



The Turkish home textiles industry exported \$2 billion worth of home textiles to 166 countries in 2011.

TURKEY AIMS TO ENTER ALL HOMES

The home textiles industry is moving confidently toward its target of "\$10 billion of exports in 2023"

BY AYNUUR SENDIL ALTUN

TURKEY RANKS second worldwide in the home textiles industry. This industry accounts for about 5% of Turkey's exports. Moving confidently toward the target of "\$10 billion of exports in 20-23," as announced by Mehmet Büyükekşi, the industry provides much hope for this with its 2011 performance. Accounting for 8.3% of Turkey's total textile and apparel exports, which are worth a \$24.1 billion, the home textiles industry conducted \$2 billion worth of exports to 166 countries in 2011, representing a 14% increase over its exports in 2010. Notably, however, this

fairly positive performance fell by 10.2% in the first three months of 2012 compared to the same time frame in 2011. According to İsmail Gülle, President of the Istanbul Textile and Apparel Exporters' Association (İTHİB), this loss is a reflection of the ongoing global economic crisis, that in the EU in particular. This loss of value in exports is also related to an artificial dip caused by extreme fluctuations in cotton prices in 2011. In any case, in home textiles, the losses sustained in Q1 2012 were minimal.

İsmail Gülle says that the home textile industry in Turkey's success is influenced

large industrial investments, integrated facilities being built, increased design capabilities, and the brands created. He emphasizes that the home textile industry therefore contributes to the Turkish textile and apparel industry incontrovertibly. The success exhibited by Turkish brands confirms this information. Vedat Aydın, Textile Group President of Zorlu Holding, which occupies an important place in the home textile industry with brands like Taç and Linens, says 2011 revenues totaled \$960 million, 590 million of which was from the domestic market and 370 million from exports, with 30% of the net \$45 million profits being gained from exports.

Another brand, the venerable Özdilek, posted revenues of more than TRY 180 million for 2011, 49 million of which was exports. The company aims to attain TRY 50 million in exports in 2012. Kemal Gök, Domestic Sales and Marketing Director at Özdilek, points out that his company manufactures not just towels and bathrobes, but also other home textile products such as quilt covers, bed sheets, and blankets and pillows at its dye and print facility founded seven years ago in İnegöl, Bursa.

TURKEY COMPETES BOTH IN DESIGN AND IN PRICE Turkey ranks as the world's fourth-largest exporter of home textiles, coming in after China, Pakistan, and India and ahead of Germany,

In parallel with the development of the textile and apparel industry, Turkey has grown significantly in home textiles as well

Belgium, Poland, Portugal, and the US. According to İsmail Gülle, countries like China and Pakistan appear in this list by virtue of their low prices, while countries like Germany and Belgium stand out more for quality and design instead of being competitive on price. Gülle says Turkey possesses the advantages of both groups of countries—while standing out for the quality and design it offers on one hand, it is also able to present these products to world markets at competitive prices on the other."

GERMANY AND RUSSIA ARE IMPORTANT MARKETS

Germany was the top recipient of Turkey's home textile exports in 2011. Russia, too, stands out as an important market, and according to İsmail Gülle, it is of highly particular importance: "Though it may have ranked as the sixth-largest market with \$90 million in exports in 2011, one must consider the fact that unrecorded external sales were conducted, too, meaning it occupies a place beyond what is visible in home textiles."



KEMAL GÖK
Domestic Sales and Marketing Director, Özdilek

"The home textiles market in Turkey has started gaining importance again in recent years with its proximity to the markets and flexible production capability. If Turkish home textile companies pay attention to branding, I believe our country will reach better places in this industry."

On this point, Gülle also highlights the presence of significant market potential for the future based on developing home fashions and consumption habits in Russia. "As such, a 48.5 percent increase in exports to this country was recorded for the first quarter of 2012," he continues.

These two important markets aside, there are other regions where significant progress has been made in exports. Standing out among these are Libya, which exhibited growth of 584% in the home textile exports it received in Q1 2012; Saudi Arabia likewise grew 153%; Estonia, 162%; Tunisia, 332%; Jordan, 409%; and Amman, 6,725%. Croatia and Serbia are also being seen as alluring markets for both the general textile and home textile industries. South American countries such as Brazil and Colombia are potential markets, too.

Hikmet Tanrıverdi, President of İHKİB, points out that the Turkish textile and apparel industry possesses one of the most significant manufacturing capacities



VEDAT AYDIN
Textiles Group President, Zorlu Holding

"If we think of the developed markets as the EU and US, Turkey is the only country from which they will buy good, high-quality home textiles! Turkey is a country that one must turn to when quality, innovative products are desired. If we can support our position of leadership quantitatively, too, we will be in a much better position."

An exports performance of \$2 billion in home textiles industry is expected for 2012





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the raw materials used in the home textile industry, is an important advantage for the industry, too."

One of the places where the technological infrastructure Tanriverdi discusses is set up successfully is Özdilek. The company is capable of manufacturing 9,000 tons of towels and bathrobes yearly and printing 18 million meters. Kemal Gök says the company follows manufacturing technologies and renews itself constantly, pointing to the TRY 2.5 million invested in technology for towels and bathrobes in 2012.

Zorlu Textile Group, too, is among the world's leading home textile manufacturers, with approximately 6,000 employees and 655,000 square meters of indoor production space.

AND WHAT OF 2012?

İsmail Gülle says 2012 is a tough year for exports in consideration of constriction in foreign markets, particularly in the EU. He emphasizes that initiatives in alternative markets and the industry's ability to turn crises into success will yield positive results. Hikmet Tanriverdi, meanwhile, believes that an exports performance of \$2 billion can be expected for 2012.

All the figures and expectations show that Turkey is competitive on both price and design. The fourth-largest exporter in the field today, Turkey seems poised to rank even higher in the future with its quality and investments in infrastructure.



HİKMETTANRİVERDİ

President, İHKİB

"The Turkish textile and apparel industry possesses a globally significant production capacity and stock of machinery. The captains of industry are constantly following international technological developments and renewing their stock of machines so as to suit the changing conditions of the day."



İSMAİL GÜLLE

President, İTHİB

Turkey possesses the advantageous properties of both country groups in the competition. While standing out for the quality and design it offers on one hand, it is also able to present these products to world markets at competitive prices on the other."

and collections of machinery in the world. The industry is constantly following international technological developments and renewing its stock of machines so as to suit the changing needs of the day. The technological infrastructure and machinery stock of home textile manufacturing is, then, easily able to satisfy the needs and demands of both the domestic and the international markets, says Tanriverdi, and he continues, "The presence of a textile industry that has a strong technological infrastructure and produces fabrics for curtains, upholstery, quilt covers, sheets, and towels,