

WHY?

turkey



**10. İSTANBUL
MODA
KONFERANSI**

**10. ISTANBUL
FASHION
CONFERENCE**

11 - 12 EKİM / OCTOBER 2017
ÇIRAGAN PALACE KEMPINSKI ISTANBUL



CONFERENCE REPORT

10TH Istanbul Fashion Conference

11-12 October 2017

TGSD celebrated its 41st Anniversary at the Gala Dinner of the 10th Istanbul Fashion Conference.



**The world talked about Fashion in Istanbul.
Clothing business World came together at the 10th Istanbul Fashion Conference.**

The 10th ISTANBUL FASHION CONFERENCE, hosted by the Turkish Clothing Manufacturers Association (TGSD) under the name sponsorship of Marka Yatırım Holding, was held with the theme "Why Turkey" at Çırağan Palace Kempinski Istanbul on 11-12 October 2017. At the conference, Turkey's strength in the clothing business its understanding of sustainability and its competencies as an unrivaled business partner in the region were emphasized.



Chairman of TGSD Şeref Fayat, President of Istanbul Apparel Exporters' Association (İHKİB) Hikmet Tanrıverdi and Turk Eximbank General Manager Adnan Yıldırım made the opening speeches of the conference.



We have the potential to increase our branded exports by 50%.

Istanbul Apparel Exporters' Association (İHKİB) President Hikmet Tanrıverdi:

"We will shed light on the future of the industry in this conference. When we include textiles in ready-to-wear and garment export figures, we are Turkey's biggest exporter sector. We exported 12 billion 610 million dollars in the first 9 months of 2017. We are still lagging 1.8% compared to the previous year, but we will keep our targets until the end of the year. We offer an added value of 15 billion dollars to my country. These numbers are not enough. We must export 50 dollars per kg. We make 72-73% of exports to Europe. The US is our biggest market in mid and long term. We have to double our exports in this market. We are at the same level as

the last year in exports to Germany. We are 6% behind the UK, 12% higher in Spain. We can achieve growth through design, value-added production and branded exports. We have the potential to increase our branded exports to 50%, "he said.



"In 2017, the target amount of support that we will give to the exporters is 40 Billion Dollars"

Turk Eximbank General Manager Adnan Yıldırım:

"As Eximbank, we are closely following the conference organized by TGSD and the agreements to be made.

We are the 11th bank in terms of asset size. We evaluate without regard to negativity and monetary policies. Last year, we provided \$ 33 billion in support to the exporters.

Our target is \$ 40 billion. We have supported 23% of exports at the end of 2016, and will support 26% in 2017. I would like to take good news that we have achieved our 25% target today. When we reach our year-end targets, we will be a little closer to South Korea, which is the first country among the countries that gives the biggest support to exporters "





"Turkey is indispensable for the EU and the global market"

TGSD President Şeref Fayat said in 2017 and onwards they wanted to emphasize with the slogan "Why Turkey?" that Turkey which is the country with the most developed garment sector of the region, is a strong business partner in apparel.

Fayat continued: "Today, our members operating 60% of Turkey's ready-made clothing exports. You can see the whole value chain of the industry among our members. Only our board members export \$ 1 billion. Turkey's annual ready-to-wear exports amount to 17 billion dollars. Our sector is the most successful exporter sector with export capacity of 20 \$ / kg. When we compare ourselves with the growing sectors, we are in a superior position in designing and exporting products that we produce from scratch. "

For the conference that took place with the theme of Why Turkey, Fayat said:

This year, the Istanbul Fashion Conference will take place with a strong and ambitious content, and our motto "Why Turkey?" will be our driving force. We want to announce to the world our country's power and indispensability in the field of ready-to-wear. It is the most suitable investment country for garment. We offer numerous reasons for foreign investors to invest in Turkey. I want to rank the main reasons here;

- **Turkey is indispensable despite the disadvantaged situations in the region.**
- **It is the only country in the near geographical area that produces full package in its territory.**
- **It has a unique position in terms of logistics.**
- **In terms of production, the whole supply chain is within its boundaries.**
- **In Ready-to-wear field, everything from needle to string is produced in Turkey and shipped.**
- **It is the only power that can be realized in all processes including R & D, prod-u, design, fabric, ready-made clothing.**
- **Keeping promise in our commercial tradition of our sector, speed and timely delivery, ethical business sense is dominant. In international trade, having ethical standards is a precondition for existence. The working conditions you provide to your workers, your understanding of corporate citizenship, and the responsibilities you have to the environment are the determinants.**
- **Your dedication to continuous innovation, your level of digitalization, your performance in terms of sustainability of your sector and your business is important. Such a partner country is indispensable for the EU and the rest of the world. "**

Mine Tozlu, Chairman of Marka Yatırım Holding -The name sponsor of the 10th Istanbul Fashion Conference- and **Avi Alkaş**, Chairman of JLL Turkey speak together at the session “Market Growth Strategies in Ready-to-Wear: Brand Plus Department Store”



New retail formula: Brandplus

At the 10th Istanbul Fashion Conference, Mine Tozlu,

Chairman of Marka Yatırım Holding, presented a new retail model that will create value in the country's economy by creating awareness of "Turkish clothing brand", strengthening its value, translating low price competition into value-added and branded export. Turkish producers are gathering under a single roof in BrandPlus, a retail formula that shortens the way to branding.

BrandPlus, which is on the agenda for the first time at the 10th Istanbul Fashion Conference, offers the opportunity to sell in 30 different locations with a single store investment price and also offers Turkish producers, who want to be in the global market, to test drive on the branding path.

"We must establish Organized Retail Zones"

JLL Turkey Chairman Avi Alkaş: "We are a textile country and we have a very serious accumulation. Today, in the shopping malls, foreign brands want to be near LC Waikiki, Damat, Koton. We must establish "Organized Retail Zones" from now on. Starting from a close geography, especially the Balkans and the Middle East, we have to work for the branding of Turkish ready-to-wear, BrandPlus will shorten this path for us," he said.



Nigel Gosse

The Woolmark Company
UK & Turkey Country Manager



Turkey's brands talked about the export journey. Our image opened to the world: LC Waikiki, Koton, Damat

Three major Turkish brands representing the Turkish retail brand in the global market also took part in the conference. **CEO of LC Waikiki Mustafa Küçük, President of Orka Holding Süleyman Orakçioğlu and Chairman of Koton Yılmaz Yılmaz** made a speech at the "Turkey's Brands & Exports of Brands" session.



Orka Holding Chairman Süleyman Orakçioğlu:

"We produce 95 per cent in our country"

Today, we export the finished product to Australia, where we buy raw materials. We're opening our 2nd store in Sidney. In the past we could not imagine these days. A country is as rich as its brands. You should build the main strategy well. We focus on our own segment, not trying to exist in every segment. We are focused on the concept of "affordable luxury". Italy is our goal for 2 years. Today we are in Italy at 9 points. We will increase to 18 stores in 5-6 months. We have 5 stores in Azerbaijan, we are in Palestine and Israel too. In 2015, we made the biggest investment in production. As technology, we have made one of Europe's few production investments. We are focusing on real added value and employing 3,000 people. We produce 95% of our exports in our own country. I have a desire: Let's get rid of foreign admiration and believe in our own brands. We learned retailing and retailing, great opportunities are waiting for us. We just need to believe in the power of the Turkish brand.



LC Waikiki CEO, Mustafa Küçük:
"We have no brand deficiencies, we have a lack of leaders"

We were producers and we were only investing in production. We got a license while trying to get ahead of our imitations. We started in a small store in 1990 with wholesale. In 1997 we bought LC Waikiki. We decided to separate the production and the retail and decided to switch to store. We said "We will be in the inner market until 2010, then we will be opened to the world". It is very important to make the right decision at the right time. The segment of the brand that we have developed has been selected correctly. We said that we would specialize in one area and decided not to invest in different areas. When we set our vision and mission, we tried to answer "Why?". We questioned "why there is no brand from Turkey". I come from a low income family. We went out of the philosophy of "Everyone has right to dress well." We take care to raise modest and double-winged leaders and we always learn.

As LC Waikiki, we operate in 35 countries with a total of nearly 1000 stores, of which 450 are in Turkey and 450 are abroad. 150 stores are opening every year. I'm not interested in where the store is opening. There is no lack of brand in Turkey, there is a lack of leader. I spend time building teams. To be a global brand, you must have a global supply chain. 80% of our supply is covered from Turkey. This is actually not true. The garment can not respond to requests. There is no labor force to be employed in confectionery in Turkey. We need to question "why we can not find a garment worker when unemployment is so high". We are looking for a manufacturer to produce outerwear. We must invest in our procurement infrastructure. Under the Turquality roof, garments and clothers should be encouraged, not us

My advice to those who want to be branded: Opening to the West should not be done without being ready. As LC Waikiki we are still not in the West. We will grow up first in the countries where we exist and then we will become brands. We will be prepared by 2020. You will see LC Waikiki as a Turkish brand in 2023 beside Zara in the West.





Chairman of Koton, Yilmaz Yilmaz:

"Tax on raw materials and fabric should be reduced"

Turkish brands showed a development in a very accurate time in Turkey. Turkey is in a very important position in terms of the presence of shopping centers in Europe today. We started out in an area of 25 square meters by selling and buying export excess goods. In time, we learned to make production, to make collections and to export. While we have 10 stores in Turkey in 2000, today we have 299 stores. We have always kept in the first place the consumer expectations like spacious store structure, abundant variety and reasonable prices and we took care of it. Fast fashion is the only way to succeed in the mass market. We experience this in every environment. We have a total of

485 stores, of which 186 are abroad. Your HR should be made up of individuals who act as entrepreneurs. Our goal is to create a world brand by investing in HR and infrastructure.

We supply 80% of the supply from Turkey. We use the world's most expensive fabrics and raw materials. The tax on raw materials and fabric must be reduced. Then there is no reason not to buy 90% from Turkey. We have the world's number one fashion ecosystem. We must develop this power and this potential, with an approach that will benefit the ecosystem.



Alain Prost

Brand Consultant



After lunch, **Acapella Ses Ver Sus** had a good time for their listeners with live orchestral voices they performed.



Turkey and the World of Cotton

Marsha Powell, Cotton Council Int. & Cotton Inc. Turkey Program Director



Mavi Jeans Category Director Emre Kurtoğlu and SANKO Holding Honorary President Abdülkadir Konukoğlu shared their sectoral know-how and branding journey.



A Success Story in Branding: Mavi Jeans **Mavi Jeans Category Director Emre Kurtoğlu:**

"We work with 100% Turkish producers"

Before 1991, our founder decided to be a brand while producing denim and became the market leader in 1996 with Mavi Jeans. In 1997, while everyone was heading east we went to the West, we invested in America and Canada, then Germany and Holland. Today we have 11 stores in Russia.

After 2009, we have included men's - women's-children's top wear, saying that only the denim is not enough. We operate with our 6 companies in 35 countries. We have close to 3,500 employees in more than 5,000 stores. We responded to the consumer expectation which is "it should be of good quality, reflect the standard of my life standards, fit on me". Our turnover is 1.3 billion TL. We are the 142nd company of Turkey. Our growth rate in 2014-2016 is 21%. We have 331 stores in 80 countries. We made "Mavi" a brand, and the brand fashion. The combined growth of our e-commerce platform is 39%. We are proud of; We work with 100% Turkish producers.



Why Turkey in Textiles?

Abdülkadir Konukoğlu, Honorary President of Sanko Holding

" Although there is a slight cloud, sunny days are waiting for us"

When we say textile in the world, the flag of Turkey will always fluctuate. Today, we can not find a garment worker. Textile is the most value added sector, providing the most employment. We are very advanced in fabric. We are improving in design. We will take our bag and travel the world. Although there is a slight cloud in Turkey, sunny days are waiting for us.

Partnering for a Systematic Change to a Sustainable Future

by Lenzing

Moderator:

Esra Ercan, Spring Near East Manufacturing,
President of Board

Speakers :

Jason Kibbey,
Sustainable Garment Coalition (SAC), CEO

Peter Bartsch,
Lenzing, Sustainability Director

Serkan Tanka,
H&M, Regional Country Manager Production- Europe



Technological Development at Garment Sector : Industry 4.0 by Glengo

Moderator : **Aykut Vural**, Glengo Teknoloji Tic. Ve San. A.Ş., Board President

Speakers : **Joachim Hensch**, Hugo Boss Industries Ltd, Managing Director

Levent Nart, Nart Sigorta&Reasürans Brokerliği AŞ., President of Board

Michael J. Lock, Gerber Technology, Director Global Business Development



New Creative Territories In Fashion and Digital Transformation, *by İMA*

Moderator : Gülin Girişmen,

Istanbul Moda Academy (IMA), Head of Textile and Fashion Design

Speakers : **Pascaline Wilhelm**, Première Vision, Fashion Director

Arzu Kaprol, Fashion Designer

Ece Gözen, Fashion Designer



FOYER AREA



B2B MEETINGS

Within the context of the foreign promotion activities of the Ministry of Economy, foreign company representatives were invited to the conference supported by the Ministry of Economy.

On the second day of the conference, 50 buying groups attended the all-day B2B meetings. During the B2B meetings sponsored by the Ministry of Economy, close to 1000 meetings were held between buying groups and local producers this year. At a time when security concerns about Turkey are experiencing, a 20% increase in meetings compared to the previous years is positively welcomed in the sector. In B2B meetings within the scope of the conference, it is thought that the purchasing offices will potentially contribute 1 billion dollars in exporting at the medium-term.

BUYING OFFICES

- . ABİTEKS
- . ADİL IŞIK
- . ANNA LAUDEL
- . ANT DIŞ TİCARET
- . BESTSELLER
- . BIS TEXTILES
- . BOYNER
- . CARREFOUR
- . CELTIC SOURCING
- . COMAB
- . CONNOR INT. SOURCING
- . CONTEX
- . DEFACTO
- . DECATHLON
- . EDPA
- . EL CORTE INGLES
- . FRENCH CONNECTION
- . GAIA SOURCING
- . GROUPE BEAUMANOİR
- . H&M
- . HERMES OTTO
- . K&L RUPPERT
- . KOTON
- . LC WAIKIKI
- . LEFTIES
- . LI & FUNG
- . MARKS & SPENCER
- . MİNO TEKSTİL
- . NEW LOOK
- . NOVATEKS
- . PERSEUS
- . RSR TEKSTİL
- . SONGUR MÜMESSİLLİK
- . SPRING NEAR EAST MANUFACTURING
- . SUPERGROUP MÜMESSİLLİK
- . TEKSPERT
- . TRENDYOL
- . TUREKS / GÜNSAN DANIŞMANLIK
- . ULTIMO
- . VARNER
- . VF
- . BVB MERCHANDISING (GERMANY)
- . ELEGANCE (GREECE)
- . PLMD LTD. (BULGARIA)
- . VIDEA MARKET LTD. (BULGARIA)
- . SPLEXS (NETHERLANDS)
- . AZ PLUS (TUNISIAN)
- . ITHAAD AL NASEEM SERVICES LLC (OMAN)
- . NADA AL ZAMRED MODERN PROJECTS (OMAN)
- . C&A (GERMANY)

B2B AREA



A circular badge with a black scalloped border. The number 850 is in large red font, and the word Attendees is in smaller black font below it.

850

Attendees

A circular badge with a black scalloped border. The number 50 is in large red font, and the words Buying Offices are in smaller black font below it.

50

Buying Offices

A circular badge with a black scalloped border. The number 1000 is in large red font, and the words B2B Meetings are in smaller black font below it.

1000

B2B Meetings

A circular badge with a black scalloped border. The number 4 is in large red font, and the words Panel Sessions are in smaller black font below it.

4

Panel Sessions

A circular badge with a black scalloped border. The number 8 is in large red font, and the words Foreign Speakers are in smaller black font below it.

8

Foreign
Speakers

A circular badge with a black scalloped border. The number 27 is in large red font, and the word Speakers is in smaller black font below it.

27

Speakers

A circular badge with a black scalloped border. The number 30 is in large red font, and the words Sponsors & Supporting Organizations are in smaller black font below it.

30

Sponsors & Supporting
Organizations

A circular badge with a black scalloped border. The number 30 is in large red font, and the words Press members are in smaller black font below it.

30

Press members

WHAT THEY SAID?

In the B2B negotiations, we interviewed about 20 producers, mostly knitting manufacturers. We continue our conversations with some, and we shared our quests with others. 2nd day of the organization was fruitful for us. Timing and transitions were smooth and in place. We think it will be fruitful in the future.

Cem Öztat

H & M

B2B negotiations have been very productive for us and I think that this organization is very useful for both brands and producers in terms of establishing new business partnerships and I give my thanks.

Yucel Keser

Defacto

At the 10th Istanbul Fashion Conference, organized by TGSD, Boynergrup has made B2B meetings with 21 new producers, and had the chance to add in our portfolio new producers in various fields. This year, unlike the previous years, the fact that the Çırağan Palace was chosen, allowed both a spacious environment in the meetings and a more enjoyable passing of meetings. Thank you again for everything. Wish to meet again at the 11th Fashion Conference ...

Birsen Şehirli Tor

Boyner

The 10th Istanbul Fashion Conference was very productive for Hermes Otto International this year too. On the first day, the key figures who attended as speakers gave ideas and suggestions about current events and made presentations on topics that could affect the sector in the future. On the second day, we got the chance to meet many manufacturers according to all our production needs. We hope that this event, which was held by TGSD, will be organized again with the increasing number of speakers and participants in the coming years. Finally, I would like to thank the TGSD team for their effort in the organization.

Ömer Tayan

Hermes Otto

Thank you for the successful organization ..

Gaye ERSAVCI

EDPA

In general we have been pleased with our participation in B2B meetings this year. Our aim is to be able to meet with the manufacturer as much as possible and to give them the chance to introduce their company. We want to convey that we want to continue to support our sector in this sense at all times and we wish to participate in the coming year.

Cenk Yerlikaya

Varner

Thank you for this wonderful organization. We would like to see you at the next meeting.

Mehmet Tokatlı

Comab

Thank you very much, I hope to see you again next year

Fatih Aslaner

RSR

BILLBOARD



PROMOTION IN THE CITY



CONFERENCES SPONSORS




**10. İSTANBUL
MODA
KONFERANSI**

**10. İSTANBUL
FASHION
CONFERENCE**

11-12 EKİM / OCTOBER 2017
CİHAĞAR PALACE KONGRESÜ MERKEZİ İSTANBUL

İçin Sponsorlar
**MARKA YATIRIM
HOLDİNG A.Ş.**

SUPPORTING ORGANIZATIONS









SESSION SPONSORS










B2B (BUSINESS TO BUSINESS MEETINGS) FIELD SPONSOR



NECK CARD AND BAGDE SPONSOR



Little Turke, Big Differences.

PRODUCT SPONSORS




FOYER STAND SPONSORS









B2B (BUSINESS TO BUSINESS MEETINGS) EXHIBITION SPONSORS









SERVICE SPONSOR



www.istanbulmodakonferansi.com
www.tgsd.org.tr

 twitter.com/TGSD
  facebook.com/TGSD1
  tgsdofficial

B2B SPONSORS

10. İSTANBUL MODA KONFERANSI


10. İSTANBUL FASHION CONFERENCE

11-13 EKİM / OCTOBER 2017

CIĞARCI PALACE KONGRESÜ İSTANBUL

İsim Sponsoru


MARKA YATIRIM HOLDİNG A.Ş.








TÜRKİYE CUMHURİYETİ
EKONOMİ BAKANLIĞI

With Contributions




↓ **B2B (BUSINESS TO BUSINESS MEETINGS) FIELD SPONSOR**







↓ **3 CAPSULE**















↓ **2 CAPSULE**

↓ **1 CAPSULE**

www.istanbulmodakonferansi.com

www.tgsd.org.tr

twitter.com/TGSD
facebook.com/TGSD1
tgsdoffical