



## EXPORT

*Stars of Exports Award***STAR EXPORTERS GOT THEIR AWARDS**

Stars of Exports Award ceremony was held on 27 September 2017 under the leadership of Turkish Exporters Assembly (TIM) with the collaboration of DÜNYA Newspaper and DHL Turkey and Turkcell as the communication sponsor.

BY RAMAZAN GÜZYURDU

**518 COMPANIES** including 313 digital companies competed this year in the event, which was organized in order to encourage the development of exports and their contribution to the economy. The awards were distributed under 18 categories.

Assan Aluminum was rewarded with the "Exporter of the Year" award. The Chairman of Kibar Holding, Ali Kibar received the award from the Minister of Economy, Nihat Zeybekci, the Chairman of TIM, Mehmet Büyükeksi

and Chairman of Dünya Süper Web Offset, Didem Demirkent.

While 'Original Product Champion' was Sanmar Shipyards, 'Champion without Borders' award was given to MİTAŞ. TOFAŞ, one of the locomotive companies of Turkey's exports, was awarded with the 'Export Performance Award'.

Minister of Economy Nihat Zeybekci, who made the opening speech of the ceremony, talked about how exports and the economy of Turkey came to the present day and set new targets.

Reminding that the foreign trade of the Turkish economy was at the level of 4.5 billion dollars in 1980-1981, Zeybekci also reported that the country's foreign trade reached 350 billion dollars.

**ASSAN ALÜMİNYUM WILL CONTINUE TO EXPAND WITH EXPORT**

This year's award-winning exporter Assan Aluminum will continue to grow with exports and be one of the top three producers in Europe.

Assan Alüminyum, founded in 1988 as a subsidiary of Kibar Group, is the clear leader in the

*The foreign trade of the Turkish economy was at the level of 4.5 billion dollars in 1980-1981 but now it reached 350 billion dollars, Zeybekci said.*

flat rolled aluminum sector in Turkey with its annual installed capacity of 300,000 tons at the facilities of Istanbul Tuzla and Kocaeli Dilovası. With more than 1,300 employees, Assan Alüminyum serves a wide range of industries including coils, sheets, foils and painted coil products, distributors, construction, transportation, consumer durables and packaging. The company will soon be one of the top three producers in Europe with an annual production capacity of 100,000 tons of aluminum foil.

Assan Alüminyum Turkey is the biggest player in the flat-rolled aluminum industry, with a main focus on exports. Today, the company is one of the most important players of Turkey with its exports. Assan does more than half of its exports in its own sector by itself. The company exports to more than 70 countries in four continents, mainly the European Union countries such as Germany, England, France, Netherlands, and also increases its activities in North America. As a matter of fact, Assan Alüminyum was rewarded with the prize of "Exporter of the Year" contest in the competition "Stars of Exports-Secret Champions of Turkey", which was awarded by the Turkish Exporters Assembly.

Assan Aluminum General Manager Göksal Güngör said, "As Assan Alüminyum, we will reach 100 thousand tons of aluminum foil production capacity in a near term. We will be one of the top three producers in Europe. We are a very important player with a total capacity of 300 thousand tons. Our company, exporting about 75% of its

***Assan Aluminum  
General Manager  
Göksal Güngör:  
"Reliability, flexibility  
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sales, is awarded the title of supplier of the year by many customers every year. It is our flexible and customer-focused approach to working with us. Reliability, flexibility and innovation are the basic values of Assan Alüminyum. We have these values at the focus of all our goals. On the other hand, we were the first flat-rolled aluminum producer to join the Turquality program in 2016. Thus, we aim to increase our global brand power even further in the international arena."

#### **THE FIRST TURKISH FLAT ALUMINUM PRODUCER EXCEEDING A QUARTER MILLION TON**

The company is increasing its productivity and capacity utilization each year. Assan Alüminyum, which ended the year 2016 with a sales figure of 258 400 tons and 6.2 percent growth, completing 2016-year in parallel with its targets. Thus, it became the first Turkish flat-rolled aluminum manufacturer to exceed a quarter of a million tons. As of 2016, ISO ranked 41st on the list of Turkey's top 500 industrial

establishments. In 2017, it increased its target further to 266,000 tons.

The company continues to grow and invest in the aluminum field. With its power and technological know-how from its position as market leader, it is investing further to increase its aluminum casting and foil rolling capacity. As part of the first phase of the investments, two new casting lines have started producing in Dilovası in the middle of the year. The new foil rolling investment with high speed and advanced automation system will soon start production.

On the other hand, stating that the potential of the aluminum market is also remarkable in Turkey, Göksal Güngör said, "Aluminum use is directly proportional to industrialization. For this reason, it is possible to say that aluminum is the metal of the industrialized world. The average aluminum use per capita in European Union countries is 23 kg. In developed countries like Germany this figure reaches 40 kg. According to data from the European Aluminum Association, aluminum use per capita in Turkey this year is 13.5 kg. This figure shows that we have more potential in the medium-term as a sector. This figure, which has risen from 4.5 kg in Turkey in 2004, has increased so quickly that it would be fair to say that our industry is growing rapidly and has great potential. In addition, as a result of developments in the industrial and technological fields, the use areas of aluminum are increasing. Therefore, we can say that aluminum has an important potential in Turkey and that the use of aluminum will increase even further."