

TURKEY



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Turkey: 100 years of business brilliance

As Turkey approaches the centenary of its founding as a republic, its global partnerships and economic prowess shine brightly. Turkey has evolved into a vital player on the world stage, forging strong alliances that fuel its economic growth and global influence. In this journey, Japan has emerged as a close friend and partner.

Takahiko Katsumata, Japan's ambassador to Turkey, reflects on the robust ties between the two countries. He acknowledges the ever-growing importance of Turkey as a strategic partner and its vast potential. With a population of over 80 million, a youthful demographic and a strong labor force, Turkey is poised for remarkable growth. The 100th anniversary of diplomatic relations is on the horizon, offering new opportunities for economic cooperation, energy initiatives and increased Japanese investment.



Takahiko Katsumata, Japanese Ambassador to Turkey

Hiroto Kobayashi, senior managing director of the Japan External Trade Organization in Istanbul, highlights the synergy being generated by the 60th anniversary of JETRO's Istanbul Office and the 100th anniversary of the Republic of Turkey, signaling significant collaborative potential. The economic partnership agreement between Japan and Turkey is set to enhance trade, expand business opportunities and spur innovation.

Dr. Nejat Bora Sayan of the Turkish-Japanese Foundation underscores the long-standing ties between Turkey and Japan. Through the foundation's efforts, cultural exchanges have flourished. With Turkey's centennial, enhanced growth and collaboration are on the horizon. ♦

For deeper insights and full interviews, visit: <https://bit.ly/TRJP23>



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

Yanmar Turkey: Engineering success and sustainability to enrich society

With a well-established history dating to 1912, Yanmar Co. is a highly reputed manufacturer of diesel engines, industrial and agricultural machinery, energy systems, marine vehicles and more. The brand remains steadfast in its core mission, hinged on the "Hanasaka" philosophy, to create a sustainable future by its positive, transformative impact upon society. Founded in Osaka, the company has vigorously expanded to several parts of the world, including Turkey.

"Hanasaka philosophy — deeply rooted in Yanmar's existence — aims to 'enrich people's lives, to make them blossom.' This philosophy guides us in realizing our vision and strengthens our belief in creating a sustainable future. Our focus is on achieving maximum prosperity with minimal resource consumption," Yanmar Turkey Board Chairman Mustafa Kemal Erdogan Shoshi shared.

Yanmar Turkey was incorporated as a full subsidiary in 2017, and has, since then, seen tremendous advancement.

"We have rapidly increased our sales and new business lines, thanks to the technology power we inherited from Yanmar's pioneering spirit and the devoted efforts of our ever-growing dynamic team," Shoshi said. "Today, we offer technological solutions to many countries for various business lines, such as domestic and foreign market-oriented agricultural machinery and equipment, energy systems, Engineering Procurement Construction turnkey solutions, industrial engines, a global purchasing center, and the e-commerce platform makinagetir.com, which specializes in online machine rental. Additionally, we are taking firm steps to



Mustafa Kemal Erdogan Shoshi, Board Chairman of Yanmar Turkey

transform Yanmar Turkey into a center for production, logistics and engineering for Eastern Europe, Central Asia and North Africa."

Propelled by its current trajectory, and with its newly opened state-of-the-art factory in Izmir, the company is poised for even greater growth. As Shoshi noted: "As of this year, over 60% of Turkey's agricultural equipment export to Japan is made by Yanmar Turkey. With robust and decisive efforts, we are targeting to increase this ratio up to 90%. Thanks to the strengthening economic ties between Turkey and Japan, and the prominence of Japanese quality in Turkey, the Yanmar Group's Japan headquarters realized a capital increase to Yanmar Turkey in 2022, to boost its production capacity and workforce." ♦

www.yanmar.com/tr/

bridges spotlight

Elite Organic: The holistic wellness brand

Established in 1998, Elite Organic evolved into a holistic wellness brand, pioneering organic farming in Turkey. We hold global organic certifications that ensure product traceability and sustainability.

Working with 8,000 farmers across 766,000 hectares, we're expanding to cultivate 920,000 trees. Through 110 hours of annual training, we educate farmers on organic techniques and provide support, including 225 tons of organic fertilizer annually.

Prioritizing sustainability, we reduce our carbon footprint, align with the U.N. sus-



Cagri Esmekaya, CEO of Elite Organic

tainable development goals, and source 50% of our energy from clean sources.

We produce organic juices, snacks, oils and supplements and export to 23 countries, with Japan being a key market accounting for 5% of our sales. We are actively seeking to further enhance our footprint in the Japanese market. ♦

Read the full interview with Elite Organic CEO Cagri Esmekaya on Bridges: <https://bit.ly/TRJP23-Cagri>



"Karakoy Gulluoglu, which continues to preserve its tradition from 1843 until today, keeps the story of baklava of the Ottoman palace cuisine alive in Istanbul for six generations. Two years ago, Karakoy Gulluoglu entered Japan with the Nadir Gullu brand, which is the face of its international activities." — **Murat Gullu, General Manager, Karakoy Gulluoglu**



"Hoya draws attention as the only optical lens manufacturer in Turkey to establish a laboratory with its own technology, systems and 100% capital. I would like to underline that Hoya's main goal is to produce state-of-the-art products for end users, and to achieve excellence in fast shipping and after-sales service."

— **Suat Cam, General Manager, Hoya Vision Care Turkey**

"We see 'startup model entrepreneurship' as one of the most important tools for the development of Istanbul and Turkey. To date, we have implemented many projects aimed at developing entrepreneurship culture, training qualified entrepreneurs, facilitating access to finance and expanding technology startups to international markets."

— **Erkam Tuzgen, Secretary-General, Istanbul Development Agency**



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