximately 62,000 professional  
visitors attended the Cologne  
interzum fair for suppliers to the  
furniture and interior design industry.





The leading international trade fair for visitors and suppliers of the furniture and interior design industry exceeded all expectations and inspired everyone present at the stands. Lots of special event spaces over four days. Nearly 1,600 attendees had waited four years to finally get together again at the industry's leading global event. Accordingly, both exhibitors and trade visitors were excited to have the chance to fully use this global platform for communication and trade once again. Participating companies made a name for themselves by exhibiting their innovative solutions and newest products at interzum. "The trade fair could not have demonstrated its importance to the industry any better than this," said Oliver Frese, CEO of Koeln messe. For him, the success of the event is a clear sign that "premium flagship events like interzum are more vital than ever before."







The importance of Interzum for the industry was also emphasized by many international trade visitors. In total, approximately 62.000 visitors attended. The countries that hosted the most visitors were Germany, Italy, Spain and Poland. The number of Turkish visitors, which increased by 16 percent compared to the previous edition of the fair, was quite promising. Turkey was one of the important successes of the fair not only with the number of visitors but also with this year's record participant companies. Participating in the fair with 188 companies this year, Turkey surpassed its previous participation and became an important dynamic in the success of the fair.

Ekin Publishing Group distributed Furniturk magazines, which are its international publications, throughout the fair, enabling Turkish companies to be introduced at this important fair. Our publication group, which continued its work throughout the fair, visited Turkish companies one by one and received their observations and evaluations about the fair. Expressing their satisfaction in general, Turkish companies left the fair satisfied by making important business connections.

The number of trade visitors from India has also increased this year. Considering the current situation in visa issuance, the number of Chinese visitors is also satisfactory.








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# Warmest Greetings from Export Furniture Exhibition and Malaysia!

Export Furniture Exhibition (EFE) is internationally known to global buyers from all over the world as one of the top furniture fairs in Southeast Asia and the fair continues to attract more and more trade visitors annually. The exhibition is the signature event of the Malaysian Furniture Council (MFC) and organized by EFE Expo Sdn Bhd., a wholly-owned company of MFC.



Mr. Chua Chun Chai  
Chairman of Export  
Furniture Exhibition (EFE)





The Malaysian furniture industry has commendably thrived because of its strong downstream sector and is one of the few industries in Malaysia that can proudly stand out for its products as truly 'Made-in-Malaysia'. The global furniture market is growing with market gravity shifting towards the Asia Pacific region and Malaysian furniture manufacturers can look forward to enjoying a much larger slice of the market share. Thus, the outlook for the Malaysian furniture industry is certainly bright.

The four-day event spreads over 45,000 square meters and with more than 400 exhibitors, you will find all the many of the international brands from Malaysia here – giving you a complete depth representation of what's available in the furniture and furnishings industry today.

Present furniture exhibition trends have taken on a new outlook with a comprehensive of a large variety of various types of products from workplace furniture, semi-finished goods, wood-working machinery, furniture accessories, hospitality furniture, raw materials, project and contract furniture besides home and office furniture. Global international buyers and professionals, wholesalers, retailers, distributors, dealers, designers, architects, contract consultants including local project planners are cordially invited to EFE 2024.

With 16 years of experience, EFE has served great opportunities to SMEs, entrepreneurs, furniture manufacturers, buyers and visitors with good business, networking and at the same time generated export revenue for the nation. Being bold and distinctive, EFE 2024 is set to attract more buyers with its larger exhibition space at KLCC. One of the major highlights of EFE 2024 is the inauguration of the "Office Furniture Hall" with the latest innovative and modern creative office furniture.

Our exciting exhibitors look forward to welcome all buyers and visitors to view their latest collections and designs for bedrooms, living area, kitchens, children, office, hotel lounges and outdoor living.

Last but not least, my appreciation and heartfelt thanks to all our exhibitors and partners for your continuous support. My heartfelt thanks to EFE team to make 2024 another successful year. I look forward to another successful and rewarding businesses for all buyers, visitors and exhibitors.

[www.efc.my](http://www.efc.my)



## EFE OFFICE Welcomes You!

As one of the core sections in EFE 2024, OFFICE FURNITURE HALL, will showcase the well-known and quality brands. A complete range of the latest and innovative solutions for office and commercial spaces will be on display for buyers sourcing for the best of office furniture products. Exhibits will be easily spotted by their diversified design to meet both regional and overseas buyers' purchasing needs.

Creative, innovative and versatile office furniture for today's modern office worker awaits you at EFE 2024!

Don't miss it!





# IFFINA - Indonesia Meubel & Design Expo 2023: Showcasing the Best in Furniture and Design

IFFINA (Indonesia Meubel & Design Expo) is all set to make a grand return in 2023, bringing together the best in furniture and design under one roof. Scheduled to take place from 14th to 17th September 2023, the event promises to be a celebration of creativity, craftsmanship, and innovation. Located at ICE BSD City, Tangerang, Banten, Indonesia, IFFINA offers a diverse range of hall categories, attracting traders, retail chains, projects, and Horeca (Hotel, Restaurant, and Catering) industry professionals as its target visitors.

With an emphasis on Decorative, Gift & Homeware, Project & Design, Home Fabric, Materials, Furniture & Craft, IFFINA caters to a wide range of design preferences and industry needs. This comprehensive range of hall categories ensures that visitors can explore an extensive selection of products and services, from decorative items to project-based design solutions.

## *Why September?*

### **End of Summer**

Many furniture retailers offer end-of-summer sales in September to clear out their inventory and make room for new arrivals. This can be a great opportunity to find discounted prices on outdoor furniture, patio sets, and other seasonal items.

### **Fall Home Refresh**

As the weather starts to cool down, people often look to refresh their interiors and create cozy living spaces for the upcoming fall and winter seasons. Retailers may introduce new furniture collections or offer promotions on items like sofas, accent chairs, coffee tables, and rugs to cater to this demand.

### **September Show**

Trade Shows and Exhibitions: September is a popular month for furniture trade shows and exhibitions where manufacturers and retailers showcase their latest designs and innovations. These events can provide insights into upcoming trends and allow customers to explore a wide range of furniture options.





## Custom Orders

**Custom Orders and Lead Times:** Keep in mind that if you're considering custom furniture orders, September is a good time to start the process. Custom furniture often has longer lead times, and placing your order early ensures that you receive your customized pieces in time.

IFFINA –Indonesia Meubel & Design Expo 2023 serves as a premier platform for manufacturers, designers, and suppliers to showcase their expertise and offerings to a global audience. It offers an opportunity for businesses to connect with traders, retail chains, and industry professionals, fostering collaborations and opening doors to new markets.

IFFINA takes pride in promoting Indonesian heritage and craftsmanship. The event showcases the country's rich cultural traditions, blending them with contemporary design elements. Visitors can witness the fusion of traditional techniques and modern aesthetics, resulting in unique and captivating furniture and design pieces. From intricate woodwork to elegant textiles, IFFINA highlights the diversity and artistry of Indonesian craftsmanship.

In line with the growing demand for sustainable and eco-friendly options, IFFINA showcases exhibitors who prioritize ethical sourcing, eco-conscious materials, and sustainable production methods. This commitment to environmental responsibility underscores the industry's dedication to creating a greener future. Visitors can explore an array of sustainable choices, including recycled materials and ethically sourced components, contributing to a more sustainable lifestyle.

In addition to the exhibition, IFFINA features a series of insightful seminars and workshops conducted by industry experts. These sessions delve into various topics, including design trends, market insights, sustainability, and innovation. Attendees have the op-

portunity to gain valuable knowledge, stay updated with the latest industry developments, and enhance their professional skills.

IFFINA – Indonesia Meubel & Design Expo 2023 is a not-to-be-missed event for those passionate about furniture and design. It offers a unique opportunity to explore the latest trends, connect with industry professionals, and discover innovative solutions. Whether you are a trader, a retail chain representative, or a professional in the projects or Horeca (Hotel, Restaurant and Catering) industry, IFFINA provides a comprehensive platform to source products, build networks, and stay ahead of the curve.

Located in the heart of BSD City, ICE is the perfect venue for a wide range of national and international events. With its expansive 22-hectare land area, it is one of Indonesia's largest exhibition and convention centers. It offers professional assistance and guidance, ensuring the success of your exhibition, convention, corporate meeting, or themed function.

The online registration is now open at [www.iffina.com](http://www.iffina.com), and you absolutely cannot afford to miss this opportunity to connect with fellow enthusiasts and experts in the industry. Picture yourself networking with trusted manufacturers, producers, and renowned designers, forming valuable partnerships, and unlocking a world of limitless possibilities. Embrace the forefront of the industry and become part of a community that shares your profound passion for furniture and design.

Mark your calendars for 14th to 17th September 2023 and make your way to ICE BSD City in Tangerang, Banten, Indonesia. Join the vibrant atmosphere of IFFINA, where creativity, craftsmanship, and business opportunities converge, and witness the best of Indonesian furniture and design on display.





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# Kastamonu Entegre opened its new production facility in Kastamonu

**K**astamonu Entegre, which stopped the production line in its facility that started production in the city center of Kastamonu in 1971 and started its new factory in the Organized Industrial Zone, increased its particleboard production capacity to 600 thousand cubic meters.

In his speech at the first plate signing ceremony, Kastamonu Entegre CEO Haluk Yıldız said, “Our first investment in the sector and the symbol of our 52 years of production experience, our particle board facility in Kastamonu was serving with an annual production capacity of 200,000 cubic meters. We decided to increase the production quality by taking into account the domestic market demands. By establishing our particleboard facility next to our MDF facility in Kastamonu OSB with an investment of 175 million Euros, we are creating an integrated roof in a single location and increasing our particleboard production capacity in Kastamonu to 600 thousand cubic meters per year. We’re taking it out,” he said.

Stating that with this investment, they will be able to respond to the needs of domestic manufacturers much faster and by supporting their production capacities with new technologies, they will contribute to carrying Kastamonu Entegre, which is the fifth largest producer in the wood-based panel sector in the world and the third largest in Europe, to the fore in the global league. We aim to offer new employment opportunities to our city and region with

our new chipboard facility investment that we have realized in Istanbul.

Kastamonu Entegre, which will provide additional employment for 150 people with the new facility, continues to grow with an investment of 600 million Euros in the last four years, while expanding sustainability to all its fields of activity, especially energy management, environmentally friendly production technologies, circular economy projects and sustainable forest management. aims to transport.

Pointing out that the wood-based panel industry, along with the furniture industry, is one of the rare industries that have a current account surplus in our country, Haluk Yıldız continued his words as follows:

“Our company, which successfully represents Turkey in global markets with its more than half a century of production experience, sales force and distribution network, continues to contribute to the realization of sector targets on a national and international scale. As the largest Turkish investor in Italy and the largest MDF producer in Russia, we are the third largest producer in Europe and the fifth largest in the world in our sector. We are one of the well-established and carrier brands of the sector. With our facilities in Turkey, Romania, Bulgaria, Bosnia and Herzegovina, Russia and Italy, we bring our products to millions of users in 100 countries on six continents.







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## TURKEY



Our publication is the sole member from Turkey of the largest professional global network of furniture specialized magazines.

## INDIA



## USA



## BELGIUM



## MEXICO



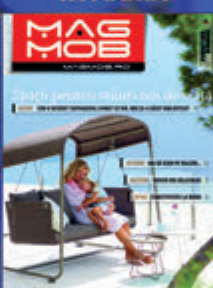
## UK



## AUSTRALIA



## ROMANIA



## JAPAN



## POLAND



## CHINA



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In the light of current developments and global balances, Aypol Solvent ve Kimya San. Trade Inc. In its facilities in Istanbul, Tuzla Chemical Industrialists Organized Industrial Zone, as a power representing a reliable structuring in the sector under the light of knowledge and knowledge, where all modern technologies of our age are used, domestic and global with production and sales channels within the framework of a model suitable for the requirements of the age. in marketing; to provide quality, stable, competitive, product diversity and professional service approach. In a laboratory environment prepared with a technological infrastructure; After sales; aims to provide technical service to its customers in an effective and efficient manner, and to meet their expectations in the most efficient way by evaluating customer requests and needs in this direction.

Aypol Solvent ve Kimya San. Trade A.Ş.'s product range; Nitrocellulose Systems, Acrylic Systems, Polyurethane Systems, Polyester Systems, U.V. There are Systems, Water Based Systems, Tintometric Systems, Interior and Exterior Lasur Systems.

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# Eurasia Window, Eurasia Door and Eurasia Glass fairs bring the leading companies of the industry together in Istanbul!



The 24th Eurasia Window, 15th Eurasia Door and 13th Eurasia Glass fairs will be simultaneously held between November 11-14, 2023 at the Tüyap Fair and Congress Center located in Istanbul. The fairs, which will be organized by RX Tüyap, are expected to provide a convenient platform for establishing new international business contacts.

The Eurasia Window, Eurasia Door and Eurasia Glass fairs, which are included among the largest and most prestigious industrial events in the region, will be held simultaneously once again at the Tüyap Fair and Congress Center in Istanbul between November 11-14, 2023, bringing leading companies in the construction industry together.







The fairs broke a new record in 2022 by attracting a total of 60,128 visitors, including 13,143 international and 46,985 domestic visitors.

Organized by RX Tügap in collaboration with the Turkish Window and Door Sector Association (PUKAD), Window Producers Quality League Association (PUKAB), and Entrepreneur Aluminum Industrialists and Business People Association (GALSIAD), the fairs will be hosting more than 600 companies and company representatives and expected to be visited by industry professionals mainly from Europe, the Balkans, Middle East, Turkic States, and North Africa.

## Eurasia Window Fair

24th edition of the Eurasia Window Fair will bring together leading companies in the industry operating in the fields of window manufacturing machinery and technologies, window profiles, profile manufacturing machinery, window mechanisms, window side industry, facade systems, insulation materials, raw materials and auxiliary products with tens of thousands of industry professionals in decision-making roles from more than 130 countries.

## Two Special Sections

The Aluminum Special section within the Eurasia Window Fair will be populated by those companies in Türkiye and Eurasia Region that are operating in the fields of aluminum windows, profiles, facade systems, aluminum accessories and manufacturing machinery. Whereas the other one, i.e. Shading

Special Section, will accommodate leading companies in Türkiye and Eurasia Region that are operating in the fields of shading, pergola, glass balcony and winter garden systems, allowing them to meet more than 60,000 qualified visitors from over 100 countries.

## Eurasia Door Fair

This year will mark the 15th edition of the Eurasia Door Fair. The Eurasia Door Fair will allow manufacturers of doors, PVC, shutter systems, panels, boards and partitions, door accessories and door technologies to showcase their products and services.

## Eurasia Glass Fair

The Eurasia Glass Fair is preparing to open its doors for the 13th time. Visitors of the fair will be able to see and examine glass products and applications, production-processing technologies and machinery, auxiliary products and chemicals during the fair.

## Get Your Free Ticket Online Until August 10th!

The fairs, which will be held at the same time, will be open for visit between 10:00 A.M. and 06:00 P.M. from November 11 to 13 and between 10:00 A.M. and 05:00 P.M. on November 14.



# Kayalar Kimya, Turkey's global brand

Furniturk : You have been in the manufacturing business in Turkey since 1976. In a previous interview we held 5-6 years ago, you gave some important information of archival value about the history of Kayalar Kimya. Your father's story, which began with thinner production, has yielded a global brand that is of great value to our country. Since we are a forgetful society, could you please share with us the story of Kayalar Kimya again so that younger generations can grasp this significant transformation? As most of our readers are wood manufacturers, it would be great if you could give some details about wood paints and varnishes at Kayalar Kimya.

Kayalar Kimya was established for thinner manufacturing in 1976 and began manufacturing varnish in such short a time as three years. When my father, Yilmaz Kayalar, was producing thinner, a friend brought him a formula, and they became partners in furniture varnish production, although they had nothing to do with the industry. I believe that the se-



cret of our success lies in my father's principles and entrepreneurial spirit, which he instilled in us as well. He would always say, "Never compromise on quality," "Get to know the world well and always maintain an honest attitude," and "Work hard and keep broadening your perspective." Such advice was always at the center of our lives and both my older brother, Ersin Kayalar, and I have shaped our businesses in that manner since the beginning of our careers.

My father, Yilmaz Kayalar, moved to a larger site in Kartal in the 1980s as his business grew. Then it kept growing and we improved the site, started a lab, employed some engineers, and took the actions that brought our company to this day.

Our transformation process started in the 90s. Ersin Kayalar studied in the UK and joined the company. He assumed an executive role and we adopted a new organizational structure. I believe the fact that Ersin became the General Manager of the company at a



very young age tells quite a lot about our family and way of doing business. In family companies, founders generally find it challenging to hand over their responsibilities to those after them. However, Yılmaz Kayalar did just the contrary, passing the torch to his young son. After I also joined the company, my father gave up his duties altogether, giving us an opportunity to see, show, and know ourselves at a very young age as we learned how to take responsibility and make quick decisions.

I returned to Türkiye in late 2001, after completing my undergraduate studies in San Diego, USA. During my time abroad, I had the chance to observe companies and examine their management systems. Of course, I wanted to turn what I saw and learned into good practice examples in our company, just like Ersin did. By the time I joined the company, it was marching toward leadership in the furniture paint market, but not yet there. Ersin and I centered our operations around “quality” to accelerate this journey and made all our investments driven by the principle of manufacturing at the highest quality.

Ersin’s export goals turned into actions after we joined forces, naturally establishing a division of labor between us. Ersin took care of the domestic market as he shaped a corporate organizational structure and I started visiting expositions abroad. Thus, we picked the more advantageous and less complex countries for us through extensive analysis. We registered our brand in those countries and gradually started exporting. Currently, we are a company exporting products to almost 55 countries.

We moved to the Tuzla factory in 2006 and had surplus capacity. The construction industry was growing and we decided to go into the construction paints industry since we were already manufacturing paint and had the technology and distribution experience. After extensive research, we established a 50/50 joint venture with the German Meffert AG, named Kayalar Meffert. Thus, we entered the industry with the brand Düfa. In the same period, we decided to expand our operations to include chemical raw material distribution and started supplying chemical raw materials to small- and medium-sized businesses operating in various sectors. Our purchasing power grew, increasing our chances of price competition. This way, a separate business line was formed. Upon establishing Kayalar Meffert, we had three affiliates: construction paint, furniture paint, and raw material.

Starting from 2001, we enhanced our brand Genç in the domestic market and carried it to the top. However,



er, what mattered more was to maintain that position. We achieved a first in the industry by founding our own application and simulation training center,

particularly to demonstrate our product quality to big businesses and companies that used foreign paints and to offer better services to them. We purchased lab-sized dyeing and drying machines used in furniture factories and brought everything required for finishing in furniture factories. We started training our own team and especially customers. We brought thousands of people here every year and are still doing so. Thus, we significantly contribute to the industry while we make it easier for ourselves to explain our products to various stakeholders, such as workmen, purchase specialists, and factory owners. Genç assumes the position of the highest-quality brand that it is in the eyes of our domestic, international, and potential customers who see the final application of our products at the Application and Simulation Center.

I also wish to mention our brands Genç Noroo and Woodsol. We entered into a strategic partnership with Noroo, South Korea’s largest paint manufacturer, in 2012 and established our brand “Genç Noroo.” Today, we make a difference in the industry with our broad product portfolio covering surface applications, including industrial and heavy-duty paints. Woodsol, on the other hand, takes improving water-based exterior wood paints and varnishes to prolong the lifetime of wooden materials with minimum maintenance. As I previously mentioned, we prioritize quality in all our brands.

Moreover, being a leading company today requires us to continuously develop new products. Therefore, R&D is very important for our company. We strive to make a difference in the industry with our R&D team of over 40 experts.

We also have a new investment in Gebze, which started its operations in 2022. In this plant, we manufacture adhesive and binding materials. You may rest assured that soon I will be talking about our achievements in this area. ►

This is my brief account of our half-century-old company. I also would like to emphasize our dedication to keep working to advance the Turkish economy and industry.

**Furniturk: Kayalar Kimya had mergers with significant international brands, starting with German Düfa. What have you done with Düfa here? What kind of products do you have under that brand?**

As I mentioned before, Düfa arose out of an investment idea driven by an opportunity we saw in the field of construction paint while the construction industry was growing at a fast pace and was realized as a joint venture with the German Meffert AG. In 2009, we purchased all the manufacturing and sales rights of the partnership in Turkey and 18 other countries. Düfa manufactures the water-based interior product group, water-based exterior product group, wood and metal group, point products, and ancillary products.

We also develop tailored products to meet the specific needs of our customers in our 1700-square meter R&D lab in Tuzla for Düfa, just like we do for our other brands, making a difference in the industry.

**Furniturk: The European Green Deal of which Turkey is also a signatory has led to some significant initiatives in our country as it closely concerns our furniture manufacturers. As far as I know, you have Woodsol water-based products at Kayalar as well. Could you please tell us about your efforts on this topic? What are the current and future plans of Kayalar Kimya for water-based products?**

Among the primary topics that would impact export increase and stability in the industry are sustainability and green transformation. We need to rapidly prepare for such applications as the carbon border tax, which Europe is going to implement as part of the Green Deal as an industry. From the EU's perspective, the construction industry uses 50 percent of the materials extracted from nature. It is seen as a resource-consuming industry that is responsible for 35 percent of the overall waste in the EU. The industries aimed by the Carbon Border Adjustment Mechanism (CBAM) closely concern the construction sector. Therefore, as industries serving the construction sector, it is of great significance that we also need to focus on sustainability efforts and develop environmentally friendly products.

As Kayalar Kimya, our newest brand is Woodsol, founded in 2017 and manufacturing water-based exterior wood paints and varnishes. Woodsol is a product group we position at the highest quality level in



exterior wood paints. All its products are water-based, environment-friendly, and eco-sensitive. Their most important benefit compared to synthetic products is that they breathe because they are water-based. Thus, expansion-caused cracks occur rarely. Woodsol maintains the natural characteristic texture of wood and enables a breathing structure.

When we look at global markets, we already observe that they lean towards water-based rather than solvent-based products as a result of their focus on sustainability and the environment. We also focus on water-based paint efforts at Kayalar Kimya.

**Furniturk: Do you have other international efforts? Where does Kayalar Kimya stand in the Turkish market and international arena?**

In addition to domestic operations, we also attach great importance to the global arena. We conduct export operations to almost 55 countries, including Russia, Algeria, Uzbekistan, Iraq, Georgia, Israel, Qatar, and Poland. Amounting to half of our overall sales volume, our export operations are continuously growing.

We are either the market leader or among the top three companies in the countries we export our products to. Our export portfolio covers a wide range, including furniture paints and varnishes, exterior wood paints and varnishes, and construction paints. As a result of our export achievements, the Turkish Ministry of Economy included our brand GENÇ in the TURQUALITY program, which is the world's first and only state-funded branding program, as of December 2016. GENÇ is the first brand in its industry to be included in the program. We proceed on our journey with many firsts both in the local market and the global arena. Driven by our innovative perspective, entrepreneurial spirit, and growth strategy, we aim to make new investments in existing and new areas.



Online Catalog



Videos



Technical Support

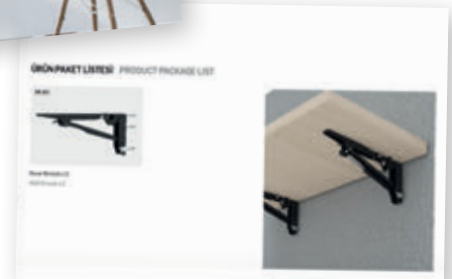


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# Torid (Türkiye Forest Products Industrialists And Businessmen Association) Association was at the Malaysian Wood Expo at the invitation of the Malaysian Timber Council

Yasin Bilgin, a member of the Torid Board of Directors and the editorial board of the Mobilya Dergisi, gave the following information about travel and bilateral business meetings.



Held in Kuala Lumpur, Malaysia between 18–21 June 2023. We participated in the Malaysia Wood Fair (Malaysian Wood Expo) with our Torid Board of Directors and related companies of our sector as the guest of Malaysia Wood Council (Malaysian Timber Council).

On March 28, 2023, Malaysian Plantation Industries and Commodities Minister Ms. With the participation of Zuraidda Kamaruddin, bilateral meetings were held at the fair, which we attended as the invitation of MTC, within the framework of the goodwill agreement signed between the Malaysian Wood Council (MTC) and Turkish Forest Products Industrialists and our Business and Association (Torid), and business partnerships that can be made together were discussed by visiting the manufacturer factories.

In addition to MTC officials, Malaysian Timber Industries Board (Malaysian Timber Industries Board MTIB) General Manager and Managers were visit-





ed and ideas were exchanged on the development of mutual trade and the steps to be taken were discussed.

**Our members in our delegation at the fair, which we attended as the guest of MTC:**

**Head of Torid:** Göksel Korkmaz,

**Osman Albayrak :** Metropol Yapı Malzemeleri San. Tic. Ltd. Şti.

**Zeki Şahin :** Mobipan Orman Ürünleri San. Tic. Ltd. Şti.

**Asil Güner :** Amazon Orman Ürünleri Ltd. Şti.

**Yasin Bilgin :** Bilenor Orman Ürünleri San. ve Dış Tic. Ltd. Şti.

**Celil Şirin :** Mahir Arın Orman Ürünleri San. Trade Ltd. They participated on behalf of the company.



Our meetings were in a very sincere atmosphere and carried out works that will shed light on the future. We left Malaesia, one of the most important suppliers of the hardwood industry worldwide, with very good impressions.





LIGNA 2023 (May 15 - May 19)

# LIGNA Fair Reinforces World Leadership



LIGNA 2023, the world's leading wood and woodworking fair, held in Hannover, Germany, between 15-19 May 2023, offered the opportunity to create many business connections with countless innovations and inspiring 5 days.

With the gathering of 1,300 participating companies from 50 different countries; Solution proposals for the wood industry, furniture making industry, woodworking trade and primary sector were discussed.

The fair, where sustainability and digitalization megatrends are the focal point, attracted great interest from all over the world as well as the host Germany.

80,000 visitors from 160 different countries had the opportunity to learn about smart machines and

resource-saving production processes. Exhibitors and visitors were reunited after a four-year hiatus and witnessed firsthand the focused innovative power of the wood and woodworking industry.

There was great interest in Ligna fair, which took place this year, from Turkey. Our machinery sector, which has increased its market share throughout the world in recent years and did not have a deficit in its sector, participated in the 2023 Ligna fair with nearly 40 companies, while only 37 of them were AIMSAD member companies. We represented our Spring group by distributing our Furniture magazine and our international publication, FURNITURK, at the fair, which is held once a year but has not been held for 4 years due to the pandemic. Turkish companies carried out ambitious works in different halls at the fair where Yasin Bilgi from our publication group carried out our works.





# Samet A.S., It celebrated its 50<sup>th</sup> anniversary with a magnificent event at Interzum

**A**s Turkey's accessory leader and an important actor in the global market, Samet exhibited both its products and innovative products at the Interzum 2023 fair this year.

shows, metaverse screenings, as well as the 50th Anniversary celebrations that left their mark on the fair. This year, the fair attracted a lot of attention with a larger stand and events, in-fair advertisements, billboards and metaverse displays.

Hosting important domestic and international customers at the fair, Samet left its mark on the night in a different venue, accompanied by the excellent dances of the Fire of Anatolia, on the evening of the fair. In such an organization held outside of Turkey, it was a special beauty to have a team that is

regarded as the international pride of our country by displaying our cultural values, and which is acclaimed in hundreds of countries, such as the Fire of Anatolia, with its dance and shows. During the show, the guests listened to dance and Anatolian melodies by applauding for minutes.

Mr. Saldıray Kızıltan, the founder of Samet, who spoke at the opening of the night, briefly explained the story of its establishment and its arrival today, and thanked the guests who attended this beautiful night.

In the night, after a video show telling the story of Samet's establishment, the guests ate their meals accompanied by music.

# HIGH ATTENTION TO AGT AT INTERZUM2023 FAIR

AGT, which serves the decoration and furniture industry by developing wood with passion and technology, exhibited its innovative products that it brought together with technology at INTERZUM 2023, which was held in Cologne, Germany between 9-12 May.



Leading the industry with its wood-based furniture and decoration group products, AGT took its place in the sixth hall of Interzum 2023. Bringing parquet, panels, furniture profiles, wall profiles and patented AGT Compact Lam products together with international participants, AGT presented the new Acoustic Profile, which they produced for those who want to create stylish designs in their living spaces, to the visitors at the four-day fair.

During the fair, it was shared with the visitors that the panels and wall profiles designed to create unique spaces can be used in the field of decora-

tion with a wide range of combination options. The new environmentally friendly Acoustic Wall Profile, which prevents reverberation between the wall profiles at the stand, which attracted great attention; In the panel group, the 3P Panel collection, which does not leave fingerprints and has high scratch resistance, became the star of the fair.

## New Acoustic Wall Profile received full marks from visitors

Acoustic Wall Profile, the new favorite of AGT wall profiles, produced to create original spaces by re-





moving the boundaries in design, was presented to visitors for the first time at Interzum 2023. The innovative Acoustic Wall Profile, which eliminates reverberation in living spaces, provides fast and easy installation, and received thumbs up from the visitors with its easy-to-clean and environmentally friendly structure.

### **Ceramic Sized Waterproof Laminate Parquet (MOOD SERIES)**

Preferred not only in residences but also in offices and areas with high traffic, AGT laminate parquets are now available in water-resistant, antistatic flooring collections with a 25-year warranty, which differ from their competitors in terms of texture and colour options. Introducing the Yoga and Marco Polo collections and the latest Register Embos collections with natural surface structure, AGT has brought a breath of fresh air into laminate parquet with the water-resistant Mood parquet collection. The large-sized stone patterns placed in the AGT Mood collection were the beginning of laminate parquet equivalent to ceramic material.

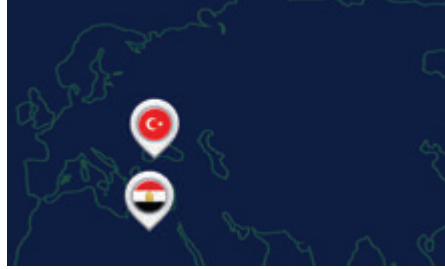
### **New Panel Collection 3P for Cover and Decoration Materials**

The mat trend, which started to rise with AGT's Supramat collection, gained a new dimension with the Premium Pet Panel collection. The 3P Panel collection, which carries the elegance of solid colours to the spaces, has started a new Premium space trend with its textured surfaces.

Night Black, Deep Blue, Elite Grey, Karetta Green, Comfort Grey, Latte Cream, Polar White, Vintage Beige and Leaf Green decors in the collection start a new panel fashion. The 3P collection offers functionality to kitchens, especially with its fingerprint-free and high scratch resistance.

### **AGT, Turkey's CDF Manufacturer**

AGT broke new ground in Turkey and started to produce Compact CDF, one of the newest board solutions combining the latest production technology with high quality and sustainable materials.



## Political and Commercial Relations

# Türkiye-EGYPT



The normalization process of relations with Egypt started in late 2020. Türkiye-Egypt Exploratory Consultations were completed on May 6, 2021 in Cairo. Subsequently, the second round of Turkey-Egypt Consultations was held in Ankara on 7-8 September 2021. After the second round of the talks, it was announced that the parties agreed to continue the consultations. In addition, the desire to take further steps to improve the issues under discussion and normalize relations was reaffirmed. Following these developments, Turkey made an ambassadorial appointment to Egypt on

April 7, 2022, after an 8-year hiatus. Although high-level contacts in bilateral relations have not yet taken place, it is possible to expect this.

In the current situation, there are good-willed attempts to resolve conflicts in political relations.

promises a more favorable basis for its development. As a matter of fact, in 2021, Turkey's exports to Egypt increased by 44% compared to the previous year and reached \$4.5 billion, while the foreign trade volume increased by 39% and exceeded



Turkish Exporters Assembly RCA Analysis of Products with the Highest Share in Egypt Trade

Advantageous Product Groups in Turkey's Exports (By Sectors)

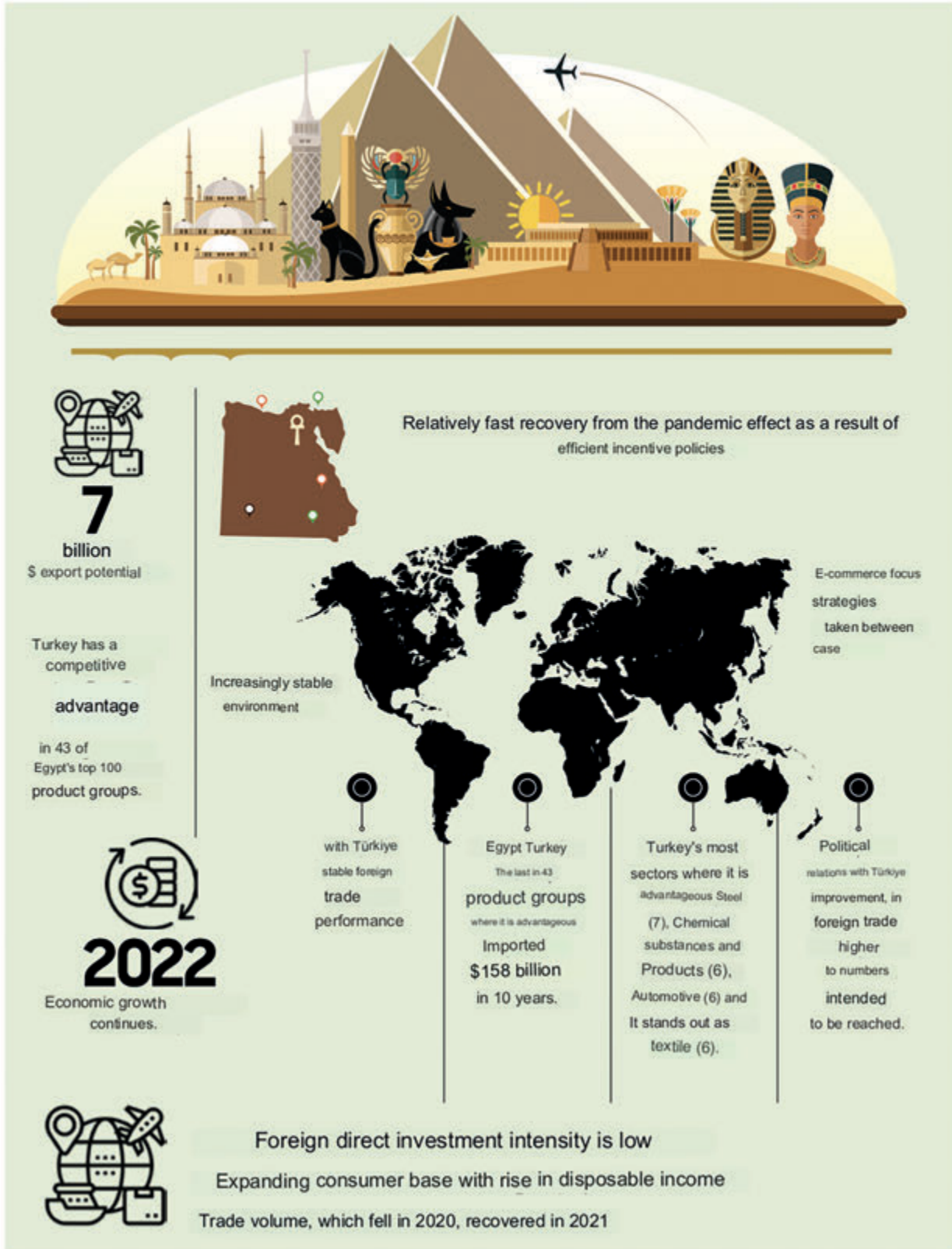
Sector	Advantageous Product
Steel	7
Chemical Substances and Products	6
Automotive Industry	6
Textile and Raw Materials	6
Electrical and Electronics	5
Machinery and Parts	4
Cereals, Pulses, Oilseeds and Products	3
Tobacco	2
Ferrous and Non-Ferrous Metals	1
Ship, Yacht and Services	1
Furniture, Paper and Forest Products	1
Fresh Fruits and Vegetables	1
In the Top 100	43

Source: TIM trademap

Egypt has imported \$158 billion in the last 10 years in  
43 product groups where Turkey is advantageous.



## Egypt General Evaluation





## Egypt Basic Economic Indicators

	2015	2016	2017	2018	2019	2020
Inflation	10.4	13.6	29.5	14.4	9.1	5
GDP Real Growth	4.3	4.3	4.2	5.3	5.6	3.6
GDP (billion \$)	320.7	271.1	194.7	249	316.5	370.4
Total Exports (billion \$)	20.8	21.9	25.1	27.5	28.9	26.6
Total Imports (billion \$)	60.3	57.1	57.6	71.3	71.3	59.9
Urban Population (1000 People)	38,287.20	39,275.30	40,229.00	41,140.50	41,944.40	42,724.20
Urban Population (%)	42.8	42.8	42.7	42.7	42.8	42.8
Population Between 0-14 Years Old	34.7	35	35.2	35.3	35.3	35.3
Population aged 15-64	60.2	59.8	59.5	59.4	59.3	59.3

Source: Euromonitor

## Foreign Trade of Turkey with Egypt

	Turkey's Exports to Egypt (Billion \$)	Turkey's Imports from Egypt (Billion \$)
2013	3.3	1.7
2014	3.4	1.5
2015	3.2	1.3
2016	2.8	1.4
2017	2.5	2
2018	3.2	2.2
2019	3.5	1.9
2020	3.1	1.7
2021	4.5	2.2
Annual average	3.3	1.8
Potential Export	7	

Source: Euromonitor

\*\* Potential export calculation is calculated by maintaining the average export increase rate in the years specified in Turkey's general exports until 2030 and reflecting this increase rate to the selected country.

\$6.7 billion. The trade volume of the two countries reached the highest level in history in 2021.

Of course, the figures are affected by the economic situation of the two countries, regional political crises and global economic crises. Despite this, Türkiye-Egypt trade relations were able to achieve stability. The positive course of regional and bilateral developments will reflect positively on bilateral trade relations. As proof of this, Turkey's exports to

Egypt increased by 28% in the first four months of 2022, despite the peak in 2021. It is possible to say that this increase momentum will strengthen in the near future.

In 2021, Turkey's exports to Egypt increased by 44% compared to the previous year and reached \$4.5 billion, while the foreign trade volume increased by 39% and exceeded 6.7 billion.

Egypt's Main Partners in Foreign Trade (By Regions)

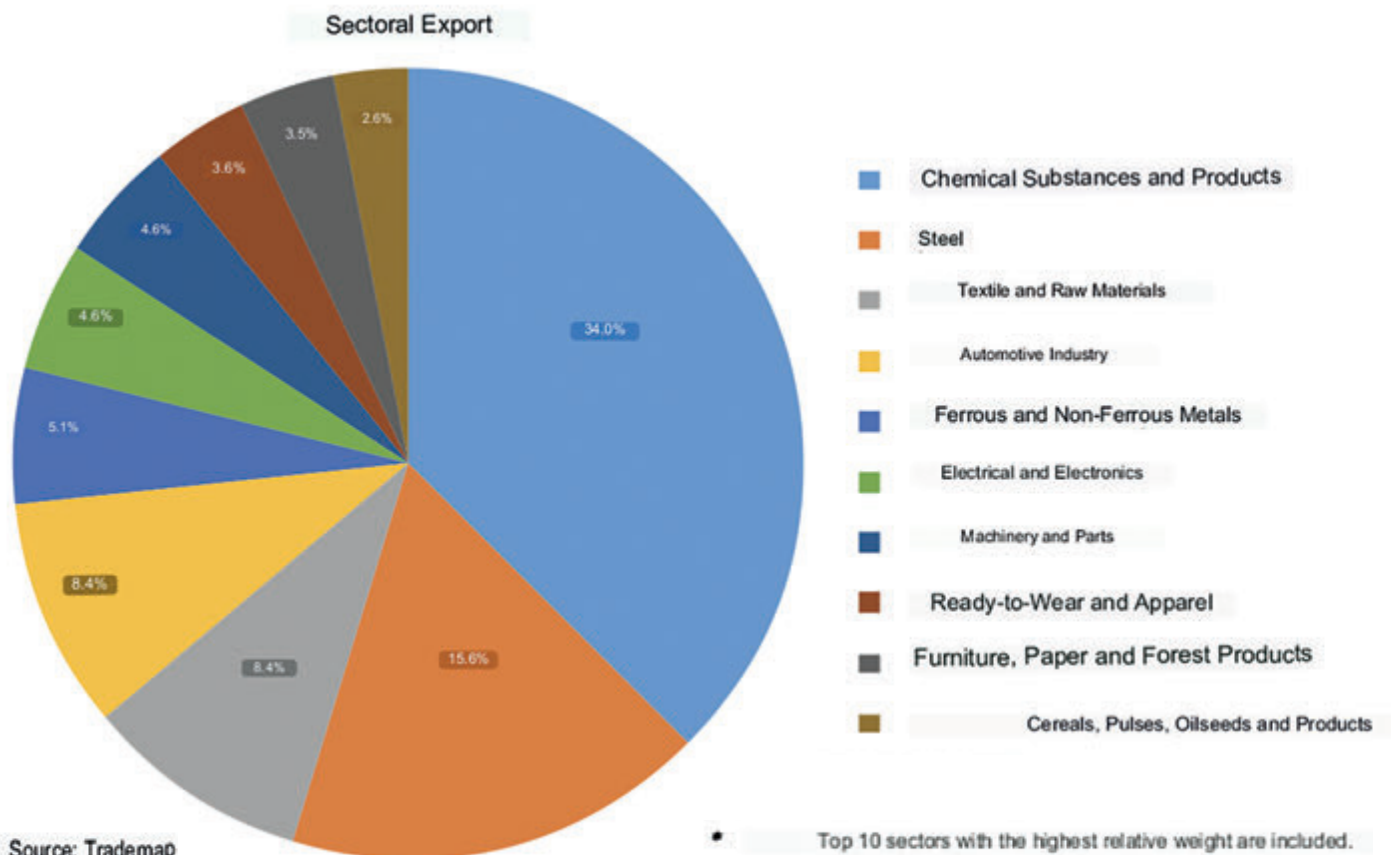
Major Export Destinations	2021 Share (%)	Major Import Sources	2021 Share (%)
Export to Europe (fob)	41.4	Import from Europe (cif)	40.6
Export to Africa and Middle East (fob)	29.5	Import from Asia Pacific (cif)	28.2
Export to Asia Pacific (fob)	17.7	Import from Africa and the Middle East (cif)	17.1
Export to North America (fob)	7.7	Import from North America (cif)	7.5
Export to Latin America (fob)	2.3	Import from Latin America (cif)	5.7
Export to Other Countries (fob)	1.1	Import from Australia (cif)	0.8

Source: Euromonitor

Turkey and Egypt maintain their presence in the region as two important actors sharing a common history and culture in the Mediterranean basin. After the military coup in Egypt in 2013, bilateral relations entered a sensitive period.

Egypt and Türkiye share common maritime borders in the Eastern Mediterranean. When the rich energy resources in this region are taken into account, the relations between the two countries have gained a strategic importance that bears the common interest of both countries.

Sectoral Exports of Turkey to Egypt (Top 10 Sectors / 2011-2020)










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AGT Wall&Decoration Profiles

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