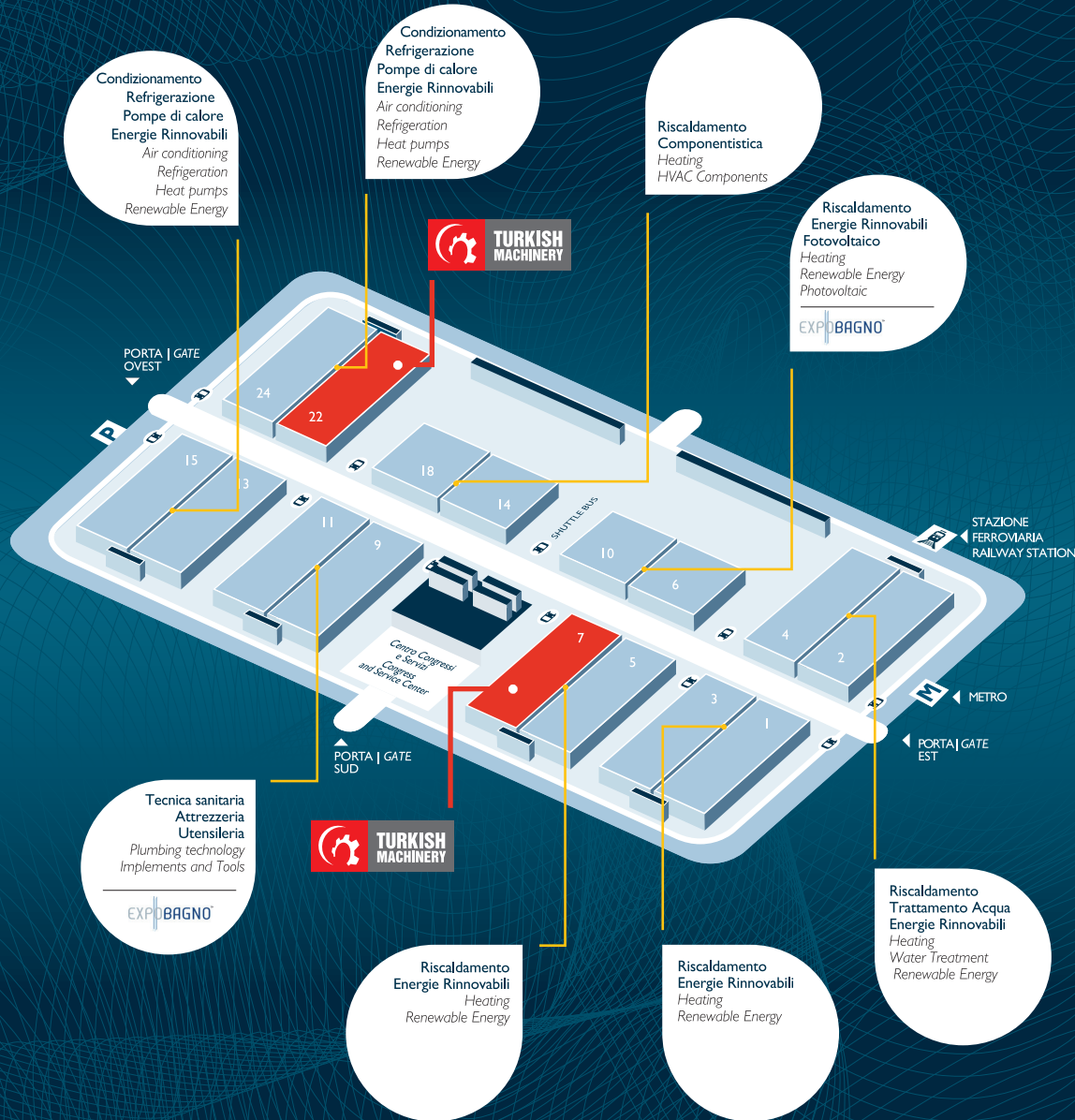


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# KEY TO SUCCESS IN HEATING, COOLING, WATER AND ENERGY SYSTEMS.



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## Turkish Machinery Sector

In all countries, the machinery manufacturing industry has special importance during the process of industrialization. With the rapid development of high added value which it has created, and with its contribution to other sectors, it has been the driving force of industrialization in Turkey as well. 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. Those are the reasons why Turkish Machinery products are preferred 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 world export.

Turkish Machinery is exported to almost 200 countries and Turkish Machinery Sector has an important place in world trade.

## The Vision

- To create an industry with high technological skills.
- To be one of the top 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 Advantages of Turkish Machinery Sector

- High rate 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
- Flexible adaptation to changing economic conditions and technological developments due to small or medium-sized enterprises

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

## Turkish Machinery Promotion Group

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.

### Machinery Sector with Figures

- Between the years of 2001-2011, Turkish Machinery Export Volume has increased from 1.7 billion USD to 11.5 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 28th 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's exportation is approximately 22%. Considering the machinery export, Turkey is the 4th biggest growing country in the world between 2001-2011.
- The share of machinery export in the total export volume of Turkey is 8.6%.

Major export product groups in 2011 were; Air Conditioning-Refrigeration Equipment (HVAC-R) 2.1 billion \$ (17%), engines 1.7 billion \$ (14%), washing-drying machines 1.1 billion \$ (9 %) and construction-mining machines 1 billion \$ (8%).

