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Haliç Kongre Merkezi - Söğütözü

MOST fashionable CONFERENCE

5. İSTANBUL
MODA
HAZIR GIYİM
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5. İSTANBUL
FASHION
APPAREL
CONFERENCE

3-4
Mayıs May
2012

**“THIS CONFERENCE
IS IN FASHION”**

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5. İSTANBUL
FASHION
APPAREL
CONFERENCE

3-4
Mayıs May
2012



His Excellency Prime Minister Recep Tayyip Erdoğan once more opened the 5th Istanbul Fashion Apparel Conference that we organized on May 3rd and 4th, 2012 at Haliç Congress Center. The 5th Istanbul Fashion Apparel Conference hosted leaders of global textile and fashion industries on May 3rd and 4th.

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5. İSTANBUL
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KONFERANSI

5. İSTANBUL
FASHION
APPAREL
CONFERENCE

3-4
Mayıs May
2012



The conference brought together Minister for European Union Affairs Egemen Bağış, Governor of Istanbul Hüseyin Avni Mutlu, Mayor of Istanbul Metropolitan City Kadir Topbaş, Istanbul Police Chief Hüseyin Çapkın, former chairmen of TCMA, chairmen of sectoral associations and unions, representatives from the most important brands of the sector, TCMA members, representatives from apparel and textiles sectors, manufacturers, sub-industrialists, and managers of companies and institutions active in many fields.

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DERNEĞİ



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ASSOCIATION

Haliç Kongre Merkezi - Sütlüce

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5. İSTANBUL
MODA
HAZIR GIYİM
KONFERANSI

5. İSTANBUL
FASHION
APPAREL
CONFERENCE

3-4
Mayıs May
2012



**The 5th Istanbul Fashion
Apparel Conference was
opened by
His Excellency Prime Minister
Mr. Recep Tayyip Erdoğan**

Prime Minister Erdoğan noted that there are no insurmountable barriers at global competition in Apparel sector and said: *“Turkey must be not just a producing and selling, but also a designing country. In addition to our potential in schools, we have manpower trained on the job and we can succeed with this power. We have a great treasure of design and brand formation that expects to be found.”*

Erdoğan continued by saying: *“In the last 9,5 years during which we have been at continuous dialogue with the sector we developed joint solutions to problems such as taxation and employment. We will attain our vision for 2023 by acting in unity in order to preserve our power and stay strong in global competition.”*

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SANAYİCİLERİ
DERNEĞİ



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CLOTHING
MANUFACTURERS
ASSOCIATION

Haliç Kongre Merkezi - Sütlüce

MOST fashionable CONFERENCE

5. İSTANBUL
MODA
HAZIR GIYİM
KONFERANSI

5. İSTANBUL
FASHION
APPAREL
CONFERENCE

3-4
Mayıs May
2012

In his opening remarks Minister for European Union (EU) Affairs and Chief Negotiator Mr. Egemen Bağış said **“This conference is in fashion. Moda (Fashion) comes from the Latin word Modus which means unlimited in our language. Just like brotherhood, friendship, and unity cannot be limited in Turkey.**



«Organizing such a meeting in this city where civilizations have been coexisting peacefully for centuries is very meaningful. Istanbul became the cultural and sportive capital of Europe before becoming an EU member and as the capital city of three different empires, its next ambition is to become the capital of fashion.»

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DERNEĞİ



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CLOTHING
MANUFACTURERS
ASSOCIATION

Haliç Kongre Merkezi - Sütlüce

MOST fashionable CONFERENCE

5. İSTANBUL
MODA
HAZIR GIYİM
KONFERANSI

5. İSTANBUL
FASHION
APPAREL
CONFERENCE

3-4
Mayıs May
2012

In his opening remarks **TCMA Chair of Board Mr. Cem Negrin** said that as the Turkish Clothing Manufacturers Association, they were *“very excited to once more bring together giants of global fashion and apparel sector under the same roof of ‘The Most Fashionable Conference’.”*



Negrin noted that with participants from 8 different countries, they brought 38 global brands and purchasers together with Turkish manufacturers and continued that: *“Our export reached an all time high with 16 billion dollars in 2011.”*

Negrin pointed at the fact that as textiles sector they are continuing to occupy the top position in employment and especially in women’s employment. **Negrin** underlined that since last year registered employment in the sector increased by 30.000. **Negrin** said: *“As textiles sector, we promise an increase of 75 thousand in registered employment in 2013.”*

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CLOTHING
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ASSOCIATION

Haliç Kongre Merkezi - Sütlüce

MOST fashionable CONFERENCE

5. İSTANBUL
MODA
HAZIR GIYİM
KONFERANSI

5. İSTANBUL
FASHION
APPAREL
CONFERENCE

3-4
Mayıs May
2012



Following opening remarks **Dr. Günther Horzetzky** the Undersecretary for Economics, Energy, Housing, Public Works, and Transportation of State of North Rhine-Westphalia, **whose Istanbul office sponsored the conference**, described investment opportunities in the region and invited industrialists to invest in Germany.

In his speech **Chairman of Euratex –European Textile and Apparel Organization**, **Mr. Alberto Paccanelli**, said that this Conference created valuable opportunities for apparel and textile sectors in European Union and Turkey relations. He also noted his belief that even stronger cooperation opportunities would be possible for the sector on the road to the EU.



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DERNEĞİ



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ASSOCIATION

Haliç Kongre Merkezi - Sütlüce

MOST fashionable CONFERENCE

5. İSTANBUL
MODA
HAZIR GIYİM
KONFERANSI

5. İSTANBUL
FASHION
APPAREL
CONFERENCE

3-4
Mayıs May
2012



Founder of FG4, Per Una and NEXT Mr. George Davies said he was feeling “**among friends**” and emphasized the importance of Turkey focusing on branding rather than being a textile country. He said: “In order to understand branding, it is important to know what brands are. Branding is marketing the idea and image in question in a way that it is recognized by an increasing number of people.” Davies pointed at the importance of government’s support for development of a global brand in Turkey.

One of the prominent retailers of the U.S., Chair of Board and CEO of Express **Mr. Michael Weiss** gave a very interesting speech. Responding to the frequently asked question “Will Express open a store in Turkey?”

Michael Weiss said: “We would like to take part in this dynamic and fast growing market in case conditions are suitable.”



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DERNEĞİ



TURKISH
CLOTHING
MANUFACTURERS
ASSOCIATION

Haliç Kongre Merkezi - Söğütözü

MOST fashionable CONFERENCE

5. İSTANBUL
MODA
HAZİR GIYİM
KONFERANSI

5. İSTANBUL
FASHION
APPAREL
CONFERENCE

3-4
Mayıs May
2012



Director of one of our most important sponsors that has supported our conference from the beginning, **Cotton Council International and Cotton Incorporated**, Mrs. Marsha Powell gave a presentation about “**The World of Cotton – From Fiber to Fashion**” that once more revealed how significant cotton is for the humans. Powell shared with participants some very interesting data on cotton use in the world and in our country.

TGSD Board Member and Spring Near East Manufacturing General Manager Esra Ercan Taşören moderated the session on Supply sponsored by **Arafa Holding** that is the most important supplier of brands such as Ermenegildo Zegna, Cerruti, Moschino, Valentino, Hugo Boss, Zara, Massimo Dutti, Lanvin, Gap, Cortefiel, Pal Zileri, Bağır, Jcpenney, M&S, and Macy’s in Egypt and that has 10% share in apparel exports of this country while employing 13 thousand people.



Mr. Alaa Arafa

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DERNEĞİ



TURKISH
CLOTHING
MANUFACTURERS
ASSOCIATION

Haliç Kongre Merkezi - Sütlüce

MOST Fashionable CONFERENCE

5. İSTANBUL
MODA
HAZIR GIYİM
KONFERANSI

5. İSTANBUL
FASHION
APPAREL
CONFERENCE

3-4
Mayıs May
2012



Panel speaker **NIKE Apparels Assistant General Manager of Global Supply Mr. Ernie Rose** noted in his speech that Nike has sustainability-innovation-risk management of resources on its agenda and that they are currently planning the next 20 years. He said these plans cover increased cooperation with manufacturers and determining and eliminating risks involved in their resources.

Express Director of Supply and Production, Mr. Colin Campbell said that suppliers of Express must be active, fast and able to respond immediately to their demands. He underlined that everyone can make production, but what is important is that production is made timely as Express requires. *Express prepares 3-year budgets and renews them in every 6 months. Fast supply is very important. The company has design-related expectations from its suppliers. They are always open to alternatives. The company mostly purchases fabric from Turkey.*

TÜRKİYE
GIYİM
SANAYİCİLERİ
DERNEĞİ



TURKISH
CLOTHING
MANUFACTURERS
ASSOCIATION

Haliç Kongre Merkezi - Sütlüce

MOST fashionable CONFERENCE

5. İSTANBUL
MODA
HAZİR GIYİM
KONFERANSI

5. İSTANBUL
FASHION
APPAREL
CONFERENCE

3-4
Mayıs May
2012



Creator of Quilted Jacket and Coat, MONCLER Chair of Board Mr. Remo Ruffini is a real friend of Turkey. He talked about the road that carried Moncler from being an ordinary company to being a global brand. Ruffini told the success story of Moncler that became a global brand with the **“Feather Jacket”** it created and disclosed codes of its brand.

CEO of the famous French clothing brand CELİO, Mr. Laurent Portella mentioned their global growth strategy and explained their reasons for not being in Turkey. **Portella** noted that they gave some strong local competitors and praised Turkish textiles sector.



TÜRKİYE
GIYİM
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DERNEĞİ



TURKISH
CLOTHING
MANUFACTURERS
ASSOCIATION

Haliç Kongre Merkezi - Söğütözü

MOST Fashionable CONFERENCE

5. İSTANBUL
MODA
HAZIR GIYİM
KONFERANSI

5. İSTANBUL
FASHION
APPAREL
CONFERENCE

3-4
Mayıs May
2012



TCMA Main Sponsor COFACE Board Member and General Manager Mrs. Belkıs E. Alpergun made a presentation titled **“FASHIONABLE RISKS”** about export credits that drew huge attention



Head of Market Intelligence of one of the most important sponsors of the conference **Australian Wool Innovation Limited (Woolmark) Dr. Paul G. Swan** mentioned increasing importance of wool in textile in his presentation titled **“Increasing Demand for Australian Wool”**.

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DERNEĞİ



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CLOTHING
MANUFACTURERS
ASSOCIATION

Haliç Kongre Merkezi - Söğütözü

MOST Fashionable CONFERENCE

5. İSTANBUL
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HAZIR GIYİM
KONFERANSI

5. İSTANBUL
FASHION
APPAREL
CONFERENCE

3-4
Mayıs May
2012



During the **Economics Session** moderated by **Türkiye İş Bank General Mr. Manager Adnan Bali**, **Barclays Capital Executive Director Mr. Christian Keller** talked about “**Globalization and the Future of Capitalism**” while **Arafa Holding Chair of Board and CEO Dr. Alaa Arafa** passed his remarks on “**Investment Experiences in the World**”, **Istanbul Ticaret University, Director of Institute of Social Sciences, Bloomberg HT Economic Director Prof. Dr. Kerem Alkin** on “**Macroeconomics in Turkey**,” and **İş Investment Securities A.Ş. Research Director Serhat Gürleyen-CFA-**, on “**Investment Decisions of Turkish Companies**”.

Christian Keller noted that there is a one in a century crisis and that there is a major debt burden globally. While mentioning that the Eurozone is calming down, Keller also said that indebtedness is very high in the U.S. and that Japan as one of the biggest public sector borrowers will be more aggressive in the next 2 years.

Arafa Holding Chair of Board and CEO Dr. Alaa Arafa suggested in his speech that Egypt and Turkey cooperate in the Middle East. He said that the economic crisis and the Arabian spring affected resources to a great extent and added that Europe keeps its stable structure and slow growth.

Kerem Alkin argued that Turkey made a strategic error and that Chinese growth model is not suitable for Turkey at a time when there is a global debate on new growth models. **Alkin** also asserted that export oriented growth must continue.

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GIYİM
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DERNEĞİ



TURKISH
CLOTHING
MANUFACTURERS
ASSOCIATION

Haliç Kongre Merkezi - Söğütözü

MOST fashionable CONFERENCE

5. İSTANBUL
MODA
HAZIR GIYİM
KONFERANSI

5. İSTANBUL
FASHION
APPAREL
CONFERENCE

3-4
Mayıs May
2012



Vogue Turkey Chief Editor Ms. **Seda Domaniç** shared with a striking presentation the importance of fashion and fashion magazines in apparels sector.

During Winds of Change **e-Trade Session** moderated by **Temel Aksoy** from Fikirhane Consultancy, **Markafoni** Chair of Board **Sina Afra** and Doğan OnlineGroup of Companies CEO **Yenal Gökyıldırım** made a colorful and interesting panel on how online shopping contributes to the sector.



TÜRKİYE
GIYİM
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DERNEĞİ



TURKISH
CLOTHING
MANUFACTURERS
ASSOCIATION

Haliç Kongre Merkezi - Söğütözü

MOST fashionable CONFERENCE

5. İSTANBUL
MODA
HAZIR GIYİM
KONFERANSI

5. İSTANBUL
FASHION
APPAREL
CONFERENCE

3-4
Mayıs May
2012



Lee Cooper CEO **Andy Dunkley**,
shared global success secrets of Lee Cooper.



Marithe & François Girbaud Fashion Designer
Mr. François Girbaud could not participate in the
conference due to a last minute schedule change.
Instead, he sent a video record of his speech. His speech
collected great attention.

TÜRKİYE
GIYİM
SANAYİCİLERİ
DERNEĞİ



TURKISH
CLOTHING
MANUFACTURERS
ASSOCIATION

Haliç Kongre Merkezi - Sütlüce

MOST Fashionable CONFERENCE

5. İSTANBUL
MODA
HAZIR GIYİM
KONFERANSI

5. İSTANBUL
FASHION
APPAREL
CONFERENCE

3-4
Mayıs May
2012

TCMA Conference classis, B2B-Bilateral business meetings were very successful.

Meetings took place between buyer groups and suppliers at special stands and meeting tables in both.

These meetings are conducted between 38 buying office representatives from globally renowned brands with offices in Turkey, 4 local brands, and buying committees from 8 different countries.

(USA, Germany, Azerbaijan, France, the Netherlands, Canada, Uzbekistan, Russia)



Import buyer groups that scheduled meetings at 2012 B2B-Bilateral business meetings:

Abiteks, Adidas, All Saints, Ant Dış Ticaret, Baumanoir, Bestseller, Betty Barclay (Montana), Bis Textiles, BizTemsilcilik, Carrefour Global Sourcing Europe&North Africa, Cherryfield Sesby, Colveta A.G, Comab Sas, Connor Int., Conteks Tekstil, Edpa Tekstil, El Corte Ingles, Eylül Mümessillik, GAAT-George, Gerry Weber, Hermes Otto, Indeso, Istanbul Sourcing, K&L Ruppert, Lara Buying Office, Li&Fung, M&S, MGB-Metro Group Buying, New Look, Persentili, Perseus, Songur Mümessillik, Spring Near East Manufacturing, Tekspert Tekstil, Tesco, Tureks, Ultimo.

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GIYİM
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DERNEĞİ



TURKISH
CLOTHING
MANUFACTURERS
ASSOCIATION

Haliç Kongre Merkezi - Söğütözü

MOST fashionable CONFERENCE

5. İSTANBUL
MODA
HAZIR GIYİM
KONFERANSI

5. İSTANBUL
FASHION
APPAREL
CONFERENCE

3-4
Mayıs May
2012



The “3-D Designs” Exhibition by Sculptor Eşber Karayalçın at the foyer attracted great attention.



Participants also visited **Fashion Photos Exhibition** at Exhibition Complex that students of Department of Photography at Marmara University, Faculty of Fine Arts prepared for the conference with the support of Koton and Roman companies.

TÜRKİYE
GIYİM
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DERNEĞİ



TURKISH
CLOTHING
MANUFACTURERS
ASSOCIATION

Haliç Kongre Merkezi - Söğütözü

MOST fashionable CONFERENCE

**İSTANBUL
MODA
HAZIR GIYİM
KONFERANSI**

**ISTANBUL
FASHION
APPAREL
CONFERENCE**

4

Turkish Clothing Manufacturers' Association (TGSD)

4th Istanbul Fashion Apparel Conference

5-6 May 2011

Haliç Congress Centre

TÜRKİYE
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SANAYİCİLERİ
DERNEĞİ



TURKISH
CLOTHING
MANUFACTURERS
ASSOCIATION

Haliç Kongre Merkezi - Söğütözü

MOST fashionable CONFERENCE

**İSTANBUL
MODA
HAZIR GIYIM
KONFERANSI**

**ISTANBUL
FASHION
APPAREL
CONFERENCE**

4



*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*

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GIYİM
SANAYİCİLERİ
DERNEĞİ



TURKISH
CLOTHING
MANUFACTURERS
ASSOCIATION

Haliç Kongre Merkezi - Sütlüce

MOST fashionable CONFERENCE

**İSTANBUL
MODA
HAZIR GIYIM
KONFERANSI**

**ISTANBUL
FASHION
APPAREL
CONFERENCE**

4



The first speaker at the conference, which was moderated by Ece Vahapoğlu, was the **CEO of Loro Piana, Mr. Pier Luigi Loro Piana**. In his presentation, he called on the Turkish apparel 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.”

In his speech, **Group President Mr. 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.



TÜRKİYE
GIYİM
SANAYİCİLERİ
DERNEĞİ



TURKISH
CLOTHING
MANUFACTURERS
ASSOCIATION

Haliç Kongre Merkezi - Sütlüce

MOST fashionable CONFERENCE

**İSTANBUL
MODA
HAZIR GIYIM
KONFERANSI**

**ISTANBUL
FASHION
APPAREL
CONFERENCE**

4



Mr. 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.

The session on “**Different Approaches in Supply-Chain Management**” was one of the outstanding events of the conference.

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.

Mr. Ceradas, top manager of the **Inditex 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.



Abel Lopez, director of **Inditex Supply Chain**.



CEO of Tesco Global Non-Food Procurement and Logistics



We would like to present our most sincere gratitude to Chair and Members of Board of Turkish Clothing Manufacturers Association whose support carried the conference to the top, to our sponsors, and to all other persons and organizations that supported and participated in the conference.

We are hoping to meet you at the 6th Istanbul Fashion Apparel Conference on

09-10 May 2013

www.tgsdconf2012.com