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05-06 Mayıs 2011

**Turkish Clothing Manufacturers' Association (TGSD)
4th Istanbul Fashion Apparel Conference
5-6 May 2011
Haliç Congress Centre**

Coinciding with the 35th anniversary of its establishment, on 5 and 6 May 2011 the Turkish Clothing Manufacturers' Association organised the 4th Istanbul Fashion Apparel Conference at the Haliç Congress Centre which was opened by the Prime Minister of Turkey, Recep Tayyip Erdoğan. The conference was attended by 1,500 participants, and 3,000 bilateral B2B talks were held during the event.

The conference was attended by Egemen Bağış, minister of state and chief negotiator for talks with the EU, Zafer Çağlayan, minister of state, Hüseyin Avni Mutlu, governor of Istanbul, Kadir Topbaş, mayor of greater Istanbul, Hüseyin Çapkın, head of the Istanbul metropolitan police, a number of parliamentarians, the presidents of TIM, IHKIB, ITHIB, former presidents of TGSD, the presidents of associations and federations in the textile industry, representatives of the biggest brands in the textile industry, TGSD members, representatives of the textile and ready-made garments industry, manufacturers, representatives of the supplying industry, as well as leading managers of companies and organisations active in various business areas. The conference was closely followed by all press and media organisations.

In his opening address **TGSD president Cem Negrin** referred to the “En Moda Konferans” as an event where for the first time the “fashion dream team” had come together under one roof. Cem Negrin pointed out that at the conference, which coincided with the 35th anniversary of the establishment of TGSD, after many years of absence the Prime Minister again had found the time to meet with TGSD and members of the industry. According to Negrin, the event brought together Turkish manufacturers with 43 important international brands and buyers.

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The first speaker at the conference, which was moderated by Ece Vahapoğlu, was the **CEO of Loro Piana, Pier Luigi Loro Piana**. In his presentation, he called on the Turkish ready-made garment industry to focus on high added-value products. With investments in quality innovation, productivity, services and value-creation, success would come automatically. “I have visited many companies in Turkey”, he said, “and I have seen experience and know-how. You know very well how to sew a suit in a way many countries are not capable of. But you can advance this success to an even higher level.”

Piana also spoke about the considerable difference between the Italian and the Turkish economy: “In Italy we grow at a steady rate of 2%, while in Turkey you have seen growth rates in the order of 8%. Also the purchasing power of Turkey has changed considerably since the year 2000. In 2000 annual expenditure stood at 24,000 dollars, today it is over 60,000 dollars. In Italy on the other hand, purchasing power has not changed very much. In my view, there is a lot we can learn from you – who play a sort of bridging function in the Middle East – and from Turkey. Because I see that in this respect you are better than us.”

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05-06 Mayıs/May 2011



Don Baum, responsible for production and procurement at Polo Ralph Lauren spoke about the deep impression a place like Istanbul had made on him. He also stressed the quality production and expressed his satisfaction with his partners with whom he had never experienced any trust problems. Despite that, Baum said, they had taken back all language versions one by one for an even higher quality version. “If you want to develop a country’s industries, you first have to sell your name well”, said Baum. In his words, Turkey has turned the crisis into an opportunity and has left behind the status of a Third World country. He criticised, however, the loss of three quarters of business volume in the country. “This situation must be questioned both with respect to its economic and its political dimensions”, he said.

In his short presentation the *president of the board* of the Societal Development Centre (Toplumsal Gelişim Merkezi – TOGEM), *Saadet Gülbaran*, explained the services offered by the centre since its establishment. They include helping people in need, improving the quality of life of citizens, encouraging solidarity and development, providing material and immaterial support to people without social security, to the needy and impoverished, and to provide lessons to children deprived of education. A TGSD-TOGEM collaboration has been initiated.

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The session “*The Ecosystem of Fashion*”, realised in cooperation with the journal “Elle” was moderated by **Başak Kocabıyıkoğlu** of the company **Başak & Defne Kocabıyıkoğlu Moda Stratejileri Şirketi**. The session heard presentations from **Işık Şimşek**, *editor-in-chief of ELLE Türkiye*, **Anna Suznjevic**, *representative of the Department of Photography of the New York Management Artists Agency*, **Geoffroy Gillieaux**, *WEB editor of ELLE Belgium*, and **Esel Çekin**, *general manager of the education consultancy Mikado Eğitim Danışmanlık*. The topic of the session was the “story” behind a product: the importance of defining and communicating to the customer the value of every single product or brand, the establishment of new fashion ecosystems through communication channels and at new communication frequencies that change in line with the transformational speed in retailing. The importance of new social media like Twitter and Facebook was stressed as well as the role of fashion journals as fashion “creating” elements in the new fashion ecosystem, which is characterised by a breakdown in the retailing sector of the distinction in terms of variety and price of “luxury fashion”, “mid-segment” and “fast fashion”.

Emre Yarsuvat, the son of our valued member **Ayşe Nil Yarsuvat**, *president of the company ULTIMO Ltd.*, who recently went from us, was presented with a commemorative plaque in honour of his mother’s contribution to our industry.



The first speaker on the second day, was **Vera Kobalia**, *Economics and Sustainable Development Minister of Georgia*. She gave a presentation on the advantages of investments in her country.

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05-06 Mayıs May 2011



In his speech, group president Paolo Zegna of Ermenegildo Zegna reminded the audience that his company was founded 101 years ago and this year had celebrated its 20th anniversary in Turkey. The company is currently present in 83 countries with 550 shops of which 300 are own shops and the remainder franchises. With a staff of 7,000, the company achieved annual sales of € 950 million, and grew last year by 21%. Mr Zegna stressed that for family companies to survive, it was imperative to separate family relationships and company management.

*The video presentation of the company **Nebim Neyir Bilgisayar Sanayi ve Hizmetleri A.Ş.** was widely appreciated. The company, founded in 1966 is one of Turkey's most experienced independent software companies, which over the years has accumulated extensive know-how.*



*The session on “**Different Approaches in Supply-Chain Management**”, sponsored by the United Brands Association (BMD) and moderated by **BMD president Yılmaz Yılmaz** was one of the outstanding events of the conference.*

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*The session's panellists were: **Christophe Roussel** from New York, **CEO of Tesco Global Non-Food Procurement and Logistics***



*Edward David Southall, board member of **Tema Mağazacılık** and deputy head of the procurement department*



*and from Spain **Abel Lopez**, director of **Inditex Supply Chain**.*



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05-06 Mayıs 2011

At the session with was followed with great interest, Mr Roussel drew the attention to the increasing number of manufacturers in China saying: “You have the perfect storm on your side, it is time to go on the offensive”. Mr Southhall pointed out that his company was currently purchasing goods worth \$ 600 million from Turkey, with plans to increase this figure to \$ 1.3 billion in 2015 and \$ 20 billion in 2020. He stressed however that for this to come to pass the Turkish side would need to encourage among others free market conditions and cotton production in Turkey. Ceradas, top manager of the Indtex Group Supply Chain, which owns brands like Pull and Bear, and Zara, mentioned \$ 1 billion worth of purchases from Turkey and revealed that his company planed to further increase its engagement.



*The presentation by **Marsha Powell**, director of **Cotton Council International** and **Cotton Incorporated** entitled “**The World Cotton Market – Outlook into the Future**” was followed with interest.*

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3000 B2B talks – A great success.

In the Galata hall of the Haliç Congress Centre special stands and tables had been arranged for B2B talks after lunch. During the two days 3,000 talks were held.

Representatives of 43 purchasing offices of big international brands with representations in Turkey, four local brands and 14 purchasing commissions from nine countries held business talks at the event. The target was to increase exports of Turkish ready-made garments by about 10%. This translates into annual export earnings of \$ 1.5 billion.

This year manufacturers had the opportunity to present their collections at specially designed stands. Foreign purchasing groups and visiting commissions were given appointments to attend the presentations. Manufactures participating in the conference also had the opportunity to hold 5-minute business talks with representative of purchasing groups at specially designed tables.

Foreign purchasing groups participating in B2B talks:

Abiteks, Ant Dış Ticaret, Bestseller, Biz Temsilcilik, Cherryfield Sesby, Colveta A.G, Comab Sas, Connor Int., Contex Tekstil, Decathlon, Edpa Tekstil, El Corte Ingles, Erba Mümessillik, Euroteks Dış Ticaret, Galatea Sourcing, Gerry Weber, Group Carrefour, Groupe Beaumanoir, Indeso, İstanbul Sourcing, K&L Ruppert, Kappahl, Levi's, Li&Fung, M&S, MGB-Metro Group Buying, Mino Tekstil, Mitra Tekstil, Mosaictex, Next, Otto International, Perko&Papko, Persentili, PRS Int, Spring Near East Manufacturing, Songur Mümessillik, Target Sourcing, Tekspert Acentalık, Tesco, Tureks, Ultimo, Us Tekstil Mümessillik, Yener Mümessillik

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Loal brands participation in B2B talks:

Orka Grup (Damat-Tween, ADV), Kiğılı, Koton, YKM

Countries sending purchasing commissions with the support of DTM:

Germany, Bulgaria, Morocco, Japan, Italy, Romania, Saudi Arabia, Tunisia, Venezuela

The “*Three-Dimensional Design*” exhibition of sculptor *Eşber Karayalçın* organised in the foyer was meet with interest.

In the Exhibition Block a “*Fashion Photography*” exhibition was organised for the conference with photos made by students of the Department of Photography of the Faculty of Fine Arts of Marmara University. Also this exhibition was visited by many participants.

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Session Sponsors; Birleşmiş Markalar Derneği – United Brands Association, Cotton Council
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Participants in the B2B Exhibition Area Stands: Telasis, Cüno Tekstil, Denim Global, Harmancı Etiket, Karadağ Tekstil, Kardem, Kaynak, Kimtex, Kipaş Holding, Teda, Nova Fashion Group, Polsan Düğme, Tübaş, Yılteks

Participants in the Foyer Area Stands: Astaş, Bross Çorap, Bureau Veritas, MGM Güvenlik, Polytropon, Prolux

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Our sincerest gratitude to our sponsors for their support to the conference, to our board members for ensuring the attendance of the participants, and to all persons and organisations for their contributions and participation.

We hope to see you again at the 5th Fashion Apparel Conference Istanbul .

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