

# TURKEY

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## Turkey and Japan, beyond borders

Turkey and Japan have a strong relationship built on a long history of helping each other.

“Our bilateral cooperation has extended into various fields, not only business and economic, but also cultural and academic. On trade and investment, for example, if the ongoing negotiation for a Japan-Turkey economic partnership agreement is concluded, it will bring a broader and more stable business environment for both countries, thereby inducing more investment from Japan to Turkey,” explained Japan’s Ambassador to Turkey H.E. Kazuhiro Suzuki.

“In science, the Turkish Japanese Science and Technology University in Istanbul is a case in point. The two countries are working hard to establish it and make it a hub for academic and research excellence, aiming to realize its opening in 2023,” he noted.

Yuko Tanaka, chief representative of the Japan International Cooperation Agency in Turkey, said that more projects in various fields are expected to start soon.

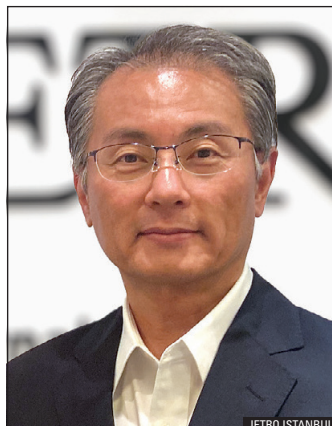
“Our four top priorities



**H.E. Kazuhiro Suzuki, Japan's Ambassador to Turkey**

in Turkey are to contribute to the establishment of a strong urban infrastructure that supports the economic and social development as well as disaster risk reduction; to strengthen partnership with the private sector; to strengthen ties with development partners for development of other parts of the world; and to support the governmental policies regarding vulnerable people, including those forcibly displaced,” she explained.

New areas of Japan’s cooperation with Turkey relate



**Hiroto Kobayashi, Senior Managing Director of the Japan External Trade Organization in Istanbul**

to climate change, including such areas as energy efficiency, renewable energy and response to natural disasters.

“We will make our best effort to contribute to strengthen the trustful relations between Turkey and Japan,” Tanaka added.

Hiroto Kobayashi, senior managing director of the Japan External Trade Organization in Istanbul, shared that Turkey and Japan have much to look forward to in the coming years.



**Yuko Tanaka, Chief Representative of the Japan International Cooperation Agency in Turkey**

“2023 will be the 100th anniversary of the foundation of the Republic of Turkey and 2024 will mark the 100th anniversary of the commencement of the diplomatic relations between Turkey and Japan. Both occasions can be said to be good opportunities to foster our relationships in various areas, such as business and culture,” Kobayashi said. ♦

Read the full interviews on: <https://bit.ly/TRJP22-bridges>

## Vestel Group: Creating social and environmental benefits through technology

The Vestel Group comprises 24 companies, 16 of which are overseas. Key business areas include home appliances, consumer and automotive electronics, 5G infrastructure, battery technology, artificial intelligence and health care.

“We are expanding beyond Europe with our customer-focused approach and innovative designs and see opportunities for growth in Japan and other Asian markets,” shared Turan Erdogan, Vestel’s chief executive officer.

“We have increased our presence in Asia by almost 200% in the last three years, and we aim to reach more

households by working closely with local partners,” Erdogan said.

“We address the demand for affordable high-quality products by delivering cutting-edge technologies, such as our interactive flat-panel displays used for educational purposes in Vietnam and digital signage and display products for Japanese brands.”

The success of Vestel’s export business is underpinned by strong partnerships with leading Japanese technology brands.

In 2014, Vestel signed a European brand licensing agreement with Sharp Corp. that covered the entire devel-



**Turan Erdogan, Chief Executive Officer of Vestel**

opment chain from manufacturing to sales and marketing. In 2016, the company signed a brand licensing agreement with Toshiba, boosting the growth of its smart TV business.

“Guided by our Akilli Hayat (Smart Life) 2030 Vision, we are delivering smart technologies and sustainable solutions which are driving digital transformation and contributing to our global competitiveness,” Erdogan said.

Vestel’s 20,000 employees

include 1,800 research and development engineers, and they are helping to transform industries by delivering technologies and products. Every year, Vestel allocates 2% of its revenue to research and development, making the company one of the highest-spending R&D companies in Turkey.

Last year, Vestel filed the highest number of European patents among Turkish companies and was awarded the title of Best R&D Center by Turkey’s Ministry of Industry and Technology.

“Our goal is to use the power of technology to facilitate human-oriented transformations across entire value chains,” Erdogan noted.

“We aim to adopt regenerative business models and create a circular economy to transform Vestel into a net-zero emissions company. We deliver solutions which meet future needs while creating environmental and social benefits.” ♦

<https://vestelinternational.com/en/>

# VESTEL



**Vestel Group's key business areas include home appliances, consumer and automotive electronics, 5G infrastructure, battery technology, artificial intelligence and health care.**

## Tat Gida: An admired Turkish brand

The global food and beverage industry is a fast-changing business. As consumers become more empowered, demand for quality, nutritious and safe products is increasing.

With an innovative product range, significant production capacity and technology-driven investments, Tat Gida’s Chief Executive Officer Evren Albas is leading the charge and achieving healthy growth.

**Bridges: What are the important steps and achievements in Tat Gida’s growth story?**

**Albas:** Established in 1967, Tat Gida has become one of the leading manufacturers of tomato paste, tomato products, ketchup, table sauces, pickles and canned goods.

We are an industry-recognized food company serving international customers through Koc Holding, the largest conglomerate in Turkey, and are capable of manufacturing branded, industrial and private-label products.

At our facilities, we process 23% of Turkey’s industrial tomato production and produce the most popular tomato paste and ketchup brands in Turkey.



**Evren Albas, Chief Executive Officer of Tat Gida**

In terms of our daily production capacity, we are the 10th-largest tomato processor in the world and the fifth-largest producer in Europe. Our digital agricultural practices have led to improved industrial tomato farming and help support our sustainability efforts.

**How important is the Japanese market for Tat Gida?**

We export to over 40

countries and reached an export volume of \$38 million in 2021. We exported 8,000 tons of tomato products to Japan last year, a market which is recognized for its extremely high standards of quality and food safety.

Since 1983, we have collaborated with Kagome Co. and Sumitomo Corp. and continue to strengthen our partnerships to grow our business in Japan.

**How does Tat Gida differentiate itself from the competition?**

Tat Gida has always been committed to serving delicious and natural products to our consumers with full traceability, high quality and world-class food safety standards.

Through our new traceability system, we’re working to ensure that the entire journey of the products from the field to the table is traceable with blockchain infrastructure.

**What does the future hold for Tat Gida?**

We will continue our efforts to ensure we become a globally recognized brand. One of the first items on our agenda is to accelerate our digital transformation efforts in agriculture and food production to enhance our sustainability targets. ♦

[www.tatgida.com/en](https://bit.ly/TRJP-tatgida)

Read the full story on: <https://bit.ly/TRJP-tatgida>



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