Private label products reached a turnover of 200 billion TL!

Private Label Association of Türkiye (PLAT), which is the most important representative of the private label industry in our country, shared data on private label products prepared by the NielsenIQ Retail Panel.

M. İmer ÖZER, the head of Retailers Group Private Label Association of Türkiye (PLAT), said, "Based on our measurements and market analysis, we can say that the private label industry has reached a turnover of 200 Billion TL in

In the data prepared by the NielsenIQ Retail Panel, the Jan-

uary-December period of 2021 and the January-December period of 2022 were compared. According to the data obtained as a result of the research on FMCG products, food and non-alcoholic beverages, household cleaning products and personal care products, it is observed that the turnover of private label products increased by 99 percent in the last year compared to the previous year; It was observed that the market share increased by 1.5 points to 28.1%.

Among the main categories, the highest increase was seen in personal care products, with a market share of 29 percent and a turnover change of 102 percent. According to the data obtained from all products, it was seen that the demands of consumers for private label products increased.

Personal care products are the leader in both revenue growth and market share growth

The data obtained from Nielsen's report are as follows: While the market share in FMCG products excluding cigarettes and alcohol products was 27.7 in 2021, this rate increased to 28.1 in 2022 with an increase of 1.5 points.





Turkat Monthly Economic Newspaper





Türkiye launches Black Sea gas deliveries in historic milestone

Türkiye started natural gas production from a vast reserve discovered in the Black Sea, which promises to curb the country's external dependence and cut consumer energy prices.

President Recep Tayyip Erdoğan green signaled the first delivery to an onshore plant, which will begin with 10 million cubic meters (mcm) of gas daily in the first phase. "This is a historic milestone for Türkiye's path to energy independence," Erdoğan told

the ceremony held in northern Zonguldak province broadcasted live on television. Production will be increased to 40 million cubic meters of gas per day in the coming

period, the president said, after other wells go into operation.

"When we reach full capacity, we will meet 30% of our country's gas needs" from the Black Sea reserves, he said. In August 2020, the country discovered a reserve off the coast of Zonguldak, which Erdoğan hailed as a way to wean the country off its dependence on energy imports. Page 10



'Türkiye to inaugurate 3 additional boron processing plants'

Türkiye plans to open three additional boron processing plants, President Recep Tayyip Erdoğan told a mass inauguration ceremony in Eskişehir province.

"This year, we will add three new boron processing plants to Eskişehir, which account for an investment value of 501 million liras (\$25.8 million)," Erdoğan said.

He said the "pilot facility" opened in Eskişehir will begin processing 1,200 tons of ore per year in the first stage establishing another "facility that will increase the annual production to 570,000 tons immedi-

Erdoğan said the "design, manufacture and assembly of the locomotive and subsystems of the first domestic electric locomotive, E5000, will be completed and then, testing and certification will be launched."

"Here, we will manufacture 500 locomotives that Türkiye will need in the next 10 years," he added. Page 10

Heralding challenging opportunities, IFC to make Istanbul regional financial hub



Noting that Istanbul has historically served as both a geographical and commercial bridge between the East and the West, President Erdoğan said during his address, "It is a city that has the potential to establish the same link between financial markets today. The Istanbul Finance Center is a visionary project developed with the aim of strengthening Türkiye's place in

the world economy and making our country a regional and global financial center in the future."

President Erdoğan added that the Istanbul Finance Center will boost Türkiye's potential to attract investment by facilitating the flow of international capital, bringing savings into the economy by directing them to new

continuity of financial stability through the financing of major infrastructure projects. "While deploying alternative financial tools here, we will also support young enterprises working on financial technologies and blockchain technologies that look to develop themselves and invest in this field", the

2023 growth expectations at 3.5 pct

The GDP growth expectations for 2023 remain unchanged at 3.5 percent, the Central Bank's Survey of Market Participants have shown.

Participants' growth forecast for next

year is 4.4 percent, also unchanged from the previous month's survey. The Turkish economy grew by 5.6 percent last year, with GDP expanding 0.9 percent in the final quarter of 2022 from the third quarter of the same year.

Participants of the Central Bank survey increased slightly their end-2022 inflation expectations from a previous 37.72 percent to 37.77 percent.

The annual consumer inflation price Türkiye from eased 55.18 percent in February to

50.5 percent in March, showed the latest official data.

The 12-month ahead inflation expectations, however, fell from 31.63 percent to 31 percent.

Participants of the survey lifted their current account deficit estimate for 2023 from \$35.98 billion to \$37.75 billion.

They expect the current account deficit to be \$25.79 billion next year. They also said they expect the U.S. dollar/Turkish Lira rate to be 23.15 at the end of this year, up from 22.91 in the previous survey.

financial instruments, and ensuring the President added. Page 8

Türkiye's largest warship sets sail after public unveiling



Türkiye's recently commissioned, long-anticipated largest warship sailed through the Bosporus as it headed for the Black Sea.

The TCG Anadolu rendered a 21-gun salute in honor of President Recep Tayyip Erdoğan as the citizens along the coast of Istanbul closely followed its

Türkiye's first amphibious assault ship departed the port of Sarayburnu, where the vessel was opened to the public, and sailed past Dolmabahçe Palace.

On the palace's shore, Erdoğan and first lady Emine Erdoğan were accompanied by children from Türkiye's southern quake-hit provinces to see off the TCG Anadolu. Addressing the ship's crew, Erdoğan said they are eager to build an even larger vessel in the coming period.

Türkiye aims for record-breaking tourism revenue in 2023



Türkiye aims to achieve all-time high tourism revenues this year, according to tourism representatives, including Kaan Kaşif Kavaloğlu, the head of the Mediterranean Touristic Hoteliers and Operators Association (AKTOB).

Kavaloğlu expressed the country's ambition to achieve a target of \$60 billion (TL 1.16 trillion) in tourism revenues, saying: "We expect this year to surpass all previous years in tourism revenues."

He was speaking to Anadolu Agency (AA) about the World Tourism Fair held in Berlin, which provided them with preliminary data for 2023, estimated to be 30% higher than last year. Page 7

Manufacturers hope for AI revolution to boost factories



Manufacturers eagerly anticipate the advancements in artificial intelligence to be applied in their factories, envisioning using robots to repair and maintain intricate machinery.

There has been an explosion of interest in using AI across many sectors since the launch last year of chatbot ChatGPT from U.S. startup OpenAI. And at Hanover Fair on industrial technology in Germany, the potential for artificial intelligence in the manufacturing sector was firmly in focus.

Via the tablet in his hands, a young employee of American IT services provider HPE chatted with an AI-equipped virtual assistant, asking it to operate a robot's arm. Page 7





Your cleaning routine is now more enjoyable with the new Camomile Butter







Mehmet Soztutan Editor-in-Chief

Letter From The Editor

Export-led growth in action

Foreign trade data for March was announced in Ankara with a meeting attended by Minister of Trade Mehmet Muş and TİM (Turkish Exporters Assembly) Chairman Mustafa Gultepe.

Automotive industry ranked first among the sectors that exported the most in March with 3.3 billion dollars. Chemistry maintained its second place with 2.9 billion dollars, and Apparel third with 2 billion dollars. The export value of kilogram units increased by 24.4% compared to the same month of the previous year and rose to 1.67 dollars.

The Turkish exporters are fully conscious of the fact that they have to cope with the dynamically changing conditions; and they strive to do so in order to survive in the world markets. Actually, Türkiye has so far managed to weather the global storm. There is also a consensus to overcome the challenges and to preserve investor confidence.

Competition appears from all corners of the globe. Customers demand more.

To respond, manufacturers are reducing costs and increasing responsiveness through outsourcing, sourcing globally and implementing demand-driven strategies such as pull-based inventory management.

It should be noted that exports and export-oriented policies in particular are regarded as crucial growth stimulators by the Turkish government officials. As a matter of fact, opening up a country's market to the international markets allows a country more efficient production and allocation of resources as the country can concentrate on the production of goods in which it has a comparative advantage based on its factor endowments. Thus, trade markets allow producers and consumers of the participating countries to benefit from lower prices, higher-quality products, more diverse supply of goods, and higher growth. From the stand point of exporters, competition is a complex series of moves and countermoves on a global landscape. They are particularly involved in identifying, evaluating and selecting new target markets.

As known, our publications remain at the service of those businesses people seeking to increase their share in the increasingly competitive foreign markets.

We wish lucrative trade for the business people.



THOUGHT OF THE MONTH

long after the price is forgotten."

PARADOX

The paradox of our time in history is that we have taller buildings, but shorter tempers;

wider freeways, but narrower viewpoints;

We have bigger houses and smaller families; more conveniences, but less

we have more degrees, but less sense; more knowledge, but less judgment;

more experts, but fewer solutions; more medicine, but less wellness.

we've added years to life, not life to years.

We've been all the way to the moon and back,

but have trouble crossing the street to meet the new neighbor.

split the atom, but not our prejudice.

We have higher incomes, but lower morals; we've become

long on quantity, but short on quality.

These are the times of tall men, and short character;

steep profits, and shallow relationships.

These are the times of world peace, but domestic warfare;

more leisure, but less fun; more kinds of food, but less nutrition.

stockroom



"Quality is remembered

we spend more, but have less; we buy more, but enjoy it less.

We have multiplied our possessions, but reduced our values.

We talk too much, love too seldom, and hate too often.

We've learned how to make a living, but not a life;

We've conquered outer space, but not inner space;

we've cleaned up the air, but polluted the soul; we've

These are days of two incomes, but more divorce; of fancier houses, but broken homes.

It is a time when there is much in the show window and nothing in the



Publisher:

ISTMAG Magazin Gazetecilik İç ve Dış Ticaret Ltd. Şti. Adına Sahibi H. Ferruh Işık

Responsible Editor: Mehmet Söztutan (mehmet.soztutan@img.com.tr)

Editors: Assoc. Prof. Mehmet Ali Özbudun

Correspondent:

Ayça Sarıoğlu

Dilara CİCA

Ismail Cakır (ismail.cakir@img.com.tr)

Marketing Manager:

Recep Arslantaş (recep.arslantas@img.com.tr)

Arts Director:

Tayfun Aydın (tayfun.aydin@img.com.tr)

Subscription: Ismail Özçelik (ismail.ozcelik@img.com.tr)

Medva Blok Kat:1 34197

HEAD OFFICE: İstanbul Magazine Group **İHLAS MEDIA CENTER** Merkez Mah. 29 Ekim Cad. No:11

Yenibosna / İstanbul / Turkey Tel: +90. 212 454 22 22 Fax: +90. 212 454 22 93 www.img.com.tr - img@img.com.tr

LIAISON OFFICES

Ömer Faruk Görün Buttim A Blok Kat: 4 No: 4029 Bursa / Turkey Tel: (90.224) 211 4450 - 51 Fax: (90.224) 211 4481

KONYA:

Metin Demir H. Ulusahin Is Mrkz. C Blok No: 603-604-605 Konva / Turkev Tel: (90.332) 238 10 71

Fax: (90.332) 238 01 74

PRINTED BY: İhlas Gazetecilik A.S. Merkez Mah. 29 Fkim Cad. İhlas Plaza No: 11/41 PK: 34197 Yenihosna - Bahcelievler

Istanbul / Turkey Tel: (90 212) 454 30 00 Fax (90 212) 454 34 83

PLEASE MENTION





WHEN CONTACTING ADVERTISERS

THE ECONOMIST WHAT IS A PROBLEM? IF THE ONLY TOOL YOU HAVE IS A HAMMER, YOU TEND TO SEE WELL!!! EVERY PROBLEM AS A NAIL



Colonia celebrates timelessness with a Samuel Ross design

Colonia, the signature fragrance of Acqua di Parma, the global symbol of perfection, craftsmanship and Italian style, redefines its timelessness with its Samuel Ross design. The "Colonia Limited Edition" collection, signed by award-winning designer Samuel Ross and handcrafted in Italy, meets perfume lovers all over the world.

Celebrating the simplicity, sincerity and generosity associated with its Italian roots, Acqua di Parma's iconic perfume Colonia, the first iteration of the three-year partnership between Acqua di Parma and Samuel Ross' luxury industrial design studio SR_A and introduced at Design Miami, is the new collection of Colonia, every reorganizes the design codes of a Maison.

Acqua di Parma celebrates the timelessness of the brand's first scent, the signature scent that has remained unchanged for over 100 years, with Colonia Limited Edition designed by Samuel Ross. Using a contemporary language to create the future vision of perfume, Samuel Ross offers a blessed tribute to the past of perfume with his dynamic interpretation of Colonia. Samuel Ross, who prepared the collection inspired by the architectural approaches of London and Milan and the structures of Renzo Piano and Richard Rogers, refers to the inspiration of the signature fragrance with its design that resembles the sun shining through the European cityscape,





which it reflects on Colonia.

London's urban brutalism is represented by a redesigned version of Acqua di Parma's signature color, which is the starting point for this collaboration, and the yellow color that absorbs the light. Stimulating the senses, identifying with Acqua di Parma and representing optimism, this color is imprinted with SR_A's writing style. Sun Rise Yellow combines with the main tones of Grass Blade Green and Ultra Orange, an industrial reflection of Samuel Ross' own practice. The new evolution of the palette establishes a new design language that pays homage to the legacy of Italian and British modernism.

A timeless masterpiece combined with Italian golden citrus, Colonia has been presented in the iconic Art Deco bottle since its birth. While the new bottle, which is compatible with architectural values, offers different perspectives and perspectives, it opens a new window from the past to the future and creates a synergetic metaphor for this collaborative sharing of ideas. This metaphor is reinforced by the label with the letters embroidered with lithography, hidden between the layers of the bottle.

Colonia Limited Edition, designed by Samuel Ross, is a collection generated for those who make digital life one of their priorities. When the bottle in the collection is held up to the light, a magnificent transformation takes place. The work interacts with light to generate images that can be happily remembered throughout the day, such as when the sun rises at The Center Pompidou or The Shard.

Effective care in all seasons against sun rays



Türkiye's first and only innovation award-winning domestic Anatolian propolis producer BEE'O protects the skin of children and adults from the harmful rays of the sun every season with the sun range it has developed. BEE'O Solar Range will be friendly to both your skin and the seas and creatures living in the seas! The secret of BEE'O solar energy products, which protect the environment and nature, comes from its naturalness.

BEE'O is always with you with its most natural alternatives...

BEE'O APICARE Face Sun Cream: BEE'O Face Sun Cream, which contains pure Anatolian propolis, non-nano mineral zinc, olive oil and aloe vera, consists of completely natural ingredients. Thanks to its 50+ SPF feature, it provides full protection against the harmful UVA and UVB rays of the sun, while helping to prevent the formation of sunspots. Moreover, it provides intense moisture to prevent the sun from drying your skin. BEE'O Face Sun Cream, which is recommended to be applied to the clean face 30 minutes before going out in the sun, is easily applied, quickly absorbed by the skin and forms a protective layer.

BEE'O APICARE Children's Sun Cream with Propolis: BEE'O APICARE Child Sun Cream with Propolis, which has a completely natural content special for children's sensitive skin, is the best alternative for mothers...

Anatolian Propolis, non-nano mineral zinc, vitamin B5 and shea butter oil are made

from completely natural ingredients. BEE'O APICARE Children's Sun Cream, consisting of 50+ SPF, protects your children's skin by protecting against sunburns and harmful UVA-UVB rays, and provides intense moisture against the drying effect of the sun. This hypoallergenic product, suitable for children's sensitive skin, creates a natural barrier on the skin against sun rays.

BEE'O APICARE Body Sun Cream: With its completely natural and clean content and 50+ SPF effect, the cream developed by the experts at the BEE'O Propolis R&D center protects your skin against the harmful rays of the sun with pure Anatolian propolis and natural mineral filter, while protecting your skin's moisture balance. provides. The product, which contains Anatolian propolis, non-nano mineral zinc, shea butter and aloe vera, does not contain colorants, preservatives, chemical filters and parabens.

BEE'OAPICARE After Sun Lotion: The skin that has been dried by exposure to the sun's rays needs freshness. BEE'O After Sun Lotion; With its content of Anatolian propolis, non-nano mineral zinc, olive oil, aloe vera, sesame oil and vitamin E, it helps to moisturize and protect the skin that is dry and damaged in summer. The product, which is created from completely natural ingredients, does not contain colorants and parabens, instantly refreshes, relaxes and soothes your skin. Suitable for all skin types, the lotion reduces the drying effect of the sun, sea and pool, re-moisturizes the skin and provides



Colonia Eau de Cologne happiness lasts longer with Colonia Refill, designed in accordance with Acqua di Parma's commitment to sustainability.

Colonia Eau de Cologne can be filled twice with 200 ml Colonia Refill, which is made of 100% recycled and recyclable aluminum. Colonia Refill, which is designed to stop automatically when the filling is finished for zero spillage and maximum convenience, preserves the value of sophistication and timelessness for a lifetime with its bottle as well as its scent.

Colonia Refill, produced to accompany 100 ml Colonia Eau de Cologne, is a new way to enjoy the iconic Colonia Eau de Cologne for longer while reducing the environmental impact. Refills by weight leaving a better environmental footprint; it saves 66% on glass, 50% on plastic, 32% on paper and 24% on packaging.

Colonia Refill is part of the Acqua di Parma Futura sustainability plan developed by Maison as part of the LVMH Group's LIFE programme. This plan is a roadmap of structured systemic approaches to incorporating sustainable practices through people, products, processes and the community.

Originally generated in 1916, Colonia is the definition of a timeless classic as a fragrance

expressing sunny elegance in any situation... As soon as the sparkling notes of Acqua di Parma's instantly recognizable golden fruit blend of sparkling lemon, Calabrian bergamot and orange spread through the air, the perfume's glamorous character comes to life. The unique structure of the fragrance is strengthened in the aromatic middle note with the harmonious intertwining of lavender, rose and rosemary notes. Warm and precious woody notes of vetiver, sandalwood and patchouli successfully complete the base note of the iconic Eau de Cologne.

Say goodbye to the orange peel look with the "Anti-cellulite firming gel"

BEE'O APIBEAUTY Anti-Cellulite Firming Gel, containing bee venom, Patented Pure Anatolian propolis, coffee bean oil, hyaluronic acid and aloe vera, offers a natural and effective way to fight cellulite by contributing to reducing the appearance of cellulite and tightening the skin.

Cellulite, which is mostly found in the legs, hips, buttocks and abdomen of women and is very uncomfortable with its orange peel appearance, becomes history thanks to the miracle of nature bees. BEE'O APIBEAUTY Anti-Cellulite Firming Gel, melittin, the main component of bee venom, caffeine in coffee bean oil, patented pure Anatolian propolis, while helping to reduce the appearance of cel-

lulite by accelerating blood flow thanks to hyaluronic and aloe vera, it also provides a visible effect on the appearance of sagging and cracks in regular use.

With the patented pure Anatolian propolis and coffee bean oil in its content, the gel, which provides the antioxidant support your skin needs, helps the skin to have a smoother ap-

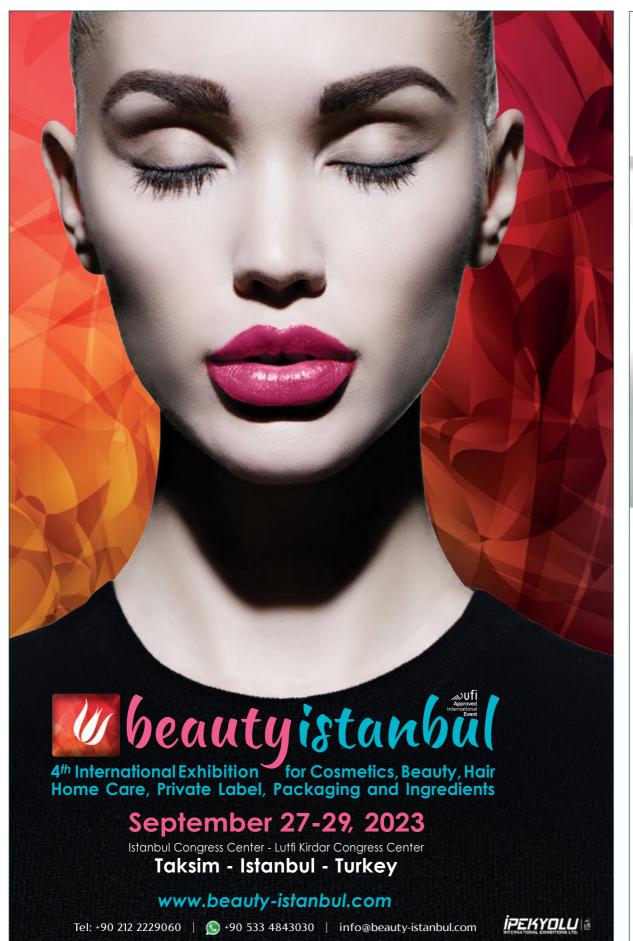
pearance with
its anti-cellulite effect
thanks to
its special
composition. Hyaluronic

acid in the content of BEE'O APIBEAUTY Anti-Cellulite Firming Gel helps to increase skin elasticity while deeply moisturizing your skin. Fortified with the freshness of aloe vera, the gel offers smoother and firmer skin.

How to use?

Apply morning and evening by massaging with circular movements on the skin prone to cellulite, especially on the hips, buttocks, legs and abdomen.

***According to the dermatological test results performed with 20 volunteers and it has been observed that with regular use for 4 weeks, it helps to reduce the appearance of sagging, cracks and cellulite, tightening and thinning the hips, buttocks, legs and abdomen



FINALTUP



MÜŞTERİLERİMİZE FARKLILIK YARATTIĞIMIZ İMKANLAR

Sınırsız Renk Flexo Baskı, Ofset ve Serigrafi Kombinesi ile 13 Renk Baskı Omuza Dahil Baskı İmkanı, Yenilikçi Oval Tüp, Farklı Uç ve Kapak Çeşitliliği 5 Katlı Oksijen Bariyerl PE Tüp Üretimi, Gıda Takviye Tabletleri İçin Efervesan Tüp Üretimi







Atatürk Mah. Ertuğrul Gazi Cad. Metropol İstanbul Sitesi 2E A2 Blok Kat:28 Daire 415 Ataşehir / İSTANBUL - TÜRKİYE Mobile:+90 532 265 27 56 • +90 552 356 06 99 • Office: +90 216 771 04 13 web: www.finaltup.com • email: info@finaltup.com • instagram: finalsu_tup



Have bushy eyebrows and intense eyelashes with the range with natural ingredients!











Hair beauty from 11 plant extracts

Icy Magic range products with natural ingredients, developed by using the healing power of arctic plants, of Polaar, which demonstrates its respect for nature with its sustainability studies, provide miracles for your eyebrows

Polaar, which makes it possible to create a skin care routine without harming the environment with its products with over 95% clean and natural ingredients, has been producing vegan and

Ashley Joy, which is the favorite of those who

prefer natural hair care, makes those who ex-

pect more than one performance in a single

product happy with the Leave-in Hair Treat-

ment Cream, which is formulated with a mix-

ture of 11 herbs, very comfortable with no

need for rinsing, and showing its effect from

Compatible with all hair types, Ashley Joy

Leave-in Hair Treatment Cream soothes the

hair with its special formula obtained with

Avocado oil, Aloe Vera, Chamomile, Vitaherb

Complex and a mixture of 11 plants. Ashley Joy

Leave-in Hair Treatment Cream, which also has

color protection feature, protects the first day

effect of dyed hair and strengthens the hair by

penetrating deeply. Providing a very comfort-

able hair care ritual with no need for rinsing,

this care cream does not leave a greasy, dull feel-

ing on the hair; It moisturizes the hair without

the first use.

non-animal-tested products since its establishment. 95% of existing product tubes are made from recycled materials, and 78.5% of Polaar's packaging is recyclable. Polaar reduces its carbon footprint with its efforts to obtain the plants used in its products and to reduce waste and

Polaar Icymagic Booster Acti Eye-Lashes &

Polaar Icymagic Booster Acti Eye-Lashes & Eye-Brows consists of 99% natural ingredients. Thanks to the Siberian Ginseng in its content, the serum that revitalizes and repairs eyebrows and eyelashes, strengthens it with castor oil and ensures rapid growth. Icymagic plumping eyebrow and eyelash serum, which provides a 70% more dense and voluminous appearance of eyebrows and eyelashes in 4 weeks of regular use, also reduces shedding by 91%. This unique product gives you longer and fuller eyebrows and eyelashes in 4 weeks.

Aloe Vera, which is includ-

ed in the formula of Ashlev

Joy Leave-in Hair Treat-

ment Cream, which makes

the hair shine by adding a

healthy shine, strengthens

repair the fractures and helps

look smooth and silky. Beech

also supports the strengthening of the hair from

root to tip, while also providing volume. Thanks

to its antimicrobial feature, nettle content effec-

tively protects the hair and plays a major role

in its healthy and rapid growth. Chamomile ex-

tract, which is especially effective in strengthen-

ing thin and weakened hair, also has a relaxing

effect on the scalp. Henna in its formula both

revitalizes and moisturizes the hair. Green Tea

shows a full antioxidant effect and provides a

great effect in the care that the hair needs. Avo-

the hair from root to tip; It

helps

t h e m

extract

Polaar Icymagic Instant Eye Contour Multi

Polaar Icymagic Instant Eye Contour Multi Energiser, which makes a cold massage around the eyes thanks to its roll-on head, removes puffiness and the appearance of dark circles. 93% of the formula of Roll on, which instantly revitalizes the eye area, consists of natural ingredients. Actively fighting under-eye bags and traces of fatigue, Polaar Icymagic revitalizing roll-on care product does not contain alcohol and mineral

Polaar Icymagic Tinted Anti Dark Circle

Polaar Icymagic Tinted Anti Dark Circle care product, which makes a cold massage around the eyes thanks to its metal application head, instantly illuminates and smoothes the applied area. Polaar Icymagic care product, which provides a fresh and bright appearance around the eyes all day long, moisturizes and camouflages

Have you met Just Touch Liquid Concealer, the perfect concealer of Golden Rose?

Golden Rose Just Touch Liquid Concealer, the perfect concealer provides permanence all day long with its new formula. The soft texture of Liquid concealer, which is easily applied to the skin, hides dark circles around the eyes with its content that provides a smooth look and gives the skin a natural glow.

With Niacinamide (Vitamin B3) and Vitamin E in the uniquely formulated content of Just Touch Concealer, it moisturizes the skin and protects it from harmful external factors. It makes the skin look bright and smooth by covering the imperfections and blemishes that appear on the skin. Concealer is easily applied with its special applicator and provides rapid absorption into the skin. The concealer series, which Golden Rose has newly introduced to the beauty industry, is suitable for different skin tones with its 10 color palettes.

Golden Rose has an extensive sales network with 59 exclusive stores and kiosks throughout Türkiye.

Since the day it was founded, the brand has been among the important companies of the international cosmetics industry with its 40 years of industry experience and the principle of quality production and

Beauty is different with Watsons!

Watsons is with you with its many products to accompany your beauty and care routines! Beauty is different with the dazzling scents of Watsons, Kruidvat and Revolution, and permanent and eye-catching make-up products of Deborah, each more stylish than the other!

Watsons Bouquet Women's EDT 100 ml Would you like to bring joy and happiness to your scent with an armful of bouquets with Watsons Bouquet Women's EDT Perfume? The most dominant notes of Watsons Bouquet Women's EDT Perfume include jasmine, Bulgarian rose and orange blossom, which symbolize elegance; middle notes feel musk and cedar.

Kruidvat Amber Women's EDT 50 ml Attract attention with your scent with Kruidvat Amber Women's EDT! Be remembered with the intense notes of Kruidvat Amber Women's EDT, which is formulated with peach, jasmine and amber and undergoes long evaluation processes to reach the perfect harmony by world-renowned perfume manufac-

Revolution Love EDT 100 ml

turers!

Revolution Love EDT, newly added to the Revolution Luxury Scent Collection, will remind you that love exists everywhere with its stylish and pink bottle. Provide a dazzling effect with Revolution Love, which has both a floral and sexy fragrance with mandarin, peony, osmanthus, rose and pink pepper notes!

Deborah 24 Ore All Over Concealer Give your skin a young and fresh look with Deborah's 24 Ore All Over Concealer enriched with effective ingredients! Deborah's concealer, designed to help cover up undesirable appearances such as skin tone inequalities and under-eye bags, is with you all day long thanks to its permanent formula for up to 24 hours! Deborah 24Ore All Over Concealer, which has an ultra-light texture, helps the skin to stay moist thanks to its hyaluronic acid and green tea content.

Deborah 24Ore All Compact Long **Lasting Powder Foundation**

Get a natural makeup look with Deborah 24Ore All Compact Long Lasting Powder Foundation! Thanks to its formula enriched with camellia extract and DH anti-pollution complex, Deborah 24Ore All Compact Long Lasting Powder Foundation helps you protect your skin and spend the whole day with a fresh makeup look with its antioxidant feature. In addition, it helps you to protect your skin from the harmful rays of the sun all day with its GKF 20 sun protection, which is resistant to water and smudges.







May 2023

Your cleaning routine is now more enjoyable with the new Camomile **Butter**

Made in Türkiye

Bringing the power of plants and nature together since the day it was founded, The Body Shop will make your cleaning routine enjoyable thanks to the new Camomile Butter Cleansing Oil, which has the same formula as the classic Camomile Cleansing Oil and is produced in limited numbers.

Camomile Cleansing Oil, one of the most popular and indispensable products of The Body Shop, will cleanse your skin and saturate it with moisture, while cleansing your skin, thanks to its new formula enriched with chamomile and camellia oils. The rich, nourishing formula and vegan content of the new Camomile Cleansing Oil cleanses your skin of the dirt and dust you are exposed to daily and effortlessly cleans your stubborn make-up, while providing your skin with a purified and smooth appearance with its silky and soft

Containing the fresh, delicate scent of Japanese camellia oil and notes of lily of the valley in addition to chamomile oil essence, the new Camomile Cleansing Oil is also suitable for sensitive skin and contact lens wearers, and is an effective make-up remover with the power to remove even waterproof make-up.

After taking a small amount of Camomile Cleansing Oil, which has a content that all skin types can easily apply, and applying it to your dry skin with light circular massage

touches, you will feel the

> magic of this impressive cleansing oil step by step and include it among your in-

Are you ready to stimulate the senses with the charm of floral notes?

It outlines the Les Interdites understanding of the niche perfume brand Ex Nihilo, which reveals the sweetest pleasures. Enriched with lilac, mimosa and rose, the perfume generates an addiction that has not been discovered before with its floral notes.

MY SWEETEST MORPHINE, the new member of Ex Nihilo's Les Interdites Collection, which is inspired by Avant-Garde and the French spirit of pure refinement, provokes the senses with the attractiveness of floral notes. In the spring of 2023, MY SWEET-EST MORPHINE, which will be

available to a limited number of perfume lovers with its special packaging, will later become a permanent member of the Les Interdites Collection. An experienced perfumer, Natalie Cetto magnifies flowers in the

core of her creations, giving them a marvelous and sensual relief, a perfect alchemy between airiness and depth in MY SWEETEST MORPHINE. Her bewitching and addictive creations sound like a call to charm and seduction.



Covers the skin with a silky veil that is sweet and captivating

Vivid and fresh at every moment, MY SWEETEST MORPHINE enchants those who smell it with its transparent feelings, where the floral notes of lilac and mimosa are enriched with rose. Enveloping powdery and high silage with notes of solar and musk for a high level of passion, the perfume covers the skin with a sweet and captivating silky veil. With its bergamot, lilac, ozonic accord top notes, mimosa, rose, solar accord middle notes, MY SWEETEST MOR-PHINE meets all the needs of flower fragrance lovers. Patchouli, vetiver and musk base notes are the distinctive seal of this perfume, the most delicate and passionate version of Sweet Morphine.

The perfume box represents the abstract image of the powdered

The packaging of the perfume bottle reveals the fascinating feelings created by the fragrance with great mystery. Designed to provide a poetic haze that obscures the passion within, the mist design represents the abstract image of the powdered flower in dreams and intensifies the sudden feeling of happiness it gives. Shades of pink and fuchsia add to the color scheme of a blooming new passion.

The address of beauty and care



Discover Revolution and Deborah Milano products to have a healthy skin care routine and experience a glamorous makeup experience. Adding Revolution's serum containing Alpha Arbutin and Hyaluronic Acid to your skin care routine helps your skin look healthier, while protecting the skin against the blemished appearance with its serum containing Niacinamide and Zinc. Enjoy a glamorous make-up with Deborah 24 Ore All Over Concealer, Deborah 24 Ore Compact Long Lasting Foundation and Deborah 24Ore Absolute Volume Mas-

Revolution Skincare x Nihal Kanık 2% Alpha Arbutin and Hyaluronic Acid Serum 30 ml

A healthier and more vibrant skin with Revolution Skincare x Nihal Kanık 2% Alpha Arbutin and Hyaluronic Acid Serum! Revolution Skincare x Nihal Kanık 2% Alpha Arbutin and Hyaluronic Acid Serum helps to prevent the dark appearance of your skin with Alpha Arbutin obtained from rice, while it helps to provide a smooth skin appearance by deeply moisturizing your skin with Hyaluronic Acid. In your morning and evening skin care routine, you can apply a few drops to your cleansed skin and make your skin look brighter, moister and healthier.

Revolution Skincare x Nihal Kanık 10% Niacinamide and 1% Zinc Serum 30 ml Protect your skin against stains and porous appearance with Revolution Skincare x Nihal Kanık Niacinamide & Zinc Serum, one of Nihal Kanık's favorite products! Revolution Skincare x Nihal Kanık 10% Niacinamide and 1% Zinc Serum, suitable for oily and blemish-prone skin, helps to reduce the appearance of large pores with its skin-friendly niacinamide and zinc content. You can apply Revolution Skincare x Nihal Kanık Niacinamide & Zinc Serum,

which is colorless and oil-free, suitable for daily use with its light formula, in a thin layer on your skin before your make-up. Shake well before use. Apply a few drops to clean and dry skin. Use morning and evening for best results.

Deborah 24 Ore All Over Concealer

Eliminate skin imperfections for 24 hours with Deborah 24 Ore All Over Concealer! Enriched with skin-care ingredients, Deborah 24 Ore All Over Concealer helps to reduce the appearance of skin imperfections and skin tone inequalities with its ultra-light texture and permanent effect for up to 24 hours. It supports the moisturizing of the skin all day long with the hyaluronic acid and green tea it contains. Help your skin look glamorous all day long with Deborah 24 Ore All Over Concealer, which can be easily applied to every part of the face thanks to its wide-headed ap-

Deborah 24 Ore Compact Long Lasting

A natural and matte look with Deborah 24 Ore Compact Long Lasting Foundation! Deborah 24 Ore Compact Long Lasting

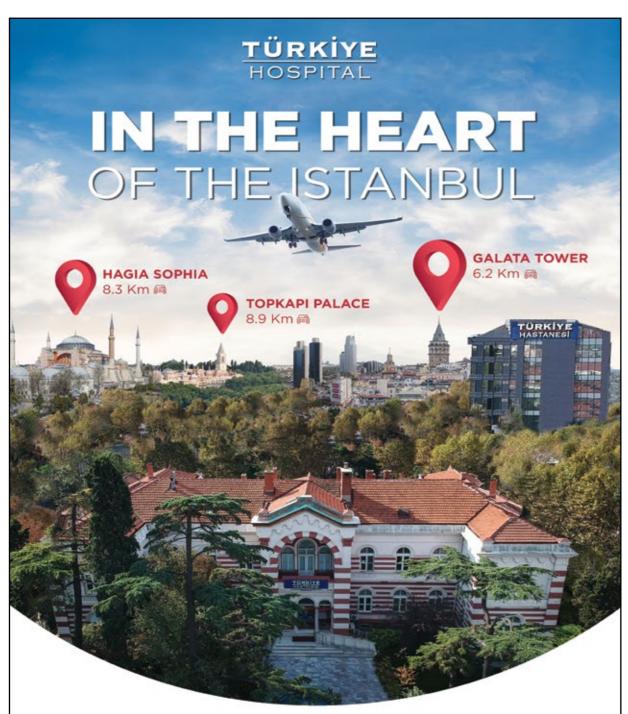
and smudges, has antioxidant properties with its formula reinforced with camellia extract and DH Anti-Pollution Complex. Deborah 24 Ore Compact Long Lasting Foundation, which helps protect your skin from the harmful effects of the sun with its 20 SPF sun protection, provides a matte and natural look.

Foundation, which is resistant to water

Deborah 24Ore Absolute Volume Mas-

False eyelash effect with Deborah 24Ore Absolute Volume Mascara! Get glamorous looks all day long with Deborah 24Ore Absolute Volume Mascara, which provides an instant fullness effect with its DH Complex and is permanent all day long! Ophthalmologically tested and fragrance-free, Deborah 24Ore Absolute Volume Mascara is ideal for sensitive eyes.





DEPARTMENTS & UNITS

- **ANESTESIOLOGY & REANIMATION** AUDIOLOGY & HEARING
- CARDIOLOGY CARDIOVASCULAR SURGERY
- CHECK-UP DENTISTRY
- DERMATOLOGY
 DIET & NUTRITION
- EMERGENCY ENT
- GASTROENTEROLOGY
- GENERAL SURGERY GYNECOLOGY & OBSTETRICS
- HAIR TRANSPLANTATION INTENSIVE CARE UNIT INTERNAL MEDICINE
- IMAGING CENTER (CT-MRI) INTERVENTIONAL RADIOLOGY LASER EPILATION CENTER
- LABORATORY
- NEUROLOGYNEUROSURGERY
- CARE UNIT
- NEONATAL INTENSIVE
- **OBESITY CENTER ORTHOPEDICS &** TRAUMATOLOGY
- OPHTALMOLOGY & LASER CENTER
- PEDIATRIC SURGERY PHYSICAL THERAPY
- REHABILITATION
- PERINATOLOGY PLASTIC & RECONSTRUCTIVE
- SURGERY PSYCHIATRY PSYCHOLOGY
- PULMONOLOGY RETINAL SURGERY UROLOGY







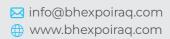


- It is a co-production with the Iraqi Ministry owned EIF.
- It will be held for the 4th time in Erbil International Fairground.
- * Erbil is the strongest economy and distribution center in the region due to the current security in the rapidly developing Iraqi market.
- * The Iraqi market is among the highest priority markets for the cosmetics and hygiene products sector, especially in the markets of the Middle East, where there are many big wholesalers.









Bring the energy of spring to your make-up with the 'Lights on' collection



Beaulis, one of the most admired brands of Gratis since its launch, welcomes spring with its new 'Lights On' collection. Beaulis's 'Lights On' collection, consisting of make-up products and EDT perfume range, presents the colorful energy of spring and pleasant floral scents to consumers.

Beaulis, Gratis' favorite brand with trendy colors, affordable and high quality products, continues to expand its product range with its new collections. Beaulis's 'Lights On' collection, specially prepared for spring, includes 9 different make-up products and 4 different EDT perfumes.

Beaulis, which prioritizes eye-catching naturalness in make-up, carries its new make-up products, created in textures and colors suitable for spring, to make-up bags with its 'Lights On' collection.

Beaulis Lights On Cream Eyeshadow Palette

Beaulis Lights On Cream Eyeshadow Palette, which can be easily applied to the eyelids thanks to its creamy texture, has 5 different color tones. Beaulis Lights On Cream Eyeshadow Palette brings the sparkle of light, sea and beach to eye make-up.

Beaulis Lights On Liquid Blush

Beaulis Lights On Liquid Blush, which provides a silky and

smooth appearance on the cheeks with its creamy and soft texture, integrates with skin temperature and PH thanks to its special formula, giving color quickly and helping to reveal facial lines.

Beaulis Lights On Lip Gloss

Beaulis Lights On Lip Gloss, which does not leave a sticky feeling with its special formula and has 2 different color options, provides a perfect sparkle appearance on the lips. Inspired by the stance of the orchid, Beaulis Lights On Lip Gloss complements the spring make-up.

Beaulis Sunrise Liquid Illuminator

Beaulis Sunrise Liquid Illuminator provides a luminous and radiant appearance to the skin. Beaulis Sunrise Liquid Illuminator, which has 2 different color options, is compatible with every skin color.

Beaulis Lights On Nail Polish

Beaulis Lights On Nail Polish gives the desired color in one coat with 3 different color options and provides ease of application with its brush. Beaulis Lights On Nail Polish, which will be the choice of those who want to reflect the energy of spring on their nails, draws attention with their green-pink, lilac-blue and pink-lilac holographic reflections.

Carry the floral and fruity scents of spring on you

Beaulis presents the EDT perfume range, which brings all the notes of nature together, to the taste of consumers in the 'Lights On' collection, which is offered for sale specially for spring.

Beaulis Breeze EDT

Beaulis Breeze EDT, where top notes are fruity, middle notes are floral, and base notes are woody scents, reflects the enthusiasm of spring with its exotic scent.

Beaulis Sunset EDT

Beaulis Sunset EDT, with floral and fruity top and middle notes and oriental woody scents in the bottom notes, provides permanence all day long with its strong and intense scent.

Beaulis Wave EDT

Beaulis Wave EDT, which emerges with the harmony of herbaceous and fruity scents in the top notes, floral in the middle notes and woody scents in the bottom notes, provides a feeling of freshness and freshness.

Beaulis River EDT

Beaulis River EDT, which is blended with sweet fruity in the top notes, fresh floral in the middle notes, and vanilla and patchouli in the base notes, transforms the energy of spring into a fragrance.

A brand new synthetic-free brand that discovers the secret of beauty with plants: Bioterra

Bioterra, which offers natural and organic products in skin care without harming any living thing that respects the balance of nature, makes a strong entry into the sector. Offering a brand new experience to consumers in hair, skin and body care with its synthetic-free formulas that derive the strength of its products from organic essential oils, the brand also offers a rich variety of 100% pure aromatherapy oils. For those who want to try Bioterra products right away, the experience store on Bağdat Street is at the service of consumers!

Bioterra, which investigates the effects of the unique power in nature on the human body and soul, and supports different plant extracts with the right combinations, says hello to consumers who make respect for nature a priority in their lives while taking care of hair, skin and body with its 100% natural and organic products. Inspired by the healing of essential and fixed oils that are suitable for human skin and cells, Cosmos Organic certified* Bioterra starts the repair from the lowest layer by penetrating deeply into the skin. In addition, with its products that do not contain synthetic molecules, it guarantees to add beauty to your beauty without threatening your health.

Offering a wide range of products from facial care to body care, hair care to fixed and essential oils, and bringing the healing of nature together with you, it is possible to find products with formulations suitable for all ages and skin types.

Feel the pure and natural beauty on your skin

Bioterra, which advocates organic care against synthetic molecules; cleanser, tonic, cream, facial care oil, serum, mask, peeling, eye care and lip care products penetrate deep into the skin and provide a natural effect. The brand, which develops its formulas with different organic and natural combinations that will heal the skin for each skin type, offers real-natural solutions, not artificial promises, for the lines and wrinkles that come with aging.

The natural touch to body care is from Bioterra!
Bioterra, which also makes a difference in body care

with its organic ingredients, cleans the body with restorative care products such as body lotion and gel, body care oil, nail and cuticle care oil, handmade solid soaps, sunscreen, tanning oil, cellulite and crack care oils, it helps to renew, repair and smell good.

Miraculous products that take their power from plants give vitality to the hair

Bioterra offers deep cleaning, care and health to your hair with shampoo, conditioner, hair mask, hair care oil and hair care serums produced specially for different hair types. With its sulfate-free ingredients that do not harm the hair, it provides the sebum balance of the hair and scalp and performs a repair from root to tip.

Dozens of aromatherapy oils that will increase your quality of life

You can also find 100% pure and natural essential oils, which are included in the formulas of Bioterra products and even make up their identity, in the Bioterra product range. Bioterra oils are certified organic and are absolutely 100% pure. For those who want to benefit from the pharmacological, physiological and psychological effects of essential oils, you can discover real pure oils in the product portfolio of the brand. From lavender to ylang-ylang oil, from thyme to eucalyptus, it offers all the oils you can think of organically.

Bioterra opened its experience store on Bağdat Street!

Taking its power from nature, Bioterra provides a one-on-one meeting place with consumers with its experience store on Bağdat Street. It is excited to meet its consumers in a very pleasant environment where you can have skin analysis done by its expert staff and get your skin care free of charge with products suitable for your skin type according to the result.

After performing your skin care in the warm and friendly concept of the store, you can sip your coffee with your relatives in the Cafe section and have a pleasant time.



PEREJA İLERİ KİMYA SANAYİ A.Ş.

Oruç Reis Mah. Tekstilkent Cad. Koza Plaza A Blok Kat: 7 No:28 Esenler-İSTANBUL-TURKEY

Tel: +90 212 855 79 79 Fax: +90 212 855 79 81 contact mail: export@pereja.com.tr / satis@pereja.com.tr

Instagram.com/Perejacosmetics

pereja.com.tr

Facebook.com/Pereja



- HIGH QUALITY SERVICE •
- COMPETITIVE PRICE
- FULL PRODUCT DESIGN •
- INTERNATIONAL STANDARDS •

PEREJJA

PEREJA İLERİ KİMYA SANAYİ A.Ş.

Oruç Reis Mah. Tekstilkent Cad. Koza Plaza A Blok Kat: 7 No:28 Esenler-İSTANBUL-TURKEY

Tel: +90 212 855 79 79 Fax: +90 212 855 79 81



on Instagram.com/perejacosmetics

contact mail: export@pereja.com.tr / satis@pereja.com.tr



Made in Türkiye

Türkiye aims for record-breaking tourism revenue in 2023



Continued From Page 1

Kavaloğlu highlighted the impressive turnout at Türkiye's booth and noted that the fair was exclusively for tourism professionals. He added: "Türkiye and Antalya have a significant appeal for all tour operators, especially those from England, Germany, and the Benelux and Western European countries. Our highest recorded data was in 2019, and I anticipate that the number of tourists visiting this year will not be less than 15 million."

Kavaloğlu emphasized that they do not anticipate a reduction in the number of tourists arriving from Western Europe and Russia, citing the global recognition of the high-quality service they provided throughout the pandemic.

In addition, Kavaloğlu highlighted their commitment to providing safe and healthy tourism services, stating: "Türkiye and particularly Antalya are indispensable for global tourism. We have a significant advantage in terms of cost-benefit analysis for consumers, and nearly 99% of our tourists return home satisfied." European market

Kavaloğlu highlighted the recent surge in input costs of tourism, emphasizing the need to focus on increasing revenues instead of just the number of tourists.

"Currently, our average overnight sales prices are almost at the same level as Spain, around \$95. Italy and France are ahead of us at \$115. Greece is \$90, just \$5

behind us. We are lagging behind. If we can increase our average overnight sales prices to above \$100 in the long run, it will have a significant impact on our package sales. It is crucial to increase both the number of tourists and our revenues, and we need to focus on both simultaneously," Kavaloğlu explained.

The tourism official also mentioned that their hotels receive significant numbers of tourists from Western Europe, including the U.K., Germany, France, Belgium and the Netherlands. Additionally, there is a tourist profile from the Middle East who prefers to spend the holy Islamic month of Ramadan in Türkiye. In anticipation of an active season, Kavaloğlu expressed his expectation that Russia would be the top market, followed by Germany and the U.K. He added that the European market seems to be performing better than last year and that all tour operators currently selling to Türkiye are on the plus side.

Meanwhile, according to Hacı Osman Üçdan, the owner of a chain of hotels and a tourism operator, most of their hotels are already fully booked, and they expect to have a full season in 2023.

Üçdan emphasized that their facilities have been renovated to offer professional tourism services. "We are confident that we will exceed our target of \$60 billion in tourism revenues. Our reservations are very good, with 65% of early reservations already sold. We are fully booked from June to October," he said.

Manufacturers hope for AI revolution to boost factories

Continued From Page 1

To solve a technical problem, "factory workers no longer need to get a qualified expert on site: the artificial intelligence takes charge" of guiding the repairs, said Thomas Meier, a data analyst from HPE presenting the prototype.

The U.S. firm, which has some 60,000 employees, has been working for the past year with Aleph Alpha, a German startup with some 50 staff, seen as one of OpenAI's leading European rivals.

The innovation communicates with factory workers who can, for example, send a photo of a machine for the program to detect any problems or check that it is correctly installed.

Aleph Alpha's resources are modest compared to those available to OpenAI, which has received major financing from Microsoft.

But the German startup believes it has at least one major advantage – it will keep

customer data in Europe. 'Increasing efficiency

But Aleph Alpha CEO Jonas Andrulis told Agence France-Presse (AFP) that Europe's contribution to the AI revolution must go "beyond regulation."

At another stand at the Hanover fair, Siemens was also exhibiting an application to improve factory performance.

In partnership with Microsoft, the German industrial conglomerate plans to bring out a new version of the Teams messaging platform this year.

It will feature ChatGPT and be specifically designed to help workers and spot product defaults.

Microsoft and Siemens, who say they are working with many clients in the automotive and aerospace industries, rejected the accusation that AI will lead to job losses

Anthony Hemmelgarn, CEO of Siemens Digital Industries Software, said that 70% of issues were not being recorded and that AI was "not replacing anybody," as specific tasks were not getting done. "It's all about increasing efficiency," he

added.
Another advantage that AI could bring is "alleviating the shortage of skilled workers," particularly in Germany, said Jochen

Koeckler, head of the Hanover fair organ-

izers.

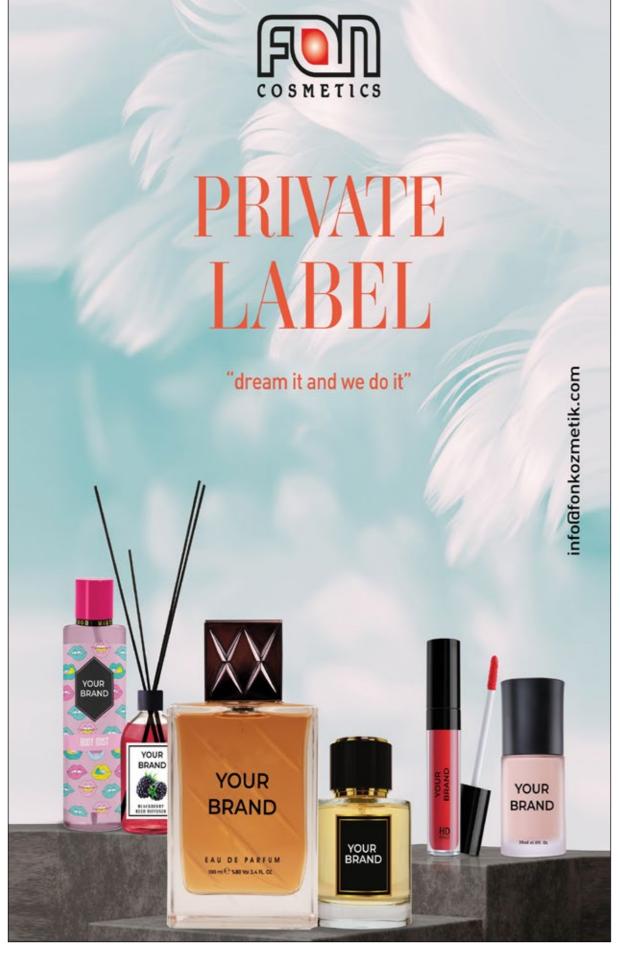
In Europe's biggest economy, almost 58% of manufacturers complain of workforce shortages, according to a study by the Federal Institute for Vocational Education and Training published in Decem-

For Andrulis, AI will undoubtedly lead to massive upheavals in the world of work. But he also sought to offer assurances. "It's not like AI will take your job. But the company using AI will take the market share of the company that doesn't."

Medva Partneri/Media Partner

ChemMedia







BU FUAR 5174 SAYILI KANUN GEREĞİNCE TOBB (TÜRKİYE ODALAR VE BORSALAR BİRLİĞİ) DENETİMİNDE DÜZENLENMEKTEDİR

Artkim



Heralding challenging opportunities, IFC to make Istanbul regional financial hub

Joining centuries-old global financial centers, the Istanbul Finance Center was inaugurated on May 17, 2023 with the participation of President Recep Tayyip Erdoğan.



Continue From Page 1

A recently opened vast business district pledging to make Istanbul a financial hub concerns not only Türkiye but also the nearby region, a senior official said.

The \$3.4 billion Istanbul Finance Center (IFC) was inaugurated in a gradual launch that started with the opening of the section hosting banks. It aims to make Istanbul a competitive destination for international financial institutions and investors and to support the growth of the Turkish economy.

"The fact that Istanbul is a financial center is an issue that concerns not only our country but also our immediate geography," Murat Kurum, minister of environment, urbanization and climate change, told a meeting at the IFC with media representatives.

"On this occasion, the fact that it is close to the Middle East and in a position to serve Europe will increase its value in this sense," Kurum stressed.

He said the employment areas in the center were important for the financial sector and the infrastructure of finance. "We have implemented a very important project for our Istanbul with schools, social facilities and areas that will serve our citizens and employees as part of the center," he noted.

The IFC project started in 2009 in the Ümraniye district on Istanbul's Anatolian side. The center will be a new home to most of Türkiye's most prominent financial institutions and authorities.

These include the Central Bank of the Republic of Türkiye (CBRT), the Borsa Istanbul Stock Exchange (BIST), the Banking Regulation and Banking Regulation and Supervision Agency (BDDK), and the Capital Markets Board of Türkiye

The ceremony marked the start of a new chapter for the country's public lenders, Ziraat Bank, Halkbank and VakıfBank, all of which have relocated to the center.

Run by the Türkiye Wealth Fund and developed in coordination with the Environment, Urban Planning and Climate Change Ministry, the IFC will host prominent domestic and international banks, participation finance companies, financial investment and portfolio management companies, and insurance firms.

"God willing, the value of our Istanbul in terms of finance will increase with the project ... The current investment cost of this project is TL 65 billion," said Kurum. Kurum said the IFC would relieve traffic congestion because it has a parking lot with 26,500 vehicles.

The center boasts 1.3 million square meters of office space, a 100,000-square-meter shopping center, a conference and performance center for 2,100 people, and a five-star hotel spanning 30,000 square

Rebuilding drive in quake zone

Elaborating on ongoing efforts after catastrophic earthquakes struck the southeastern region more than two months ago, Kurum said the rebuilding drive is underway. The first village houses are due to be delivered.

The Feb. 6 quakes killed over 50,000 people, razed hundreds of thousands of buildings and ripped the southeastern region's infrastructure.

President Recep Tayyip Erdoğan has pledged to swiftly rebuild the 11 provinces devastated by what is described as the worst disaster in Türkiye's modern history and promised to deliver homes within a

Kurum said they are eager to complete and deliver 319,000 houses in one year, which will gradually increase to 650,000. Foundations for some 100,000 units have been laid in the first 75 days after the disaster, Kurum noted.

"The 650,000 houses will be delivered stage by stage as in the previous earthquakes, and 11 of our provinces will stand up simultaneously. We called it the 'Rising Anatolia' project. Anatolia is really rising," he added.

Chinese automaker Chery mulls future production plans in Türkiye



Chery, a major automotive manufacturer in China, is exploring the possibility of establishing a factory in Türkiye as part of its ambitious plan to enter the European market, according

Chairperson of the Board of Chery Group Yin Tongyu expressed the company's eagerness to expand in Türkiye, saying: "We have grand ambitions for Türkiye. Our plan is to manufacture cars locally and export them to Europe. While our slogan has been 'In China for China, one day we hope to proudly say 'For Türkiye and Europe in Türkiye.'

China, the world's largest automotive manufacturer, is breaking into European markets with its growing focus on electric vehicles. While Chinese manufacturers have traditionally sold most of their products in the domestic market, they have recently increased their sales in Europe and are now exploring opportunities to establish production facilities in Europe or nearby coun-

Among these countries, Türkiye stands out as a key player in the automotive industry with its vast potential in the domestic market and its ability to export to Europe without customs duty. Chery has most recently entered the Turkish market without a distributor and this move could further boost Chery's presence in the region and enable it to capitalize on Türkiye's strategic location between Europe and Asia. Meanwhile, Chery Türkiye's President Si Fenghuo said Türkiye's large market size and the presence of various manu-

He emphasized the need for Chery to have a strong market presence in the country before implementing their larger investment projects.

facturers in the region makes it a valu-

able choice for investment.

Their immediate goal is to increase their market share in the country to

Founded by the Chinese government in 1997, Chery operates over 10 factories throughout China, with a total production capacity of 1.2 million units. With new investments planned for 2024, the company anticipates an increase in production capacity to 2 million units.

Chery boasts a diverse portfolio of 20 different brands and recently launched Omoda and Jaecoo as global brands during a special event held after the Shanghai auto show.

Fenghuo also commented on the new Chery models that will be put on the Turkish market next year.

The brand will offer the Sedan body type car, the Arrizo 8, and possibly the electric version of the Omoda 5 in

KOZMETİK DÜNYASI ISTANBUL'DA BULUŞUYOR 8 HAZİRAN 2023 WOW CONVENTION CENTER KOZMETİKTE **GELECEK** NE ÜRETMELIYIZ? kůaď ORGANIZASYON SEKRETERYASI Kayıt & Konaklama Talepleri: mervedosekci@cormep.com **Genel Talepler:** esmaozturk@cormep.com 0216 565 27 49

m www.kuad.org

38 pct of house sales to foreigners made in Antalya

Some 38 out of every 100 house sales to foreigners have been made in the southern province of Antalya, with mostly Russians preferring to buy houses in Türkiye compared with other nationals, data from the Turkish Statistical Institute (TÜİK) have shown.

Antalya, a tourism hotspot, is one of the most preferred cities for foreigners moving out from European countries, especially Russia, Ukraine and Germany.

According to TÜİK data regarding the first three months of this year, Antalya has surpassed Istanbul in terms of most house sales made to foreigners.

The southern city continues to receive migration from Russia and Ukraine due to the war between the two countries that started in February last year.

In the three-month period of 2023, the sale of residences to foreigners throughout Türkiye decreased by 24 percent compared to the same period last year.

In Istanbul, the province with the highest number of housing sales in the previous years, the total sales were 3,603, with a decrease of 40 percent in the first three

Even though there was a decrease in housing purchases throughout Türkiye, especially Istanbul and many other provinces preferred by foreigners, a total of 4,177 houses were sold to foreigners in Antalya alone in the first three months of this year.

While there was a record increase of 21 percent compared to the same period last year, Antalya had 38 percent of the total housing sales to foreigners in Türkiye with this figure.

According to the data from 2015 to date, the citizens of Iraq, Iran, Saudi Arabia and Kuwait were the foreigners who bought the most residences in Türkiye, while Russians, who came in fourth or fifth place, rose to the first place in 2022, when the war started.

As of the end of March 2023, the Russians

are again in the first place. More than 68,000 houses were sold to foreigners in the country in 2022, while 16,312 of them were purchased by Rus-

Turkish lender Halkbank reserves right to appeal with US Supreme Court

Türkiye's state lender Halkbank said its right to appeal with the U.S. Supreme Court is reserved.

The U.S. Supreme Court handed Halkbank another chance to make its case in a lower court, ordering the Second Circuit Court of Appeals to reconsider the case. The bank stated that it argued in its appeal that it could not be tried in U.S. courts under the Foreign Sovereign Immunities Act and common law as it is a state bank. "Of these, the U.S. Supreme Court rejected the first of the two arguments but vacated the ruling of the Second Circuit and remanded the case to the Second Circuit Court of Appeals to be decided again after being assessed from a common law perspective," it stated through the Turkish

Public Disclosure Platform.

In the next phase the lender's case will be reviewed and decided again by the Second Circuit consistent with the Supreme Court opinion, the statement read, adding: "Our right to appeal with the Supreme Court once more is reserved if the lower court makes an unfavorable deci-

"The stay of the proceedings concerning the jury trial will remain as the appeal process will continue with the remanding of the case."

Halkbank was indicted in 2019 by a federal grand jury in New York on charges of money laundering and conspiracy to help Iran evade U.S. sanctions. The firm has pleaded not guilty.

Made in Türkiye

Türkiye launches Black Sea gas deliveries in historic milestone



Continue From Page 1

Erdoğan announced that the country's first drilling vessel Fatih had discovered 320 billion cubic meters (bcm) of gas in the Tuna-1 well in the Sakarya gas field

The discovery went down to history as the largest gas discovery ever in Türkiye's history, which thereafter only went on to be gradually revised upward.

In late December 2022, the reserve was eventually predicted to hold around 710 bcm of gas, the increase that Erdoğan said came mainly from the Sakarya field, where reserves are now seen at 652 bcm, and another 58 billion cubic meters found in an offshore field nearby.

According to experts, 10 million cubic meters of gas per day in the first phase would meet around 6% of Türkiye's annual consumption, which stands at 60 billion cubic meters.

It will deliver a boost to the economy and cover a significant part of Türkiye's energy needs, reducing its dependence on foreign sources while strengthening its hand on contracts with major gas-supplying countries.

President Recep Tayyip Erdoğan poses for a photo near the Filyos Gas Processing Facility, Zonguldak, northwestern Türkiye, April 20, 2023. (AA Photo) More than 8,000 personnel on land and over 2,000 at sea have worked tirelessly in three shifts for the past two years to bring the gas onshore.

In June last year, Türkiye started the construction of an underwater pipeline connected to the seabed from the port of Filyos – around 400 kilometers (250 miles) east of Istanbul on the Black Sea coast. Free natural gas

Meanwhile, Erdoğan also announced that natural gas used in kitchens and for hot water, equivalent to 25

cubic meters per month on average, would be provided free of charge for a year.

He also said all households would be offered a month of free natural gas for domestic consumption. This could mean TL 30.8 billion (around \$1.59 bil-

lion) in support for citizens' budgets. The process of extracting natural gas will proceed in stages. Some five of the 10 wells planned within the

stages. Some five of the 10 wells planned within the scope of the first phase will be commissioned after the ceremony, and the remaining five wells will be commissioned at the end of September.

The second production phase is expected to start in 2026, and the third stage is scheduled to begin in 2028.

As of the second phase, all household needs in Türkiye will already be covered by domestic gas. Satisfied buyer

Oğuzhan Akyener, head of the Türkiye Energy Strategies and Policy Research Center (TESPAM), expressed optimism about the contribution of Black Sea gas to the national economy.

Akyener noted that the initial 10 mcm of gas per day could meet 5%-6% of Türkiye's annual consumption. Akyener acknowledged that gas prices are dynamic and do not have a fixed mechanism.

He referred to the fluctuating prices in the Energy Stock Exchange Istanbul (EPIA\$), which rose to as high as TL 25 per cubic meter in winter and is currently around TL 9-10.

He estimated that the first production phase would yield TL 100 million per day based on today's average EPİAŞ spot sales price of TL 10 per cubic meter and daily production of 10 mcm.

He added that the income from the second phase could be around TL 400 million.

An aerial view shows part of the Filyos Gas Processing Facility, Zonguldak, Türkiye, April 19, 2023.

Maintaining that the economic value will increase with the increase in natural gas production, Akyener said: "Assuming that we produce 3.5 bcm of natural gas per year and taking the spot market prices of EPIAŞ as an average of TL 10, the contribution of the first phase gas to the economy will be approximately TL 35 billion.

Referring to the possible contributions of Black Sea gas to Türkiye in the winter months, Akyener said: "When prices increase in winter, it becomes difficult to find gas. Therefore, we buy spot natural gas at high prices from outside. But from now on, we may not have to buy spot natural gas from outside during winter."

The discovery will strengthen Türkiye's hand on future trade deals, putting Ankara in a much more favorable position. Akyener said: "We will approach new natural gas contracts with a satisfied buyer's eye. You renew the contracts as they expire. By saying, 'I already have natural gas,' you can cut prices on new contracts."

Russia has always been the most significant natural gas exporter to Türkiye – a country highly dependent on imports via pipelines and liquified natural gas (LNG) – followed by Azerbaijan and Iran.

The country also met its energy needs with LNG purchases from various countries, including Algeria, Nigeria, Qatar, the U.S., Trinidad and Tobago and Norway.

In recent years, several positive steps have been taken to diversify the country's supply channels and improve deals with trading partners. With a focus on infrastructure and LNG investments in gas storage and transmission, Türkiye had already succeeded in reducing its share of oil-based pipeline gas contracts. The country has started to reap the benefits of those investments this year, as it has benefited from lower LNG prices brought about by the pandemic by storing the cheaper purchases.

The first steps of the natural gas exploration project were taken following the statements of then-Energy and Natural Resources Minister Berat Albayrak at the National Energy and Mining Policy Meeting held on April 6, 2017.

"For the first time in our history, I hope we will dig at least two wells in the Black Sea and two in the Mediterranean every year with the exploration drilling ship we will purchase this year," he said.

Then on June 9, 2017, Albayrak visited the Barbaros Hayreddin Paşa seismic vessel, saying: "If we say Türkiye is now a great power, we have to be with our engineers, ships and exploration drilling platforms in this field as well. Hopefully, we will take important steps as a result of this."

On July 9, 2017, at the World Oil Congress, Albayrak said: "We have focused on oil and natural gas activities in our seas on the axis of exploration and production activities. Our seismic research continues intensively in the Mediterranean and Black Seas."

"There is now a Turkish Petroleum (TPAO) that will continue our drilling works at full speed in 2018 in the Mediterranean with our drilling ship, which we will add to our inventory before the end of this year," he said at the 7th International Natural Gas Congress on Nov. 3, 2017.

Türkiye's largest warship sets sail after public unveiling



Continue From Page 1

"The TCG Anadolu has been the biggest dream in my heart," he stressed. "But now I want us to realize the upper step of the TCG Anadolu as soon as possible."

"As a new step to realize this, I have discussed these issues with the Spaniards and the British. As a result of these negotiations, we received very positive answers from both sides," the president noted.

Defense Minister Hulusi Akar and top Turkish military commanders were aboard the ship, escorted by Turkish Air Force helicopters as it passed through the strait.

The ship bolsters Türkiye's naval capabilities and makes the country one of the few nations globally with a domestically built aircraft carrier.

More than Türkiye's first aircraft carrier, the ship will also be the world's first vessel with an air wing mainly comprised of unmanned aircraft.

The TCG Anadolu is a landing helicopter dock (LHD) type amphibious assault ship based on Spain's flagship, the Juan Carlos I.

It is 231 meters (758 feet) long and 32 meters wide and boasts a displacement of 27,436 tons. It has a top speed of around 21 knots, a range of 9,000 nautical miles, and can operate at sea for 50 days.

Private label products reached a turnover of 200 billion TL!



M. İmer ÖZER, the head of Retailers Group Private Label Association of Türkiye (PLAT)

Continued From Page 1

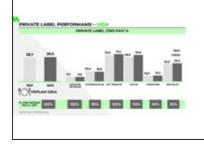
The market share in food and non-al-coholic beverages, which was 28.7 percent in 2021, increased by 1 point to 29 percent; While the rate of 23.7 percent in household cleaning and similar products remained at the same level; The rate of 24.9 in personal care products increased to 25.1.

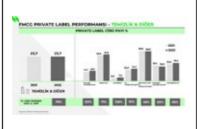
According to the categories, the increase in turnover was 99 percent in FMCG products, 102 percent in food and non-alcoholic beverages, 79 percent in household cleaning products and 89 percent in personal care products, compared to the last year.

The peak in food products was oils with a turnover increase of 115 per-

While the market share in soft drinks decreased from 9.7 percent to 9.6 percent, the market share in snacks decreased from 20.4 to 19.6 percent. The market share in dairy products, which was 52.5%, increased to 54.1%.

The market share in oils, which was 48 percent, increased by 9.5 percent to 52.6, and became the owner of the summit in this category. The rate that was 12 in ice creams increased to 12.3, and lastly, the rate from 35.3 in gro-





ceries increased to 36.4 percent. The turnover change by product was

102 percent in soft drinks, 99 percent in snacks, 103 percent in dairy products, 115 percent in oils, 90 percent in ice creams and finally 95 percent in groceries.

128 percent turnover increase in detergents

The market share, which was 17.7 percent in dishwashing detergents, increased to 20.1, and from 49.6 percent to 51.8 percent in bags.

The market share, which was 6 percent

in detergents, increased to 7 percent, and from 22 percent to 24.1 percent in household cleaners. While the rate of 58.5 percent in non-chemical household cleaners decreased to 58 percent, the rate that was 30.1 percent in fabric softeners decreased to 28.3 percent. The percentage change in turnover by products was 101 percent in dishwashing detergents, 77 percent in bags, 128 percent in detergents, 91

percent in non-chemical household cleaners, and 65 percent in fabric softeners.

In personal care products, where the second highest increase in the main categories was experienced, the market share of body care products, which was 14.2%, decreased to 13.7%, while the market share of shaving products increased to 18.1% from 16.6%. While the market share of hair care products decreased from 4% to 3.9 percent, it increased from 4.8 percent to 5.2 percent in oral care products. The market share of paper products, which has the highest market share in personal care products, decreased from 45.1 percent to 44 percent.

The percentage change in turnover by products was 72 percent in body care products, 111 percent in shaving products, 83 percent in hair care products, 81 percent in oral care products and 92 percent in paper products.





The Aura is always with you so that the environment you live healthy

www.iea.com.tr

info@iea.com.tr





B.O.S.B. Mermerciler Sanayi Sitesi, 7.Cadde, No:14 Beylikdűzű - İstanbul - TURKEY / +90 (212) 875 35 62

May 2023

Türkiye vows to curb volatile food prices, support agriculture

President Recep Tayyip Erdoğan has pledged measures that will help tame the volatility in food prices and support livestock and agriculture, as the government has promised to curb inflation heading into pivotal elections.

Erdoğan's remarks come as Türkiye's consumer price gains have been slowing down in the last five months, mainly driven by cooling energy and transportation costs, after a peak in October last year.

"By expanding contract-based production, we will guarantee the producer's income, ensure the security of supply and prevent price fluctuations in food," Erdoğan told an event in the Nurdağ district of the southeastern Gaziantep province. Gaziantep was one of the provinces hit hard by the devastating earthquakes that struck Türkiye's southeastern region, killing over 50,000 people, razing hundreds of thousands of buildings, and destroying the infrastructure.

The tremors in early February also inflicted damage and loss to livestock, agricultural equipment and infrastructure, including greenhouses, irrigation, storage facilities and food and feed production facilities.

Gaziantep and the other 10 provinces hit by the disaster accounted for some 20% of Türkiye's agricultural production, according to the U.N. Food and Agriculture Organization (FAO). They also made 15% of Türkiye's gross domestic product (GDP) and 18.7% of its agricultural and forestry exports.

The FAO estimates that the earthquakes have inflicted around \$6.7 billion (TL 129.99 billion) in losses and damages to the region's agriculture and livestock.

Erdoğan said they would support livestock in family-type enterprises with a contractual production model and provide at least one minimum wage guarantee to every household.

"To those living in villages, we will provide appropriate conditional financing to those who want to demolish their existing houses and get a solid, safe, technology-supported house by this model," the president said.

Erdoğan stressed they would ensure more harvests and income by strengthening the pressurized irrigation infrastructure agricultural production.

He also said a vital project would soon be commissioned to reduce external dependence on nitrogen fertilizers used in agricultural production.

Stabilizing price increases has been the top

land cruiser

priority for the government ahead of the presidential and parliamentary elections set for May 14, which is seen as the most crucial vote in the century-long history of the republic.

An election manifesto by Erdoğan and his ruling party pledges to bring stubborn inflation down to single digits, boost growth and raise income. In a separate event, Erdoğan reiterated the aim and said necessary steps would be taken to bring down annual inflation from the current 50.5%.

The March reading marked a notable regress compared to the peak of 85.5% – a 24-year high - registered last October.

"We continue to take steps with a determination that will permanently reduce inflation to single digits," Erdoğan said.

He also asserted those behind exploitative pricing will be held accountable after May 14.

"I am saying this very clearly; we will teach those who follow all kinds of wrong paths, especially in food, the necessary lesson with the legal regulations after May 14," Erdoğan said.

Food inflation stood at 67.9% last month, easing down from an annual 69.3% in February. But households have been complaining about unprecedented volatility and hikes in food prices.

The government has urged businesses to do more to curb prices and ramped up inspections. The government has sought to safeguard households through various measures, significantly raising the minimum wage, lifting state salaries, offering debt relief and hiking pensions for millions.

Others included a cap on rent increases, reduced taxes on utility bills, unveiling a significant housing project for low-income families, and a scheme that eliminates an age requirement and offers early retirement to millions of citizens in the first stage.

Turkish firms invested \$618M in natural gas distribution in 2022

Natural gas distribution companies invested TL 12 billion (\$618 million) in network and improvement projects across Türkiye last year, according to the Turkish Natural Gas Distributors Association (GAZBIR) 2022 Sector Report.

As of late 2022, natural gas was supplied to 675 out of 973 districts in the country, reaching a population of 70.2 million and providing 82% of the population with access to natural gas.

Compared to the previous year, the number of natural gas subscribers in the country increased by 6.2% to reach 19.7 million, making Türkiye the third-highest country in Europe for natural gas subscribers.

GAZBIR predicts that Türkiye will become the second-highest country in Europe for natural gas subscribers by 2025, as potential subscribers become more active and network investments continue, with saturation already reached in other European countries.

Istanbul has the highest number of natural gas subscribers in Türkiye, with 5.6 million, followed by the capital Ankara with 2 million subscribers, northwestern Bursa province with 1.06 million subscribers, western Izmir with 901,314 subscribers, and northwestern Kocaeli with 695,541 subscribers.

Last year's investment amount brought the total investment in natural gas distribution to TL 80 billion so far while plans are underway to invest an additional TL 57 billion in natural gas distribution between 2023 and 2026, with the aim of providing gas supply to 209 new settlements.,

In 2023, 89 new settlements will receive natural gas supply, followed by 44 in 2024, 24 in 2025, and 52 in 2026. Of these, 80 settlements will be transmitted by pipeline, while 129 will receive compressed natural gas (CNG) or liquefied natural gas (LNG).

The natural gas expansion investments planned between 2023 and 2026 are expected to provide access to natural gas for 1.7 million people.

In Türkiye, the total natural gas consumption fell by 12% in 2022 compared to the previous year, reaching

53.3 bcm. This decrease was influenced by warmer weather in the second half of the year compared to the same period in 2021, the use of alternative energy sources for electricity production, and reduced consumption in the industry.

Residential consumption accounted for the largest share of natural gas consumption last year, at 34%. Natural gas consumption in residential areas increased by 8% compared to the previous year, reaching 18.1 bcm.

Natural gas consumption in Türkiye was divided among several sectors, with power plants accounting for 27%, followed by the industrial sector at 25%, the service sector at 11%, and the energy sector at 3%.

Istanbul had the highest natural gas consumption of any city, with 8.35 bcm. Ankara ranked second with 4.59 bcm, followed by Izmir with 4.42 bcm, Kocaeli with 3.82 bcm, and Bursa with 3.34 bcm.



toyata hiace

gmc savana





EN 1789:2007+A2:2014





ISO 9001 ISO 13485

TS EN 1789+A2 TS EN 1865-1+A1





MERKEZ 1.Organize Sanayi Bölgesi Kırım

Hanlığı Cad. No: 9 06930 Sincan/Ankara/TURKEY Tel: + 90 312 589 88 88 Fax: +90 312 267 18 66

ALMANYA ŞUBE / BRANCH GERMANY Kalkumer Straße 125 40468 Düsseldorf Gerr Tel: +49 (0)211 / 680 20 53 Fax: +49 (0)211 / 680 20 55

İstoc Toptancılar Çarşısı 28. Ada No:48-50 Mahmutbey/Bağcılar/İstanbul/TURKEY Tel: +90 212 659 22 87 / 659 22 88 Fax: +90 212 659 22 89

ISTANBUL ŞUBE / BRANCH ISTANBUL

DUBAİ ŞUBE / BRANCH DUBAI P.O. Box 261410 Dubai / U.A.E. Tel: + 971 4 880 64 68 Fax: + 971 4 880 64 86

BeautyEurasia, the leading sector and cooperation platform of Turkiye and Eurasia, continues its preparations at full speed to bring local participants and foreign buyers together in 2023. The leading international exhibition for cosmetics, beauty and hair products, BeautyEurasia, which will be held at the Istanbul Expo Center between 15-17 June 2023, will bring the latest developments that shape the cosmetics industry to the agenda for 18th time with the cooperation of important institutions and organizations in the sector.



Known as the largest commercial platform of the cosmetics industry in the Eurasian region and one of the most important gateways to the Eurasian market, BeautyEurasia is preparing to offer a highly productive exhibition experience with new business and partnership opportunities for industry professionals in Turkiye and around the world. Hosting approximately 350 exhibitors and nearly 18,000 visitors in 2022, the fair takes the pulse of the cosmetics industry in Turkiye with the products and services it offers.

Organized Ьy ICA BeautyEurasia will bring together the products, services and technologies of manufacturers and suppliers around the world. Hundreds of participants from the Middle East, BTD, Europe and Latin America will take part in the fair; cosmetics, beauty and hair products will be exhibited and

booth events will be held. More than 40 international participants from many countries including Bulgaria, France, India, Iran, Italy, South Korea, Malaysia, Poland, Russia, Serbia, Greece, Switzerland and Thailand will be hosted at BeautyEurasia. In total, more than 200 exhibitors will take their place at the fair.

As every year, the International Buying Delegation program will be implemented with the support of the Ministry of Commerce this year. The fair, which contributes to the cosmetics industry representatives in providing business development, new acquisition, new business and cooperation opportunities in the international arena, will host industry leaders. In this year's program; Over 70 VIP buyers from 35 countries, mainly Albania, Australia, Canada, Czech Republic, Hungary, Iraq, Kazakhstan,



Nigeria, Qatar, Russia and the United States, will be guests.

Turkiye's exports of cosmetic products in 2022 reached \$ 2.45

Exports, which rose due to the pandemic in 2020, entered an upward trend with the normalization of the markets in 2021 and 2022. Last year, while exports showed a growth performance in all product groups, Turkiye's cosmetics exports grew by 21.3 percent and reached \$2.45 billion. On the other hand, while the prices of the products subject to export and import increased, product prices increased significantly throughout the year due to both the worldwide inflation and the high inflation in Turkiye. In 2022, cosmetics expenditures in the domestic market increased by 85 percent and reached

35.2 billion TL, while the prices of cosmetics and care products increased by 70 percent.

Drawing attention to the fact that the demand for skin care products prepared with natural ingredients will grow faster, BeautyEurasia Event Director Filiz Mehmedova said, "The cosmetics industry will grow in 2023 on the basis of the "naturalness, reality, sustainability" trend. It is seen that the demand for cosmetics containing less chemicals is increasing gradually. In addition, while the share of green products expands in world markets, organic cosmetics will continue to grow faster. We see that consumption preferences in the cosmetics sector are shifting to natural formulas. For this reason, there is an increase in the demand for vegan and gluten-free raw materials, more natural formulas, sustainable and nature-friendly

products stand out" and continued her words as follows: "Multinational cosmetic companies prefer Turkiye for their production and sales operations, started to increase its contract manufacturing and joint ventures again. Turkiye is used as a hub not only for the domestic market, but also for the Eastern European, Middle East, African and Central Asian markets."

Stating that they will gather more than 22 thousand industry professionals under one roof, Mehmedova said, "We are stepping up to promote the fair and its participants this year at BeautyEurasia, which carried out promotional activities in a total of 65 countries in offline and online channels last year."



Digitur Turizm Yatırım Dış Tic. Ltd. Şti.

GÜMÜSSUYU MAH. AGACIRAGI SOK. NO: 3 /10 BEYOGLU - 34437 ISTANBUL-TURKEY TEL: +90 212 244 78 79 Pbx / FAX: +90 212 251 62 40 E-Mail: bilgi@digitur.com.tr

Beauty World 2023

30 Ekim - 01 Kasım 2023 **DUBAI/WORLD TRADE CENTER ULUSLARARASI KOZMETİK FUARI**



MIDDLE EAST

	Oteller	Konaklama	THY Grup Fiyatı	Fly Dubai Grup Fiyatı
	Courtyard Marriott WTC 4****	Dbl Oda Kişi Başı	1250 USD	890 USD
	Fuar Karşısı Yürüme Mesafesi	Tek Kişilik Oda	1550 USD	1190 USD
	Voco Hotel Dubai 5****	Dbl Oda Kişi Başı	1450 USD	1090 USD
	Fuar Karşısı Yürüme Mesafesi	Tek Kişilik Oda	1750 USD	1390 USD
	Wyndham Marina Hotel 4****	Dbl Oda Kişi Başı	1550 USD	1200 USD
	Fuar Alanı 30 Km Günlük Transferli	Tek Kisilik Oda	1890 USD	1550 USD

THY Grup Uçuş Detayları	Fly Dubai Grup Uçuş Detayları
29.10.2023 IST/DXB TK764 0755 1310	29.10.2023 IST/DXB FZ756 0215 0745
02.11.2023 DXB/IST TK761 0250 0645	01.11.2023 DXB/IST FZ755 2120 0115

Fiyata Olan Hizmetler Dahil

- Seçilen Otelde 3 Gece Kahvaltı Dahil Konaklama
- %22 Şehir ve Belediye Vergileri + Kdv Dahil Seçilen Uçuşlarda Çift Yön Ekonomi Sınıf Uçak Bileti
- Alan Vergileri
- Havalimanı Otel Havalimanı Transferi
- Türkçe Tur Lideri • 7/24 Digitur Acil Yardım Telefonu
- Fiyata Dahil Olmayan Hizmetler • Vize Ücreti (150 USD)
- Yurt Dışı Çıkış Harcı (150 TL)
- Fuar Giriş Biletleri Otel Ekstraları
- Otel Günlük Turizm Dirhem Vergisi
- Kisisel Harcamalar
- Öğlen / Akşam Yemekleri

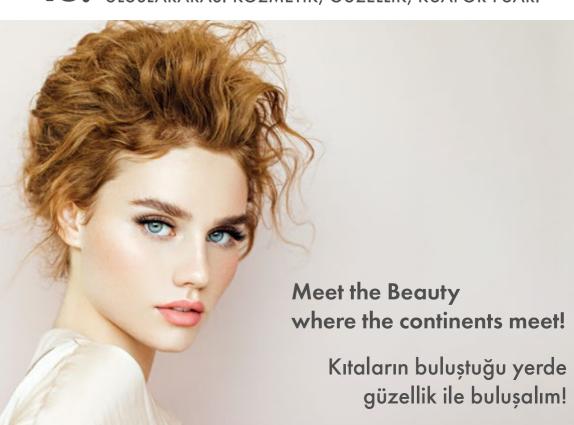
Farklı tarih ve alternatif otel/uçak seçenekleri için sales@digitur.com.tr e-mail adresi üzerinden bilgi alabilirsiniz.





DIGITALTOUR TOURISM & TRAVEL AGENCY Digitur Turizm Yatırım Dış Tic. Ltd. Şti. Kuruluşudu Tursab A-5965

8th INTERNATIONAL COSMETICS, BEAUTY, HAIR EXHIBITION ULUSLARARASI KOZMETİK, GÜZELLİK, KUAFÖR FUARI



15 - 17 June / Haziran 2023

Istanbul Expo Center YESILKOY / Istanbul İstanbul Fuar Merkezi

HALL 9 - 10 - 11

Follow us / Bizi takip edin









www.BeautyEurasia.com

T: +90 212 603 33 33 | info@beautyeurasia.com

Organiser / Organizatör



THIS FAIR IS ORGANIZED UNDER SUPERVISION OF TOBB (THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY) IN ACCORDANCE WITH THE LAW NO.5174 BU FUAR 5174 SAYILI KANUN GEREĞİNCE TOBB (TÜRKİYE ODALAR VE BORSALAR BIRLİĞİ) DENETİMİNDE DÜZENLENMEKTEDİR



FOR THE LOVE OF FRAGRANCE



mgfragrances.com