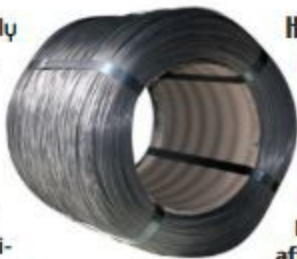


# Boycelik: “Turkey will reach 500 billion export target in 2023”



Export is extremely important in the development of a country's economy and trade wars upset the balances. Feridun Tosun, Export Manager of Boycelik, one of the most important exporters of Turkey, spoke to Sleep Tech magazine about trade wars between China and the US.



**How do you interpret the impact of trade wars between China and the US in the mattress sub-market? How do you think the Turkish mattress sub-industry is affected by this situation?**

As everyone knows, the USA has the most powerful economy in the world. The second one is China. China is the country which has been following the USA continuously, due to the

power it has achieved especially in technological fields in recent years. Because of that reason, the USA wouldn't be glad if they lose on leadership against China. In order to stop the Chinese economy just a bit, the USA began to impose customs duties on Chinese products in 2018. Although the steel issue is taking place between the USA and China, I think this should be considered as an economic war that America has opened globally to all countries. 60-70% of the



mattresses produced as spring bearings in the world. One of the most common inputs of spring bearing is the steel wire used in spring production. The economic sanctions imposed by the USA on China has negatively affected the bedding sector and semi-finished product supply. It's getting harder to manage this market because of the USA actions. Especially, the European Union is introduced steel wire quotas in 2018 to protect its local producers. The USA would impose firstly 25% tax on steel imports from Turkey and then they increased the amount to 50% tax rate. These both actions have caused increased steel market prices and reduced Turkey's steel export figures.

By and large, it caused the European Union's imposing quotas on steel imports, which increased prices. Many countries have turned to new markets and they are exploring alternative markets.

### **What are the precautions to take in Turkey's import-export issues?**

Turkey was a country which imports the raw material for many products over the years. Increases in exchange rates in recent years have significantly raised import costs. Imports



Feridun Tosun, Export Manager



have become much more expensive. In fact, this situation seems to be negative and increases the production costs of firms, but it paves the way for domestic production. Specifically, Turkey's to reach to 70% production of

its production in the defense industry. And production of IHA and SIHA. Also it is an extremely important development which is currently ongoing domestic automobile production.

Turkey in particular has managed to increase almost every year in exports since 2001. Turkey will reach 500 billion export target in 2023. Increasing the incentives that will increase the competitiveness of exporting companies in international markets, carrying out works to reduce transportation costs, making export customs clearance processes simpler, the adoption of Turkey quality processes by companies to increase the importance of brand awareness, highlighting especially innovative products, increasing exports of high value-added products and sustainability are needed.



**Which country do you export most as a company? Which factors do you think play a role in these countries choosing a Turkish company?**

In general, European Union countries and North and South American countries have an important place in our exports. As Boyçelik, our pre-sales and after-sales services, product quality and brand awareness are the main factors in choose us.

**What kind of suggestions can you offer to companies that want to expand their export network?**

Export is extremely important in the development of the country's economy. Companies should not be only satisfied with domestic sales and marketing activities, they also need to operate in international markets and to be on the way to branding. Companies should not settle with the existing markets in the interna-



tional markets, but should seek new markets. Although companies sometimes try to maintain market share with lower profit margins by increasing their promotion activities in markets with intense competition, this situation will not be sustainable in the long term. Therefore, companies are missing many oppor-

tunities in markets where they have not reached yet and where competition is less intense. In order to increase export turnover, to turn to more profitable markets and to increase market share, they must constantly seek new markets.