

## **PREFACE**

Turkey is the 18th largest economy in the world and the 7th largest economy in the EU with an average growth rate of 8,5% in 2011.

Turkey is integrated to the European Union market with the Customs Union established in 1996 and is an official candidate for the EU membership since 1999 and conducting full membership negotiations with the EU since 2005. As an outcome of this, Turkish industry has become stronger and more competitive which is able to compete with its counterparts both in the EU market and in the world. The EU is the main trading and investment partner of Turkey. However, during the recent years Asian countries, and especially China, have been increasing their shares in Turkey's foreign trade.

Turkey is considered as one of the emerging economies by world economists and named as a member of T-BRIC countries by its fast growing and dynamic but also well regulated economy offering several opportunities for potential investors. Turkish industry is well mature producing at EU and world standards and trading in accordance with WTO rules. The industry is looking for new markets and business opportunities to better position its high quality products and brands. As Istanbul Chamber of Industry, we believe that to grab global competitiveness it is important to respond to the global opportunities promptly with a wider vision.

As part of our leading role for our member firms, we organised the business delegation to Toronto & Montreal In Canada, the regions which we evaluate as offering opportunities for doing business both in Turkey and Canada. Our delegation, composed of leading businessmen and manufacturers in İstanbul, aims at obtaining general understanding of Canadian marketplace, being able to show Turkish Clothing manufacturers' capabilities to market. The ultimate goal is to achieve competitive edge for our members in the global market by finding areas for strategic cooperation. We believe that this visit will form the basis of our future and more concrete cooperations.

## **TURKISH READY WEAR INDUSTRY**

The textile industry, combining cotton and synthetic yarns, fibers and fabrics, home textiles, ready-wear and apparel, continues to be the largest economic sector of Turkey, employing an estimated 2,5 million people and providing indirect jobs for 6,5 million others. The industry contributes to around 10 percent of the GNP.

Turkey has around 180.000 clothing producers as well as around 2,000 textile manufacturers, which are large-scale, heavily mechanized operations, employing more than 150 persons and having more than \$15 million in annual sales each.

Turkey is the world's sixth biggest ready wear and apparel manufacturer and the European Union's second largest supplier. Turkey's textile industry is the world's tenth biggest and the European Union's number one supplier. Turkey has recorded 13,52 billion dollar export in ready wear and textile sectors in 2011 out of 134,5 billion USD of total exports.

Turkey controls a 4,3 percent share in the global export trade in clothing, a 6.4 percent share in foreign sales of apparel in the European Union, and a 1.7 percent of exports of apparel to the U.S. The top five foreign markets for Turkish exports are Germany, the USA, the Russian Federation, the UK and France.

Turkey's main textile exports are cotton weaves including cotton apparel and weaves, woolen yarns and weaves, silk and synthetic yarns, weaves and chord fabrics, linen, hemp and jute, including sisal yarn and sisal weaves, knit wear, ready wear garments, leatherwear and footwear.

Turkey is the world's largest exporter of cotton yarn and second exporter of woven cotton fabrics, world's 5th & Europe's largest exporter of knit or crocheted fabrics, world's 4th & Europe's largest exporter of cotton denim fabrics, world's 3rd largest and the largest in Europe's exporter of cotton T-shirts, the third exporter of panty hose, socks, tights, stockings & other hosiery in the world and second in Europe. And also, Turkey is among the world's largest exporter of various kinds of singlets, panties, briefs, pyjamas and bathrobes.

The proximity to European markets is the main strength of the clothing and textile industries. A further advantage for Turkey's manufacturers is that their production complies with internationally accepted ecological standards. Other strong points are skilled workforce and a liberal foreign exchange regime.

As a result of strong global competition, Turkey's vast clothing and apparel industry is changing its image from a mass producer of ready wear for manufacturers, fashion houses and department stores in Western Europe and the United States to a creator and retailer of new designs, fashions and quality labels, turning out higher end and higher priced products for upper income families. This is reflected in Turkey's trade figures. Leading Turkish clothing manufacturers are beginning to open their own fashion stores, building sales networks abroad, forming joint ventures with foreign distributors and acquiring retail chains to sell their own brands, and even buying popular Western labels.

Istanbul Chamber of Industry (ICI), is the largest industrial Chamber in Turkey with a member base of 18.000 manufacturing companies. The Chamber contributes to the improvement of the competitiveness of its members and the Turkish industry and to the economy of the country.



The main objective of Istanbul Chamber of Industry (ICI) is to fulfill the existing and future needs of the Turkish industry through information, training and consulting services, to improve the international competitiveness of Turkish industry and Turkey and to contribute to the development of the country as a whole. Membership to the Chamber is compulsory whereas it is a non-governmental institution financed by its members' contribution.

### **The Place of ICI within Turkish Economy**

- The total added value created by ICI member corporations constitutes approximately 35-40% of the total added value of the Turkish manufacturing industry.
- The employees at ICI member corporations constitute approximately 16-17% of the workforce in the Turkish manufacturing industry.
- The share of ICI members within the total export of Turkey is about 35%.
- 39% of the Top 500 Industrial enterprises of Turkey are members of ICI.

## UYGUN KONFEKSİYON TİC. VE SAN. LTD ŞTİ

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### About the company

Uygun Konfeksiyon, established in 1972, is recognized as one of Turkey's most distinguished firms in textile industry. With its professional team specialized in men's clothing, Uygun has an annual production level of 50,000 pieces in its own 3,000 sq meter facility. The company takes advantage of its expertise in the industry with use of high technology, resulting in supreme quality in production. Its own registered brand "LOOKER INSPIRATION" is a testament to quality, style and comfort (lookerins.com). Since its inception in 1995, the brand outdistanced others and soon claimed its leadership. The company's objective is to expand its presence from current operations in Turkey and Russia, each having a showroom, to Middle East, Western and Northern Europe, followed by the United States. As part of this mission, Uygun Konfeksiyon has chosen Canada as their first step in their journey to collaborate with Canadian market and build on mutually lucrative opportunities.

### Cooperation request

The company is looking for chain stores and also would like to meet with retailers and wholesalers in order to sell its products in Canadian market.

## ORHAN-SUNAR KONFEKSİYON TİC. VE SAN. LTD ŞTİ

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### About the company

ORHAN-SUNAR, established in 1984, is specialized in manufacturing modern conservative ladies' jackets, skirts, tunics, overcoats and employs 45 people. It has a production capacity of 150.000-200.000 pieces per year. The company has capacity to manufacture ladies' dresses with all kinds of fabrics. The company is open to manufacture both under its own brand and private labels.

### Cooperation request

The company is looking for chain stores and also would like to meet with retailers and wholesalers in order to sell its products in Canadian market

## **BADILLI TEKSTİL TURİZM SAN.ve TİC.LTD.ŞTİ**

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### **About the company**

BADILLI, established in 1979, is specialized in manufacturing ladies' knitted t-shirts and dresses. The company has 4.000 square metres closed area. The monthly production capacity of 150.000 pieces is operated in 60 sewing lines. To meet the client demands', the company also works with subcontractor sewing companies. The production procedure and the quality of the products at the subcontractors are strictly and regularly controlled by its experienced staff.

The company exports most of its products to European countries. It has a 1.500.000 piece production capacity per annum and employs 45 people. It prepares collections for European brands such as; OTTO in Germany, ELCORTE in Spain, GRUPPO COIN in Italy, LPP in Poland and other brands in the US, the Netherlands and France.

Badilli combines values in terms of quality, competitive pricing, reliable delivery and production flexibility. The company positions itself not only as a textile supplier or an agent supplier; but also as a strategic partner for its clients. The company is confident in terms of expertise, management ability, and high quality merchandise.

### **Cooperation request**

The company would like to meet with wholesalers and distributors and agents. It's also interested in selling its products to chain stores.

## NURGÜL TEKSTİL İNŞAAT SAN.VE TİC.ŞTİ.

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### About the company

NURGÜL established in 1997, employing 53 people, is specialized in manufacturing men's, ladies' and children knitwear. The company has four brands; "KCK", "CİLVE", "NURGÜL" and "ZEA". It has a production capacity of 350.000 pieces per year. They are able to respond to all kinds of demands and needs coming from their clients with their production quality.

### Cooperation request

The company is looking for chain stores and wholesalers. It is willing to sell its products to wholesalers and chain stores as a first step in the market. Company is also open to work under private label

**BAĐIROĐLU TEKS. SAN.VE TİC.LTD.ŐTİ.**

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**About the company**

BAĐIROĐLU, established in 2004, employing 21 people, is specialized in manufacturing woven ladies' trousers, skirts, shirts, jacket, duffle coats and dresses. It manufactures under the "MEES" brand, 41.500 pieces per annum, exports %70 of its production to Russia, Egypt, Algeria, Iraq, Tunisia, Libya, Nigeria, Hungary and Holland. The company has three showrooms in Istanbul and one in Moscow.

BAĐIROĐLU collections which are designed by in-house designers who's following the latest trends and developments in fashion sector, offer suitable alternatives for the different times of urban women.

**Cooperation request**

The company is interested in working with chain stores, retailers and wholesalers as well as agents.



**ÜNKA GİYİM SAN.& TİC.LTD.ŞTİ.**

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**About the company**

ÜNKA, established in 1990, is specialized in manufacturing men’s shirts. It has a 240.000 piece production capacity per year, with 40 employees. The company exports %100 of their production outside Turkey and sells its products to Russia, Ukraine, Turkic Republics, Iran, North Africa, Bulgaria, Greece and Romania. It has two commercial brands; “BOUCHERON” & “RIVOLI”. The Company is also able to manufacture under private labels.

**Cooperation request**

The company is looking for chain stores, High end retailers and wholesalers selling men’s shirts.

**TAHİR DUMAN TEKS. SAN.ve TİC.LTD.ŞTİ.**

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**About the company**

TAHİR DUMAN, established in 2005, is specialized in manufacturing ladies' dresses like skirts, shirts, dresses and blouses. It has a 350.000 piece production capacity per year. It has three brands; "ETRUCCI", "DMN" & "BY TAHİR DUMAN".

Its brand ETRUCCI spreads its business basis to Africa, Spain and Greece in Europe, Egypt and other Arabian and Asian countries.

**Cooperation request**

The company would like to meet with Agents, wholesalers and chain stores in Canada.

**MERT HAZIR GİYİM SAN. ve TİC.LTD.ŞTİ.**

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**About the Company**

Mert, established in 1984, is specialized in manufacturing ladies' dresses like skirts, shirts, dresses and blouses. It exports its products to Russia, Iran, Iraq, Nigeria, Kazakhstan, Egypt, Libya, Syria and Poland. It employs around 30 people and has a 110.000 piece production capacity per year. It has two commercial brands; "BONADEA" & "TARSIANI". The company is able to produce under private labels as well.

**Cooperation request**

The company would like to meet with wholesalers, retailers and chain stores.

## HALİL TEKSTİL SAN.ve DIŞ TİC.LTD.ŞTİ.

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### About the company

HALİL TEKSTİL, established in 2003, is manufacturing big and normal size ladies' dresses. It exports its products to Turkic Republics, Russia, North Africa and Arab countries. It has a 110.000 piece production capacity per year and 25 employees. They have four brand names under which they manufacture their products; "UGO ZALDI", "ROYAL ROZ", "AGATEX", "MAXIMARE". The company can produce under private labels.

### Cooperation request

The company is looking for chain stores, retailers and wholesalers.

## AKADEMİ ULUSLAR ARASI TİC. & PAZ.LTD.ŞTİ.

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### About the company

AKADEMİ, established in 2004, employs 75 people, and is specialized in manufacturing men's suits, shoes, shirts, trousers and duffle coats. The company produces 210.000 pieces per annum and exports its products to Russia, Africa, Turkic Republic and Saudi Arabia.

The company produces its products under the brand names as "GARDEROBE" , "GAENSLEN" , "MAYER" and "TOMAS BERGER" . It sells %75 of their production abroad and produces under private labels such as "DANIEL HETCHER".

The company is very sensitive about customer satisfaction, importance of high quality and distinguished clothing.

### Cooperation request

The company is looking for chain stores, retailers, wholesalers in order to sell its products It is also interested in opening stores in Canada

## MEVSİM TRİKO KONFEKSİYON SAN. & TİC.LTD.ŞTİ.

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### About the company

MEVSİM, established in 1985, is specialized in manufacturing knitwear like cardigans and pullovers for men, women and children. It employs 7 people and exports 20% of its products to Arabic countries and Russia. It has a capacity of 300.000 piece per year. Its brand names are “EXIT” & “ANGEL LOVE”. It also manufactures under private labels.

### Cooperation request

The company is willing to explore Canadian textile and ready-wear sector. The company is also looking for Canadian chain stores, retailers and wholesalers to sell its products in North America