

MADE FOR QUALITY
MADE FOR WORLD



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WORLD'S
MACHINERY
OF TURKISH
QUALITY



MACHINERY AND ACCESSORIES
EXPORTERS' UNION



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MACHINERY AND ACCESSORIES EXPORTERS' UNION

The Machinery and Accessories Exporters' Union established in 2002 in order to coordinate all kinds of activities that will increase Turkish exports while gathering all machinery exporters under the same organization. The union has approximately 9000 members and is the only establishment where the machinery exporters are represented in Turkey.

MACHINERY SECTOR WITH FIGURES

- Between the years of 1998-2010 Turkish Machinery Export volume has increased 10 times and reached to 10 Billion USD.
- Turkish machinery sector exports high quality products to almost **200 countries** by the help of engineering capabilities and competitive prices.
- Turkey is ranked 29th in the World Machinery Export list.
- Turkey is the **6th biggest** machinery producer of **Europe**.
- Sixty percent of the machinery export of Turkey is to countries like Germany and USA where the market is quite competitive in terms of quality and technology.
- The average yearly increase rate of Turkish Machinery sector export is realized approximately 20%.
- The share of machinery export in the total export volume of Turkey is 8.6%.
- In the recent years Turkish Machinery Export increase rate is recorded higher than the rate of total export.
- According to the figures of Turkish Patent Institute the most of the patent applications of manufacturing sector belong to Turkish Machinery Manufacturers.
- Major export product groups in 2010 were; air conditioning units-cooling machinery(15%), construction & mining machinery(12%), pumps & compressors (9%), metal working machinery & machine tools(8%), machineries for food industry(6%).

DRIVING FORCE OF INDUSTRY: TURKISH MACHINERY SECTOR

In all countries, the machinery manufacturing industry has special importance during the process of industrialisation. It has been the driving force of industrialisation in Turkey with the rapid development of high added value it has created and its contribution to the other sectors. As a result of this interaction, the machinery manufacturing industry has become more successful compared to the other manufacturing industries, and its exports have constantly been above the average of the export increase for Turkish industries overall.

The value added of the portion of the Turkish Machinery Manufacturing Industry in the manufacturing industry is about 4,5%.

The sector has also proven itself to be manufacturing the products with desired quality and delivering them right on time by keeping up the competitive prices. The sector has proven itself with those parameters in international markets.

Turkish machinery exporters follow the European Union and international standards and norms, and the majority of them include the “CE Mark” on their products.

The driving force of the industry is the rapid adaptation to manufacturing standards which is one of the most important factors to compete in international markets. Turkish Machinery Industry manufacturers placed themselves alongside with the technological giants of the world.

THE VISION

- To create an industry with high technological skills.
- To be one of the first five machinery exporting countries of the world.
- To reach 100 billion \$ export figure in 2023.
- To raise the share of machinery export to 20% of Turkey's total export volume as in all of the developed countries.

The overwhelming majority of machinery manufacturers in Turkey are small or medium enterprises like many other countries. This makes possible a rapid and flexible adaptation to changing economic conditions and technological developments.

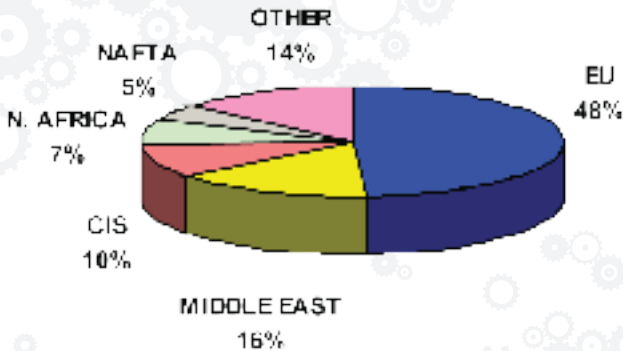


THE ADVANTAGES OF TURKISH MACHINERY SECTOR

- High rate of domestic input,
- Foreign market and customer satisfaction oriented,
- Geographical proximity to strategic markets,
- Relatively low cost of highly well-trained, skilled and young workforce,
- Experience in design and engineering.

Those clarifies the reasons why Turkey is preferable for tailor made or turnkey projects.

TURKISH MACHINERY IS EXPORTED TO ALMOST 200 COUNTRIES



EXPORTING BY 22 PRODUCT GROUPS

- INDUSTRIAL AIR CONDITIONING UNITS, COOLING & REFRIGERATION MACHINES AND ACCESSORIES
- ENGINES & SPARE PARTS
- INDUSTRIAL CLEANING, DRYING AND DRY CLEANING MACHINES
- CONSTRUCTION & MINING MACHINERY AND ACCESSORIES
- PUMPS & COMPRESSORS
- MACHINE TOOLS
- AGRICULTURAL, FORESTRY AND WOODWORKING MACHINERY AND ACCESSORIES
- FOOD PROCESSING & PACKAGING MACHINES AND ACCESSORIES
- VALVES
- ARMS & AMMUNITION, PARTS AND ACCESSORIES
- TURBINES, JET PROPELLERS AND ACCESSORIES ETC.
- TEXTILE & APPAREL INDUSTRY MACHINERY AND ACCESSORIES
- ROLLING MILL, FOUNDRY MACHINES, MOULDS AND ACCESSORIES
- REACTORS & BURNERS
- INDUSTRIAL HEATING MACHINES, FURNACES ETC. AND ACCESSORIES
- MATERIAL HANDLING, LIFTING MACHINES AND ACCESSORIES
- OFFICE MACHINES
- BEARINGS
- RUBBER & PLASTIC PROCESSING MACHINES
- PACKAGING MACHINERY & ACCESSORIES
- PAPER MANUFACTURING & PRINTING MACHINES
- LEATHER MANUFACTURING & PROCESSING MACHINERY

The Machinery and Accessories Exporters' Union whose mission is to raise the machinery sector export rates up to first levels has realized many projects in order to impose the machinery sector as strategic.

**For further details about the Turkish Machinery Industry's exports please contact;
EXPORTERS' UNION**

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TURKISH MACHINERY PROMOTION GROUP (MPG)

THE MISSION

Turkish Machinery Promotion Group has been founded by Machinery and Accessories Exporters Union in 2007. The purpose of the group is advertising machinery sector inside and outside Turkey more effectively, to carry out various activities in order to build up its image, to raise the sectoral export rates, to create trademarks and to organize research and development activities.

THE VISION

- Organizing activities to advertise the machinery sector inside and outside Turkey,
- Organizing and participating significant fairs and trade missions inside and outside of Turkey in the name of machinery sector,
- Supporting the sectoral organizations financially in their projects and activities,
- Gathering Turkish Machinery producers and exporters together with significant international buyers in order to create collaboration opportunities,
- Analyzing and finalizing project offers from members,
- Preparing publications to promote the Turkish Machinery sector and industry,
- Searching for new markets for the sectoral development and strategy planning.

TURKISH MACHINERY PROMOTION GROUP BEIJING OFFICE

Turkish Machinery Promotion Group has employed a Chinese expert located at the Turkish Trade Center in city of Beijing, China. She has been taken into service in order to help our companies, to search for markets, suppliers and importers and to follow up activities and developments about machinery and accessories sector in China.

www.turkishmachinery.org

On the recently redesigned web site we underline the fact of The Turkish machinery manufacturing industry produces every kind of machinery and accessories at high quality and competitive prices. We assist international visitors to find the suitable Turkish machinery supplier to meet their needs. On the web site there is Turkish Machinery and Accessories Suppliers Directory containing export Turkish companies in which the users may search by keyword, company name or product.

ACTIVITIES OF MPG



The first commercial in 2009 starred international Turkish Machinery Buyers from various countries such as USA, Germany, Japan, England, France stating “Turkish Machinery is running effectively, efficiently, reliably for them”. The campaign motto was “operating in 200 countries around the world Turkish Machinery is ready to work for you as well.”



In 2010 after this very successful start the campaign has continued with the second TV commercial starring Turkish Industry's Leading figures stating “Turkish Machinery is running effectively, efficiently, reliably for them” The campaign's motto was “The giants of Turkish Industry rely on Turkey's Machinery”.



Turkish Machinery Promotion Group participates significant fairs inside and outside Turkey to assist the members in introducing themselves. In addition, trade missions are organized to collaborate with foreign business people.



MPG organizes meetings, seminars and conferences getting together public, private sector, academy and media representatives to analyze and solve the problems concerning the machinery sector.

Moment Expo Magazine is an advertorial which is being filed by many of the machinery sector. It is being published for two years on monthly basis. It contains technological information about machinery sector as well as research reports.





TURKISH MECHANICAL INDUSTRY PLATFORM

THE FORMATION BASIS

Turkish Mechanical Industry Platform has been founded in 2007 in order to develop the Machinery and Accesories Sector by its sub-sectors. It is a supreme organization in the formation of sectoral politics and applications by collecting the sectoral organizations within itself by a broad spectral and democratic participation. Now, after three years Turkish Mechanical Industry Platform is on its way to become the sector's first FEDERATION.

THE MISSION

The Machinery and Accesories Sector serves to enhance the living quality of our population and to develop the continuing development of our country. Turkish Mechanical Industry Platform contributes to the Machinery Sector by supplying a techologically developed and internationally competitive structured Sector. It aims to be a guiding, participant and work sharing organization.

THE VISION

- Making policies in order to raise and steady the competitive power for machinery sector in international markets,
- Creating a collabaration and synergy by supporting the sectoral organizations.

TURNING INTO FEDERATION

In accordance with its reason to be formed Turkish Mechanical Industry Platform has encouraged sub sectors to be organized and also supplied its members project and activity finances in order to grow them stronger. Consequently, the basis of a greater spectrum higher organization has been formed. During this process it has



been the subject of most of the sectoral activities, organized some of them itself, been in close touch with decision making bodies, been represented in committees and commissions and served as a very significant lobby. That is why, our public and international respondents demand to turn this uppermost union into an institution.

In this context, preparations to turn the Turkish Mechanical Industry Platform into the first federation of the sector is near conclusion and the draft regulation has been sent to the members for assessment.



THE QUALITY MARK OF TURKISH MACHINERY TURQUM

TURQUM® is a registered quality mark affixed to products manufactured by the Turkish machinery sector. This mark is granted to the manufacturer upon approval through a “Conformity Assessment Procedure” that a machine comply with the predetermined product standards and technical specifications. **TURQUM® Quality Mark** certifies the reliability and quality of Turkish machinery and its technologies.

The Product Guarantee Provided By Machines Bearing TURQUM® Quality Mark provides

- That the requirements for the CE Mark are met,
- That the product is manufactured according to Quality Management System conditions,
- That the product conforms to the technical and performance parameters in the product conformity assessment specifications determined to achieve product quality,
- A specific guarantee period varying by the product,
- Spare Parts guarantee for 10 years,
- High quality services guarantee for a period of 10 years after sales,
- That the manufacturer has met technical tests,
- The guarantee of the previously approved quality with annual audits,(the product will continue to meet the certified quality standards over time by means of the obligatory monitoring system)
- Audit and control assurances performed by independent and objective auditors,
- Customer Satisfaction

TURQUM®, guaranty the quality of Turkish Machineries.

TURQUM®, will be the first step of the brand marking with high quality products and production certification.

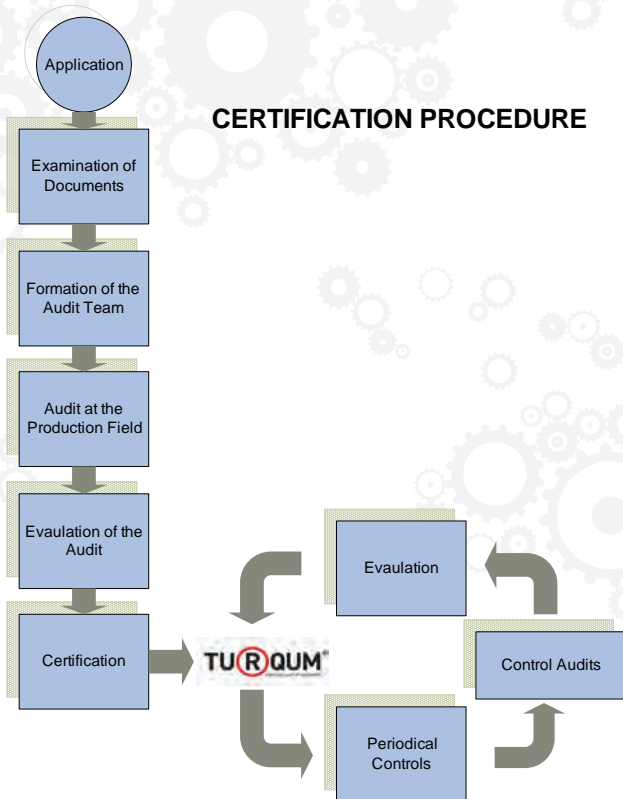
TURQUM® will prevent the unfair competition that affects the companies providing and developing high-technology, R&D, quality, branding and high-value added products in the machinery and accessories sector.



CERTIFICATION PROCEDURE

TURQUM® Quality Mark is a product certification for the Turkish machinery sector which covers,

- Capability of the company and the production system
- Quality Management System
- Product safety
- Product quality
- Warranty conditions
- Service and after sales services
- Regular control audits





Products bearing the TURQUM® Quality Mark guarantee an effective level of quality in the machinery sector.

TURQUM® supports and promotes machinery producers whole capability of both product and company qualification, standardisation, quality control, R&D, qualified employment, technical and safety specifications for products, guarantee and after sale services.

Turkish Machinery Promotion Group(MTG), supports and promotes TURQUM® Quality Marked producers annually, in order to advertise and promote on foreign markets.