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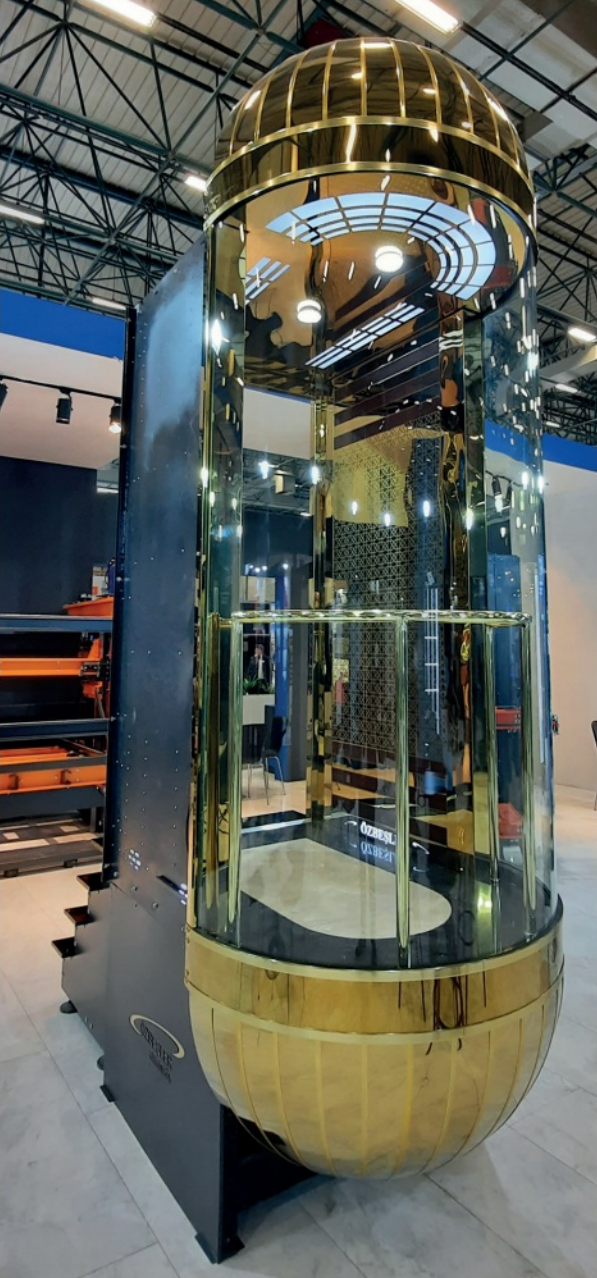
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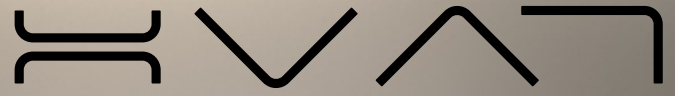
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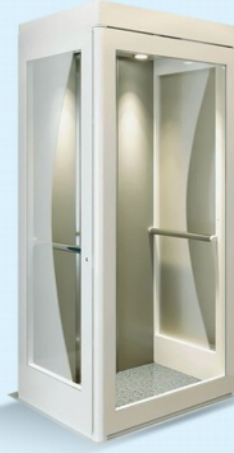
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THE SECTOR EXPORTED
375.5 MILLION
DOLLARS IN THE
ENTIRE YEAR **2023**

In 2023, the Turkish elevator sector exported a total of 375 million 545 thousand 149 dollars worth of package elevators and parts and components of elevators. The total export value of the sector in 2022 was 363 million 81 thousand 778 dollars.

The Turkish elevator sector increased its export value by 3.5 percent compared to 2022 in 2023, when global trade contracted by 2 trillion dollars.

2023 was left behind as a year in which demand declined, it was difficult to keep prices due to high costs, earthquakes, regional wars and conflicts, and dominant markets changed hands. Despite all these negativities, the Turkish elevator sector gave a foreign trade surplus of 255 million

617 thousand 160 dollars in total foreign trade.

Elevator sector increased its exports for 2023

The Turkish elevator sector increased its export value by 3.5 percent in 2023 compared to 2022, when global trade contracted by 2 trillion dollars.

In 2023, the sector exported a total of 375 million 545 thousand 149 dollars worth of package elevators and parts and components of elevators. The total export value of the sector in 2022 was 363 million 81 thousand 778 dollars.

2023, a year in which foreign demand declined and it was difficult to keep prices due to high costs, was also left behind as a difficult year in which dominant markets changed hands with earthquakes,

قام قطاع المصاعد التركي في عام ٢٠٢٣ بتصدير المصاعد الجاهزة والأجزاء والقطع الخاصة بها بقيمة إجمالية قدرها ٣٧٥ مليون ٥٤٥ ألف ١٤٩ دولار. كانت قيمة إجمالي صادرات القطاع في عام ٢٠٢٢، ٣٦٣ مليون ٨١ ألف ٧٧٨ دولار.

استطاع قطاع المصاعد التركي، رغم تقلص التجارة العالمية بمقدار ٢ تريليون دولار في عام ٢٠٢٣، زيادة قيمة صادراته بنسبة ٣,٥٪ مقارنة بعام ٢٠٢٢.

كان عام ٢٠٢٣ عامًا تراجع فيه الطلب، وواجهت الأسعار صعوبات بسبب ارتفاع التكاليف، وشهد زلازل وحروب إقليمية ونزاعات، بالإضافة إلى تغيير أصحاب الأسواق الرئيسية. على الرغم من كل هذه الصعوبات، حقق قطاع المصاعد التركي فائضًا في التجارة الخارجية بقيمة ٢٥٥ مليون ٦١٧ ألف ١٦٠ دولار.

زاد قطاع المصاعد التركي من قيمة صادراته في عام ٢٠٢٣
رغم انكماش التجارة العالمية بمقدار ٢ تريليون دولار في عام ٢٠٢٣، استطاع قطاع المصاعد التركي زيادة قيمة صادراته بنسبة ٣,٥٪ مقارنة بعام ٢٠٢٢. قام القطاع في عام ٢٠٢٣ بتصدير المصاعد الجاهزة والأجزاء والقطع الخاصة بها بقيمة إجمالية قدرها ٣٧٥ مليون ٥٤٥ ألف ١٤٩ دولار. كانت قيمة إجمالي صادرات القطاع في عام ٢٠٢٢، ٣٦٣ مليون ٨١ ألف ٧٧٨ دولار.

كان عام ٢٠٢٣ عامًا تراجع فيه الطلب الخارجي، وواجهت الأسعار صعوبات بسبب ارتفاع التكاليف، وكذلك كان عامًا شهد زلازل وحروب إقليمية ونزاعات، بالإضافة إلى تغيير أصحاب الأسواق الرئيسية. على الرغم من كل هذه الصعوبات، حقق قطاع المصاعد التركي فائضًا في التجارة الخارجية بقيمة ٢٥٥ مليون ٦١٧ ألف ١٦٠ دولار.

В 2023 году турецкий лифтовый сектор экспортировал в общей сложности 375 миллионов 545 тысяч 149 долларов на сумму упаковочных лифтов, а также частей и компонентов лифтов. Общая стоимость экспорта сектора в 2022 году составляла 363 миллиона 81 тысяча 778 долларов.

Турецкий сектор лифтов увеличил стоимость экспорта на 3,5 процента по сравнению с 2022 годом в 2023 году, когда мировая торговля сократилась на 2 триллиона долларов.

2023 год остался позади как год, в котором снизился спрос, было трудно удерживать цены из-за высоких издержек, землетрясений, региональных войн и конфликтов, а до-

минирующие рынки переходили из рук в руки. Несмотря на все эти негативные моменты, турецкий лифтовый сектор дал положительное сальдо внешней торговли в размере 255 миллионов 617 тысяч 160 долларов в общем объеме внешней торговли.

Лифтовый сектор увеличил экспорт на 2023 год

Турецкий лифтовый сектор увеличил стоимость своего экспорта на 3,5 процента в 2023 году по сравнению с 2022 годом, когда мировая торговля сократилась на 2 триллиона долларов. В 2023 году сектор экспортировал в общей сложности 375 миллионов 545 тысяч 149 долларов на сумму в 375 миллионов 545 тысяч 149 долларов пакетных лифтов, а так-

regional wars and conflicts. Despite all these negativities, the Turkish elevator sector gave a foreign trade surplus of 255 million 617 thousand 160 dollars in total foreign trade.

The total foreign trade of the elevator sector in 2023 approached 500 million. The sector, which reached a total value of 495 million 473 thousand 132 dollars in foreign trade, exported 375 million 545 thousand 149 dollars worth of exports and 119 million 927 thousand 983 dollars worth of imports, contributing a surplus of 255 million 617 thousand 160 dollars to the foreign trade balance.

In 2023, 208 million 305 thousand 567 dollars of the export value of the elevator sector, which reached 375 million 545 thousand 149 dollars in total, was obtained from package elevator and 167 million 239 thousand 582 dollars from component exports.

Compared to 2022, package elevator exports increased by 12 million 892 thousand 566 dollars in 2023, while component export value decreased by 356 thousand 195 dollars.

The elevator sector earned 3.21 dollars per kilogram from 116 million 731 thousand 532 kilograms of exports on quantity basis in 2023. The sector earned 3.83 dollars per kilogram from 54 million 359 thousand 414 kilograms of package elevator exports in total last year, while 62 million 372 thousand 118 kilograms of component exports earned 2.68 dollars per kilogram.

In 2023, the Turkish elevator sector increased its exports according to 2022 data, while the 2023 import value showed a decrease of 8 thousand 789 dollars.

The total import value of the elevator

قارب إجمالي التجارة الخارجية لقطاع المصاعد في عام ٢٠٢٣ الـ ٥٠٠ مليون دولار. وصلت قيمة التجارة الخارجية الإجمالية للقطاع إلى ٤٩٥ مليون ٤٧٣ ألف ١٣٢ دولار، مع تحقيق صادرات بقيمة ٣٧٥ مليون ٥٤٥ ألف ١٤٩ دولار وواردات بقيمة ١١٩ مليون ٩٢٧ ألف ٩٨٣ دولار، مما أسهم بزيادة قدرها ٢٥٥ مليون ٦١٧ ألف ١٦٠ دولار في ميزان التجارة الخارجية.

في عام ٢٠٢٣، بلغت قيمة الصادرات الخارجية لقطاع المصاعد التي وصلت إجمالاً إلى ٣٧٥ مليون ٥٤٥ ألف ١٤٩ دولار، ٢٠٨ مليون ٣٠٥ ألف ٥٦٧ دولار منها كانت من صادرات المصاعد الجاهزة، و١٦٧ مليون ٢٣٩ ألف ٥٨٢ دولار منها كانت من تصدير المكونات. في عام ٢٠٢٣ مقارنة بعام ٢٠٢٢، زادت صادرات المصاعد الجاهزة بقيمة ١٢ مليون ٨٩٢ ألف ٥٦٦ دولار، بينما انخفضت قيمة تصدير المكونات بـ ٣٥٦ ألف ١٩٥ دولار.

في عام ٢٠٢٣، حقق قطاع المصاعد إيرادات بمقدار ٣,٢١ دولار لكل كيلوغرام من الصادرات التي بلغت ١١٦ مليون ٧٣١ ألف ٥٣٢ كيلوغرام. في العام الماضي، كسب القطاع ٣,٨٣ دولار لكل كيلوغرام من صادرات المصاعد الجاهزة التي بلغت ٥٤ مليون ٣٥٩ ألف ٤١٤ كيلوغرام، و٢,٦٨ دولار لكل كيلوغرام من تصدير ٦٢ مليون ٣٧٢ ألف ١١٨ كيلوغرام من المكونات.

في عام ٢٠٢٣، زاد قطاع المصاعد التركي من صادراته مقارنة ببيانات عام ٢٠٢٢، بينما شهدت قيمة الواردات انخفاضاً

же частей и компонентов лифтов. Общая стоимость экспорта сектора в 2022 году составила 363 миллиона 81 тысячу 778 долларов.

2023 год, в котором снизился внешний спрос и было сложно удерживать цены из-за высоких издержек, также остался позади как сложный год, в котором доминирующие рынки переходили из рук в руки из-за землетрясений, региональных войн и конфликтов. Несмотря на все эти негативные моменты, турецкий лифтовой сектор дал положительное сальдо внешней торговли в размере 255 миллионов 617 тысяч 160 долларов в общем объеме внешней торговли.

Общий объем внешней торговли лифтового сектора в 2023 году приблизится к 500 миллионам. США, экспортировав 375 млн 545 тыс. 149 долларов и импортировав 119 млн 927 тыс. 983 доллара, обеспечив положительное сальдо внешнеторгового баланса в размере

255 млн 617 тыс. 160 долларов.

В 2023 году из общей стоимости экспорта лифтового сектора в 375 миллионов 545 тысяч 149 долларов в 2023 году 208 миллионов 305 тысяч 567 долларов пришлось на экспорт пакетных лифтов, а 167 миллионов 239 тысяч 582 доллара - на экспорт компонентов. В 2023 году экспорт пакетных лифтов увеличился на 12 миллионов 892 тысячи 566 долларов по сравнению с 2022 годом, в то время как стоимость экспорта компонентов снизилась на 356 тысяч 195 долларов.

Лифтовой сектор заработал 3,21 доллара за килограмм от 116 миллионов 731 тысячи 532 килограммов экспорта на количественной основе в 2023 году. В прошлом году сектор заработал 3,83 доллара за килограмм с 54 миллионов 359 тысяч 414 килограммов экспорта пакетных лифтов в целом, в то время как 62 миллиона 372 тысячи 118 килограммов

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sector in 2023 was 3.91 dollars per kilogram.

- The sector gave a foreign trade surplus of 255 million 617 thousand 160 dollars

The sector added 255 million 617 thousand 160 dollars of surplus value to the Turkish economy with its imports worth 119 million 927 thousand 983 dollars despite its exports worth 375 million 545 thousand 149 dollars in foreign trade.

- Package elevator exports reached 208 million 305 thousand 567 dollars

The elevator sector increased its exports from 195 million 486 thousand 1 dollars in 2022 to 208 million 305 thousand 567 dollars in 2023.

Russian Federation is again in the first place in package elevator buyers

The Russian Federation again took the

lead among the countries where the Turkish elevator industry exported the most package elevators in 2023. In 2022, the Russian Federation, which received 49 million 296 thousand 59 dollars worth of package elevators from Türkiye in 2022, exported 62 million 687 thousand 542 dollars worth of package elevators in 2023.

The war between the Russian Federation and Ukraine, which entered its 3rd year, continued to affect Türkiye's export figures.

While the embargo imposed on the Russian Federation after the war and the sanctions imposed by the Russian Federation on European and American companies increased the business volume of Turkish exporters in the Russian Federation in the elevator sector, the shrinkage in Ukraine started to decrease every year. Elevator exports to Ukraine,

بمقدار ٨,٧٨٩ دولار.

بلغت قيمة إجمالي واردات قطاع المصاعد في عام ٢٠٢٣، ٣,٩١ دولار لكل كيلوغرام.

قدم القطاع فائضاً تجارياً بقيمة ٢٥٥ مليون ٦١٧ ألف ١٦٠ دولار أضاف القطاع قيمة إضافية للاقتصاد التركي بقيمة ٢٥٥ مليون ٦١٧ ألف ١٦٠ دولار من خلال تحقيق صادرات بقيمة ٣٧٥ مليون ٥٤٥ ألف ١٤٩ دولار مقابل واردات بقيمة ١١٩ مليون ٩٢٧ ألف ٩٨٣ دولار.

بلغت صادرات المصاعد الجاهزة ٢٠٨ مليون ٣٠٥ ألف ٥٦٧ دولار

رفع قطاع المصاعد قيمة صادراته من ١٩٥ مليون ٤٨٦ ألف ١ دولار في عام ٢٠٢٢ إلى ٢٠٨ مليون ٣٠٥ ألف ٥٦٧ دولار في عام ٢٠٢٣.

في المرتبة الأولى من جديد بين مستوردي المصاعد الجاهزة تأتي الفيدرالية الروسية

تصدرت الفيدرالية الروسية قائمة الدول التي صدرت إليها تركيا أكبر كمية من المصاعد الجاهزة في عام ٢٠٢٣. في عام ٢٠٢٢، استوردت الفيدرالية الروسية من تركيا مصاعد جاهزة بقيمة ٤٩ مليون ٢٩٦ ألف ٥٩ دولار، وفي عام ٢٠٢٣، بلغت قيمة صادرات المصاعد الجاهزة إلى الفيدرالية الروسية ٦٢ مليون ٦٨٧

экспорта компонентов заработали 2,68 доллара за килограмм.

В 2023 году, в то время как турецкий лифтовый сектор увеличил свой экспорт по данным 2022 года, стоимость импорта 2023 года показала снижение на 8 тысяч 789 долларов. Общая стоимость импорта сектора лифтов в 2023 году составила 3,91 доллара за килограмм.

- Сектор дал положительное сальдо внешней торговли в размере 255 миллионов 617 тысяч 160 долларов.

Сектор добавил 255 миллионов 617 тысяч 160 долларов прибавочной стоимости в турецкую экономику при импорте на сумму 119 миллионов 927 тысяч 983 доллара, несмотря на экспорт на сумму 375 миллионов 545 тысяч 149 долларов во внешней торговле.

- Экспорт пакетных лифтов достиг 208 мил-

лионов 305 тысяч 567 долларов

Лифтовой сектор увеличил свой экспорт с 195 миллионов 486 тысяч 1 доллара в 2022 году до 208 миллионов 305 тысяч 567 долларов в 2023 году.

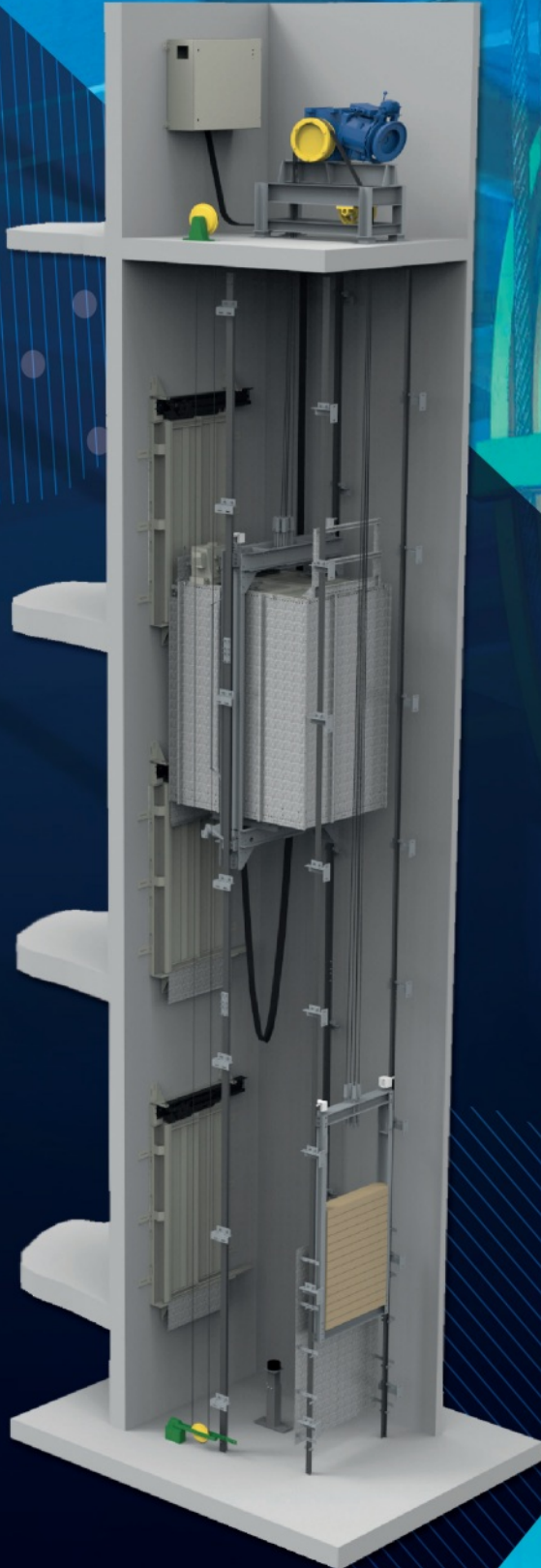
Российская Федерация снова на первом месте по числу покупателей пакетных лифтов

Российская Федерация вновь возглавила список стран, в которые турецкая лифтовая отрасль экспортировала наибольшее количество пакетных лифтов в 2023 году. Российская Федерация, которая в 2022 году получила из Турции пакетных лифтов на 49 миллионов 296 тысяч 59 долларов, в 2023 году экспортировала пакетных лифтов на 62 миллиона 687 тысяч 542 доллара.

Война между Российской Федерацией и Украиной, которая продолжается уже третий год, продолжает влиять на показатели экспорта Турции.



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which ranked second in the ranking of countries where the most package elevators were exported before the war, decreased by 52 percent in 2022 compared to 2021. In 2021, 17 million 651 thousand 982 dollars worth of package elevators were exported to Ukraine, while in 2022, 8 million 431 thousand 627 dollars worth of package elevators were exported to Ukraine. Looking at the 2023 export figures, it was seen that package elevator exports to Ukraine increased. In total, 12 million 660 thousand 553 dollars worth of package elevator exports were made to Ukraine in 2023. With this value, Ukraine ranked 3rd after Algeria among the top 10 countries buying package elevators from Türkiye.

In 2023, the Russian Federation ranked first with an export value of 62 million 687 thousand 542 dollars in the top 10 countries with the highest

package elevator exports; Algeria with an export value of 23 million 55 thousand 293 dollars (2022: 22 million 902 thousand 67 dollars), Ukraine with an export value of 12 million 660 thousand 554 dollars (2022: 8 million 431 thousand 627 dollars), Israel with an export value of 9 million 403 thousand 853 dollars (2022: 8 million 702 thousand 467 dollars), Israel with an export value of 8 million 423 thousand 425 dollars (2022: 8 million 454 thousand 382 dollars), Iraq with an export value of 7 million 925 thousand 246 dollars (2022: 7 million 374 thousand 121 dollars), Georgia with an export value of 6 million 252 thousand 963 dollars (2022: 6 million 392 thousand 467 dollars), B. A.E, Uzbekistan with 5 million 647 thousand 950 dollars (2022: 7 million 88 thousand 541 dollars), Kosovo with 3 million 926 thousand 932 dollars (2022: 2 million 910 thousand 921 dollars) and Tunisia

ألف ٥٤٢ دولار.

استمر تأثير الحرب التي وقعت بين الفيدرالية الروسية وأوكرانيا، والتي دخلت عامها الثالث، على أرقام الصادرات التركية.

زاد الحظر المفروض على الفيدرالية الروسية بعد الحرب والعقوبات التي فرضتها الفيدرالية الروسية على الشركات الأوروبية والأمريكية في مجال المصاعد حجم أعمال المصدرين الأتراك في الفيدرالية الروسية، بينما بدأت الانكماشات التي حدثت في أوكرانيا في الانخفاض مع مرور كل عام. قبل الحرب، كانت أوكرانيا تحتل المرتبة الثانية بين الدول التي تصدر إليها تركيا أكثر المصاعد الجاهزة، وقد انخفضت صادرات المصاعد إلى أوكرانيا بنسبة ٥٢٪ في عام ٢٠٢٢ مقارنة بعام ٢٠٢١. في عام ٢٠٢١، تم تصدير مصاعد جاهزة بقيمة ١٧ مليون ٦٥١ ألف ٩٨٢ دولار إلى أوكرانيا، وفي عام ٢٠٢٢، تم تصدير مصاعد جاهزة بقيمة ٨ مليون ٤٣١ ألف ٦٢٧ دولار إلى أوكرانيا. عند النظر إلى أرقام الصادرات لعام ٢٠٢٣، يُلاحظ أن صادرات المصاعد الجاهزة إلى أوكرانيا قد زادت. في عام ٢٠٢٣، تم تصدير مصاعد جاهزة بقيمة ١٢ مليون ٦٦٠ ألف ٥٥٣ دولار إلى أوكرانيا. بهذه القيمة، احتلت أوكرانيا المرتبة الثالثة بعد الجزائر بين الدول التي استوردت المصاعد الجاهزة من تركيا.

في حين أن دول مثل فرنسا، بيلاروسيا، الدنمارك، البوسنة والهرسك، إسبانيا، السودان، عمان، بنغلاديش، بلغاريا، أذربيجان، مقدونيا الشمالية، المملكة العربية السعودية، الكويت، مالطا، المملكة المتحدة،

В то время как эмбарго, наложенное на Российскую Федерацию после войны, и санкции, введенные Российской Федерацией против европейских и американских компаний, увеличили объем бизнеса турецких экспортеров в Российской Федерации в области лифтов, сокращение в Украине стало уменьшаться с каждым годом. Экспорт лифтов в Украину, которая до войны занимала второе место в рейтинге стран, куда экспортировалось больше всего пакетных лифтов, в 2022 году сократился на 52 процента по сравнению с 2021 годом. В 2021 году в Украину было экспортировано 17 миллионов 651 тысяча 982 доллара, а в 2022 году - 8 миллионов 431 тысяча 627 долларов. Если посмотреть на экспортные показатели 2023 года, то видно, что экспорт пакетных лифтов в Украину увеличился. В общей сложности в 2023 году в Украину было экспортировано 12 миллионов 660 тысяч 553 доллара. С таким показателем Украина заняла 3-е место после Алжира в топ-10 стран, покупаю-

щих лифты из Турции.

В 2023 году Российская Федерация занимает первое место с экспортной стоимостью 62 миллиона 687 тысяч 542 доллара в топ-10 стран, в которые было экспортировано наибольшее количество пакетных лифтов, далее следуют Алжир с экспортной стоимостью 23 миллиона 55 тысяч 293 доллара (2022: 22 миллиона 902 тысячи 67 долларов), Украина с экспортной стоимостью 12 миллионов 660 тысяч 554 доллара (2022: 8 миллионов 431 тысяча 627 долларов), Израиль с экспортной стоимостью 9 миллионов 403 тысячи 853 доллара (2022: 8 миллионов 702 тысячи 467 долларов), Израиль с экспортной стоимостью, Ирак с экспортной стоимостью 8 миллионов 423 тысячи 425 долларов (2022: 8 миллионов 454 тысячи 382 доллара), Грузия с экспортной стоимостью 7 миллионов 925 тысяч 246 долларов (2022: 7 миллионов 374 тысячи 121 доллар), В. А.Е., Узбекистан с объемом экспор-



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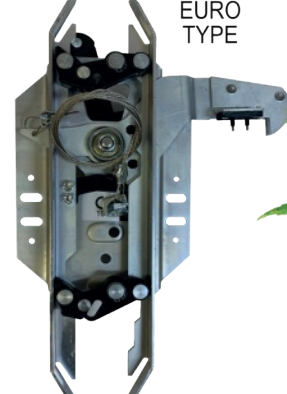
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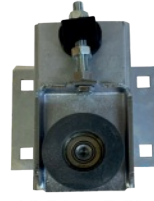
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with 3 million 376 thousand 240 dollars (2022: 3 million 531 thousand 236 dollars).

Kazakhstan, with exports worth 5 million 715 thousand 565 dollars in 2022, and Libya, with exports worth 4 million 120 thousand 524 dollars, could not enter the top 10 ranking in 2023. The decline in exports to these two countries attracted attention. Looking at the 2023 export figures, it was seen that Kazakhstan's elevator export value in 2023 was 3 million 2 thousand 619 dollars and Libya's export value was 3 million 650 dollars.

France, Belarus, Denmark, Bosnia and Herzegovina, Spain, Sudan, Oman, Bangladesh, Bulgaria, Azerbaijan, North Macedonia, Saudi Arabia, Kuwait, Malta, United Kingdom, Iran were the countries where package elevator systems exports between 1 million dollars and 2 million dollars;

Morocco, Turkmenistan, Serbia, Nigeria, Germany, Qatar, Albania, Poland, Romania, Australia were the countries where package elevator systems exports between 2 million dollars and 3 million dollars.

- Package elevator imports decreased

Package elevator imports in 2023 decreased by 13.28 percent compared to 2022. While 88 million 258 thousand 791 dollars worth of package elevators were imported in 2022, this figure was 76 million 536 thousand 959 dollars in 2023. In 2023, the imported package elevator kilogram unit price was recorded as 4.69 dollars.

40 million 114 thousand 209 dollars of the 76 million 536 thousand 959 dollars worth of elevator imports in 2023 was imported from China. In the countries where the most

إيران كانت من بين الدول التي تم تصدير أنظمة المصاعد الجاهزة إليها بقيمة تتراوح بين مليون دولار و ٢ مليون دولار؛ أصبحت دول مثل المغرب، تركمانستان، صربيا، نيجيريا، ألمانيا، قطر، ألبانيا، بولندا، رومانيا، أستراليا من الدول التي تم تصدير أنظمة المصاعد الجاهزة إليها بقيمة تتراوح بين ٢ مليون دولار و ٣ مليون دولار.

انخفاض استيراد المصاعد الجاهزة

في عام ٢٠٢٣، انخفض استيراد المصاعد الجاهزة بنسبة ١٣,٢٨٪ مقارنة بعام ٢٠٢٢. بينما كانت قيمة استيراد المصاعد الجاهزة في عام ٢٠٢٢ تبلغ ٨٨ مليون ٢٥٨ ألف ٧٩١ دولار، انخفضت هذه القيمة إلى ٧٦ مليون ٥٣٦ ألف ٩٥٩ دولار في عام ٢٠٢٣. تم تسجيل سعر الوحدة لكل كيلوغرام المصاعد الجاهزة المستوردة في عام ٢٠٢٣ بـ ٤,٦٩ دولار.

من إجمالي قيمة استيراد المصاعد الجاهزة البالغة ٧٦ مليون ٥٣٦ ألف ٩٥٩ دولار في عام ٢٠٢٣، تم استيراد ٤٠ مليون ١١٤ ألف ٢٠٩ دولار منها من الصين. تلت الصين في قائمة الدول التي تم استيراد أكبر كمية من المصاعد منها، سلوفاكيا بـ ١١ مليون ٢٥٤ ألف ٦٥٩ دولار، وإيطاليا بـ ٨ مليون ٥٢٩ ألف ٣ دولار، وألمانيا بـ ٧ مليون ٦٣٠ ألف ٣٠٨ دولار.

لفت الانتباه في عام ٢٠٢٣ استيراد مصاعد بقيمة ٣٦٢ ألف ٩٦٨ دولار من فنلندا، التي كانت من بين الدول الرائدة في استيراد المصاعد بقيمة ٥ مليون ٣٢٢ ألف ٩٧٠ دولار في عام ٢٠٢٢.

та 5 миллионов 647 тысяч 950 долларов (2022: 7 миллионов 88 тысяч 541 доллар), Косово с объемом экспорта 3 миллиона 926 тысяч 932 доллара (2022: 2 миллиона 910 тысяч 921 доллар) и Тунис с объемом экспорта 3 миллиона 376 тысяч 240 долларов (2022: 3 миллиона 531 тысяча 236 долларов).

Казахстан с объемом экспорта в 2022 году 5 миллионов 715 тысяч 565 долларов и Ливия с объемом экспорта 4 миллиона 120 тысяч 524 доллара не смогли войти в топ-10 рейтинга в 2023 году. Снижение экспорта в эти две страны привлекло внимание. Взглянув на данные по экспорту на 2023 год, можно было увидеть, что стоимость экспорта подъемников из Казахстана в 2023 году составила 3 миллиона 2 тысячи 619 долларов, а из Ливии - 3 миллиона 650 долларов.

Франция, Беларусь, Дания, Босния и Герцеговина, Испания, Судан, Оман, Бангладеш, Бол-

гария, Азербайджан, Северная Македония, Саудовская Аравия, Кувейт, Мальта, Великобритания, Иран - страны, где экспорт пакетных лифтовых систем составляет от 1 миллиона долларов до 2 миллионов долларов; Марокко, Туркменистан, Сербия, Нигерия, Германия, Катар, Аلبания, Польша, Румыния, Австралия - страны, где экспорт пакетных лифтовых систем составляет от 2 миллионов долларов до 3 миллионов долларов.

- Импорт пакетных подъемников сократился

Импорт пакетных подъемников в 2023 году сократился на 13,28 процента по сравнению с 2022 годом. Если в 2022 году было импортировано 88 миллионов 258 тысяч 791 доллар, то в 2023 году этот показатель составил 76 миллионов 536 тысяч 959 долларов. В 2023 году цена за килограмм импортируемого пакетного элеватора составила 4,69 доллара.

40 миллионов 114 тысяч 209 долларов из 76

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elevators were imported, China was followed by Slovakia with 11 million 254 thousand 659 dollars, Italy with 8 million 529 thousand 3 dollars and Germany with 7 million 630 thousand 308 dollars.

It was noteworthy that Finland, which ranked first with 5 million 322 thousand 970 dollars of elevator imports in 2022, imported 362 thousand 968 dollars of elevators in 2023.

- 167 million 239 thousand 582 dollars worth of components were exported in 2023

In 2023, the elevator sector exported 62 million 372 thousand 118 kilograms of components worth 167 million 239 thousand 582 dollars. This figure was 167 million 595 thousand 777 dollars in 2022.

In 2023, Egypt ranked first with 12 million 773 thousand 985 dollars

(2022: 11 million 926 thousand 093 dollars) among the countries where components were exported. In the ranking of the top 10 countries with the highest component exports, Egypt was followed by; Russian Federation with an export value of 11 million 857 thousand 939 dollars (2022: 8 million 986 thousand 504 dollars), Saudi Arabia with an export value of 11 million 411 thousand 659 dollars (2022: 5 million 488 thousand 405 dollars), Iraq with an export value of 11 million 136 thousand 133 dollars (2022: 13 million 729 thousand 42 dollars), 10 million 284 thousand 470 dollars (2022: 11 million 377 thousand 950 dollars) Algeria with export value, 8 million 555 thousand 75 dollars (2022: 6 million 352 thousand 588 dollars) Morocco with export value, 6 million 919 thousand 926 dollars (2022: 9 million 380 thousand 450 dollars) Iran with export value, 5 million 573 thousand 350

في عام ٢٠٢٣، تم تصدير مكونات بقيمة ١٦٧ مليون ٢٣٩ ألف ٥٨٢ دولار
 في عام ٢٠٢٣، صدر قطاع المصاعد مكونات بوزن ٦٢ مليون ٣٧٢ ألف ١١٨ كيلوغرام وبقيمة ١٦٧ مليون ٢٣٩ ألف ٥٨٢ دولار. وكانت هذه القيمة في عام ٢٠٢٢، ١٦٧ مليون ٥٩٥ ألف ٧٧٧ دولار.
 احتلت مصر المرتبة الأولى بين الدول التي تم تصدير المكونات إليها في عام ٢٠٢٣ بقيمة ١٢ مليون ٧٧٣ ألف ٩٨٥ دولار (٢٠٢٢: ١١ مليون ٩٢٦ ألف ٠٩٣ دولار). تلت مصر في قائمة أعلى عشر دول تصديراً للمكونات: الاتحاد الروسي بقيمة ١١ مليون ٨٥٧ ألف ٩٣٩ دولار (٢٠٢٢: ٨ مليون ٩٨٦ ألف ٥٠٤ دولار)، المملكة العربية السعودية بقيمة ١١ مليون ٤١١ ألف ٦٥٩ دولار (٢٠٢٢: ٥ مليون ٤٨٨ ألف ٤٠٥ دولار)، العراق بقيمة ١١ مليون ١٣٦ ألف ١٣٣ دولار (٢٠٢٢: ١٣ مليون ٧٢٩ ألف ٤٢ دولار)، الجزائر بقيمة ١٠ مليون ٢٨٤ ألف ٤٧٠ دولار (٢٠٢٢: ١١ مليون ٣٧٧ ألف ٩٥٠ دولار)، المغرب بقيمة ٨ مليون ٥٥٥ ألف ٧٥ دولار (٢٠٢٢: ٦ مليون ٣٥٢ ألف ٥٨٨ دولار)، إيران بقيمة ٦ مليون ٩١٩ ألف ٩٢٦ دولار (٢٠٢٢: ٩ مليون ٣٨٠ ألف ٤٥٠ دولار)، إسرائيل بقيمة ٥ مليون ٥٧٣ ألف ٣٥٠ دولار (٢٠٢٢: ٤ مليون ٩٨٧ ألف ٨٥١ دولار)، جورجيا بقيمة ٥ مليون ٣٤٦ ألف ٩٢٦ دولار (٢٠٢٢: ٤ مليون ٩٧٠ ألف ٨٠٠ دولار)، وألمانيا بقيمة ٥ مليون ١٥٧ ألف ٩٤١ دولار.

миллионов 536 тысяч 959 долларов импорта лифтов, произведенных в 2023 году, было ввезено из Китая. В списке стран, куда было ввезено больше всего лифтов, за Китаем следуют Словакия с 11 миллионами 254 тысячами 659 долларами, Италия с 8 миллионами 529 тысячами 3 долларами и Германия с 7 миллионами 630 тысячами 308 долларами.
 Примечательно, что Финляндия, занимавшая первое место с 5 миллионами 322 тысячами 970 долларами импорта лифтов в 2022 году, в 2023 году импортировала 362 тысячи 968 долларов лифтов.
 - В 2023 году было экспортировано компонентов на 167 миллионов 239 тысяч 582 доллара
 В 2023 году сектор лифтов экспортировал 62 миллиона 372 тысячи 118 килограммов компонентов на сумму 167 миллионов 239 тысяч 582 доллара. В 2022 году эта цифра составляла 167 миллионов 595 тысяч 777 долларов.
 В 2023 году Египет занял первое место с 12 миллионами 773 тысячами 985 долларов (2022 год: 11 миллионов 926 тысяч 093 доллара) среди стран, куда экспортировались комплектующие. В рейтинге 10 стран с наибольшим экспортом компонентов за Египтом следуют: Российская Федерация с экспортной стоимостью 11 миллионов 857 тысяч 939 долларов (2022: 8 миллионов 986 тысяч 504 доллара), Саудовская Аравия с экспортной стоимостью 11 миллионов 411 тысяч 659 долларов (2022: 5 миллионов 488 тысяч 405 долларов), Ирак с экспортной стоимостью 11 миллионов 136 тысяч 133 доллара (2022: 13 миллионов 729 тысяч 42 доллара), Ирак с экспортной стоимостью 10 миллионов 284 тысяч 470 долларов (2022: 11 миллионов 377 тысяч 950 долларов) Алжир с экспортной стоимостью, 8 миллионов 555 тысяч 75 долларов (2022: 6 миллионов 352 тысячи 588 долларов) Марокко с экспортной стоимостью, 6 миллионов 919 тысяч 926 долларов (2022: 9 миллионов 380 тысяч 450



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dollars (2022: 4 million 987 thousand 851 dollars) Israel with export value, 5 million 346 thousand 926 dollars (2022: 4 million 970 thousand 800 dollars) Georgia with export value and Germany with export value of 5 million 157 thousand 941 dollars.

France with 4 million 212 thousand 383 dollars (2022: 4 million 470 thousand 705 dollars), USA with 4 million 136 thousand 691 dollars (2022: 4 million 362 thousand 289 dollars), Ukraine with 4 million 216 thousand 103 dollars (2022: 3 million 251 thousand 554 dollars), Afghanistan with 4 million 551 thousand 94 dollars (2022: 3 million 585 thousand 552 dollars), Libya and Bulgaria were the countries with component exports between 3 million 500 thousand and 4 million dollars. Romania, Kosovo, Greece, Denmark, Albania, Italy and Kuwait between 2 million and 3 million dollars; Bosnia

and Herzegovina, Portugal, Tunisia, Nigeria, Finland, India, Oman, UAE, Qatar, Slovakia, Poland, and Estonia were recorded as countries that purchased components between 1 million dollars and 2 million dollars.

- The sector imported 43 million 391 thousand 24 dollars worth of components

The Turkish elevator sector paid 43 million 391 thousand 24 dollars for 14 million 363 thousand 499 kilograms of components imported in 2023. This value was 31 million 677 thousand 873 dollars in 2022. 19 million 588 thousand 621 dollars of the 43 million 391 thousand 24 dollars worth of component imports made in 2023 was imported from China. In the countries where the most elevators were imported, China was followed by Italy with 7 million 944 thousand 725 dollars and Spain with 7 million 383 thousand 730 dollars.

تميزت دول مثل فرنسا بقيمة ٤ مليون ٢١٢ ألف ٣٨٣ دولار (٢٠٢٢: ٤ مليون ٤٧٠ ألف ٧٠٥ دولار)، والولايات المتحدة بقيمة ٤ مليون ١٣٦ ألف ٦٩١ دولار (٢٠٢٢: ٤ مليون ٣٦٢ ألف ٢٨٩ دولار)، وأوكرانيا بقيمة ٤ مليون ٢١٦ ألف ١٠٣ دولار (٢٠٢٢: ٣ مليون ٢٥١ ألف ٥٥٤ دولار)، وأفغانستان بقيمة ٤ مليون ٥٥١ ألف ٩٤ دولار (٢٠٢٢: ٣ مليون ٥٨٥ ألف ٥٥٢ دولار) بشرائها للمكونات، بينما كانت ليبيا وبلغاريا من الدول التي تم تصدير المكونات إليها بقيم تتراوح بين ٣ مليون و٤ مليون دولار. رومانيا، كوسوفو، اليونان، الدنمارك، ألبانيا، إيطاليا والكويت في الفئة بين ٢ مليون و٣ مليون دولار؛ البوسنة والهرسك، البرتغال، تونس، نيجيريا، فنلندا، الهند، عمان، الإمارات العربية المتحدة، قطر، سلوفاكيا، بولندا، وأستونيا تم تسجيلها كدول قامت بشراء المكونات بقيم تتراوح بين ١ مليون و٢ مليون دولار.

- قطاع الصناعة قام بتصدير مكونات بقيمة ٤٣ مليون ٣٩١ ألف ٢٤ دولار

في عام ٢٠٢٣، دفعت الصناعة التركية ٤٣ مليون ٣٩١ ألف ٢٤ دولار مقابل استيراد مكونات بوزن ١٤ مليون ٣٦٣ ألف ٤٩٩ كيلوغرام. كانت هذه القيمة في عام ٢٠٢٢، ٣١ مليون ٦٧٧ ألف ٨٧٣ دولار. من إجمالي قيمة الواردات لعام ٢٠٢٣ البالغة ٤٣ مليون ٣٩١ ألف ٢٤ دولار، تم استيراد ١٩ مليون ٥٨٨ ألف ٦٢١ دولار من الصين. تبعت الصين في قائمة الدول الأكثر استيراداً للمكونات، إيطاليا بـ ٧ مليون ٩٤٤ ألف ٧٢٥ دولار وإسبانيا بـ ٧ مليون ٣٨٣ ألف ٧٣٠ دولار.

долларов) Иран с экспортной стоимостью, 5 миллионов 573 тысячи 350 долларов (2022: 4 миллиона 987 тысяч 851 доллар) Израиль с экспортной стоимостью, 5 миллионов 346 тысяч 926 долларов (2022: 4 миллиона 970 тысяч 800 долларов) Грузия с экспортной стоимостью и Германия с экспортной стоимостью в 5 миллионов 157 тысяч 941 доллар.

Франция с 4 миллионами 212 тысячами 383 долларами (2022: 4 миллиона 470 тысяч 705 долларов), США с 4 миллионами 136 тысячами 691 долларом (2022: 4 миллиона 362 тысячи 289 долларов), Украина с 4 миллионами 216 тысячами 103 долларами (2022: 3 миллиона 251 тысяча 554 доллара), Афганистан с 4 миллионами 551 тысячей 94 долларами (2022: 3 миллиона 585 тысяч 552 доллара), Ливия и Болгария были странами с экспортом компонентов от 3 миллионов 500 тысяч до 4 миллионов долларов. Румыния, Косово, Греция, Дания, Албания, Италия

и Кувейт - от 2 до 3 миллионов долларов; Босния и Герцеговина, Португалия, Тунис, Нигерия, Финляндия, Индия, Оман, ОАЭ, Катар, Словакия, Польша и Эстония - страны, закупившие компоненты на сумму от 1 до 2 миллионов долларов.

- Сектор импортировал комплектующие на 43 миллиона 391 тысячу 24 доллара

Турецкий лифтовый сектор заплатил 43 миллиона 391 тысячу 24 доллара за 14 миллионов 363 тысячи 499 килограммов компонентов, импортированных в 2023 году. В 2022 году эта стоимость составляла 31 миллион 677 тысяч 873 доллара. 19 миллионов 588 тысяч 621 доллар из 43 миллионов 391 тысячу 24 доллара импорта компонентов, сделанного в 2023 году, было ввезено из Китая. Среди стран, куда было ввезено больше всего лифтов, за Китаем следуют Италия с 7 миллионами 944 тысячами 725 долларами и Испания с 7 миллионами 383 тысячами 730 долларами.



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MR. ATIQUE: "TÜRKIYE'S STRATEGIC LOCATION MAKES IT A NATURAL BRIDGE BETWEEN EUROPE, ASIA, AND AFRICA, FACILITATING TRADE AND INVESTMENT ACROSS CONTINENTS"

by **Ceyla AKIN**

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Mrs. Ceyla: Welcome, Mr. Atique, thank you for joining us today. Before we delve into the discussion, Mr. Atique, could you please introduce yourself to us and provide a brief overview of your background and experience in international business and investment? Can you provide an overview of your business interests in the UK, Asia, and Africa?

Mr. Atique: Certainly, Mrs. Ceyla. My business interests span across various sectors including technology, renewable energy, and infrastructure development. In the UK, I've been involved in several renewable energy projects, infrastructure projects while in Asia and Africa, and Pharmaceutical business in Bangladesh. I've focused on infrastructure development and tech startups in The UK.

Mrs. Ceyla: How do you see Türkiye's manufacturers and industrialists contributing to global trade?

Mr. Atique: Türkiye plays a pivotal role in global trade, thanks to its robust manufacturing and industrial sectors. Turkish manufacturers have a reputation for producing high-quality goods at competitive prices, making them sought after in international markets. Additionally, Türkiye's strategic location as a bridge between Europe, Asia, and Africa positions it as a key

player in facilitating trade and commerce across continents.

Mrs. Ceyla: What are some of the strengths you've observed in Türkiye's manufacturing and industrial sectors?

Mr. Atique: One of the standout strengths of Türkiye's manufacturing sector is its adaptability and versatility. Turkish companies have demonstrated their ability to quickly respond to market demands and adjust their production accordingly. Moreover, the strong entrepreneurial spirit in Türkiye fosters innovation and drives continuous improvement in manufacturing processes, giving them a competitive edge on the global stage.

Mrs. Ceyla: In what ways do you think Türkiye's manufacturers stand out compared to other regions?

Mr. Atique: Turkish manufacturers stand out for their agility and innovation. Unlike some other regions where manufacturing may be more rigid or traditional, Turkish companies are known for their ability to adapt to changing market dynamics and embrace new technologies. This flexibility allows them to stay ahead of the curve and maintain their competitiveness in the global market.

Mrs. Ceyla: Are there any specific industries in which Türkiye excels in terms of manufacturing?

Mr. Atique: Absolutely. Türkiye has established itself as a leader in several industries, including automotive, textiles, and electronics. The automotive sector, in particular, has seen significant growth in recent years, with Turkish manufacturers producing a wide range of vehicles and automotive parts for both domestic and international markets. Additionally, the textile industry is another area where Türkiye excels, known for its high-quality fabrics and innovative production techniques.

Mrs. Ceyla: How do you assess the competitiveness of Turkish products in the global market?

Mr. Atique: Turkish products are highly competitive in the global market due to their combination of quality, affordability, and versatility. Whether it's automotive parts, textiles, or consumer electronics, Turkish manufacturers have demonstrated their ability to meet international standards while offering competitive prices, making them attractive to buyers around the world.

Mrs. Ceyla: What are some challenges or weaknesses you've encountered when dealing with

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Turkish manufacturers or industrialists?

Mr. Atique: While Turkish manufacturers excel in many areas, there are certainly challenges to navigate. Infrastructure limitations and bureaucratic hurdles can sometimes slow down operations and increase costs. Moreover, ensuring consistent quality control across a diverse range of products remains an ongoing challenge for some Turkish manufacturers.

Mrs. Ceyla: Can you share any experiences where Turkish manufacturers have positively impacted your business operations or investments?

Mr. Atique: Certainly. In one instance, I partnered with a Turkish manufacturing firm to develop renewable energy solutions for rural communities in Africa. Their expertise in engineering and production was instrumental in delivering cost-effective and sustainable solutions tailored to the local needs. It was a win-win collaboration that showcased the value of working with Turkish manufacturers.

Mrs. Ceyla: How do you perceive Türkiye's role in bridging trade between Europe, Asia, and Africa?

Mr. Atique: Türkiye's strategic location makes it a natural bridge between Europe, Asia, and Africa, facilitating trade and investment across continents. With its well-established transportation networks and trade agreements, Türkiye serves as a gateway for businesses looking to expand their presence in diverse markets. Additionally, initiatives such as the Belt and Road Initiative further reinforce Türkiye's role as a key player in regional and global trade dynamics.

Mrs. Ceyla: Are there any opportunities for collaboration or investment between your businesses and Turkish manufacturers or industrialists?

Mr. Atique: Absolutely. I see significant opportunities for collaboration and investment between my businesses and Turkish manufacturers across various sectors. Whether it's partnering on renewable energy projects, exploring joint ventures in infrastructure development, or leveraging Turkish expertise in technology and innovation, there's immense potential to create mutually beneficial partnerships that drive



growth and innovation.

Mrs. Ceyla: How do factors like government policies, infrastructure, and workforce skills affect Türkiye's potential as a global trading partner?

Mr. Atique: Government policies, infrastructure, and workforce skills play a critical role in shaping Türkiye's potential as a global trading partner. A supportive regulatory environment and investment incentives can attract foreign investors and stimulate economic growth. Additionally, continued investments in infrastructure, such as transportation networks and digital connectivity, are essential for facilitating trade and improving competitiveness. Finally, investing in workforce development and education is crucial for ensuring a skilled and productive labor force that can drive innovation and drive economic growth.

Mrs. Ceyla: What advice would you give to Turkish manufacturers or industrialists looking to expand their presence in international markets?

Mr. Atique: My advice to Turkish manufacturers or industrialists looking to expand internationally would be to focus on innovation, quality, and building strong partnerships. Investing in research and development to stay ahead of market trends, maintaining high-quality standards to meet international expectations, and forging strategic partnerships with global players can help Turkish companies succeed in international markets. Additionally, staying agile and adaptable to changing market dynamics is essential for long-term success.

Mrs. Ceyla: Do you see any emerging trends or innovations coming from Türkiye that could shape global trade dynamics in the future?

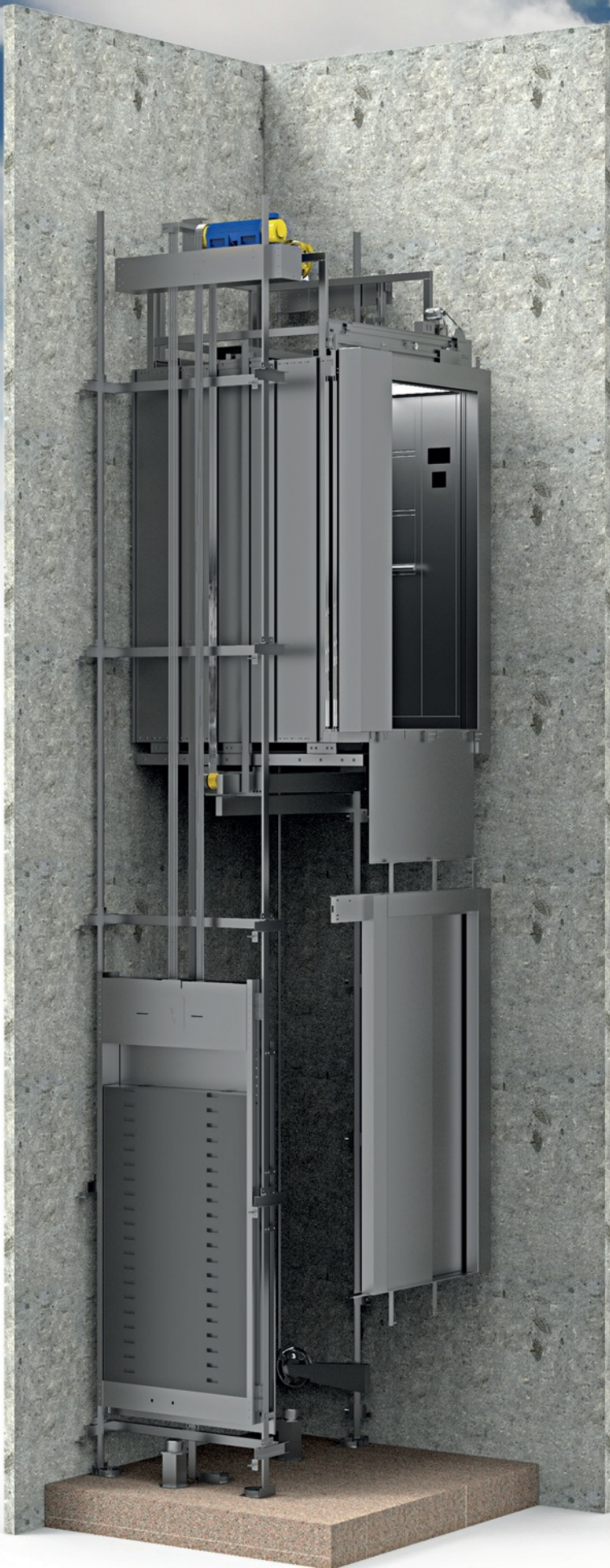
Mr. Atique: Absolutely. Türkiye is increasingly becoming a hub for innovation and entrepreneurship, with startups and tech companies driving forward-thinking solutions in various industries. From renewable energy technologies to digital infrastructure and e-commerce platforms, Turkish innovators are making their mark on the global stage. I believe these emerging trends and innovations will continue to shape global trade dynamics, positioning Türkiye as a key player in the Fourth Industrial Revolution.

Mrs. Ceyla: How important is sustainability and ethical business practices in your interactions with Turkish manufacturers or industrialists?

Mr. Atique: Sustainability and ethical business practices are paramount in today's business landscape, and I believe they are equally important in my interactions with Turkish manufacturers or industrialists. As we strive to create a more sustainable and equitable world, it's essential for businesses to prioritize environmental responsibility, social impact, and ethical conduct. By embracing sustainable practices and upholding ethical standards, Turkish manufacturers can not only enhance their competitiveness but also contribute to the greater good of society.

Mrs. Ceyla: Looking ahead, what do you predict for the future of Türkiye's role in global trade, particularly in relation to manufacturing and industry?

Mr. Atique: I am optimistic about the future of Türkiye's role in global trade, especially in manufacturing and industry. With its strategic location, entrepreneurial spirit, and commitment to innovation, Türkiye is well-positioned to capitalize on emerging opportunities in the global marketplace. By leveraging its strengths and addressing challenges proactively, Türkiye can further enhance its competitiveness and solidify its position as a key player in shaping the future of global trade.



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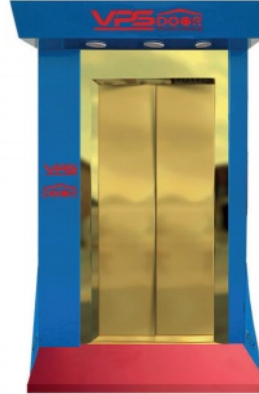
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MP YENER ÖVÜNÇ ASANSÖR SPENT 2023 EXPORT-ORIENTED

We listened to MP Yener Övünç Elevator General Manager Sevinç Yener's 2023 export evaluation and 2024 predictions. Stating that they spent 2023 export-oriented, Sevinç Yener said, "In 2023, we allocated a significant portion of our production to our direct and indirect exports."

"Our direct and indirect exports in 2023 covered a significant portion of our total production. Nevertheless, we can see from the reports that there is no increase compared to previous years, and that the export rate has decreased. The reasons are obvious: the worldwide economic recession, the effect of inflation in our country, the aggressive sales policy of the Chinese market, and political problems in neighboring



أمضى النائب ينر أوفونتش أسانسور عام ٢٠٢٣ مع التركيز على الصادرات

استمعنا إلى تقييم المدير العام لمصعد MP Yener Yöväünç Elevator سيفينتش ينر لتوقعات التصدير لعام ٢٠٢٣ وتوقعات ٢٠٢٤، حيث قال سيفينتش ينر مشيراً إلى أنهم قضوا عام ٢٠٢٣ بالتركيز على التصدير: «في عام ٢٠٢٣، خصصنا جزءاً كبيراً من إنتاجنا لصادراتنا المباشرة وغير المباشرة».

«غطت صادراتنا في عام ٢٠٢٣ بشكل مباشر وغير مباشر جزءاً كبيراً من إجمالي إنتاجنا. ومع ذلك، يمكننا أن نرى من التقارير أنه لا توجد زيادة مقارنة بالسنوات السابقة وأن معدل الصادرات قد انخفض. والأسباب واضحة: الركود الاقتصادي العالمي وتأثير التضخم في بلدنا وسياسة المبيعات العدوانية للسوق الصينية والمشاكل السياسية في الدول المجاورة.» قال المدير العام لشركة MP Yener Yener Öväünç Asansör سيفينتش ينر أن هدفهم كشركة أثبتت نفسها وحقت الاستثمارية في أسواق معينة هو اتخاذ خطوات دائمة نحو المستقبل مع أصحاب المصلحة.

وفي إشارة إلى أن استثمارات شركة MP Yener Yener

КОМПАНИЯ MP YENER ÖVÜNÇ ASANSÖR ПРОВЕЛА 2023 ГОД С УПОРОМ НА ЭКСПОРТ.

Мы выслушали оценку экспорта MP Yener Öväünç Elevator генерального директора Севинча Йенера в 2023 г. и его прогнозы на 2024 г. Заявив, что 2023 г. они провели, ориентируясь на экспорт, Севинч Йенер сказал: «В 2023 г. мы направили значительную часть нашего производства на прямой и косвенный экспорт».

«Наш экспорт в 2023 году прямо и косвенно покрывал значительную часть нашего общего производства. Тем не менее, из отчетов мы видим, что по сравнению с предыдущими годами рост не наблюдается, а уровень экспорта снизился. Причины очевидны: мировой экономический спад, влияние ин-

фляции в нашей стране, агрессивная политика продаж на китайском рынке и политические проблемы в соседних странах». Генеральный директор MP Yener Öväünç Asansör Севинч Йенер сказал, что как компания, которая хорошо зарекомендовала себя и добилась преуспевания на определенных рынках, их цель - делать постоянные шаги в будущее вместе со своими заинтересованными сторонами.

Заявив, что инвестиции MP Yener Öväünç Asansör в НИОКР, разработку продукции и особенно в развитие станочного парка продолжают непрерывно, чтобы обеспечить дифференциацию и конкурентное преимущество на ми-

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countries." MP Yener Övünç Asansör General Manager Sevinç Yener said that as a company that has proven itself and achieved continuity in certain markets, their goal is to take permanent steps towards the future with their stakeholders.

Sevinç Yener stated that MP Yener Övünç Asansör's R&D, product development and especially machine park development investments continue continuously in order to ensure differentiation and competitive advantage in global markets, and added: "Better quality projects require more conscious working processes. In this case, you need to improve yourself even in order not to go backwards. R&D and investment is an issue we are sensitive about. This sensitivity brings with it a high cost in terms of both technical team and equipment. We see the positive effects of the work we have done

as a company, and we hope that a market structure will be formed where everyone can reap the rewards of their work."

Asked about the effects of the European Green Deal and related regulations on MP Yener Övünç Asansör's production and export activities, Sevinç Yener said the following:

"As you know, in line with environmental targets, the EU has announced targets under the title of Green Deal in many topics from industry to agriculture, energy to finance. The agreement, which aims to make the consumption of natural resources conscious, entered into force in 2023 and Türkiye signed it. I believe that the steps of the agreement will benefit our country in the future, especially in line with EU targets. Moreover, as conscious

Övünç Asansör في مجال البحث والتطوير وتطوير المنتجات وخاصة استثمارات تطوير مجمع الماكينات مستمرة باستمرار من أجل توفير التمايز والميزة التنافسية في الأسواق العالمية، قال سيفينتش ينر: «تتطلب مشاريع الجودة الأفضل عمليات عمل أكثر وعيًا. في هذه الحالة، تحتاج إلى تحسين نفسك حتى لا تتراجع إلى الوراء. إن البحث والتطوير والاستثمار مسألة نتعامل معها بحساسية. هذه الحساسية تجلب معها تكلفة عالية من حيث الفريق التقني والمعدات. نحن نرى الآثار الإيجابية لعمل شركتنا، ونأمل أن يتم تشكيل هيكل سوق يمكن للجميع أن يجني ثمار عملهم.»

ورداً على سؤال حول تأثيرات الصفقة الخضراء الأوروبية واللوائح ذات الصلة على أنشطة الإنتاج والتصدير الخاصة بشركة MP Yener Yener Övünç Asansör، قال سيفينتش ينر ما يلي

«كما تعلمون، تماشيًا مع الأهداف البيئية، أعلن الاتحاد الأوروبي عن أهداف في العديد من الموضوعات من الصناعة إلى الزراعة والطاقة والتمويل تحت عنوان الصفقة الخضراء. دخلت الاتفاقية التي تهدف إلى جعل استهلاك الموارد الطبيعية واعياً ودخلت حيز التنفيذ في عام ٢٠٢٣ ووقعت تركيا عليها. وأعتقد أن خطوات الاتفاقية ستعود بالنفع على بلدنا في العملية التالية، خاصةً

ровых рынках, Севинч Йенер сказал: «Более качественные проекты требуют более осознанных рабочих процессов. В этом случае необходимо совершенствоваться даже для того, чтобы не идти назад. НИОКР и инвестиции - это вопрос, к которому мы относимся очень трепетно. Эта чувствительность влечет за собой большие затраты как на техническую команду, так и на оборудование. Мы видим положительный эффект от работы нашей компании и надеемся, что будет сформирована такая рыночная структура, при которой каждый сможет воспользоваться плодами своего труда».

Отвечая на вопрос о влиянии европейской программы «Зеленый курс» и связанных с ней правил на производ-

ственную и экспортную деятельность MP Yener Övünç Asansör, Севинч Йенер сказал следующее:

«Как Вы знаете, в соответствии с экологическими целями ЕС объявил о целевых показателях во многих областях - от промышленности до сельского хозяйства, от энергетики до финансов - под названием «Зеленый курс». Соглашение, цель которого - сделать потребление природных ресурсов осознанным, вступило в силу в 2023 году, и Турция подписала его. Я считаю, что шаги, предпринятые в рамках этого соглашения, принесут пользу нашей стране в последующем процессе, особенно в соответствии с целями ЕС. Более того, как сознательные граждане мира, все мы обязаны защищать окру-

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citizens of the world, it is the duty of all of us to protect the environment. In our production activities, we make arrangements for clean energy, sustainable industry, sustainable movement and pollution disposal.

The Green Deal titles bring regulations to reduce carbon emissions in industry. We are trying to adapt ourselves as much as possible.

We started the process by converting our company vehicles into electric vehicles. Our goal is to complete this transformation by 100 percent in a short time.

One of the important topics of the agreement is to reset energy dependency. We are trying to take a step in this regard by working on the use of solar energy. Our goal is to switch to solar energy use. We care about the issue and consider it

our duty to take steps to protect the world that belongs to all of us. Electric energy is one of our most important consumption items in our production and field activities. We aim to meet this need from natural resources with minimum carbon emissions.

Although investment costs in green technologies may seem like a burden in the current conditions, the evolution of energy use to environmentally friendly and low-cost methods will have a positive impact on companies in the medium term. In the long term, it seems that adapting to these transformations will be a mandatory part of the process as well as beneficial in order to avoid being affected by the additional taxes to be imposed against carbon consumption within the scope of the Green Deal. We are very happy to be taking these steps. The process will lead us all in this direction with the development

بما يتماشى مع أهداف الاتحاد الأوروبي. علاوة على ذلك، كمواطنين عالميين واعين، من واجبنا جميعًا حماية البيئة. في أنشطتنا الإنتاجية، نتخذ الترتيبات اللازمة للطاقة النظيفة والصناعة المستدامة والحركة المستدامة والتخلص من التلوث.

تجلب عناوين الصفقة الخضراء لوائح للحد من انبعاثات الكربون في الصناعة. نحن نحاول تكيف أنفسنا قدر الإمكان.

وقد بدأنا العملية بتحويل سيارات الشركة إلى سيارات كهربائية، وهدفنا هو إكمال هذا التحول بنسبة 100٪ في وقت قصير.

أحد الموضوعات المهمة في الاتفاقية هو إعادة ضبط الاعتماد على الطاقة. وفي هذا الصدد، نحاول اتخاذ خطوة في هذا الصدد من خلال العمل على استخدام الطاقة الشمسية. هدفنا هو التحول إلى استخدام الطاقة الشمسية. نحن نهتم بهذه المسألة، ونعتبر أن من واجبنا اتخاذ خطوات لحماية العالم الذي هو ملك لنا جميعاً. الطاقة الكهربائية هي أحد أهم عناصر الاستهلاك لدينا في أنشطتنا الإنتاجية والميدانية. ونهدف إلى تلبية هذه الحاجة من الموارد الطبيعية بأقل قدر من انبعاثات الكربون.

жающую среду. В нашей производственной деятельности мы принимаем меры по обеспечению чистой энергии, устойчивому развитию промышленности, устойчивому передвижению и удалению загрязнений.

Титулы Green Deal вводят правила, направленные на сокращение выбросов углекислого газа в промышленности. Мы стараемся максимально адаптироваться.

Мы начали этот процесс с переоборудования наших служебных автомобилей в электромобили. Наша цель - завершить эту трансформацию на 100 процентов в течение короткого времени.

Одна из важных тем соглашения - сброс-

ить энергетическую зависимость. В этой связи мы пытаемся сделать шаг вперед, работая над использованием солнечной энергии. Наша цель - перейти на использование солнечной энергии. Нам безразлична эта проблема, мы считаем своим долгом предпринимать шаги по защите мира, который принадлежит всем нам. Электроэнергия - одна из важнейших статей нашего потребления на производстве и в полевых условиях. Мы стремимся удовлетворять эту потребность за счет природных ресурсов с минимальным выбросом углекислого газа.

Хотя в нынешних условиях инвестиционные затраты на «зеленые» технологии могут показаться непосильным бременем, эволюция использования

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of standards and certification steps."

"We carry out our activities using local products as much as possible"

MP Yener Övünç Elevator General Manager Sevinç Yener noted that the fluctuations in global supply chain management and the difficulties in procurement processes disrupted the work of companies working with imported products, and said, "We carry out our activities using domestic products as much as possible. As a company, our use of imported materials is quite low, we continue with domestic products as much as possible. Although we experienced delays in some components we procured through our business partners, there were no serious disruptions due to fluctuations in global supply chain management. Our export operations, on the other hand, were affected more by political and economic reasons than logistical

ones. We are trying to find solutions with our business partners as much as we can, but we are affected by national and international problems just like everyone else.

On this occasion, our wish for 2024 is that all political problems, especially the wars between Russia-Ukraine and Israel-Palestine, which have caused the massacre of innocent civilians, are resolved.

As a company, our primary goal for 2024, as in previous years, is to improve ourselves. We see increasing the quality and added value content of our products as the main factors that will lead us to success in the long term. It is important to move forward without compromising these goals under difficult conditions. Commercial ups and downs, political factors and the economic concerns that naturally result from these processes should

على الرغم من أن تكاليف الاستثمار في التقنيات الخضراء قد تبدو عيباً في ظل الظروف الحالية، إلا أن تطور استخدام الطاقة إلى طرق صديقة للبيئة ومنخفضة التكلفة سيكون له تأثير إيجابي على الشركات على المدى المتوسط. أما على المدى الطويل، فيبدو أن التكيف مع هذه التحولات سيكون جزءاً إلزامياً من العملية ومفيداً أيضاً حتى لا تتأثر بالضرائب الإضافية التي ستفرض على استهلاك الكربون في نطاق الصفقة الخضراء. نحن سعداء للغاية باتخاذ هذه الخطوات. وستفقدنا العملية جميعاً في هذا الاتجاه مع تطوير المعايير وخطوات الاعتماد.»

«ننفذ أنشطتنا باستخدام المنتجات المحلية قدر الإمكان»

أشار المدير العام لشركة MP Yener Yvüvünç Elevator Sevinç Yener إلى أن التقلبات في إدارة سلسلة التوريد العالمية والصعوبات في عمليات التوريد عطلت عمل الشركات التي تعمل بالمنتجات المستوردة، وقال: «نحن ننفذ أنشطتنا باستخدام المنتجات المحلية قدر الإمكان. وكشركة، فإن استخدامنا للمواد المستوردة منخفض جداً، ونواصل استخدام المنتجات المحلية قدر الإمكان. على الرغم من أننا واجهنا تأخيرات في بعض المكونات التي اشتريناها من خلال شركائنا التجاريين، إلا أنه لم تحدث أي اضطرابات خطيرة بسبب التقلبات في إدارة سلسلة التوريد العالمية. تأثرت عمليات التصدير

энергии в сторону экологически чистых и низкозатратных методов окажет положительное влияние на компании в среднесрочной перспективе. В долгосрочной перспективе, похоже, адаптация к этим преобразованиям будет обязательной частью процесса, а также полезной для того, чтобы не пострадать от дополнительных налогов, которые будут введены на потребление углерода в рамках программы Green Deal. Мы очень рады, что принимаем эти шаги. Процесс приведет нас всех в этом направлении с разработкой стандартов и этапов сертификации».

«Мы осуществляем свою деятельность, используя отечественные продукты настолько, насколько это воз-

можно»

Генеральный директор MP Yener Övünç Elevator Севинч Йенер отметил, что колебания в управлении глобальной цепочкой поставок и трудности в процессах снабжения нарушают работу компаний, работающих с импортной продукцией, и сказал: «Мы осуществляем свою деятельность, используя отечественную продукцию настолько, насколько это возможно. Как компания, мы используем довольно мало импортных материалов, мы продолжаем работать с отечественной продукцией, насколько это возможно. Хотя мы столкнулись с задержками в поставках некоторых компонентов, которые мы закупали через наших деловых партнеров, серьезных сбоев из-за колебаний в управлении глобальной

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لدينا لأسباب سياسية واقتصادية وليس لأسباب لوجستية. نحن نحاول إيجاد حلول مع شركائنا التجاريين بقدر ما نستطيع، ولكننا نتأثر بالمشاكل الوطنية والدولية مثلنا مثل أي شخص آخر.

وبهذه المناسبة، فإن أمنيّتنا لعام ٢٠٢٤ هي أن يتم حل جميع المشاكل السياسية، وخاصة الحروب بين روسيا وأوكرانيا وإسرائيل وفلسطين، والتي تسببت في مذبحه المدنيين الأبرياء.

كشركة، هدفنا الأساسي لعام ٢٠٢٤، كما في السنوات السابقة، هو تحسين أنفسنا. نحن نرى أن زيادة الجودة ومحتوى القيمة المضافة لمنتجاتنا هي العوامل الرئيسية التي ستقودنا إلى النجاح على المدى الطويل. من المهم المضي قدماً دون المساس بهذه الأهداف في ظل ظروف صعبة. ولا ينبغي أن تعيق التقلبات التجارية والعوامل السياسية والمخاوف الاقتصادية، والتي هي بطبيعة الحال نتيجة لهذه العمليات، عمليات التطوير. ونحن نحاول القيام بذلك.

من خلال التنمية المستدامة، نهدف إلى القيام بدور أقوى في سوق المصاعد العالمية في غضون ١٠ سنوات، مستفيدين من المزايا الجيوسياسية التي يوفرها بلدنا.»

цепочкой поставок не было. На наши экспортные операции повлияли скорее политические и экономические причины, чем логистические. Мы пытаемся найти решения вместе с нашими деловыми партнерами, насколько это возможно, но нас, как и всех остальных, затрагивают национальные и международные проблемы.

В связи с этим мы желаем, чтобы в 2024 году все политические проблемы, особенно войны между Россией и Украиной и Израилем и Палестиной, которые привели к массовому убийству невинных граждан, были решены.

Как компания, наша главная цель на 2024 год, как и в предыдущие годы, - это самосовершенствование. Мы

считаем повышение качества и добавленной стоимости нашей продукции главными факторами, которые приведут нас к успеху в долгосрочной перспективе. Важно двигаться вперед, не ставя под угрозу эти цели в сложных условиях. Коммерческие взлеты и падения, политические факторы и экономические проблемы, которые, естественно, являются следствием этих процессов, не должны мешать развитию. Мы стараемся это делать.

Благодаря устойчивому развитию мы стремимся в течение 10 лет занять более прочное место на мировом рынке лифтов, используя геополитические преимущества, предоставляемые нашей страной».

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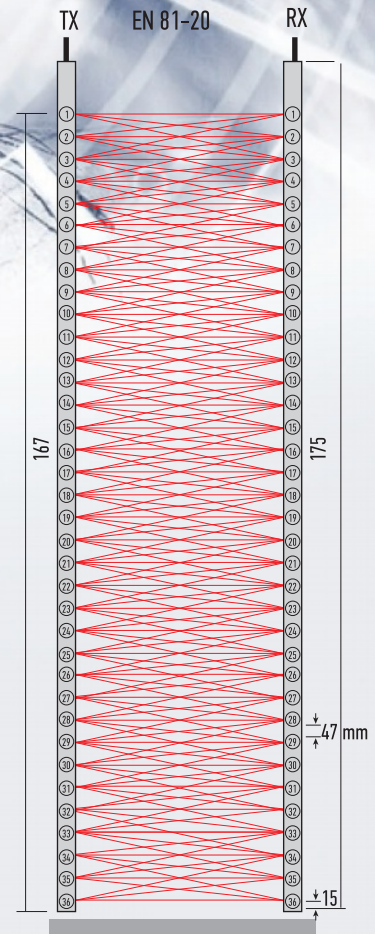


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HEDEFSAN INCREASED ITS EXPORT MARKET DIVERSITY IN 2023

HEDEFSAN General Manager Tayyip Baran said that they increased their market diversity in terms of exports in 2023.

HEDEFSAN General Manager Tayyip Baran said that they increased their market diversity in terms of exports and had the chance to reach more regions and customers. Noting that they revised their 2024 year-end targets and forecasts in a good direction with their increased market diversity, Baran noted that they made arrangements for the needs of the target markets in the technical specifications and designs of their products in the export activities they carried out in 2023. Stating that with the arrangements they have made, they have signed projects that are suitable for the common demands from foreign markets and have the priority of providing convenience for the user, Baran said, "We are working intensively in R&D and product development in order to provide competitive advantage in the sector and in our foreign market and to increase our market share. With our expert team within our company, we respond to the demands and produce solutions to the problems experienced by taking into account the field returns from both domestic and foreign customers.

Our priority in the projects we carry out is timely delivery and customer satisfaction. By minimizing the problems we encounter in supply processes, we make great efforts to ensure that our

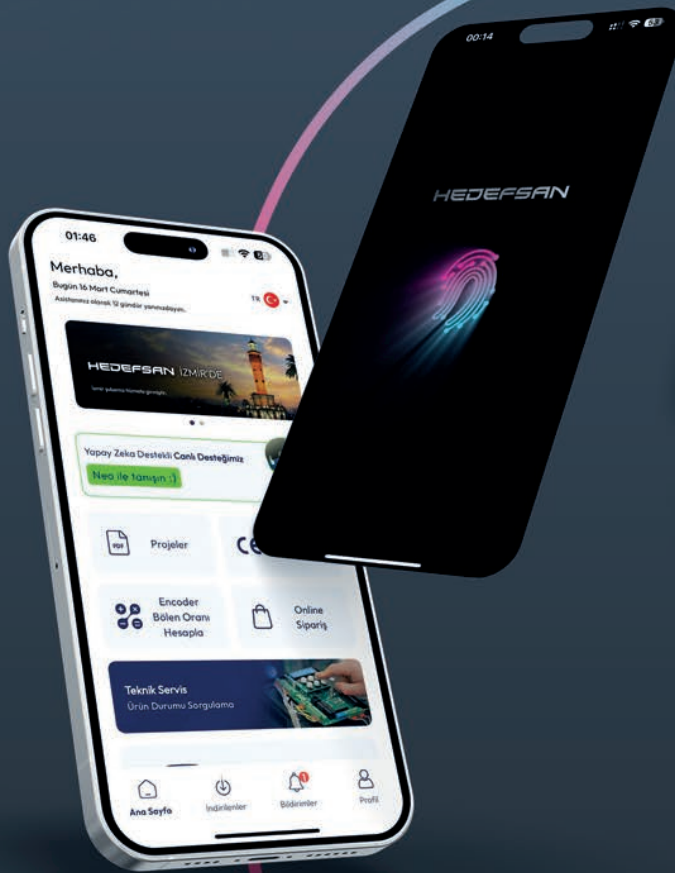


customers are not adversely affected by fluctuations in global supply chain management and difficulties in supply processes. We make our delivery plans by calculating possible delays. We aim to increase our market share exponentially

and offer solutions to our customers with new products we will develop for this sector. Based on customer satisfaction and increasing service quality can be shown as our key strategy."

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EUROPE'S SHARE IN KIRIKER METAL'S TOTAL EXPORTS INCREASED

Kiriker Metal Foreign Trade Manager Serdar Kaymak stated that although 2023 was a year of ups and downs, they thought that their export performance was good and said, "In 2023, there were changes in market diversity and market share ratio. The share of European countries in Kiriker Metal's exports increased compared to previous years."

Mr. Serdar, how was the export performance of Kiriker Metal in 2023, did you reach your export targets? Can you share your 2024 expectations or targets?

We can say that it has become really difficult to export these days when the balances in the world are changing. One day, there is a war somewhere and an economic crisis



somewhere. As Kiriker Metal, it gives us a special happiness to contribute to our economy by exporting on behalf of our country in these difficult days. As I mentioned above, 2023 was a

نسبة أوروبا في إجمالي صادرات كيريكير ميتال ارتفعت

قال مدير التجارة الخارجية في كيريكير ميتال، سردار كايماك، إنهم يعتقدون أن أداء التصدير لديهم كان جيدًا على الرغم من أن عام ٢٠٢٣ كان عامًا مليئًا بالتقلبات، مشيرًا إلى «حدثت تغييرات في تنوع الأسواق ونسبة الحصة المأخوذة من السوق في عام ٢٠٢٣. ارتفعت نسبة الدول الأوروبية في صادرات كيريكير ميتال مقارنة بالأعوام السابقة.»

سردار بيك، كيف كان أداء كيريكير ميتال الخاص بالتصدير في عام ٢٠٢٣، هل وصلت إلى أهداف التصدير الخاصة بكم؟ هل يمكنكم مشاركة توقعاتكم أو أهدافكم لعام ٢٠٢٤؟

في هذه الأيام التي تتغير فيها التوازنات العالمية، يمكننا القول إن القيام بالتصدير أصبح أكثر صعوبة حقًا. يومًا ما هناك حرب وفي مكان آخر أزمة اقتصادية، القيام بالتصدير باسم بلادنا في هذه الأيام الصعبة يعطينا سعادة خاصة ككيريكير ميتال. كما ذكرت أعلاه، كان عام ٢٠٢٣ عامًا مليئًا بالتقلبات. ومع ذلك، نعتقد أن أداء التصدير لدينا كان جيدًا على الرغم من كل شيء. يمكننا القول أنه خلال هذه الفترة حدثت تغييرات في حصة السوق، وارتفعت نسبة الدول الأوروبية في إجمالي صادراتنا. نهدف في عام ٢٠٢٤ إلى مواصلة زيادة حصتنا في السوق الأوروبية بنفس الأهداف وإضافة ٢-٣ دول لم نعمل معها من قبل إلى طريق التصدير لدينا. إذا ظلت الأسواق مستقرة هذا العام،

ДОЛЯ ЕВРОПЫ В ОБЩЕМ ОБЪЕМЕ ЭКСПОРТА KIRIKER METAL УВЕЛИЧИЛАСЬ

Менеджер по внешней торговле Kiriker Metal Сердар Каймак заявил, что, хотя 2023 год был годом взлетов и падений, они считают, что их экспортные показатели были хорошими, и сказал: «В 2023 году произошли изменения в разнообразии рынков и доле рынка. Доля европейских стран в экспорте Kiriker Metal увеличилась по сравнению с предыдущими годами».

Господин Сердар, каковы были экспортные показатели Kiriker Metal в 2023 году, достигли ли вы своих целей по экспорту? Можете ли вы поделиться своими ожиданиями или целями на 2024 год?

Мы можем сказать, что в наши дни, когда баланс в мире меняется, экспортировать стало очень сложно. Нам, как Kiriker Metal,

доставляет особое удовольствие вносить вклад в нашу экономику, осуществляя экспорт от имени нашей страны в эти трудные дни. Как я уже говорил, 2023 год был годом взлетов и падений. Однако, несмотря ни на что, мы считаем, что наши экспортные показатели хороши. В этот период мы можем сказать, что произошли изменения в долях рынка и увеличилась доля европейских стран в общем объеме нашего экспорта. В 2024 году мы намерены продолжать следовать тем же целям, увеличивая долю рынка в Европе и добавляя 2-3 страны, с которыми мы раньше не работали, к нашему экспортному маршруту. В этом году, если ситуация на рынках останется стабильной, мы планируем увеличить экспорт на 5-10 процентов.



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year of ups and downs. However, despite everything, we think that our export performance is good. In this period, we can say that there have been changes in market shares and the proportion of European countries in our total exports has increased. In 2024, we aim to continue with the same targets by increasing our market share in Europe and adding 2 or 3 countries that we have never worked with before to our export path. This year, if the markets remain stable, we aim to increase our exports by 5-10 percent.

In your export activities in 2023, did you feel the need to make special adaptations to the needs of the target markets in the technical specifications or packaging of your products? If yes, what were these adaptations and for which markets?

It is necessary to say that each market

has its own habits, standards and interpretations. Therefore, of course, there are new requests in the markets we enter. In European countries, especially in old-built cities, there is a lot of demand for special dimensions in revision processes. It is not possible to sell with standard sizes. Another example is the adaptation we made in plug contacts and fire doors for the Russian market.

How much do you invest in your company's R&D and innovation activities to ensure differentiation and competitive advantage in global markets? What are the tangible effects of these investments on the product development process and your export performance?

We are in a period of increased competition as the flow of money in global markets slows down, and in this period, production

تهدف إلى زيادة صادراتنا بنسبة ٥-١٠٪.

في الأنشطة التصديرية التي قمتم بها في عام ٢٠٢٣، هل وجدتم حاجة إلى إجراء تعديلات خاصة على الخصائص الفنية لمنتجاتكم أو تصاميمها لتلبية احتياجات الأسواق المستهدفة؟ إذا كان الجواب نعم، ما هي هذه التعديلات ولأي أسواق تم تنفيذها؟
يجب القول إن لكل سوق عاداته ومعاييرته وتفسيراته الخاصة. لذلك، في الأسواق التي دخلناها حديثاً، بالطبع هناك طلبات جديدة. خاصة في الدول الأوروبية، في المدن ذات البنية القديمة، هناك طلب كبير على الأبعاد الخاصة للتجديدات. ليس من الممكن دائماً البيع بالأبعاد القياسية. مثال آخر هو التعديلات التي قمنا بها لسوق روسيا في موصلات القابس وأبواب الحريق.

مع سعيكم لتحقيق التمايز والميزة التنافسية في الأسواق العالمية، كم تستثمر شركتكم في البحث والتطوير والابتكار؟ ما هي الآثار الملموسة لهذه الاستثمارات على عملية تطوير المنتج وأداء التصدير لديكم؟

نحن في فترة يزداد فيها التنافس مع بطء تدفق الأموال في الأسواق العالمية، وقد أصبحت تكاليف الإنتاج مخيفة حقاً للمنتجين في القطاع. نحن، في كيريكير ميتال، قمنا بالاستثمار حوالي مليون دولار في الآلات والبحث والتطوير خلال العام الماضي للسيطرة على التكاليف وتقليلها. شملت هذه الاستثمارات الآتين للثني وآلة CNC واحدة مع تحسينات في مختلف الأقسام. هذه الاستثمارات كانت تهدف إلى زيادة

В ходе вашей экспортной деятельности в 2023 году приходилось ли вам вносить особые изменения в технические характеристики или упаковку вашей продукции в соответствии с потребностями целевых рынков? Если да, то в чем заключалась эта адаптация и для каких рынков?

Необходимо сказать, что на каждом рынке существуют свои привычки, стандарты и интерпретации. Поэтому, конечно, на тех рынках, куда мы выходим, появляются новые запросы. В европейских странах, особенно в городах старой застройки, существует большой спрос на специальные размеры в процессах ревизии. Невозможно продавать стандартные размеры. Другой пример - адаптация, которую мы провели для российского рынка по вставным контактам и противопожарным дверям.

Сколько средств вы инвестируете в науч-

но-исследовательскую и инновационную деятельность вашей компании, чтобы обеспечить дифференциацию и конкурентное преимущество на мировых рынках? Каков конкретный эффект от этих инвестиций на процесс разработки продукции и ваши экспортные показатели?

Мы находимся в периоде усиления конкуренции, поскольку денежные потоки на мировых рынках замедляются, и в этот период производственные затраты стали действительно пугающими для производителей в секторе. Как Kiriker Metal, мы инвестировали около 1 миллиона долларов в наше оборудование и НИОКР за последний год, чтобы контролировать и сокращать расходы в этот период. В рамках этих инвестиций мы усовершенствовали различные отделы, установив 2 гибочных станка и 1 станок с ЧПУ. Эти инвестиции направлены как на увеличение



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costs have become really scary for manufacturers in the sector. We, as Kirker Metal, have invested around 1 million dalar in our machinery and R&D in the last year in order to control and reduce costs in this period. Within the scope of these investments, we made improvements in various departments with 2 bending machines and 1 CNC machine. These investments are both aimed at increasing capacity and improvements in energy and labor savings. With these investments, we can say that they have a positive impact on export performance due to cost efficiency. In addition, we can say that the innovations made by our R&D unit and new investments have increased product diversity.

We are now in a position to manufacture elevator doors in larger sizes. With the "Lean Production" project we are currently conducting

with the incentive of the European Investment Bank, we are making touches in the processes in order to increase efficiency at some points in production. Of course, we also support these with the investment in machinery and equipment needed.

How do investments in green technologies affect the competitiveness of your products in the European market?

Climate change and the slowing down of global warming, which affects all life on earth and whose effects we have been feeling more and more recently, has become an essential situation for all humanity. We plan our investments accordingly, taking into account this agreement signed by our government and of which we are a partner. In our recent investments, we prefer energy efficient machines with less carbon emissions and choose the filters in

القدرة الإنتاجية وكذلك التحسينات التي توفر في الطاقة والعمالة. يمكننا القول إن هذه الاستثمارات كان لها تأثير إيجابي على كفاءة التكاليف بالتالي على أداء التصدير. بالإضافة إلى ذلك، يمكننا القول إن الابتكارات التي قام بها قسم البحث والتطوير لدينا زادت من تنوع المنتجات.

نحن الآن قادرون على تصنيع أبواب المصاعد بأحجام أكبر. نحن حاليًا ننفذ مشروع «الإنتاج الرشيق» بدعم من البنك الأوروبي للاستثمار لزيادة الكفاءة في بعض نقاط الإنتاج من خلال إجراء تعديلات على العمليات. بالطبع، ندعم هذا أيضًا بالاستثمار في الآلات والمعدات اللازمة.

كيف تؤثر الاستثمارات في التكنولوجيا الخضراء على تنافسية منتجاتكم في السوق الأوروبية؟

تغير المناخ الذي يؤثر على جميع أشكال الحياة في العالم والذي شعرنا بآثاره المتزايدة مؤخرًا وبالتالي التباطؤ في الاحتباس الحراري العالمي أصبح ضرورة حتمية للبشرية جمعاء. نحن نأخذ في الاعتبار الاتفاقيات التي وقعتها وشاركت فيها دولتنا، ونخطط لاستثمارتنا وفقًا لذلك. في آخر استثمارتنا، نفضل الآلات التي تنتج انبعاثات كربونية أقل وأكثر كفاءة في استخدام الطاقة، ونختار الفلاتر في عملية الإنتاج وفقًا لذلك. كجزء من خطط الاستثمار ذات الصلة، لدينا خطط مثل الاستثمار في الطاقة الشمسية وتحويل سيارات الخدمة الخاصة بنا إلى مركبات كهربائية.

мощностей, так и на улучшение энерго- и трудосбережения. Мы можем сказать, что эти инвестиции положительно влияют на экспортные показатели благодаря эффективности затрат. Кроме того, мы можем сказать, что инновации, внедренные нашим отделом исследований и разработок, и новые инвестиции увеличили разнообразие продукции.

Теперь мы можем производить подъемные двери больших размеров. В рамках проекта «Бережливое производство», который мы сейчас реализуем при поддержке Европейского инвестиционного банка, мы вносим изменения в процессы, чтобы повысить эффективность на некоторых этапах производства. Разумеется, мы также поддерживаем их необходимыми инвестициями в машины и оборудование.

Как инвестиции в «зеленые» технологии влияют на конкурентоспособность вашей продукции на европейском рынке?

Изменение климата, которое затрагивает все живое в мире и последствия которого мы ощущаем все чаще в последнее время, и, соответственно, замедление глобального потепления стало насущной ситуацией для всего человечества. Мы планируем наши инвестиции соответствующим образом, учитывая это соглашение, подписанное нашим государством, партнером которого мы являемся. В наших последних инвестициях мы отдаем предпочтение энергоэффективным машинам с меньшим выбросом углекислого газа и соответственно выбираем фильтры в производстве. Кроме того, среди наших инвестиционных планов - инвестиции в солнечную энергию и замена наших сервисных автомобилей на электромобили.

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production accordingly. We also have plans to invest in solar energy and replace our service vehicles with electric vehicles.

Frankly speaking, we can say that there is no situation in the market that affects us with the green consensus, but we make our preparations as if it will affect us. As a company, we are aware that pursuing green policies is extremely important for our future and leaving a livable world for our children.

How did the fluctuations in global supply chain management and difficulties in procurement processes affect your company's production and export operations? What are the strategies you have implemented against these challenges?

Recent fluctuations can create payment problems. Because closed

sea routes or the closure of the payment channels of the country you trade with brings many problems. We try to overcome this with the export supports and credits provided by our government.

Finally, what is your company's vision for the next 10 years in the elevator industry? What are the key strategies you have identified to achieve this vision?

As Kırker Metal, we want to achieve sustainable growth in the next 10 years. We will move towards becoming the door supplier of the sector as we are now. At this point, we want to increase our door variety by improving our R&D and offer different solutions for different problems. Another goal is to produce better quality and safer products by developing our production technologies such as robotization - artificial intelligence.

لكن يمكننا القول بصراحة أنه لا يوجد حاليًا في السوق أي تأثير مباشر علينا بسبب الاتفاق الأخضر، لكننا نقوم بالاستعدادات كما لو كان سيؤثر علينا. نحن كشركة ندرك أهمية اتباع سياسات صديقة للبيئة لترك عالم قابل للعيش لمستقبلنا ولأطفالنا.

كيف أثرت التقلبات في إدارة سلسلة التوريد العالمية والتحديات في عمليات التوريد على عمليات الإنتاج والتصدير لشركتكم؟ ما هي الاستراتيجيات التي طبقتوها لمواجهة هذه التحديات؟ التقلبات الأخيرة يمكن أن تسبب خاصة مشاكل في الدفع، لأن إغلاق الطرق البحرية أو إغلاق قنوات الدفع في الدولة التي تتاجرون معها يمكن أن يؤدي إلى العديد من المشكلات. نحاول التغلب على هذا من خلال دعم الصادرات والقروض التي تقدمها دولتنا.

أخيرًا، ما هي رؤية شركتكم لقطاع المصاعد في العشر سنوات القادمة؟ ما هي الاستراتيجيات الرئيسية التي حددتموها لتحقيق هذه الرؤية؟

شركة كيركير ميتال، نريد تحقيق نمو مستدام في العشر سنوات القادمة. كما هو الحال الآن، سنستمر في التقدم نحو كوننا مزودًا لأبواب القطاع. في هذا الصدد، نرغب في تطوير قسم البحث والتطوير لدينا لزيادة تنوع أبوابنا وتقديم حلول مختلفة لمشكلات مختلفة. هدفنا الآخر في هذا الصدد هو تطوير تقنيات الإنتاج لدينا مثل الروبوتات والذكاء الاصطناعي لإنتاج منتجات ذات جودة وأمان أعلى.

Честно говоря, мы можем сказать, что на рынке не существует ситуации, которая повлияла бы на нас в связи с «зеленым консенсусом», но мы готовимся так, как будто она повлияет на нас. Как компания, мы также понимаем, что проведение экологически безопасной политики чрезвычайно важно для нашего будущего и для того, чтобы оставить мир, пригодный для жизни, нашим детям.

Как колебания в управлении глобальными цепочками поставок и трудности в процессах снабжения повлияли на производство и экспортные операции вашей компании? Какие стратегии вы применяете для борьбы с этими трудностями?

Последние колебания могут создать проблемы с платежами. Потому что закрытые морские пути или закрытие платежных каналов страны, с которой вы торгуете, влечет за собой множество проблем. Мы

пытаемся преодолеть это с помощью поддержки экспорта и кредитов, предоставляемых нашим правительством.

Наконец, каково видение вашей компании на ближайшие 10 лет в лифтовом секторе? Какие ключевые стратегии вы определили для достижения этого видения?

Как Kırker Metal, мы хотим добиться устойчивого роста в течение следующих 10 лет. Мы будем двигаться к тому, чтобы стать поставщиком дверей в секторе, как это происходит сейчас. На данном этапе мы хотим увеличить разнообразие дверей за счет улучшения наших исследований и разработок и предложить различные решения для разных проблем. Еще одна цель - производить более качественную и безопасную продукцию, развивая наши производственные технологии, такие как роботизация - искусственный интеллект.

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HATEMLIFT: OUR 2023 EXPORT PERFORMANCE WAS QUITE SUCCESSFUL

Hatemlift General Manager MuhammetAbdullahHamurcu stated that their export performance in the elevator sector in 2023 was quite successful and said, "We achieved our goals set at the beginning of 2023. Our goals for 2024 include strategic goals such as expanding our existing customer base and opening up to new markets."

Noting that in their 2023 export activities, they made special adaptations in order to make their products and services suitable for the needs of target markets, Hamurcu said, "These adaptations include improvements in technical specifications and designs. We especially focused on adapting to the standards and demands in certain



geographical regions.

We make significant investments in R&D and innovation activities. The impact of these investments on the

HATEMLIFT: كان أداء صادراتنا لعام ٢٠٢٣ ناجحاً للغاية

صرح المدير العام لشركة Hatemlift محمد عبد الله هاموركو أن أداءهم التصديري في قطاع المصاعد في عام ٢٠٢٣ كان ناجحاً للغاية، وقال: «لقد حققنا أهدافنا التي حددناها في بداية عام ٢٠٢٣. وتشمل أهدافنا لعام ٢٠٢٤ أهدافاً استراتيجية مثل توسيع قاعدة عملائنا الحاليين والانفتاح على أسواق جديدة.»

وأشار هاموركو إلى أنه في أنشطتهم التصديرية لعام ٢٠٢٣، قاموا بإجراء تعديلات خاصة من أجل جعل منتجاتهم وخدماتهم مناسبة لاحتياجات الأسواق المستهدفة، وقال: «تشمل هذه التعديلات تحسينات في المواصفات الفنية والتصاميم. ركزنا بشكل خاص على التكيف مع المعايير والمتطلبات في مناطق جغرافية معينة.»

نقوم باستثمارات كبيرة في أنشطة البحث والتطوير والابتكار. تساعدنا آثار هذه الاستثمارات في عملية تطوير المنتجات على اكتساب ميزة تنافسية في القطاع وزيادة رضا العملاء.»

كما ذكر المدير العام لشركة Hatemlift محمد عبد الله هاموركو أن الصفقة الخضراء الأوروبية واللوائح المماثلة

НАТЕМЛИФТ: НАШИ ЭКСПОРТНЫЕ ПОКАЗАТЕЛИ В 2023 ГОДУ БЫЛИ ВЕСЬМА УСПЕШНЫМИ

Генеральный директор компании Hatemlift Мухаммет Абдулла Хамурчу заявил, что экспортные показатели в лифтовом секторе в 2023 г. были весьма успешными, и сказал: «Мы достигли целей, поставленных в начале 2023 г. Наши цели на 2024 г. включают такие стратегические задачи, как расширение существующей клиентской базы и выход на новые рынки».

Отметив, что в ходе своей экспортной деятельности в 2023 году они внесли особые изменения, чтобы сделать свои продукты и услуги подходящими для потребностей целевых рынков, Хамурчу сказал: «Эти изменения включают в себя улучшение технических характеристик и

дизайна. Мы особенно сосредоточились на адаптации к стандартам и требованиям в определенных географических регионах.

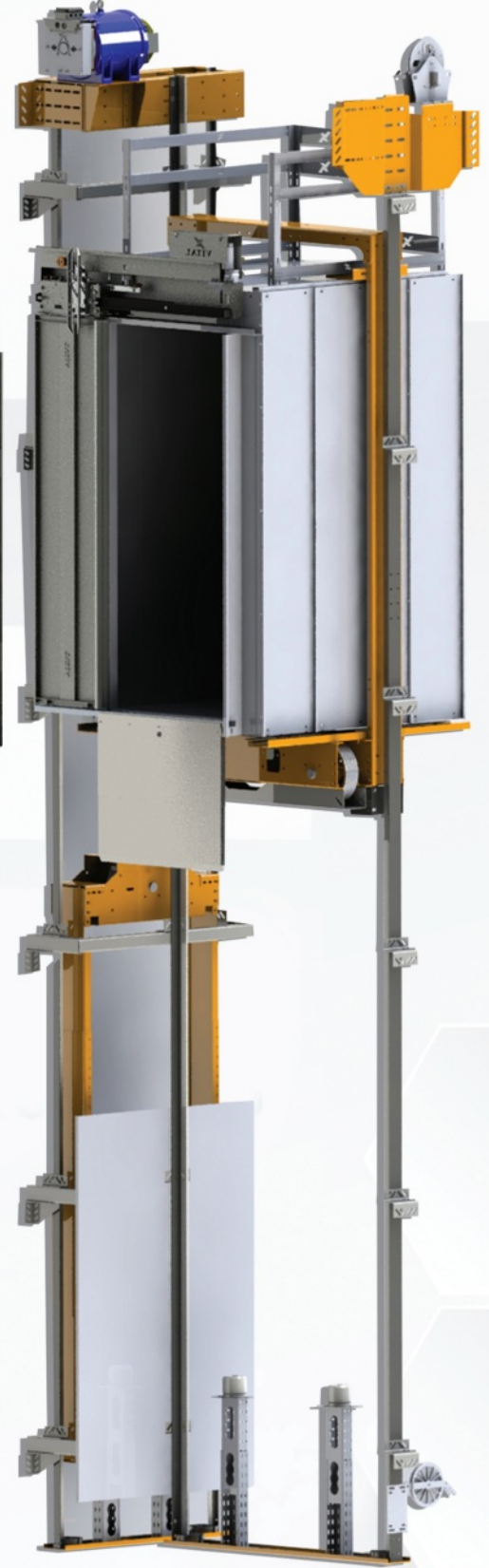
Мы вкладываем значительные средства в научно-исследовательскую и инновационную деятельность. Эффект от этих инвестиций в процесс разработки продукции помогает нам получить конкурентное преимущество в отрасли и повысить удовлетворенность клиентов».

Генеральный директор компании Hatemlift Мухаммет Абдулла Хамурчу также отметил, что европейская программа Green Deal и аналогичные нормативные акты оказывают влияние на



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product development process helps us gain a competitive advantage in the industry and increase customer satisfaction."

Hatemlift General Manager Muhammet Abdullah Hamurcu also mentioned that the European Green Deal and similar regulations have an impact on production and export activities and added, "In this context, we prioritize efforts to make our products environmentally friendly and sustainable. In order to comply with Türkiye's green industrial policies, we plan to integrate our elevator production process in 2024, focusing on more sustainable and environmentally friendly practices.

Investments in green technologies help us increase the competitiveness of our products in the European market. Customers' tendency to

reduce environmental impact increases the desirability of our products.

Fluctuations in global supply chain management and challenges in procurement processes have impacted our manufacturing and export operations. We have adopted a flexible supply chain strategy to respond to these challenges, taking measures such as alternative sources of supply and inventory management.

Our vision for the next 10 years is to focus on innovation and maintain leadership in the industry. Our key strategies include expansion in global markets, strengthening leadership in sustainability and increasing customer satisfaction.

We hope Elevex Konya 2024 Elevator fair will make significant contributions to our industry."

لها تأثير على أنشطة الإنتاج والتصدير، وأضاف قائلاً: «في هذا السياق، نولي الأولوية للجهود المبذولة لجعل منتجاتنا صديقة للبيئة ومستدامة. ومن أجل الامتثال لسياسات الصناعة الخضراء في تركيا، نخطط لدمج عملية إنتاج المصاعد لدينا في عام ٢٠٢٤، مع التركيز على ممارسات أكثر استدامة وصديقة للبيئة.

تساعدنا الاستثمارات في التقنيات الخضراء على زيادة القدرة التنافسية لمنتجاتنا في السوق الأوروبية. يزيد ميل العملاء إلى الحد من التأثير البيئي من تفضيل منتجاتنا.

وقد أثرت التقلبات في إدارة سلسلة التوريد العالمية والتحديات في عمليات الشراء على عمليات التصنيع والتصدير لدينا. نتبنى استراتيجية مرنة لسلسلة التوريد لمواجهة هذه التحديات وتتخذ تدابير مثل مصادر التوريد البديلة وإدارة المخزون.

وتتمثل رؤيتنا للسنوات العشر القادمة في التركيز على الابتكار والحفاظ على الريادة في الصناعة. تشمل استراتيجياتنا الرئيسية التوسع في الأسواق العالمية، وتعزيز الريادة في الاستدامة وزيادة رضا العملاء.

نأمل أن يقدم معرض إليفكس كونيا ٢٠٢٤ للمصاعد إسهامات كبيرة في صناعتنا.»

производство и экспортную деятельность, и добавил: «В этом контексте мы уделяем приоритетное внимание усилиям, направленным на то, чтобы сделать нашу продукцию экологически чистой и устойчивой. Чтобы соответствовать политике Турции в области «зеленой» промышленности, мы планируем в 2024 году интегрировать процесс производства лифтов, сосредоточившись на более устойчивых и экологических методах.

Инвестиции в «зеленые» технологии помогают нам повысить конкурентоспособность нашей продукции на европейском рынке. Стремление клиентов к снижению воздействия на окружающую среду повышает благоприятность нашей продукции.

Колебания в управлении глобальной це-

почкой поставок и проблемы в процессах закупок повлияли на наши производственные и экспортные операции. В ответ на эти проблемы мы принимаем гибкую стратегию управления цепочками поставок и принимаем такие меры, как альтернативные источники поставок и управление запасами.

Наше видение на следующие 10 лет заключается в том, чтобы сосредоточиться на инновациях и сохранить лидерство в отрасли. Наши ключевые стратегии включают в себя экспансию на мировые рынки, укрепление лидерства в области устойчивого развития и повышение удовлетворенности клиентов.

Мы надеемся, что выставка лифтов Elevex Konya 2024 внесет значительный вклад в развитие нашей отрасли».

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LÖHER HAS HIGH EXPECTATIONS FOR 2024

Mustafa Karaman, General Manager of Löher Escalators, which continues its activities within Meteor Group of Companies, noted that they have reached their 2023 export targets and even managed to exceed them slightly. Stating that their expectations for 2024 are quite high, Mustafa Karaman said, "We anticipate that we will increase our export performance by more than 25 percent with both the Löher effect and our increasing partnership relations around the world."

Hello Mr. Mustafa. How was your export performance in 2023, did you reach your export targets? Can you share your 2024 expectations or targets?

Hello Mr. Mustafa. We reached our 2023 export targets and even managed to exceed them slightly. Our expectations for 2024 are quite high. We anticipate that we will increase our export performance by more than 25 percent with both the Löher effect and our increasing partnership relations around the world.

In your 2023 export activities, did you need to make special adaptations in the technical specifications or designs of your products to meet the needs of the target markets?

If you do not have the ability to adapt to changing customer expectations and demands, you cannot move forward. In 2023, the best example of this is our Helipad elevator, which we designed and manufactured for a German customer.

How much do you invest in your company's R&D and innovation



activities in order to ensure differentiation and competitive advantage in global markets? What are the tangible effects of these investments on the product development process and your export performance?

To be honest, due to our restructuring activities during the process of incorporating Avelice and Löher brands into Meteor, we could not make the progress we wanted in our R&D and innovation activities. However, with 2024, we will make a difference with our solutions adapted to different needs, especially Home Lift, Helipad and disabled elevators.

What are the effects of the European Green Deal and related regulations on your company's production and export activities, and how do they affect your market choices and targets?

We closely follow the regulations related to the European Green Deal (EGC). Within the framework of the circular economy action plan we prepared jointly with our consultants on the subject, we are taking various steps on clean energy, reducing our carbon footprint, technological transformation

and sustainability. As one of the first steps, we are designing GES installations on the roofs of our factories.

However, since the regulations related to the CCM are policies that should be embraced not only by us but also by our business partners, we think that unless a total action plan is implemented on this issue, we may face an outcome that will increase our export costs, especially in the EU market, and affect our competitiveness increasingly over time. Such as the EU Border Carbon Regulation Mechanism.

In recent years, while many steps have been taken for the green industry worldwide, many policies in Türkiye have been implemented in 2023. As a company, how do you plan to integrate sustainability and environmentally friendly practices into the elevator production process in 2024 within the framework of Türkiye's green industrial policies?

You know very well that it is of great importance that such policies turn into action plans and ultimately into action. Therefore, it is our primary responsibility as a company to adapt to this process

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within the framework of the principles determined by the Ministry of Trade. As we mentioned when answering your previous question, we are realizing the projects we have developed on these issues one by one.

How do investments in green technologies affect the competitiveness of your products in the European market?

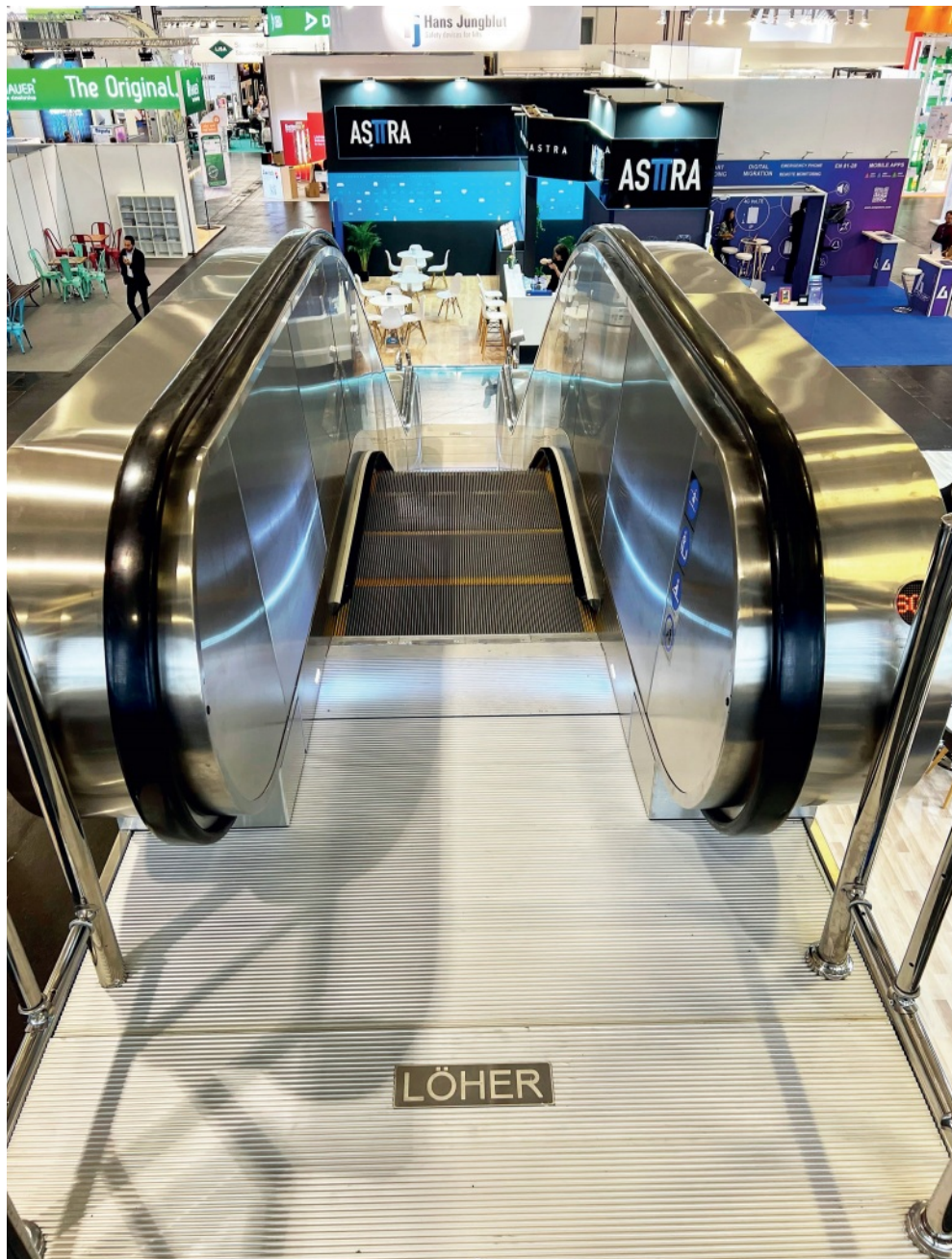
Even if not as much as in the textile sector, companies in our sector will be more competitive and preferable with their investments in green technologies within the scope of the EU's circular and sustainable industrial policies in the coming period.

How did the fluctuations in global supply chain management and difficulties in procurement processes affect your company's production and export operations? What are the strategies you have implemented against these challenges?

The dynamics of the pandemic process have brought us great experiences. Regional wars, tensions and economic problems will always continue to affect global supply chain management. The struggle with challenges will never end. Our most prominent capabilities in this struggle are our financial strength, flexibility and adaptability.

Finally, what is your company's vision for the next 10 years in the elevator industry? What are the key strategies you have identified to achieve this vision?

The vision of our company in the next 10 years is to become one of the global companies in the sector by increasing our adaptability to competition. Our driving force for this is our qualified human resources, financial strength and high entrepreneurial spirit.



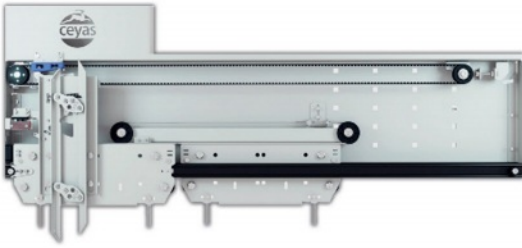


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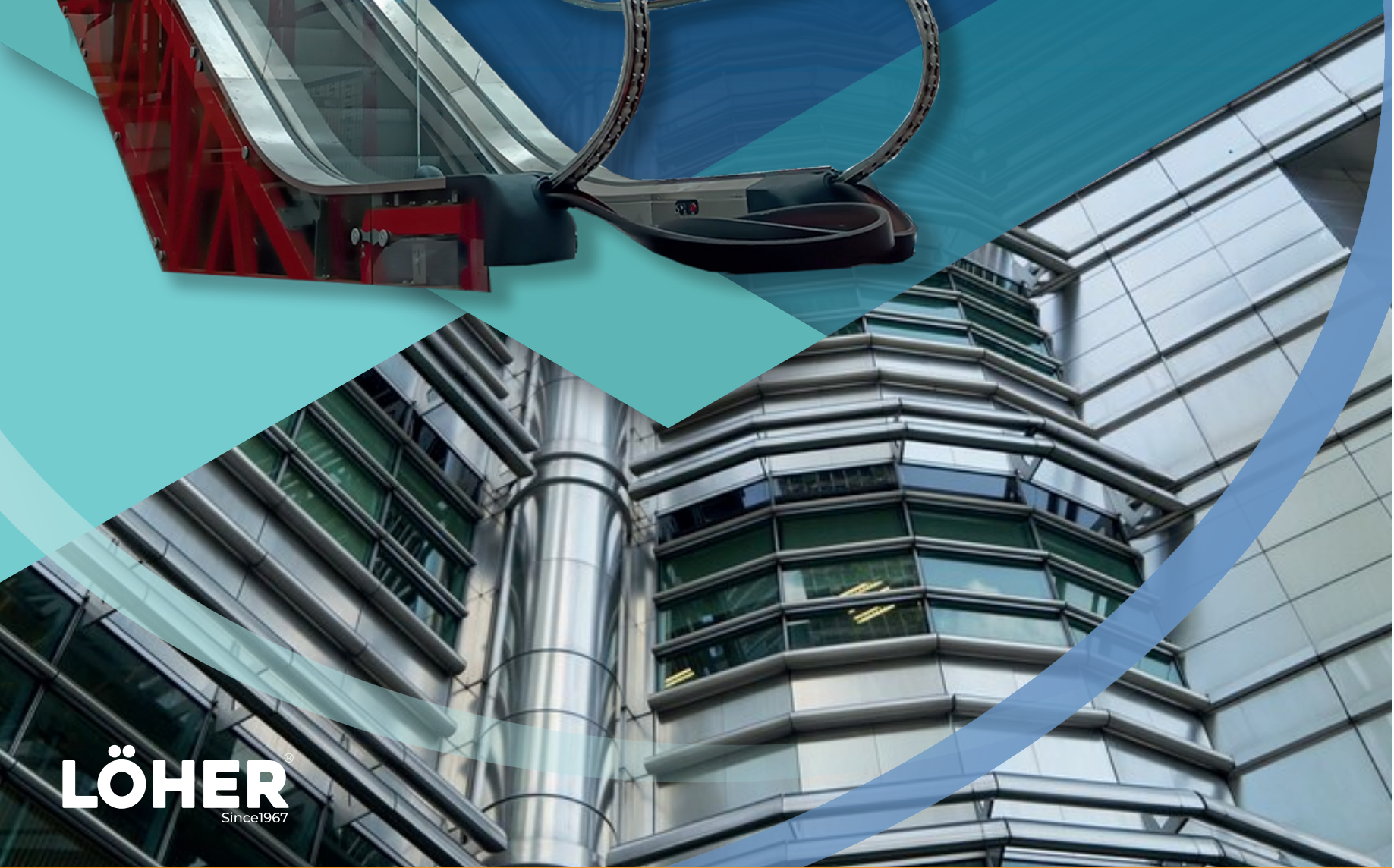
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KURTULUŞ ERDEM BAYRAKTAR APPOINTED GENERAL MANAGER AT EMLAK KONUT ELEVATOR - EKA

After completing Electronics Engineering and Marketing MBA programs, Bayraktar started his career as an export sales engineer in the iron and steel industry. After a short period of import experience in the electronics industry, he entered the elevator industry within a global company and held leadership positions in global companies for half of his elevator career and in domestic companies for the other half. In the sector, he has undertaken duties in import/export, overseas training and assignments, marketing/sales, project management/field experience, directorship and as the founding general manager of a startup elevator company. In this field, he gained significant experience in tasks covering



all main parts. Bayraktar, who is married with 2 children, speaks English and Spanish fluently.

As Lift Vision Magazine, we wish Kurtuluş Erdem Bayraktar success in his new position.

تم تعيين كرتلش أردم بيرقدار مديرًا عامًا لشركة إملاك كونوت EKA – للمصاعد

بعد إتمامه لبرامج الهندسة الإلكترونية وماجستير إدارة الأعمال في التسويق، بدأ بيرقدار مسيرته المهنية كمهندس مبيعات للتصدير في قطاع الحديد والصلب. عقب فترة قصيرة من الخبرة في مجال الاستيراد بالقطاع الإلكتروني، انخرط في قطاع المصاعد ضمن شركة عالمية، وقد شغل مناصب قيادية في النصف الأول من مسيرته في المصاعد بشركات عالمية وفي النصف الآخر بشركات محلية. تولى مهامًا في القطاع تشمل الاستيراد والتصدير، التدريبات والمهام الدولية، التسويق والمبيعات، إدارة المشاريع والخبرة الميدانية، بالإضافة إلى كونه مديرًا والمدير العام المؤسس لشركة ناشئة في مجال المصاعد. حصل على خبرة واسعة في هذا المجال شاملة كافة الجوانب الأساسية. بيرقدار، متزوج وأب لطفلين، يتقن اللغة الإنجليزية كلغة أم ولديه معرفة جيدة باللغة الإسبانية.

نتمنى لكورتولوش إرديم بيرقدار التوفيق والنجاح في منصبه الجديد.

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После окончания программ MBA по электронике и маркетингу Байрактар начал свою карьеру в качестве инженера по экспортным продажам в металлургической промышленности. После короткого периода работы в сфере импорта в секторе электроники он пришел в сектор лифтов в составе глобальной компании и занимал руководящие должности в глобальных и местных компаниях на протяжении половины своей карьеры в лифтовом секторе. В этом секторе он занимался импортом/экспортом, обучением и командировками за границу,

маркетингом/продажами, управлением проектами/опытом работы на местах, директорством и в качестве генерального директора-учредителя начинающей лифтовой компании. В этой сфере он приобрел значительный опыт в выполнении обязанностей, охватывающих все основные части. Байрактар, который женат и имеет двоих детей, свободно говорит на английском и испанском языках.

Как журнал Lift Vision, мы желаем Куртулушу Эрдем Байрактару успехов на его новом посту.



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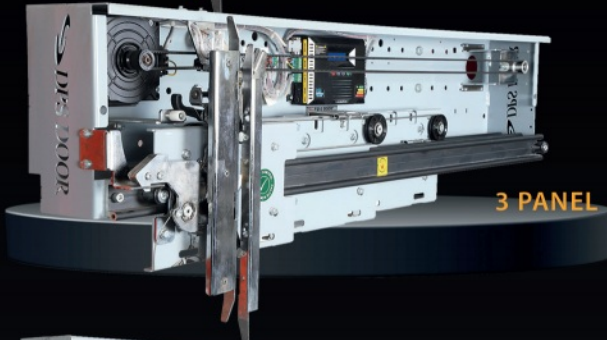
6 PANEL

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3 PANEL



4 PANEL



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"EKA IS TAKING FIRM STEPS FORWARD WITH THE GOAL OF BECOMING A DOMESTIC AND NATIONAL GLOBAL BRAND"

We talked to Kurtuluş Erdem Bayraktar, General Manager of Emlak Konut Elevator (EKA), which was established in February 2021 as a subsidiary of Emlak Konut REIT, and Yavuz Kayağ, Export Manager, about how EKA spent 2023 and its export targets for 2024.

How was 2023 for Emlak Konut Elevator (EKA)?

EKA was established in February 2021 under the auspices of the Ministry of Environment, Urbanization and Climate Change as a subsidiary of Emlak Konut GYO, which leads the urbanization efforts of our country.

We inaugurated the production facility of our company, whose main field of activity is elevator systems, on January 30, 2023. In the first days of the year, we experienced the happiness and pride of realizing our first shipments. Immediately after the 'Disaster of the Century' with a magnitude of 7.7 centered in Kahramanmaraş, which occurred on February 6, 2023, we ensured the identification and provision of urgent needs with the support of our EKA employees and stakeholders. Our search and rescue team consisting of 27 volunteer employees and our aid trucks containing clothing, hygiene and food supplies arrived in Hatay on February 7. As EKA, we participated in the container production mobilization launched across our country to meet the temporary shelter



needs of our citizens. We continued to produce high quality living containers in our production lines, which we reshaped in a short time, and shipped each completed container to the regions in need without wasting time.

By closely following global developments in technology and innovation, we visited domestic and international fairs and symposiums for our domestic and national technology development efforts. We received our Customs Union Certificate of Conformity (EAC). EKA, our company, which works with the business model of world brands, is taking firm steps forward with the goal of becoming a domestic and national world brand within the scope of the National Technology Move Vision and Technology-Oriented Industry Move Program under the leadership of our President. We contributed to the efficient production technology we realized with our smart software, robotic systems and Industry 4.0 methodology with our transition to the ERP system.

With our first domestic sales contract that we started in August 2022, we signed a total of 57 different prestigious projects until the end of 2023. We are proud to have made an important start by exceeding

our annual budget numbers. We are taking firm steps towards becoming one of the important actors of the sector. We meticulously follow large-scale project management, which requires serious experience with projects with very high average unit numbers per project, with our professional staff specialized in their fields, and we work with all our strength to do our best with the awareness of this trust.

In your 2023 export activities, did you feel the need to make special adaptations in the technical specifications or designs of your products to meet the needs of target markets? If yes, what were these adaptations and for which markets?

Elevators installed in Türkiye are obliged to comply with our Elevator Regulation. Our Elevator Regulation is based on the European Elevator Standard EN81-20. Similarly, there may be differences in standards and local regulations in other countries and regions compared to our country. Documents, certificates and technical compatibility requirements are required for market entry on the basis of the countries targeted for export. For example, in order to export to Russia, there may be technical issues such as having an EAC certificate and fire-resistant elevator



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landing door with EI (insulated door) feature. We have completed the necessary documents, certificates and technical studies on the basis of the countries targeted for export and we are in an effort to expand them further.

How much do you invest in your company's R&D and innovation activities in order to provide differentiation and competitive advantage in global markets? What are the concrete effects of these investments on the product development process and your export performance?

EKA has adopted a culture of R&D and innovation since the day we were founded. With our R&D activities, we are moving forward with determination in the Turkish Century with the aim of becoming a brand that constantly develops new products and technologies for the global market by offering innovative approaches. In this context, as a milestone of the importance we attach to innovation as EKA, we were entitled to receive the R&D center status from the Ministry of Industry and Technology in November 2022.

With the innovative works in our R&D center, we design and then manufacture elevators that can meet different needs in different markets. EKA not only produces elevator components and parts, but also takes part in all processes from installation to maintenance of the elevator. Our aim is to realize ideas that will lead the sector, rather than just technically improving shaft dimensions or aesthetic designs. In this direction, we plan to complete the first phase of our "Smart Elevator" project in 2024, which will work with artificial intelligence that will make elevators smarter and more interactive, increase energy efficiency and reduce carbon footprint.

What are the effects of the European Green Deal and related regulations on



your company's production and export activities, and how do they affect your market choices and targets?

The steps taken globally to combat climate change and ensure sustainable development have gained momentum with the European Green Deal (EGD) announced by the European Union (EU) on December 11, 2019. EKA is a green and sustainable brand by nature. We see the use of renewable energy sources in all our production and consumption activities as an indispensable requirement of respect for our environment and our future. Our EKA ecosystem is based on sustainability. Regardless of domestic or foreign demands, the situation and needs of the markets, all our activities are carried out with this basic principle in mind.

In recent years, while many steps have been taken for green industry around the world, many policies in Türkiye have been implemented in 2023. As a company, how do you plan to integrate sustainability and environmentally friendly practices into the elevator production process in 2024 within the framework of Türkiye's green industrial policies?

A roadmap to ensure the adaptation of

our country to the European Green Deal was determined and an action plan was created with the contributions of our relevant institutions, and the Presidential Circular No. 2021/15 regarding the working group and the Green Deal Action Plan was published in the Official Gazette dated July 16, 2021. We produce our own energy with a 2 MW solar power plant installed on a roof area of 15 thousand square meters in our production facility, and we aim to contribute to our sector and raise awareness with our green production practices. In line with our zero waste policy, we have zero waste certificates for both our head office and our factory, and we work in many areas such as sorting waste in our assembly sites and delivering it to the relevant places. In 2024, we continue our improvement efforts to reduce the carbon footprint at our headquarters, assembly sites and factory at full speed. We combine high performance and maximum efficiency with VVF Drive, LED Lighting, Sleep Mode functions offered in the standard configuration. Thanks to the 'Permanent Magnet Synchronous Motor' we use, we provide 30 percent energy efficiency compared to traditional electric motors. With the optional 'Regen Drive' function we offer, energy savings of up to



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How do investments in green technologies affect the competitiveness of your products in the European market?

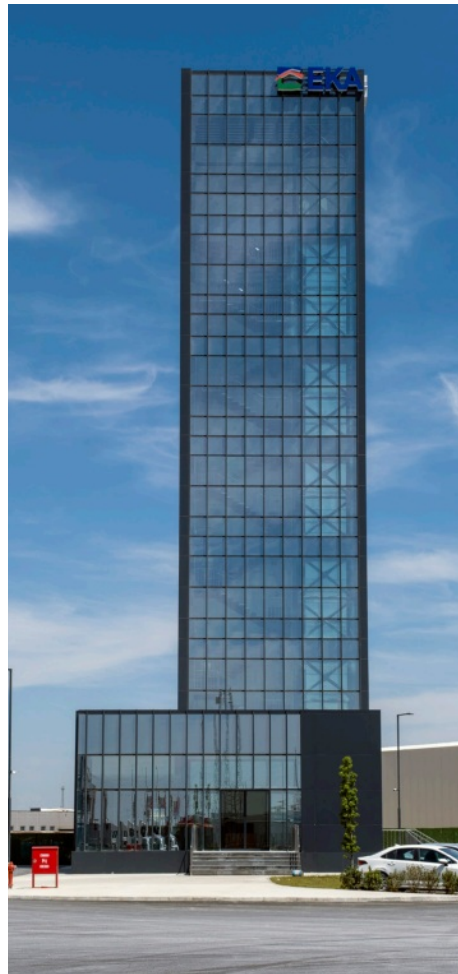
Depending on the country and region, different needs and demands can be observed in product and system requirements, working principles, energy consumption, etc. In the European market, more environmentally friendly products and productions are preferred, especially in recent years, before or after the "European Green Deal". As EKA, in line with our basic principles, we have products and production activities that can easily meet these needs of this market.

How have fluctuations in global supply chain management and difficulties in procurement processes affected your company's production and export operations? What are your strategies against these challenges?

In the direction of national branding and then becoming a global brand, we protect our values with sensitivity and continue our efforts with the belief of increasing our success day by day. With our high localization rate production and supply chain approach, we both contribute to domestic production and are minimally affected by fluctuations in the global supply chain. In addition, in this way, we deliver our products within the promised periods and keep customer satisfaction at the highest level.

Finally, what is your company's vision for the next 10 years in the elevator industry? What are the key strategies you have identified to achieve this vision?

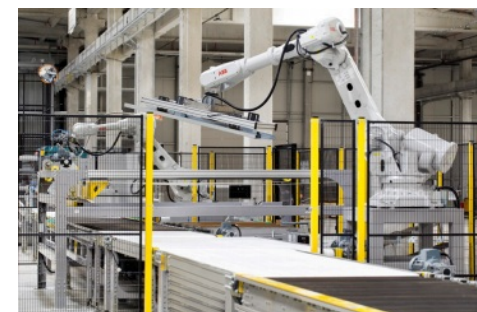
We will continue our work in line with



We are aware of the importance of solidarity in terms of national unity and solidarity, and with this awareness, we will carry out projects that will bring together all stakeholders of our industry. In this context, we will continue to grow and develop our supply chain ecosystem. We will maximize our domestic and national production capabilities in critical technologies in the coming period. We will increase Türkiye's competitiveness in innovation, share our global know-how with our valuable solution partners, and realize the technological solutions of today and the future through collaborations. We will always carry our country's status as a global production base forward. The continuous development of qualified human resources for our industry will always be among our top priorities.



our vision of becoming a domestic and national world brand that competes with the important actors of the global market and emphasizes the quality of our products and services all over the world. We will continue our R&D investments with determination to develop world-class advanced technologies with our digital solutions and to increase our value-added product range. As EKA, we are proud to offer alternative solutions to imports with our domestic and national brand in high-level projects today. In 2024, our work will continue to increase in all aspects related to elevators in the projects titled reconstruction of the earthquake zone and on-site transformation of our cities, which are led by the Ministry of Environment, Urbanization and Climate Change, of which we are a subsidiary.



EKA is taking firm steps forward with the goal of becoming a domestic and national global brand. We will support our new investments with artificial intelligence projects in our production facility, which generates its own energy, is zero-waste compatible and produces in Industry 4.0 technology.



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KÜÇÜK GROUP INCREASED ITS EXPORTS BY 30 PERCENT IN 2023 COMPARED TO THE PREVIOUS YEAR

Ibrahim Aboali, Export Manager of Küçük Group, said: "We bring our products together with more than 50 countries, especially Middle Eastern countries, European countries, Balkan countries, Turkic Republics. Our company aims to deepen its relations with both existing and new customers and to establish long-term relationships and to ensure the sustainability of trade. Küçük Group increased its export volume by 30 percent in 2023 compared to the previous year."

Mr. İbrahim, how was Küçük Group's export performance in 2023, did you reach your export targets? Can you share your 2024 expectations or goals? First of all, the year 2023 had a bitter beginning with the February 6 earthquake, which caused great sorrow to all humanity. We wish Allah's mercy to all our citizens who lost their lives and condolences to their relatives.

We bring our products, which we produce without compromising on quality, to more than 50 countries, especially Middle Eastern countries, European countries, Balkan countries, Turkic Republics. Our company aims to deepen its relations with both existing and new customers and to establish long-term relationships and to ensure the sustainability of trade. The effects of the February 6 earthquake and the election process that lasted until the second quarter of the year caused 2023 to be more cautious. Despite this, our company, which is on the way to



realizing its targets, increased its export volume by 30 percent compared to the previous year. Our goal is to increase our export volume, whose share in total turnover is 25 percent, to 50 percent, and we make our investments and personnel employment in this direction.

In the current conjuncture, manufacturing companies attach more importance to exports. In this context, as Küçük Group, we have set our main goal for 2024 to increase our exports by at least 50 percent.

In your 2023 export activities, did you need to make special adaptations to the needs of the target markets in the technical specifications or designs of your products?

As Küçük Group, we have been carrying out our commercial activities for more than 20 years. We renew ourselves with innovative and R&D studies in our product, facility, service, marketing and organizational structure on the axis of ever-changing technology and global needs. For this reason, we aimed to exceed our own know-how limits with the globalizing world and technological developments. We have chosen targets for new product developments that will keep up with the age, new machine investments and the

need to expand our machine park with modernizations in our existing machines, and most importantly, to increase our export volume, which provides the biggest contribution to the country's economy. In this context, our company has completed its investments and started production in the sale of package elevators and entered new markets, especially in Europe and Russia. Package elevator consists of all the products that will make the elevator turnkey operational in an elevator shaft. With our after-sales service support, our production and sales processes have started as integrated in line with the needs of our customers without sacrificing quality in this package elevator as in our other products.

How much do you invest in your company's R&D and innovation activities in order to achieve differentiation and competitive advantage in global markets? What are the tangible effects of these investments on the product development process and your export performance?

Today, businesses face a very different competitive arena. In an environment where product differentiation is becoming more and more difficult, global markets and competitors are increasing, and a different customer structure that is increasingly difficult to satisfy has emerged, they have started to apply different marketing methods and strategies. As Küçük Group, we believe that the concept of value created for the customer is one of the most important elements in achieving competitive advantage. In this context, one of our main goals is to define value, create value and achieve customer loyalty by delivering value.

As a company, we wish to combine the traditional marketing approach with the value-based marketing approach. It is both to contact new customers and add them to the portfolio and to provide deepening in terms of product diversity



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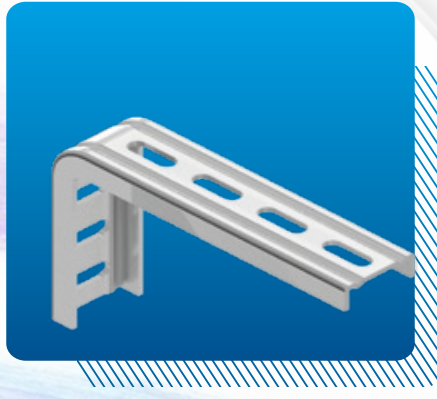
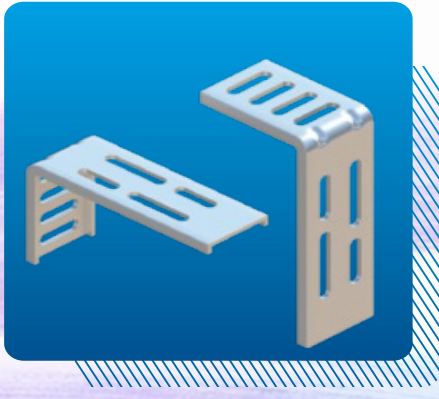
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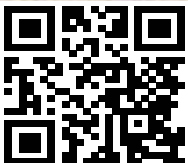
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in our existing customers. In this way, in addition to increasing market share, increasing customer share is also important for us. We continue our work with a young and dynamic team and a modern machine park with the latest technology, reflecting our company culture, which we have created with the facts of superior quality, customer satisfaction, customer loyalty and customer value, to the world with us.

What are the effects of the European Green Deal and related regulations on your company's production and export activities, how do they affect your market choices and targets?

Our company already has a zero waste certificate for waste from production. At the same time, since April 2022, all electricity needs of our production facility have been met with the rooftop solar project. Preliminary research is being carried out on zero carbon emission in the issues to be complied with within the scope of the European Green Deal. In our facility, in this context, it is planned to convert the vehicles used in the factory to electrically powered models. At the same time, production wastes arising from semi-finished products and raw materials are separated, recycled 100 percent and included back into the production process. Considering the exchange rate and commodity-driven price increases in raw material prices, 100 percent recycling of waste and its inclusion in production provides a significant cost reduction. Naturally, more competitive prices are offered to customers in the foreign market. Within the scope of the green consensus, we plan to prevent the waste of consumables by completely transforming our production facility into a digital system. In this context, we face important opportunities to export to European countries.

How have fluctuations in global supply



chain management and challenges in procurement processes affected your company's production and export operations? What are the strategies you have implemented against these challenges?

In 2020, with the start of the pandemic process, the economies of countries around the world had a difficult time. Especially the aggressive increases in raw material and commodity costs created a negative atmosphere all over the world, especially in developing countries. In 2021, although a rapid recovery process was initiated with the results of vaccine studies and pandemic incentives, the continued spread of more contagious Covid-19 variants on a global and regional scale, as a factor weakening the recovery, was an indicator that risks continued. In Türkiye, domestic policy preferences have led to high exchange rate volatility since 2021. Until 2023, the February earthquake and the election process affected the economic fluctuations. With the disruptions in raw material production due to the pandemic worldwide, transportation in the supply chain has become an important problem.

Today, drone and missile attacks on international ship trade in the Yemen region in the Red Sea, where 12 percent of world trade takes place, have negatively affected the global trade flow. Ships coming through the Red Sea either had to

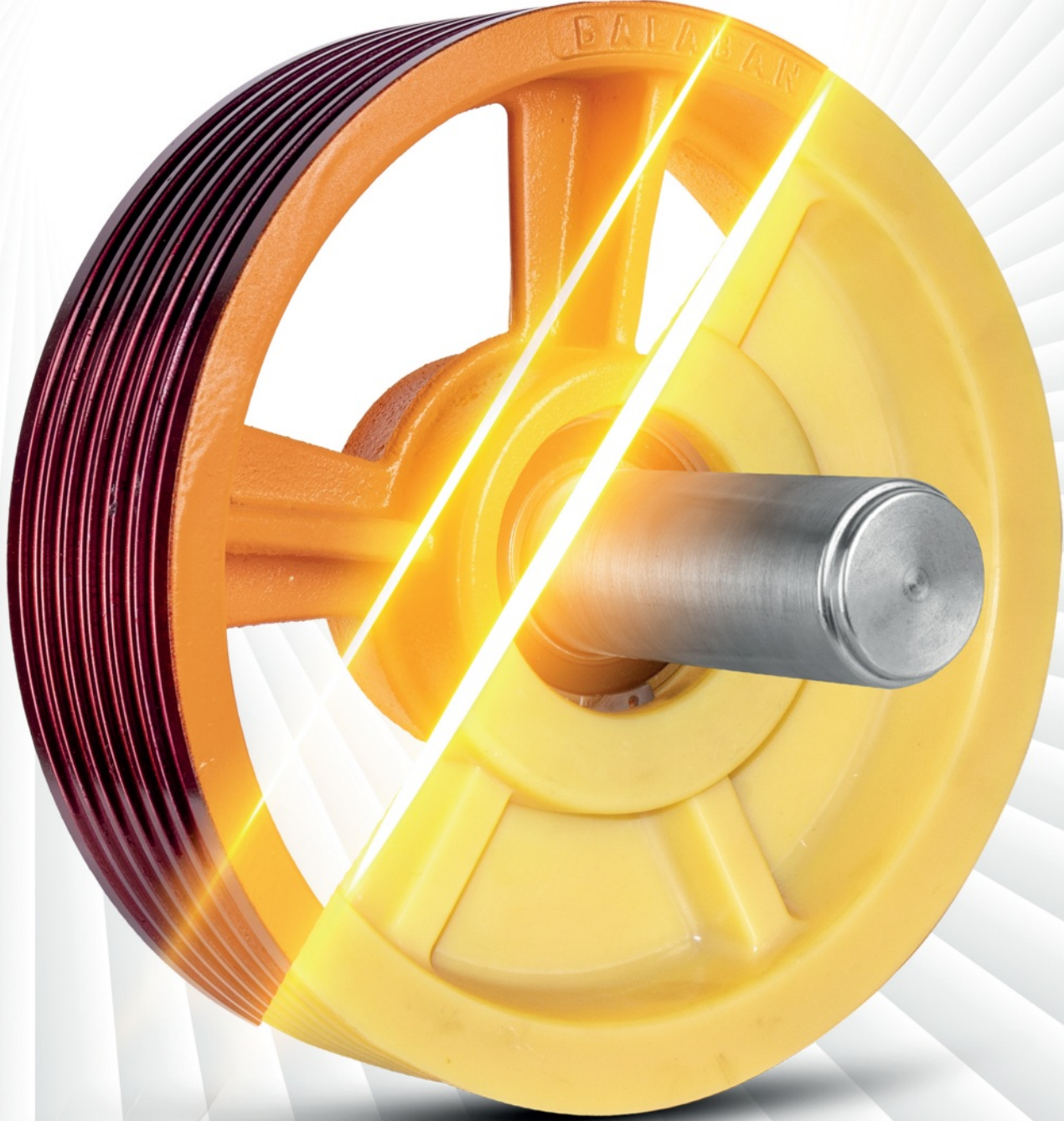
set a new route from the south of Africa via the Cape of Good Hope or cancel their voyages due to security risks. The new route extended the travel time by two weeks. The almost 4-fold increase in freight rates had a negative impact on costs.

Although negativities are seen, the proximity of our country's geography to Europe and the lower costs compared to the Far East may lead to new opportunities.

Finally, what is your company's vision for the next 10 years in the elevator industry? What are the key strategies you have identified to achieve this vision?

As Küçük Group; we are one of the domino stones of the sector with the innovative approaches we bring to the sector, which keeps pace with change, attaches importance to innovation and R&D studies and plans its investments in this direction. We pursue a policy of continuously contributing to the national economy by producing without compromising on quality, sales and after-sales support policy. In the next 5 years, we aim to increase the share of our exports in our total turnover to over 50 percent and to be among Türkiye's top 500 industrial enterprises. We continue to move forward by renewing on this path without deviating from our goal.

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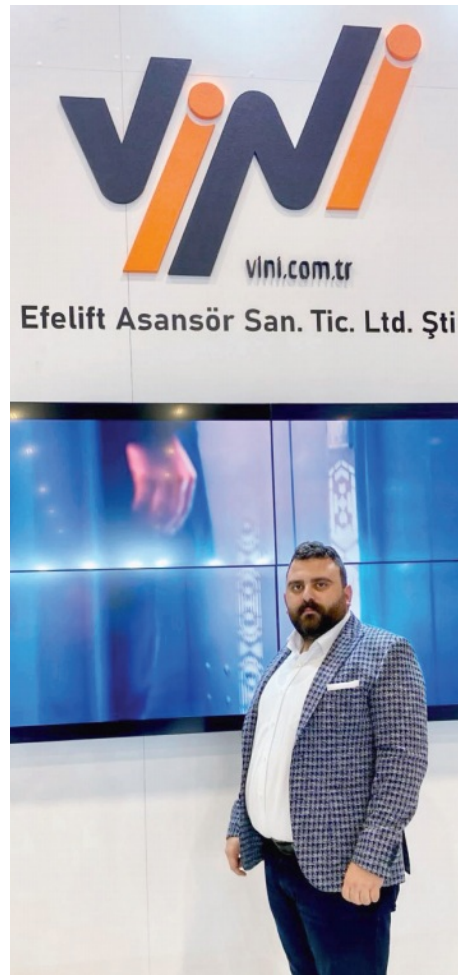
MESUT GÖKÇEOĞLU IN 2023, OUR EXPORT FIGURES INCREASED BY 6 PERCENT COMPARED TO 2022

Efelift Asansör Mesut Gökçeoğlu said, "It increased by 6 percent compared to 2022, and 92.9 percent of this is the share of the manufacturing industry. It is a great pleasure for us to be part of this success and to find the opportunity to exhibit our products in more than 60 countries."

Hello Mr. Mesut. How was your 2023 export performance, did you reach your export targets? Can you share your 2024 expectations or targets?

Hello Mr. Mesut. If we start with the 2023 year evaluation, first of all, I should mention that our country has gone through a very big test. On the occasion of this interview, I would like to wish everyone a speedy recovery, and I hope better days await us. As of the date of this interview, exactly one year has passed and our recovery process continues. Despite this, with a good step, our export figures increased by 6 percent this year compared to 2022, and 92.9 percent of this is the share of the manufacturing industry. It is a great pleasure for us to be part of this success and to have the opportunity to exhibit our products in more than 60 countries.

In addition to our domestic sales, our efforts to increase our exports are bearing fruit every day and we continue to increase our capacity at this rate. Especially in this period when we are working towards our goal of creating a worldwide brand, our awareness continues to increase and we gain more motivation with the good feedback we receive for our products.



On a company basis, our exports increased by 25 percent compared to 2022. We are of course pleased with this result. The 4 fairs we attended in 2023 have a big share in this rate. The Interlift Fair in Germany, the Istanbul Elevator Fair, the Lift Expo Fair in Morocco and the 28th International Construction Technologies, Equipment and Materials Fair in Romania made a great contribution to our export share.

Our expectation for 2024 is to double our export rate in 2023. In addition, we continue our efforts to increase our brand value without slowing down. This year, we are continuing our negotiations to add new ones to our existing overseas dealers. We will participate in 2 international fairs together with our dealers.

In your export activities in 2023, did you need to make special adaptations in the technical specifications or designs of your products for the needs of the target markets? If yes, what were these adaptations and for which markets?

R&D is always a part of our business. Of course, we know that we are preferred for the quality of our products because of the good feedback we receive. Nevertheless, we continue to take steps to further develop existing products.

Especially our Open Type Disabled Platform is the most preferred product of 2023. For this product, we have made improvements both in terms of visuality and technical sense. We worked to make the design a little more elegant. We also made improvements in the drive system in terms of comfort. We especially focused on obtaining a quieter product and we are satisfied with the results. We will continue to make these improvements in 2024.

How much do you invest in your company's R&D and innovation activities to ensure differentiation and competitive advantage in global markets? What are the tangible effects of these investments on the product development process and your export performance?

Especially in 2023, we started the sales of our Minilift model, which we had previously worked on. The model was very well received and preferred by many companies. We exhibited it for the first time at the Istanbul Elevator Fair and with the comments of our visitors, we improved it by doing many more studies. I can say that it has been finalized as of 2024. It is especially preferred indoors and has become a suitable solution for our buyers with small spaces. We have another product that we are conducting this kind of R&D work. Our target for this product is to put it on sale in 2024. It will already be included in our new catalog.



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What are the effects of the European Green Deal and related regulations on your company's production and export activities, and how do they affect your market choices and targets?

Our work for the green agreement continues. First of all, we started by installing a GES facility on the roof of our factory. This way, we produce our own energy. We started using electric forklifts instead of diesel forklifts. We calculate lower energy costs by converting to servo machines. The amount of plastic is almost negligible. We use recyclable, environmentally harmless packaging.

In recent years, while many steps have been taken for the green industry in the world, many policies on this issue in Türkiye have been implemented in 2023. As a company, how do you plan to integrate sustainability and environmentally friendly practices into the elevator production process in 2024 within the framework of Türkiye's green industrial policies?

In line with Türkiye's green industrial policies, our environmentally friendly practices continue in 2024. We are working on new applications from LEDs to motors used in our elevators to increase energy efficiency. We aim to save energy with these systems. In addition, we send the leftover materials that cannot be used in production in this process to the relevant facilities to be recycled. Finally, 95 percent of the materials we use in product packaging are recyclable. We are already talking about the rate of plastic used in packaging in the products we send to Europe. The fact that this rate is at the lowest levels makes us a preferred choice.

How do investments in green technologies affect the competitiveness of your products in the European market?

Investments in green technologies affect

us positively, especially in the European market. The increasing demand for environmentally friendly and sustainable products in Europe makes us a preferred choice. As it is known, standards are high and even various certificates are needed in this direction. Of course, we are also working in this direction.

How did the fluctuations in global supply chain management and difficulties in supply processes affect your company's production and export operations? What are the strategies you have implemented against these challenges?

This situation significantly affects the company's production and export operations. The strategies implemented against these unexpected problems are focused on reducing risks and managing operational processes more effectively.

For example, it is necessary not to depend on a single supplier. Cooperation with various suppliers is possible. Such a practice reduces the impact of problems in one supplier on production. In addition, keeping more stock is a precaution against unexpected supply problems for us.

Finally, what is your company's vision for the next 10 years in the elevator industry? What are the key strategies you have identified to achieve this vision?

We aim to become a globally recognized leading brand with sustainable, innovative and customer-oriented solutions in the elevator industry, especially in our own field of homelift and disabled elevators. The strategies required to achieve this vision are technological innovations and their sustainability. In this way, we can both take part in the global market more effectively, expand and meet the needs of our customers with more innovative solutions.





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GÜLŞAH TEPE: WE REACHED OUR EXPORT TARGETS FOR 2023

Yükseliş Asansör Foreign Trade Specialist Gülşah Tepe said, "Despite many global crises in 2023, we observed increases in our export figures and reached our export targets for this year. We aim to increase our exports in 2024 as well."

Ms. Gülşah, how was Yükseliş Asansör's export performance in 2023, did you reach your export targets? Can you share your 2024 expectations or targets?

The year 2023 presented many opportunities for us. At Asansör Istanbul Fair, we exhibited for the first time 3 different types of gearless elevator motors, which we started mass production in 2023. We also introduced our other products to the visitors. The Horizontal Elevator with its special concept of Taksim Tunnel was one of our most popular products at the fair. Despite many global crises in 2023, we observed an increase in our export figures and reached our export targets for this year. We aim to increase our exports in 2024 as well. With our R&D studies, we are adding new products to our product range and improving our existing products. In 2024, we plan to add new countries to our portfolio and bring the Yükseliş brand to more countries around the world.

How much do you invest in your company's R&D and innovation activities to ensure differentiation and competitive advantage in global markets? What are the tangible effects of these investments on the product development process and your export performance?

Yükseliş Asansör attaches great

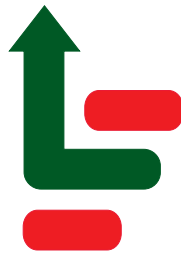


importance to R&D and innovation activities. In 2020, we completed and put into use the construction of Phase 3, which includes the elevator test tower, administrative offices, elevator market, R&D center, showroom and motor factory. Our tower, which is currently 110 meters high, is the 3rd highest elevator test tower in Europe. We have also started mass production for gearless elevator motors. These investments have accelerated our company's product development process, raised quality and reliability standards, increased customer satisfaction and improved export performance. We have taken another step in our R&D investments and started working for the 4th stage. In this stage, we aim to continue engine production. With the construction of Stage 4, we will be able to allocate more resources to R&D activities, develop new products and technologies, and reinforce our innovative and leading position in the sector. In this sector, R&D activities increase the quality, safety, efficiency, environmental friendliness and

competitiveness of products. With our R&D investments and efforts to expand our production area, we contribute to our customer-oriented operation. As we expand our capacity, we serve more people, thus producing more and increasing our exports.

What are the effects of the European Green Deal and related regulations on your company's production and export activities, and how do they affect your market choices and targets?

These regulations generally focus on environmentally friendly production and sustainability principles and aim to reduce carbon emissions. For our company to comply with these regulations required changing production processes. This change required new investments in terms of time, resources and costs. Customers are now tending towards more environmentally friendly products and services. In this situation, we started to focus on green technology and sustainable practices in order to build a more livable future.



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In recent years, while many steps have been taken for green industry around the world, many policies on this issue in Turkey have been implemented in 2023. As a company, how do you plan to integrate sustainability and environmentally friendly practices into the elevator production process in 2024 within the framework of Turkey's green industrial policies?

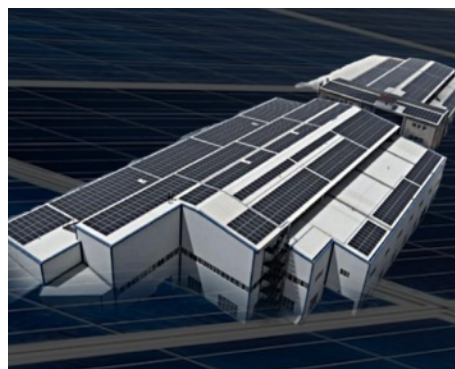
2023 was a year in which we took many steps and made major investments on behalf of Green Industry. Our solar panels, which we activated in 2023, have an annual production capacity of 1,500,000 kWh and produce energy equal to the annual energy consumption of 1000 houses. We initially installed 6 charging stations for electric vehicles in our factory and started to add electric vehicles to our fleet. In this way, we meet most of the energy needs of our production facility from renewable sources and reduce our carbon footprint. In 2024, we plan to make improvements in areas such as energy and water efficiency, raw material efficiency, waste management, circular economy to make our elevator production process even more sustainable. We also plan to invest more in our R&D and innovation activities. We also aim to further expand our R&D activities to test new technologies and bring them to market.

How do investments in green technologies affect the competitiveness of your products in the European market?

Our use of green technologies in elevator systems attracts the attention of European companies. In addition, Europe has assumed a leading role in the world in terms of the use of green technology. European companies have started to choose their suppliers from sustainable companies. Our investments in Green Technologies have made it easier for us to further strengthen our current position in the European market.

How have fluctuations in global supply chain management and difficulties in procurement processes affected your company's production and export operations? What are the strategies you have implemented against these challenges?

Global supply chain management has experienced fluctuations and challenges in recent years due to various factors. These include the coronavirus pandemic, geopolitical tensions, trade wars, port and transportation issues, chip crisis, energy prices, climate change, customer expectations and competitive pressure. Issues such as increased energy and transportation costs, payment and delivery delays due to political problems have a negative impact on our production and export operations. Therefore, we developed more flexible and faster solutions to solve logistics and customs problems in the countries where we export our products. We optimized logistics costs and shortened deadlines.



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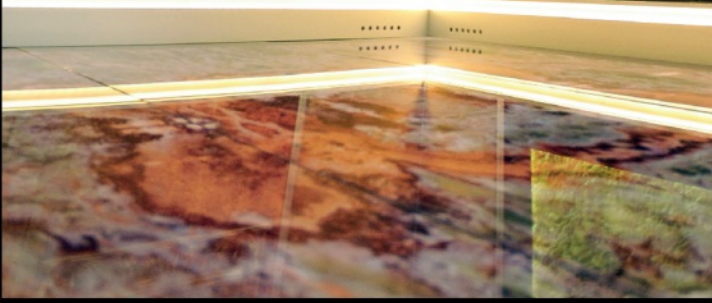
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ÖZBAY ASANSÖR MARKET INCREASED ITS EXPORTS BY 20 PERCENT IN 2023

Özbay Asansör Market General Manager Öznur Baykul said that their company increased its exports by 20 percent in 2023 compared to 2022.

"Our export performance in 2023 exceeded our expectations. We realized a 20 percent growth compared to 2022. Thus, we exceeded our targets that we set at the beginning of 2023." said Öznur Baykul, General Manager of Özbay Asansör Market, and explained their export policy for 2024 as turning to large markets with high purchasing potential.

Stating that in 2023, they saw more demand for disabled platforms from North African countries, Öznur Baykul said that they diversified their disabled platforms in terms of both design and quality in their export activities.

Özbay Asansör General Manager Öznur Baykul said, "Özbay Asansör Market invests an average of 2 million liras a year for R&D and innovation activities. This helps our company to differentiate from its competitors in the global market and gain a competitive advantage. At the same time, our investments accelerate our product development process and increase the quality of our products.

At Özbay Asansör Market, we review our strategies taking into account the requirements of the European Green Deal and related regulations and focus on production and export activities focused on environmental sustainability. We consider this important for long-term success, both environmentally and commercially.

Within the framework of Turkey's green industrial policies, our plans to integrate the elevator production process with sustainability and environmentally friendly practices in 2024



include items such as energy efficiency, use of environmentally friendly materials, product recycling and ease of maintenance. These steps reflect our efforts to transform our business processes in a sustainability-oriented manner in line with Turkey's green industrial policies.

Investments in green technologies positively affect the competitiveness of our products in the Middle East and Africa. In Europe, the high level of environmental awareness and the importance attached to environmental sustainability increase the demand for green technologies. Therefore, making our products environmentally friendly by focusing on green technologies provides a competitive advantage in the European market.

Fluctuations in global supply chain management and difficulties in procurement processes can affect our company's production and export operations in various ways. In particular, unexpected events such as pandemics increase the pressure on the supply chain and can negatively affect operational processes such as the supply of raw materials, production process and transportation. Against these challenges, we take measures such as inventory management, diversification of suppliers and flexible production planning.

The vision and quality policy of our company is to strive for excellence until we reach perfection. We would like to thank you for the close attention you have shown to our company so far and will show from now on."

زاد سوق أوزباي للمصاعد من صادراته بنسبة ٢٠ في المائة في عام ٢٠٢٣

قال المدير العام لسوق أوزباي أسانسور أوزنور بايكول إن شركتهم زادت صادراتها بنسبة ٢٠ في المائة في عام ٢٠٢٣ مقارنة بعام ٢٠٢٢.

«تجاوز أداء صادراتنا في عام ٢٠٢٣ توقعاتنا. لقد حققنا نمواً بنسبة ٢٠ في المئة مقارنة بعام ٢٠٢٢، وبالتالي فقد تجاوزنا أهدافنا التي وضعناها في بداية عام ٢٠٢٣.» قال المدير العام لسوق أوزنور بايكول للمصاعد، الذي أوضح سياسات التصدير لعام ٢٠٢٤ بأنها تتجه إلى الأسواق الكبيرة ذات الإمكانيات الشرائية العالية.

وأشار أوزنور بايكول إلى أنهم شهدوا في عام ٢٠٢٣ طلباً أكبر على المنصات المعطلة من دول شمال أفريقيا، وقال أوزنور بايكول إنهم قاموا بتنويع منصاتهم المعطلة وفقاً للطلب من حيث التصميم والجودة في أنشطة التصدير.

وقال المدير العام لشركة Özbay Asansör أوزنور بايكول: «تستثمر شركة Özbay Asansör Market ما معدله ٢ مليون ليرة سنوياً في أنشطة البحث والتطوير والابتكار. وهذا يساعد شركتنا على التميز عن منافسيها في السوق العالمية واكتساب ميزة تنافسية. وفي الوقت نفسه، تعمل استثمارنا على تسريع عملية تطوير منتجاتنا وزيادة جودة منتجاتنا.

وبصفتنا سوق Özbay Asansör، فإننا نراجع استراتيجياتنا مع مراعاة متطلبات الصفة الخضراء الأوروبية واللوائح ذات الصلة والتركيز على أنشطة الإنتاج والتصدير مع التركيز على الاستدامة البيئية. ونحن نعتبر هذا الأمر مهماً لتحقيق النجاح على المدى الطويل على الصعيدين البيئي والتجاري.

في إطار سياسات الصناعة الخضراء في تركيا، تشمل خططنا لدمج عملية إنتاج المصاعد مع الاستدامة والممارسات الصديقة للبيئة في عام ٢٠٢٤ عناصر مثل كفاءة الطاقة واستخدام مواد صديقة للبيئة وإعادة تدوير المنتجات وسهولة الصيانة. تعكس هذه الخطوات جهودنا لتحويل عملياتنا التجارية بطريقة موجهة نحو الاستدامة بما يتماشى مع سياسات الصناعة الخضراء في تركيا. تؤثر الاستثمارات في التقنيات الخضراء بشكل إيجابي على القدرة التنافسية لمنتجاتنا في أسواق الشرق الأوسط وأفريقيا. ويؤدي ارتفاع مستوى الوعي البيئي في أوروبا والأهمية التي توليها للاستدامة البيئية إلى زيادة الطلب على التقنيات الخضراء. لذلك، فإن جعل منتجاتنا صديقة للبيئة من خلال التركيز على التقنيات الخضراء يوفر ميزة تنافسية في السوق الأوروبية.

تتمثل رؤية وسياسة الجودة في شركتنا في السعي نحو الكمال حتى نصل إلى الكمال. نود أن نشكركم على الاهتمام الوثيق الذي أظهرتموه لشركتنا حتى الآن وسنظهره من الآن فصاعداً.»



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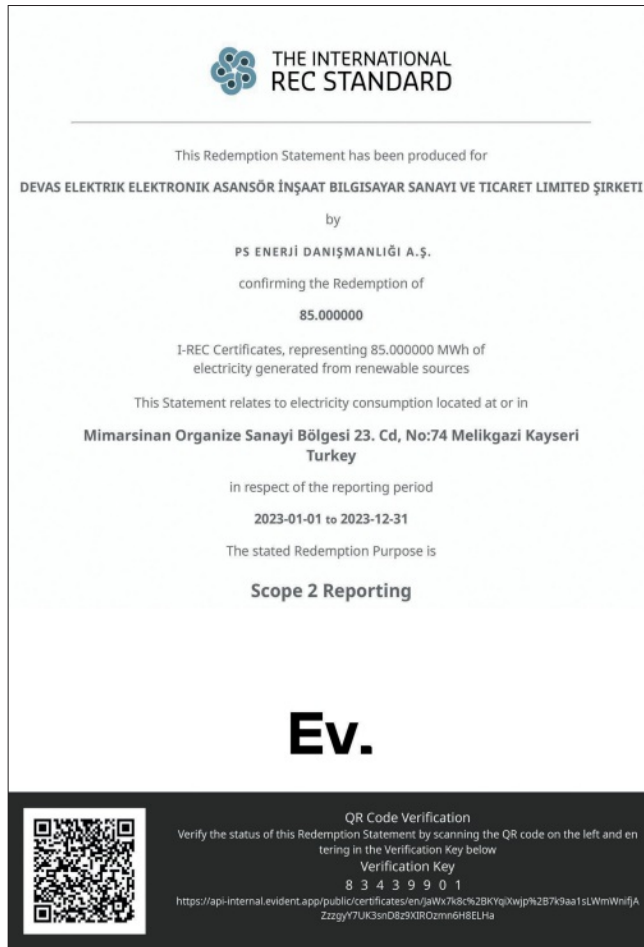
Devas HomeLift, one of Turkey's leading elevator manufacturers, has achieved a significant success in the field of renewable energy, becoming the first Turkish elevator company to receive the internationally recognized I-REC (International Renewable Energy Certificate) Renewable Energy Certificate. This achievement reflects the company's motto "We produce the future without consuming it" and demonstrates its pioneering role in renewable energy production and its commitment to creating a sustainable ecosystem.

With this certification, Devas HomeLift fully offsets its scope 2 emissions and reduces its environmental footprint through renewable energy generation. Scope 2 emissions refer to indirect carbon emissions from energy sources such as electricity, heat and steam that companies purchase. As part of the sustainable ecosystem that Devas HomeLift has created with its business partners, this step by Devas HomeLift makes a significant contribution to environmental sustainability in the industry.

The international recognition the company has achieved in renewable energy generation also

sets an example for other players in the industry and contributes to the widespread use of renewable energy. With this achievement, Devas HomeLift is not only increasing the sustainability of its own operations, but also the environmental awareness and commitment of its supply chain and customers.

"For a sustainable future, we offset our carbon emissions with our renewable energy production," says Devas HomeLift, fulfilling its responsibility to the environment and pioneering the development of innovative and environmentally friendly technologies. This achievement once again proves the company's innovative approach in the industry and its commitment to sustainable development goals.



«ديفاس هوم ليفت توقع اتفاقية من أجل مستقبل مستدام بفضل مصادر الطاقة المتجددة»

ديفاس هوم ليفت، واحدة من الشركات التركية الرائدة في تصنيع المصاعد، حققت نجاحًا كبيرًا في مجال الطاقة المتجددة، لتصبح أول شركة مصاعد تركية تحصل على شهادة الطاقة المتجددة الدولية (I-REC (International Renewable Energy Certificate). هذا الإنجاز، الذي يعكس شعار الشركة «نحن نصح المستقبل دون استهلاكه»، يبرز الدور الابتكاري للشركة في إنتاج الطاقة المتجددة وعزمها على خلق نظام بيئي مستدام. بحصولها على الشهادة، تعوض شركة ديفاس هوم ليفت تمامًا انبعاثات الكربون وتقلل من بصمتها البيئية من خلال إنتاج الطاقة المتجددة.

الانبعاثات من النوع الثاني تشير إلى الانبعاثات الغير مباشرة للكربون من مصادر الطاقة مثل الكهرباء والحرارة والبخار التي تحصل عليها الشركات. هذه الخطوة من ديفاس هوم ليفت، التي تعتبر جزءًا من النظام البيئي المستدام الذي أنشأته مع شركائها التجاريين، تسهم بشكل كبير في ضمان الاستدامة البيئية في القطاع. الاعتراف الدولي الذي حققته الشركة في مجال إنتاج الطاقة المتجددة يعمل أيضًا كمثال للاعبين الآخرين في الصناعة ويساعد على نشر استخدام مصادر الطاقة المتجددة على نطاق واسع.

بهذا الإنجاز، لا تعزز ديفاس هوم ليفت فقط استدامة عملياتها الخاصة، بل أيضًا الوعي البيئي والالتزام بين سلسلة التوريد والعملاء. «من أجل مستقبل مستدام، نحن نعوض عن انبعاثات ثاني أكسيد الكربون لدينا من خلال إنتاج الطاقة المتجددة»، تقول ديفاس هوم ليفت، مؤكدة على مسؤوليتها تجاه البيئة وكونها رائدة في تطوير التقنيات المبتكرة والصديقة للبيئة. هذا الإنجاز يثبت مرة أخرى النهج الابتكاري للشركة في هذا القطاع والتزامها بأهداف التنمية المستدامة.

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ÖMER NASUHI HASKUL: IN 2023, WE EXPORTED TO 22 COUNTRIES

EQ Lift General Manager, Mechanical Engineer Ömer Nasuhi Haskul, stated, "At EQ Lift, we made our first productions and our first export in 2022. The year 2023 was quite successful in terms of reaching new countries and customers in exports. Especially due to the fairs we participated in and our overseas visits, we exported to 22 countries, primarily in Europe, the Middle East, Turkic Republics, and North African countries. We have achieved our turnover and quantity targets at a high rate."

How was your export performance in 2023, did you reach your export targets? Can you share your expectations or targets for 2024?

"As EQ Lift, we made our first productions and our first export in 2022. The year 2023 was quite successful in terms of reaching new countries and customers in exports. Especially due to the fairs we participated in and our overseas visits, we exported to 22 countries, primarily in Europe, the Middle East, Turkic Republics, and North African countries. We have achieved our turnover and quantity targets at a high rate. Our unit number and the number of value-added projects were quite satisfactory. Especially, we shipped high-capacity projects between 1600 kg-5000 kg and medium-speed 3m/s projects. For 2024, we have set our targets to increase our turnover and quantity by 30%, focusing mainly on fast groups ranging from 4-6m/s. Despite the economic difficulties experienced in our country and the election atmosphere, we aim to significantly contribute to our country's export performance, along with overcoming payment problems in the Russian region."

In your export activities in 2023, did you



feel the need to make specific adaptations to the technical specifications or designs of your products according to the needs of the target markets? If yes, what were these adaptations and for which markets were they made?

As EQ Lift, we have an export-oriented mission. There are differences in the standards applied by countries and in regional needs. In all our product designs, we primarily ensure that our products comply with European standards, are environmentally friendly, and meet all conditions ensuring the safety of users and installers. We work in regions with climatic and geographical differences, therefore, we have product and system solutions designed for extreme cold, extreme heat, high humidity, and seismic zones. Additionally, as product concepts vary, we also have different product and system solutions in various concepts.

How much do you invest in R&D and innovation activities to differentiate and gain a competitive advantage in global markets? What are the concrete effects of these investments on the product development process and your export performance?

As EQ Lift, we are a newly established company. One of our brand's founding

mottos, "Elevating Quality," reflects our aim to compete in this area by elevating quality. With an investment of approximately \$5 million, our setup process has been completed, including R&D and product development activities. Our R&D and product development activities continue after we started operations. Such a significant activity has not been seen in the elevator industry recently. Of course, these investments allowed our newly established company to make a strong, safe, and successful start in the industry. We can say that the reason for our high customer satisfaction and quick acceptance in the industry is the impact of our product development activities. All these have a significant impact on our journey to become one of our country's distinctive brands in exports.

What are the impacts of the European Green Deal and related regulations on your company's production and export activities, and how do they affect your market choices and targets?

The European Green Deal is the EU's new growth strategy, which includes key goals such as achieving net-zero greenhouse gas emissions by 2050 and ending the reliance of economic growth on resource use. The main themes of this plan are listed as

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eliminating pollution, sustainable industry and production, preserving biodiversity, sustainable transportation, clean energy, and eco-friendly construction. From the installation phase of our production, we make environmentally friendly productions with the lowest carbon emission production methods and machinery park. We carry out all our processes, including basic production wastes and activities with an environmental impact, in a harmlessly measurable and 100% inspectable manner with relevant environmental and other regulatory organizations. Shortly, we will continue our activities with policies and methods that will contribute to leaving a healthy nature for future generations in our country at the point of using natural resources with investments that will increase our usage rate of renewable sources in energy resource usage. The use of green energy sources positively contributes to facility development, pricing, and our European partners with whom we collaborate in this field commercially.

In recent years, many steps have been taken worldwide for green industry, and many policies have been implemented in Turkey in 2023 specifically on this issue. As a company, how do you plan to integrate sustainability and eco-friendly practices into your elevator production process in 2024 within the framework of Turkey's green industry policies?

Green industry is described as an industry branch that aims to minimize environmental impacts, supports sustainable production, and is nature-friendly. With this approach, a focus is provided on factors such as waste management, energy efficiency, eco-friendly production technologies, and the use of renewable energy. Our company, which started with choices compatible with the Green Industry logic, in terms of founding purposes and investments, plans additional investments in 2024, especially in increasing the use of renewable energy sources, including Solar Energy Systems (GES), and in energy-saving points.



How do investments in green technologies affect the competitiveness of your products in the European market?

The environmentally friendly production methods of our machine park and our resource usage create a highly positive image during the visits of our European and other customers to our business. It is significant that customers are sensitive to this issue.

How have the fluctuations in global supply chain management and challenges in supply processes affected your company's production and export operations? What strategies have you implemented against these challenges?

We pay attention to using domestically produced raw materials in each product group of our company as much as possible. We offer alternative product solutions in some basic product groups where imported raw materials, such as stainless steel, are essential. We have alternatives from more than one country for products dependent on imports. We ensure that our stocks are as extensive as possible. We try to prevent as much as possible the occurrence of longer lead times and additional logistic costs in some critical products. Since we also produce for sectors outside the elevator industry, we keep the risk at a minimum.

We have completed the first 3-year strategy of our company as planned. Our motto is "Elevating Quality," therefore, it is to offer optimum products and solutions, and perform global localizations. Our planning for the next 5 years is to be among the leading export

companies in our sector and to contribute to our country's exports with an annual volume of \$120 Million; our 10-year plan is to be among the global players operating in 100 countries worldwide. In line with these goals, we plan to invest in different continents' countries through international localization.

I hope that together we can take visionary steps in line with the development of our industry and our country's second-century goals and succeed in keeping our country among the world's leading economies and most livable countries.

Thank you for your questions and interest.



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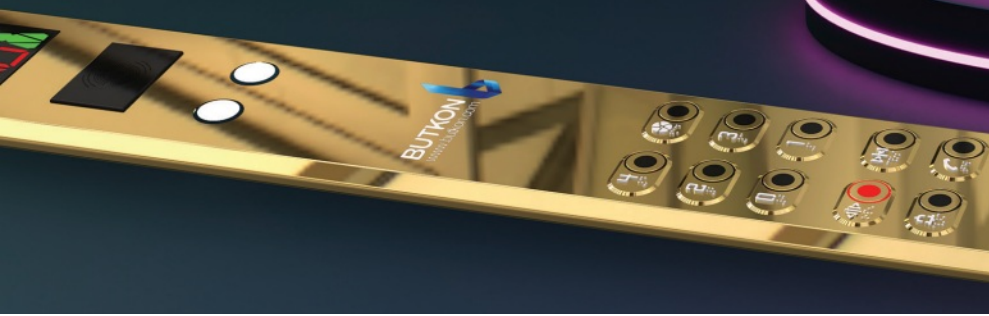
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THE RED SEA CRISIS: IS IT A CRISIS OR AN OPPORTUNITY FOR TÜRKİYE ? ON THE THRESHOLD OF A CRITICAL YEAR

The Red Sea, known as one of the world's most critical waterways, has recently witnessed increased instability due to Israel's attacks on Gaza. Despite the operations led by the United States and the United Kingdom aimed at stopping Houthi attacks in Yemen, desired outcomes have yet to be achieved. Both US warships and vessels allegedly en route to Israel continue to be targeted, contributing to the escalating instability of this route.

This unfavorable situation has led to significant changes in the routes of hundreds of container ships traversing the Suez Canal. Increased distance and risks have resulted in sailors demanding double pay and insurance rates rapidly escalating, prompting shipping companies to distance themselves from this route, which typically handles around 12% of global maritime trade.

According to data from the cargo booking company Freightos, container shipping costs from China to the Mediterranean have increased by over four times since November. These developments deepen the challenges and uncertainties facing international trade and logistics.

The Suez Canal stands out as one of the main arteries for trade from Asia and the Middle East to Europe. Particularly vital for providing inputs to the European industry, such as commodities and energy, recent developments have begun to affect the transportation and trade dynamics



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on this route. Major components used in Europe's electronics, chemical, automotive, and machinery sectors are largely imported from Asia, increasing the potential for disruptions in the event of canal closure

res or transportation delays.

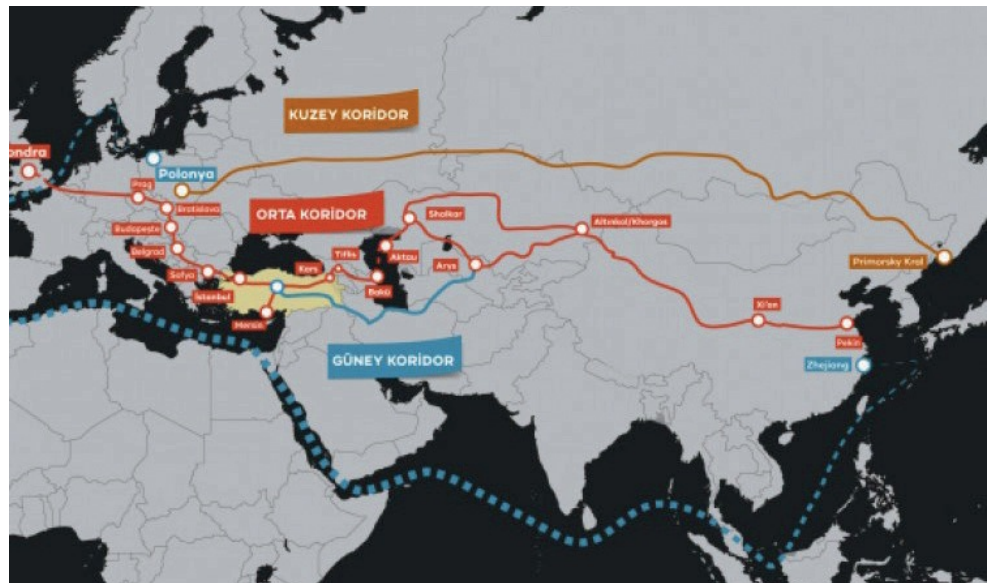
The decisions by global automobile manufacturers Volvo and Tesla to halt production in Europe due to issues in their Asian supply chains serve as concrete indicators of these concerns. Similarly, British retailers Tesco and Marks & Spencer have faced difficulties due to cost increases.

The critical geographic location of the Suez Canal underscores the significant impact that any disruption can have on global trade. Therefore, the security and effectiveness of the canal are of paramount importance for the stability of international trade and the economy.

“Opportunities Await Türkiye”

While it is unimaginable to think that Türkiye would remain unaffected by the crisis unfolding in one of the world's most critical waterways, the Red Sea crisis presents certain opportunities for the country. Despite harboring significant risks, this crisis offers some opportunities for Türkiye's foreign trade and logistics sector.

Engin, speaking on the subject, connects





these opportunities to two key factors:

“Our country’s strategic positioning on major trade routes enables it to play a pivotal role in east-west trade. Moreover, delays in orders from Asia may lead to an influx of purchases towards Türkiye.”

The revival of the historic Silk Road, with strategic importance, starting from Türkiye and extending through the Caucasus, crossing the Caspian Sea to Turkmenistan and Kazakhstan, followed by Central Asia and China, is becoming increasingly important day by day.

Positioned against alternatives such as

Russia’s ‘Northern Corridor’ and Iran’s ‘Southern Corridor,’ the Central Corridor holds a critical role in the integration of China and Europe. Stretching from Beijing to London, this route is at the center of a trade traffic exceeding \$600 billion annually.

The crises in the Red Sea pose uncertainties due to the geopolitical positions of the Northern and Southern corridors linking China and regional countries to the Middle East and Europe. The long-standing conflict between Russia and Ukraine and the crisis in the Red Sea further underscore the strategic importance of the Central Corridor.

Türkiye, as the gateway for the Central Corridor, controls all the strategic transit points between Asia and Europe, playing a pivotal role in the project.

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