



TURKISH CERAMICS' POSITION AND VISION IN TODAY'S CHANGING WORLD

Bahadır Kayan
Chairman of Turkishceramics

28 SEPTEMBER 2016





2,5 % growth is expected in World Economy

4-5 % shrinkage is expected in World merchandise trade

US Central Bank monetary policy is critical

Deflation in EU and Japan

Recession in Petrol prices and stocks

Growth in developing countries are slowing down

Wars and devaluations at our neighboring countries

US Presidential Election will shape near future

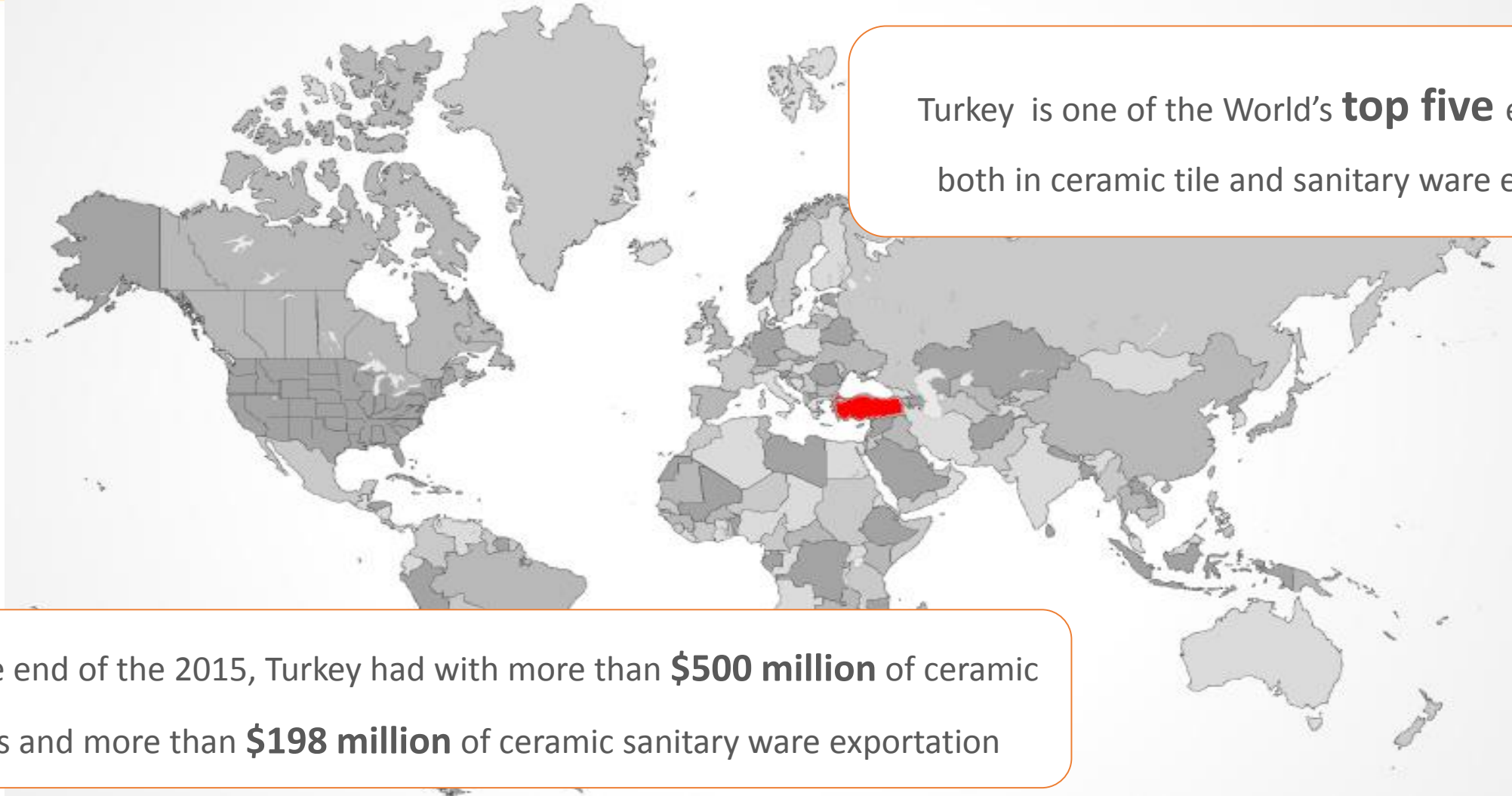
Brexit affects global politics; UK decided to exit from EU

At the end of 2015 Turkish Ceramic Industry's exports reached over 695 million \$.

Main goal is to reach 3.5 billion dollar exportation at the end of 2023.

Two rising markets: USA & Project Market

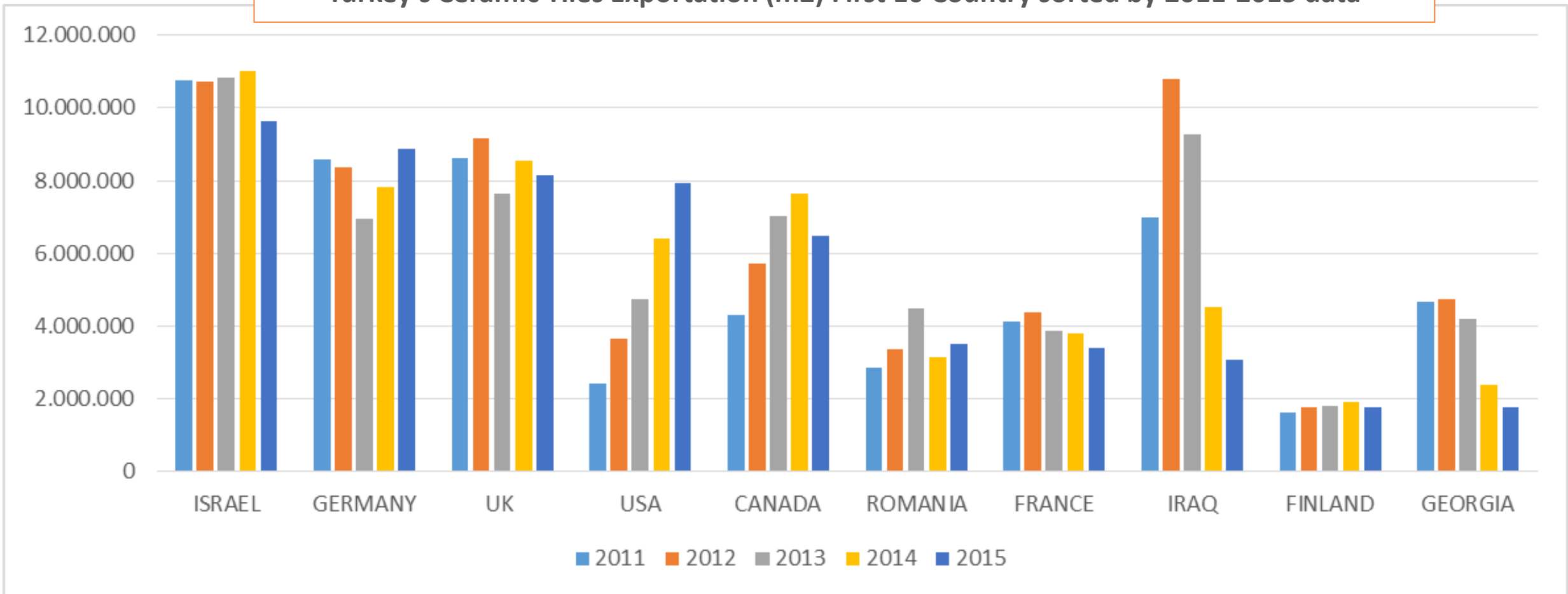
Germany: Focused Communication



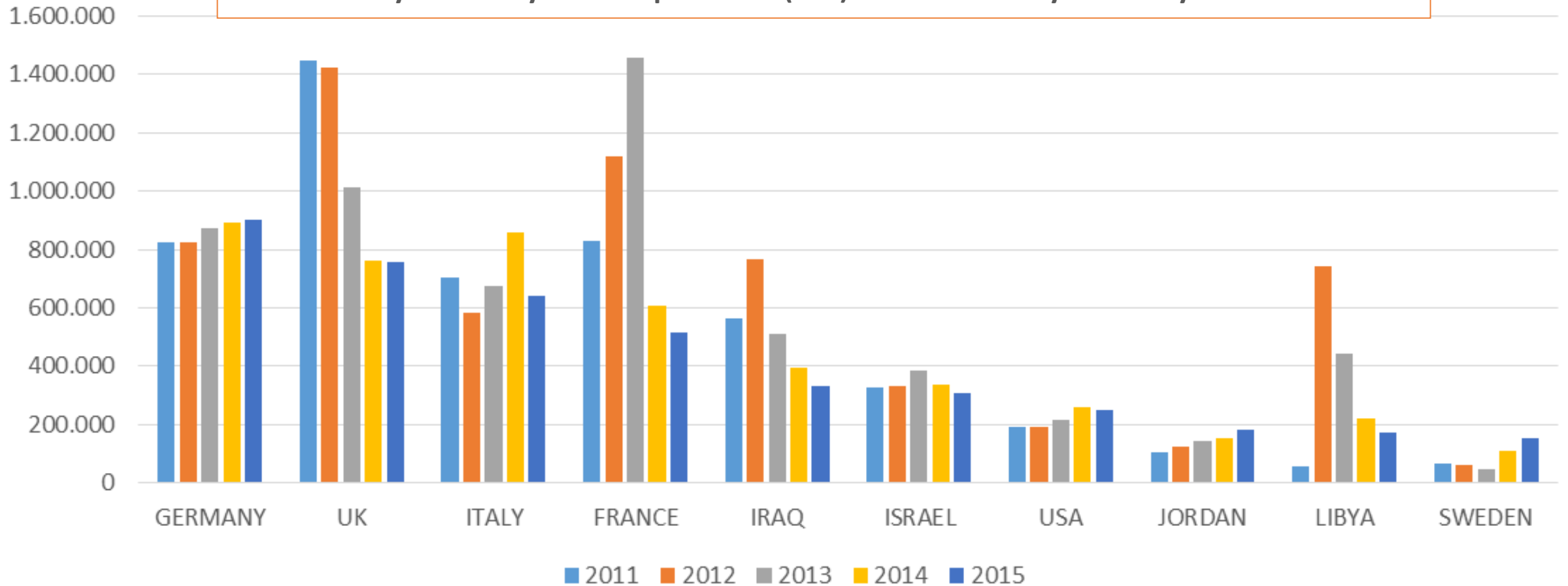
Turkey is one of the World's **top five** exporters both in ceramic tile and sanitary ware exporter

By the end of the 2015, Turkey had with more than **\$500 million** of ceramic tiles and more than **\$198 million** of ceramic sanitary ware exportation

Turkey's Ceramic Tiles Exportation (m2) First 10 Country sorted by 2011-2015 data



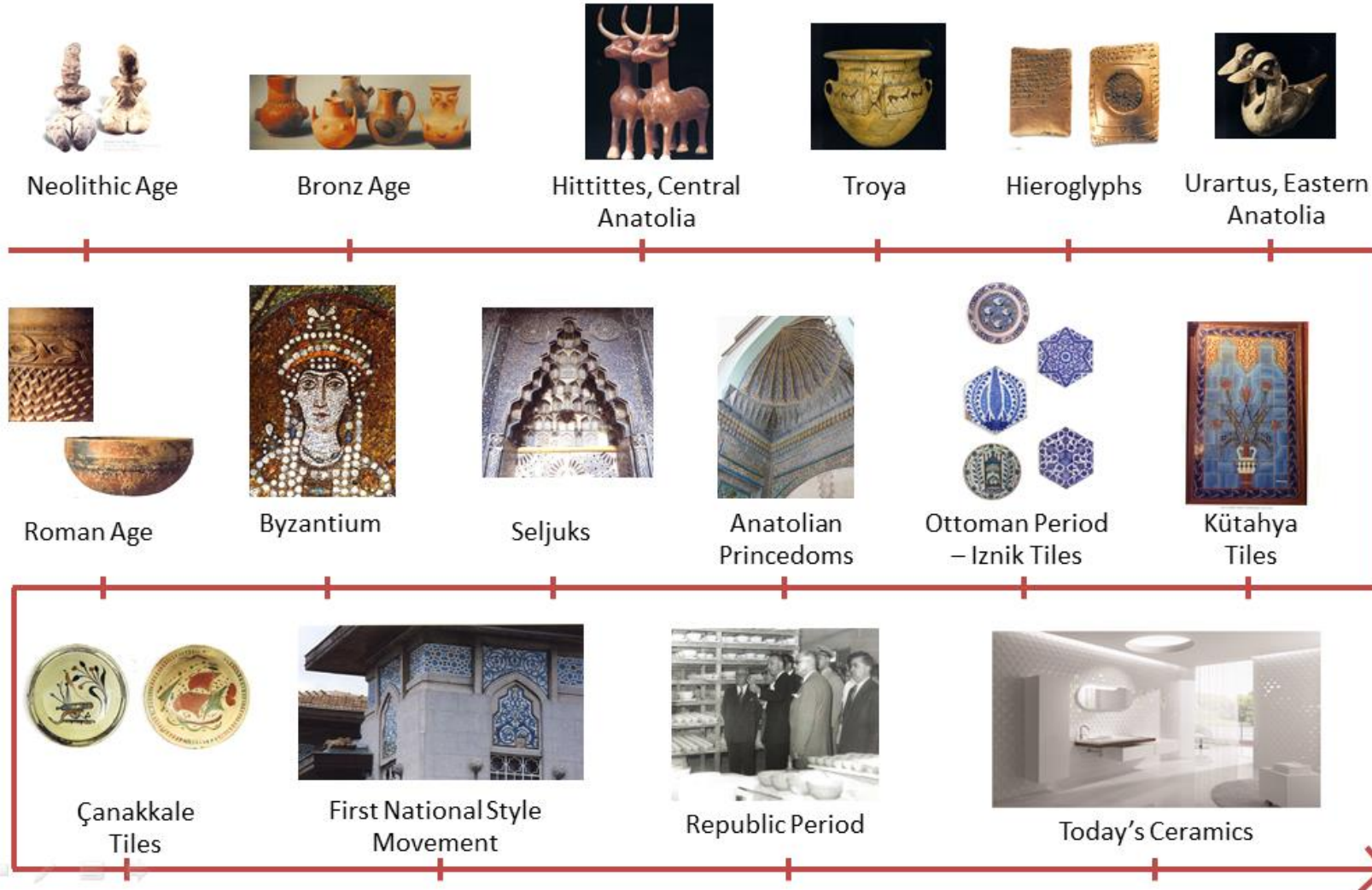
Turkey's Sanitary Ware Exportation (Ton) First 10 Country sorted by 2015 data





WHY TURKISH CERAMICS?







To promote Turkish ceramics globally

To build strong brands in order not to compete on price base

**To improve its position in the global market, by raising the position of Turkish ceramic companies
brand positions in the global market**



Young & New Technology

Volume

Manufacturing excellence

Quality

Fast delivery

Flexibility

Design Capability

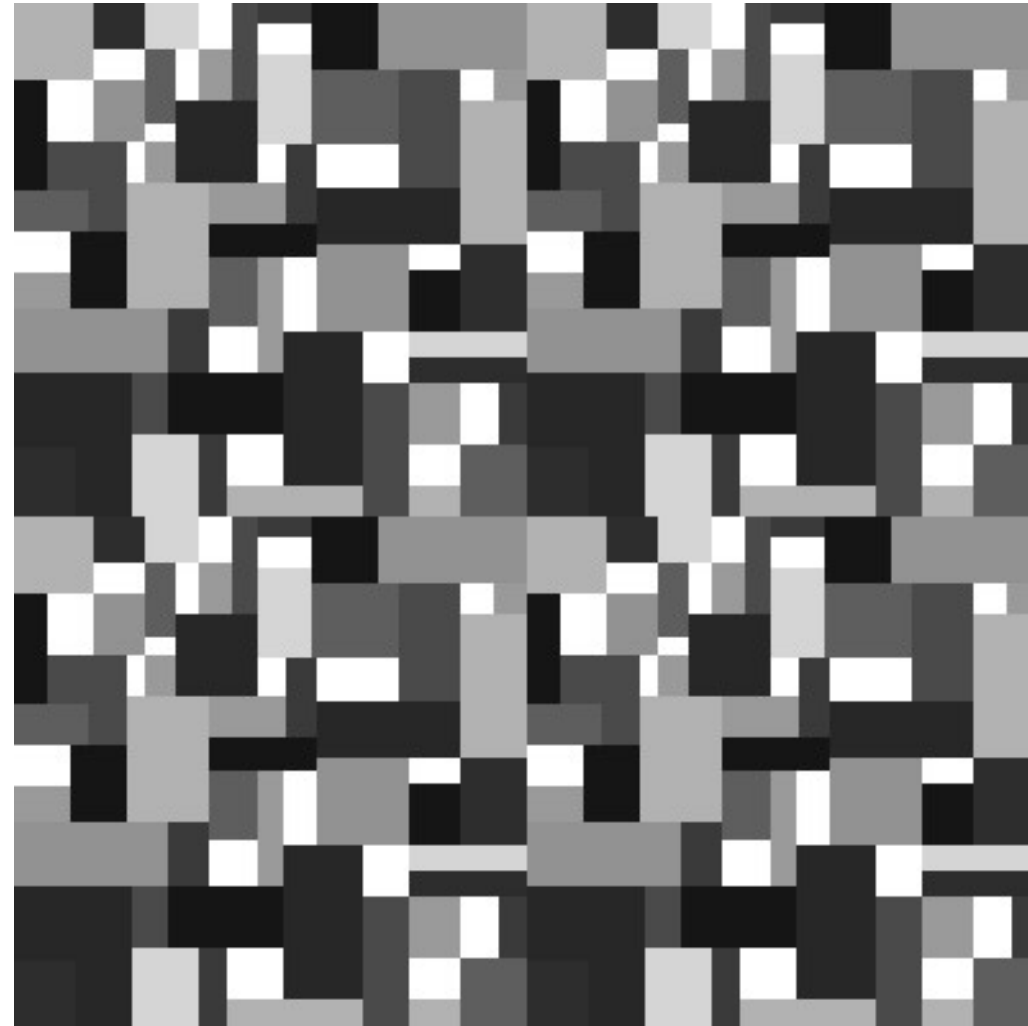
Responsiveness - Experienced manpower



Main Technologies

- Monoporosa
- Monocottura
- Bicottura
- Porcelain Tiles
- Thin Tiles

-
- Digital Technologies



Some of the sizes (cm)

- | | |
|-----------|-----------|
| ✓ 2,5x2,5 | ✓ 30x30 |
| ✓ 5x5 | ✓ 30x35 |
| ✓ 10x10 | ✓ 30x60 |
| ✓ 10x20 | ✓ 30x120 |
| ✓ 10x30 | ✓ 33x33 |
| ✓ 12x120 | ✓ 45x45 |
| ✓ 12,5x25 | ✓ 15x15 |
| ✓ 15x60 | ✓ 40x40 |
| ✓ 20x20 | ✓ 30x60 |
| ✓ 20x120 | ✓ 60x60 |
| | ✓ 60x120 |
| | ✓ 100x300 |

....

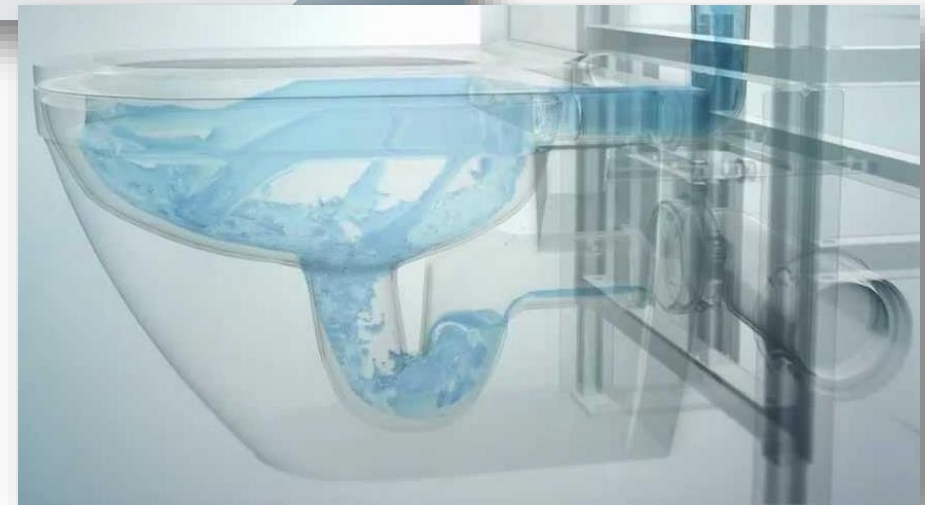


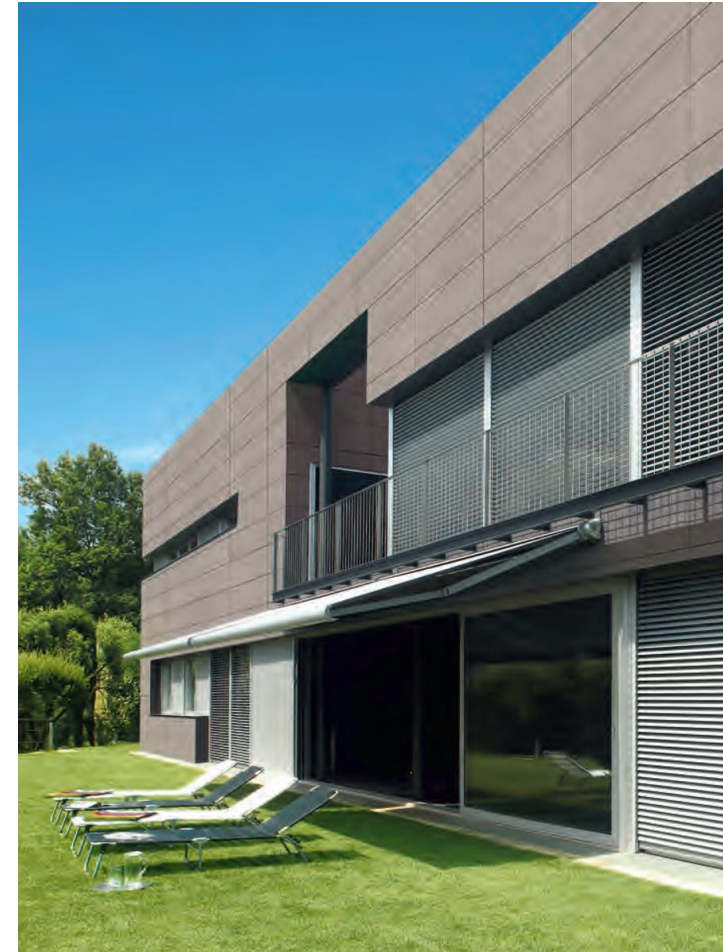




turkishceramics

Environmental & Smart Products







GLAMAROUS TURKISHCERAMICS EVENTS





MIPIIM 2016

MIPIIM FAIR, 15-18 March - France

- MIPIIM Awards Sponsorship
- MIPIIM Awards Turkishceramics Cocktail
- Kiosks
- Turkishceramics lunch for architects





COVERINGS 2016

18 – 21 April, Chicago

Turkishceramics have attended Coverings Fair 2016 in April.

- VIP Press Dinner Sponsor
- Architect & Designer day sponsor





turkishceramics



«SINAN: THE FIRST STARCHITECT»

The exhibition, exploring 16th century Ottoman architect Mimar Sinan’s mastery of the art of building, from his use of ceramics to his designs of mosque complexes and urban infrastructure, is now open to the public between **26 September and 1 October 2016 in Piazza Maggiore - Bologna.**

Project Timeplan

November 2015, Research trip to Istanbul and Edirne to study the work of Mimar Sinan.

5th May , The research has resulted in a book published

18 May – 10 June, an exhibition at the London’s Building Centre

Sinan: The First Starchitect gives an insight into the world of Mimar Sinan, architect to the sultans of the Ottoman Empire and the maestro behind the skyline of historic Istanbul, with contributions from leading and emerging contemporary architects and expert writers.

The exhibition features research projects conducted by the participating architecture practices; **Ian Ritchie Architects, Rogers Stirk Harbour + Partners, Feilden Clegg Bradley Studios, DSDHA, Reich and Hall Architects, Sam Jacob Studio and Bureau de Change.**



turkishceramics

ROYAL ACADEMY 2016 SPONSORSHIP



Turkishceramics is once again the lead supporter of

Architecture Programme at the Royal

Academy of Arts in 2016.



turkishceramics

LONDON DESIGN BIENNALE SPONSORSHIP

7 – 27 September , Somerset House, London

The New York Times

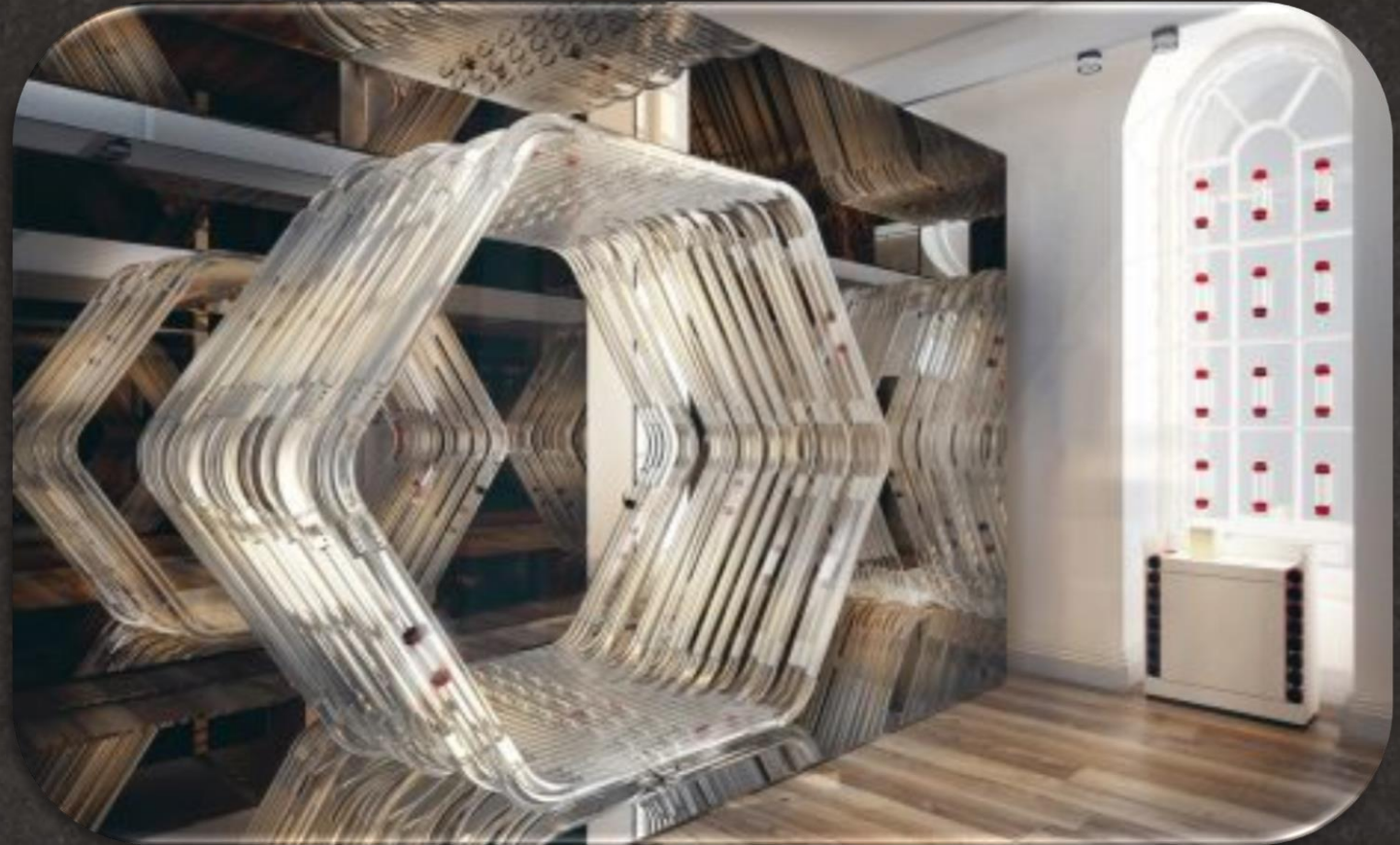
Projects Not to Miss at the London Design Biennale



© Cagla Gurbay/Autoban

The Wish Machine

Turkey





turkishceramics

FUTURE TURKISHCERAMICS EVENTS



OCT 22-25, 2016



21-24 Nov 2016 | Dubai World Trade Centre
www.thebig5.ae



14-17 MARCH 2017
Palais des Festivals, Cannes, France



14 – 18.3.2017, Frankfurt



turkishceramics

Communicating Turkish Ceramics Through UNICERA



ceramic bathroom kitchen

www.unicera.com

FAIR

8-12 March 2017

CNREXPO
YEŞİLKÖY-İSTANBUL

Being one of the largest trade fair of the ceramic & bathroom industry, UNICERA brings together a wide range of ceramics, bathroom & kitchen products and ceramic processing technologies