



iHKiB

İSTANBUL READY - MADE
GARMENT EXPORTERS' ASSOCIATION



What's İHKİB

ISTANBUL APPAREL EXPORTERS ASSOCIATION

Istanbul Apparel Exporters Association (İHKİB) is one of the most important industrial organizations of Turkish Apparel Industry, which is among the major manufacturing industries in Turkey, with its more than 9.000 member exporters and a rate of 75% in Turkey's total apparel export.

Istanbul has an important share in apparel trade and İHKİB has a vital role in this industry. İHKİB, founded in 1986, is one of the four exporters associations under the General Secretariat of Istanbul Textile and Apparel Exporters Associations (İTKİB). İHKİB has more than 9.000 member companies mostly located around Istanbul. The Association represents apparel industry extensively since the member companies of the Association realize %75 of Turkey's total apparel exports which is around 17 billion \$ annually.

İHKİB's main goal is to enhance the export capability of Turkey in apparel and promote the industry around the world. Besides, İHKİB supports its members in all kinds of trade related activities.

In addition to these, İHKİB aims to promote common interests of the industry in both national and international platforms as well as in governmental levels.

Promotion



Organizing national participation to international fairs, e.g. Who's Next, Pure London, CPM Moscow, WWD Magic & Magic Show in Las Vegas in order to promote Turkish apparel industry and articles in world markets.



Organizing trade missions to explore the potential and current market opportunities with an aim to enhance the competitiveness of Turkish exporters in different countries all around the world.



Presenting the industry in prominent world-wide fashion fairs, opening info stands in these fairs and organizing trend workshops and seminars.



Organizing the Core Istanbul, to meet the buyers with famous and inspiring brand and design products of Turkish apparel industry.



Establishing good relations with the counterparts, cooperating with trade offices and chambers of commerce, contacting with commercial representatives of embassies, working with fair organizers and public relation agencies abroad.



"Mercedes Benz Fashion Week Istanbul" is one of the leading fashion events organized by Istanbul Apparel Exporters' Association which brings together Turkish apparel industry with the global fashion world.



Organizing "KOZA Young Fashion Designer Contests" for young talents each year since 1992.

Design

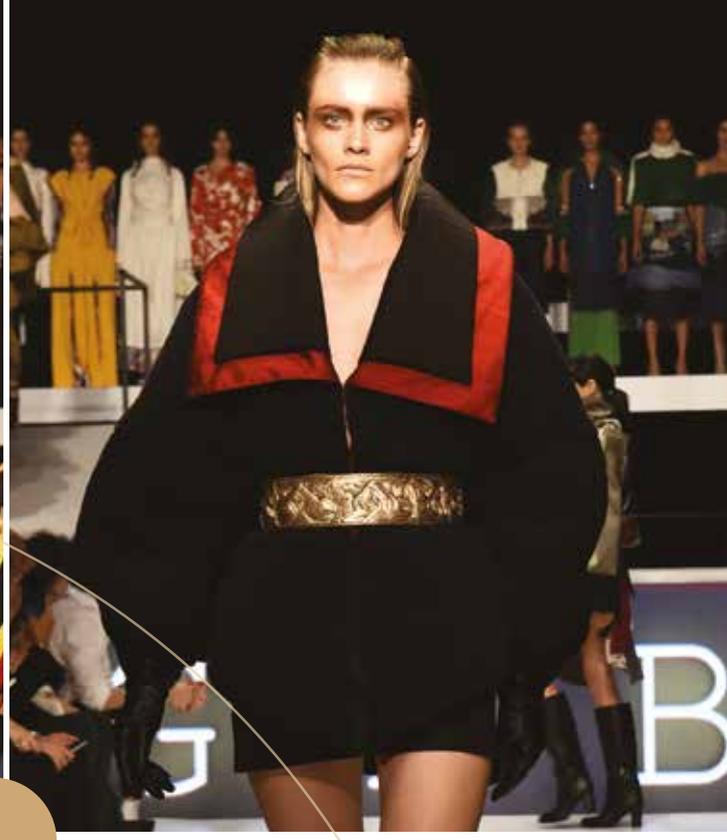
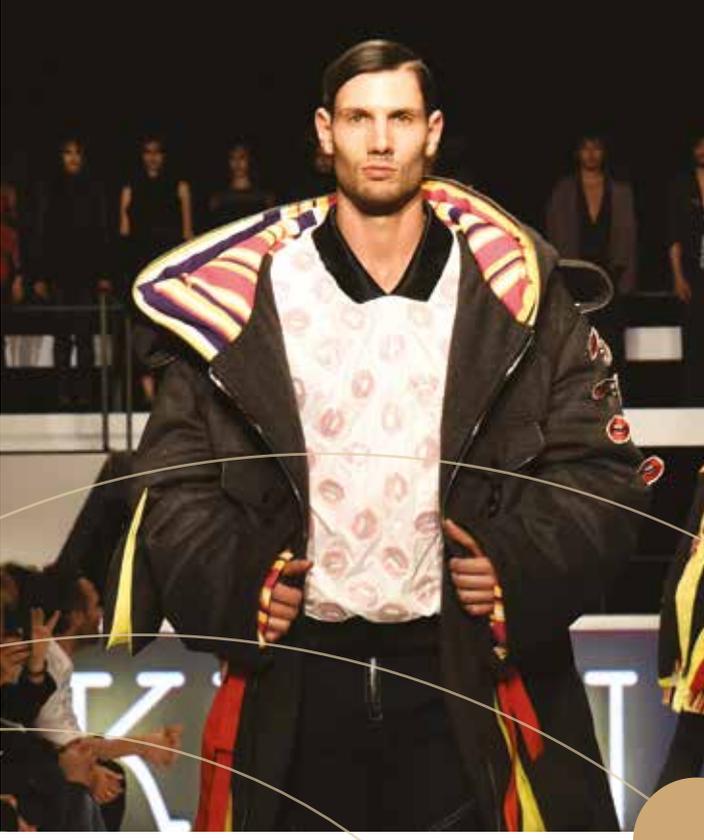
Encourage and support design capacity of the industry with periodic trend seminars.

Established Istanbul Fashion Academy, which plays an important role in promoting design capabilities of the whole industry.



Training

- Assisting its members in educational activities through offering professional training courses periodically and organizing trend seminars and workshops on various issues in foreign trade and marketing,
- Organizing seminars, conferences, training programs and other related events on current topics interested and demanded by its members,
- Acting as a consultant to its members in trade policies and various procedures of trade, providing information in market and industry trends and trade data.
- Doing research and preparing industry and market reports.
- Founder of four vocational high schools giving education in apparel manufacturing.



Representing

- Establishing and maintaining good dialogue mechanism with the industries abroad,
- Pursuing the interests of apparel industry in sectoral issues and developing mutual positions to them,
- Representing the industry in national and international platforms, through being a member to international organizations, such as EURATEX – The European Apparel and Textile Confederation and IAF - International Apparel Federation
- Promoting business exchanges and encouraging cooperation between its members and their foreign counterparts through establishing various forms of communication, such as regular meetings, information sharing and business matchmaking meetings.
- Aiming to increase the capacity of the sector to represent and guide member exporters in all target markets through launching new events and initiatives.
- Connecting the Turkish apparel exporters and their counterparts in the rest of the world, IHKIB aspires to contribute to the prosperity of the global apparel trade through long term partnerships and effective communication with the trade organizations across the world.

Turkish Apparel Industry

The root of textile production in Turkey goes centuries back to the Ottoman period. The textile production was quite widespread and advanced in the 16th century in Turkey, while it has developed more when we come to the 20th century.

Apparel industry has shown a parallel development to the textile industry. Turkish apparel industry is the pioneer industry in Turkey's exports in every period of time.

Turkish apparel industry, with its annual export value of 17 billion \$, ranks as the second biggest exporter sector, following the automotive industry. The share of Turkish apparel exports in Turkey's total export is 12%. In terms of industrial production and employment apparel industry is the second biggest industry following the food industry within the Turkish economy. It has a share of 6.2% in manufacturing industry production and 13% in manufacturing industry employment.

Besides integrated textile and apparel producing facilities, there are thousands of apparel producer/exporter small and medium enterprises (SMEs) in Turkey. There are more than 35.000 apparel manufacturers in Turkey producing both for the domestic market and export.

Apparel production has been intensified, particularly, in Marmara and the Aegean regions. İstanbul, Bursa, Tekirdağ, Çorlu, İzmir and Gaziantep are the major provinces in terms of the physical capacity and export value. The industry has been equipped with the high technology in general. Having such a feature, Turkey ahead many apparel producer countries.





Knitted garment products account for 53% of Turkey's total apparel export, while woven garments for 35% and the rest 12% is met by other ready made products. Knitted t-shirts, singlets, knitted pullovers, cardigans and vests, ladies' suits, ensembles, trousers, skirts and dresses, socks and stockings and ladies knitted shirts and blouses are considered to be the major knitted export items. Yet, ladies' woven suits, trousers, jackets, skirts and dresses, men's suits, trousers, jackets and men's woven shirts are the major woven products.

With this export performance, Turkish apparel industry has taken an important share in the World trade. Turkish apparel industry, with a share of 3,4% standing at the 7th place in the world trade, while, with the share of 12%, it is ranked as the third biggest supplier of the European Union market.

The geographical proximity, qualified human sources

and the priority given to quality, fashion, design and branding has made the EU countries as the biggest market, which has been accounting for nearly 70% of the country's export.

Germany, the UK, Spain, France and Holland are the leading export destinations for the clothing industry. Middle East countries, the former Eastern Bloc countries, African countries and of American Continent are the other important markets.

Worldwide famous branded clothes are produced by the Turkish factories under the permission of the patent owners. These branded goods are being sold in the boutiques and department stores throughout the world.

However, number of companies focused on fashion-branding production and operating internationally is increasing every day. Many Turkish apparel



companies have created their own brands and acquired their patents. Hence, they have opened up to the world markets through effective distribution policy by franchising and opening offices abroad. While some of them have emerged as World famous brand names, some others have gained considerable reputation in the emerging markets. Many Turkish apparel companies are in a leader position from Russia to Poland, Ukraine to other EU countries.

The losses in the performance of those traditionally strong countries like Italy, Spain and Portugal in apparel trade moved Turkey to the leadership position in the markets of both the EU and the emerging regional markets such as CIS and Middle East.

One of the important superiority of Turkish apparels in world markets is the advantage of lead delivery and high quality in service. Turkey's geographical position creates many advantages for the industry. Turkey's high capability and its qualifications of adding value in commerce with a role of organizer country in apparel sector rise the competitive advantages of the industry.

The most important feature of Turkish apparel industry is the fast delivery. In recent years, fast fashion becomes an important factor of competition in the sector with zero stock-fast collection changes.

The following factors have an impact of maintaining the strong position of Turkish textile and apparel sector in world markets:

- Sufficient raw materials sources (Turkey is ranked as the 8th biggest cotton producer of the World with its capacity of 650 thousand tons of annual production. There is also a considerable production of man-made fibers),
- Close to the main markets, particularly the European countries,
- Short time of delivery due to geographic proximity,
- Capability of quick-response,
- Capability of doing "fast fashion",
- Qualified and educated human resources,
- Creativity and young designers,
- Liberal trade regime including compliance with the EU's technical regulations,
- The existence of an advanced sub- industry for the apparel industry,
- The capacity to create fashion, design and innovation for any market,
- Elasticity in production,
- Sensitivity about workers' social conditions as well as environment and health,
- Customs union with the EU and free trade agreements with numerous countries.

With its high potential in production, exporting and marketing of textile and apparel products Turkish Apparel Industry will be standing in leading position in World trade.

Turkey
Discover
the potential



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