

**SWEDISH
VALUE
IN TURKEY**



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FOREWORD

FOREWORD

Trade relations between Turkey and Sweden go back many years. Just as an example, the Swedish company Ericsson started operations in the Ottoman Empire as early as the 1890's. Today Turkey is home to more than 125 companies originating from Sweden, active in a wide spectrum of industries.

Too often, trade relations are only evaluated based on the trade volume between countries and as such the real relations, developments and benefits created are overlooked. Swedish companies in Turkey, have beyond trade volume figures, invested in new factories, built R&D facilities, acquired local Turkish companies, contributed to Turkish exports and provided thousands of job opportunities over the years in Turkey and continue to do so.

Therefore, as Team Sweden (Embassy of Sweden in Ankara, Consulate General of Sweden in Istanbul, Business Sweden – The Swedish Trade & Invest Council in Turkey as well as the Swedish Chamber of Commerce in Turkey) we see the need to present a broader view of the trade relations between Turkey and Sweden, where we believe that this report will constitute an important complement to the general macro trade indicators. Our work gives insights into the value that Swedish companies, established in Turkey, create in the Turkish economy and is aimed to strengthen the current and future business relations between the two countries.



Annika Molin Hellgren

Ambassador



Peter Ericson

Consul General



Edin Erkocevic

Trade Commissioner
Business Sweden - The Swedish
Trade & Invest Council



Mustafa Alaca

Chairman of Board
Swedish Chamber of
Commerce in Turkey

EXECUTIVE SUMMARY

This study focuses on the impacts Swedish companies in Turkey have on the Turkish economy. The study is prepared to show the wide business and trade relations between Sweden and Turkey dating back many years, which are still ongoing.

Methods of analysis in this study are:

- preparation and collection of the report survey,
- interviews,
- calculation of the Gross Value Added¹ Swedish companies in Turkey directly contribute to the Turkish economy.

Today, Turkey is home to more than 125 Swedish companies. Additionally, more than 400 Swedish companies have distributors/agents in Turkey. In total the results of this study are based on 50 Swedish companies operating in Turkey, of which 33 have answered a detailed survey contributing with in-depth data.

The results of this study show that yearly Gross Value Added contribution of the studied Swedish companies increased with an annual growth of 7% in constant 2018 prices value between 2014-2018 and is expected to increase 13.5% year-on-year in 2019 thanks to new Swedish investments in the pipeline. Furthermore, the top 5 exporters of the participating companies have exported a value of TRY 13.3 billion in the period 2014-2018.

The studied Swedish companies directly employ over 28.000 people, which is an increase of 36% from 2014 to 2018. It is also estimated that more than 1.000 employees work with research and development at Swedish companies in Turkey with an increase in the number of R&D related employees of 18% from 2014 to 2018. Finally, the survey results also show that female employees constitute 28.8% of the management level among the Swedish companies participating in the study.

All calculations can be shared upon request. No company specific data will be provided other than what is already mentioned in this report.

1 - (*Gross Value Added, or short GVA, is a measure of the contribution to GDP made by an individual producer, industry or sector).

INTRODUCTION

Sweden and Turkey have political and trade relations dating back to the 17th and 18th century, when the King of Sweden, Karl XII, took refuge in the Ottoman Empire after his defeat in Poltava 1709, ruling his kingdom for five years from the territory of the Ottoman Empire.

Contractual trade relations between Sweden and the Ottoman Empire were some years later entered into through the Trade Agreement and the Alliance for Peace, Unity and Friendship signed in 1737 and in 1739. Sweden would later also sign a Friendship Agreement in 1924, shortly after the founding of the Republic of Turkey.

Today, Sweden and Turkey are part of a free trade deal through the Customs Union agreement between Turkey and the European Union which came into force on 31 December 1995.

The trade volume between Turkey and Sweden was approximately USD 3.1 billion in 2018, of which USD 1.4 billion were exports from Turkey to Sweden, and USD 1.7 billion were exports from Sweden to Turkey.² Main trade items between Turkey and Sweden are motor cars, iron, pulp & paper, textiles, telecommunications and electrical equipment.

Since the 1990's, Swedish businesses have been increasingly interested in entering the Turkish market and Turkey is today home to more than 125 Swedish companies – Ericsson, Autoliv, Securitas, H&M, Sandvik, Lindex and IKEA amongst others. Additionally, more than 400 Swedish companies are estimated to have distributors and agents in Turkey.

Many of these Swedish companies have extensive operations in Turkey and create high export volumes from Turkey to international markets, employ thousands of people, contribute with tax to Turkey and invest in education and research within several sectors.

As such, Swedish companies in Turkey contribute more to Turkey in value than the yearly trade volume figures between the two countries show. Swedish companies in Turkey are a source of economic growth and social development for Turkey, which this report aims to describe.

In order to convey the impact Swedish companies have on the economy of Turkey, Team Sweden has together with the Swedish business community put great effort into collecting data, analyzing it and finalizing this report. 33 Turkish entities of Swedish companies have responded to the survey prepared for this study and data of 17 sampled companies have been added via desktop research. In total 50 companies have been considered when calculating the value contribution Swedish companies in Turkey have to the Turkish economy.

For the report to reach its aim, the economic model “Input-Output Model” developed by Professor Wassily Leontief was used. In brief, this model, based on the linkages between sectors, calculates the direct, indirect and induced effect in value that the Swedish companies in this survey have on the Turkish economy.

The first section of this report contains an overview of the above-mentioned economic model and the selection of companies followed by a description of the direct, indirect and induced added economic value. The second part of the report describes investments made by Swedish companies in R&D and CSR related added-values in Turkey. The third and final part of this report is dedicated to presentations of major Swedish companies in Turkey that also have contributed to this report.



RESPONDENT BASE & METHODOLOGY

RESPONDENT BASE

In this report a Swedish company in Turkey is defined as a company;

- which was originally established in Sweden and has later, as part of its internationalization efforts, established a Turkish entity according to the Turkish Commercial Code,
- which was originally established in Turkey and has later been acquired by a company originally established in Sweden,
- which, together with one of the above criteria, employs a minimum of 1 employee in Turkey.

Team Sweden reached out to **130** companies in Turkey fulfilling above criteria. The companies can be considered a sample developed over the years by Team Sweden.

- Of these 130 companies, **33** companies submitted the Swedish Value in Turkey Survey which was constructed to collect all necessary data for this report. Results collected from these 33 companies will hereinafter be referred to as **Swedish Companies in Turkey Reference Base (RB)** in the report.
- Due to confidentiality and compliance policies, some companies could not submit the required survey fully. Thus, to increase the coverage of the survey and to achieve a substantial result, Business Sweden sampled some of the most prominent Swedish companies in Turkey from the initial list of 130 companies and implemented desktop research to find out the necessary data to perform the “Value Creation” calculations. In total, **17** companies were added to RB and in total, value analysis has been conducted for **50** Swedish companies in Turkey. These 50 companies will be mentioned as **Extended Swedish Companies in Turkey Reference Base (RBx)** in the report.

METHODOLOGY

In our report, we have focused on the impacts that RBx has on the Turkish economy. This is achieved by calculating the Gross Value Added (hereinafter GVA) RBx companies directly contribute. The GVA is a measure of the contribution to GDP made by an individual producer, industry or sector and in this report is constructed by three different economic impact categories: direct impact, indirect impact and induced impact.

- **Direct Impact** is the increase in economic activities as a result of direct spending and employments of Swedish companies established in Turkey.
- **Indirect Impact** is the additional economic activities and employment from supply chain operations of Swedish companies established in Turkey.
- **Induced Impact** arises from the spending of Swedish companies’ employees in the wider Turkish economy.

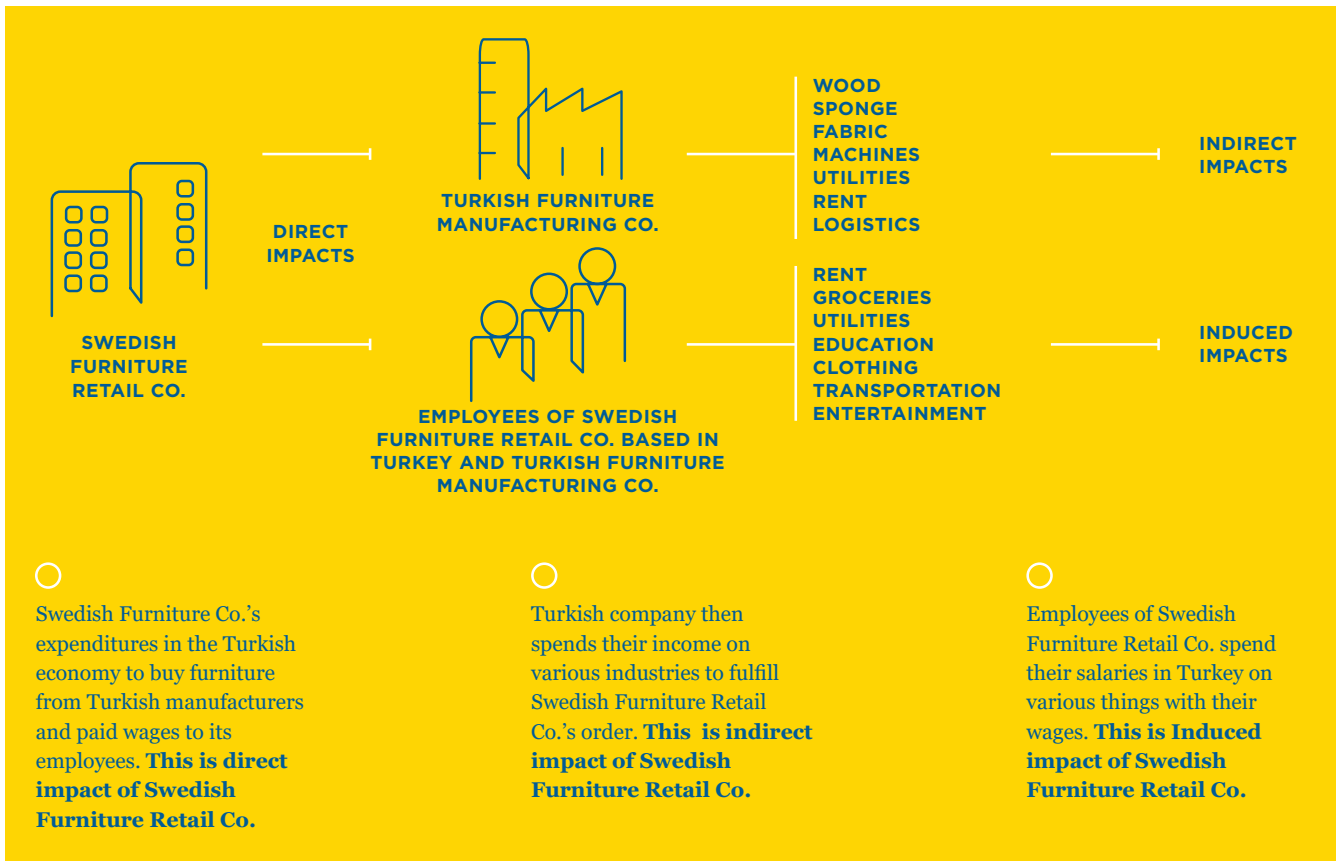


FIGURE 1. ILLUSTRATION OF DIRECT, INDIRECT AND INDUCED IMPACTS

As mentioned in the previous section, due to compliance and confidentiality for the stakeholders of this project, all participating companies have not been able to submit their surveys in full. Therefore, this report has not based the total direct impact on the companies' operational expenses, in other words their direct spendings. Instead, to estimate the contribution that the direct impact has on the total GVA, we have used the labor productivity approach. This means that direct impact contribution to the total GVA is calculated by multiplying the number of employees of a company with the average labor productivity (calculated using TurkStat tables) respective to their operating industry. As the most recent I-O table published by Turkstat is the 2012 I-O table³, labor productivity is calculated based on the year 2012. The labor productivity in 2012 is then adjusted for GDP growth per capita as of 2018.

In addition to direct impacts, Swedish RBx group create additional economic activity in the form of employment through their supply chain and the wages paid to their employees, which are the indirect and induced impacts as depicted above.

3 - Input Output Table - 2012. Turkish Statistical Institute. December 14, 2016. Accessed August 15, 2019. http://www.tuik.gov.tr/PreTablo.do?alt_id=1021

Indirect and induced impacts are calculated using the Input-Output Model (I-O Model). The I-O analysis model was developed by Professor Wassily Leontief in the late 1930s, for which he was later awarded the Nobel Prize in economics in 1973. The main purpose of the I-O model is to analyze

the interdependence of industries within an economy. I-O analysis is one of the most common approaches to estimate the added value in an economy and the analysis starts with a matrix table which is called an I-O table. Each row in the I-O table shows how goods and services are sold to different sectors and final consumption; while each column represents how goods and services are purchased from different sectors.

As mentioned, the most recent I-O table published by Turkstat is the 2012 I-O table and is used in our analysis. The I-O table from 2012 is processed with the Leontief model in order to calculate each participating company's indirect and induced impacts. The total amount is summed up and together with the direct impact value the GVA of RBx is calculated.

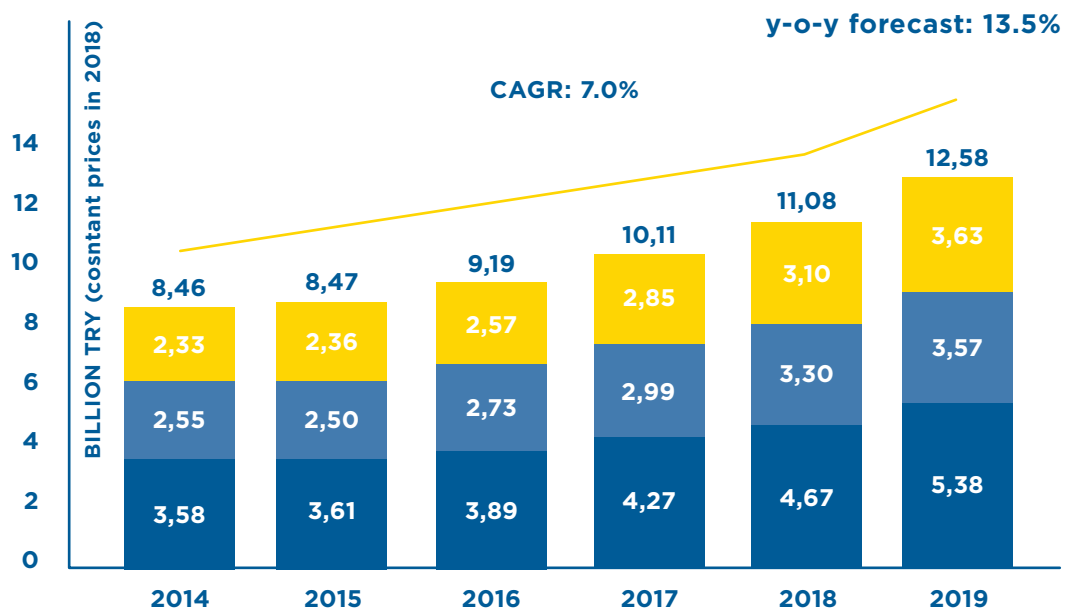
yearly GVA contribution of Swedish companies increased with an annual growth rate of 7% between 2014 - 2018⁴

VALUE CREATION OF SWEDISH COMPANIES ESTABLISHED IN TURKEY

In the beginning of this report, it was mentioned that our aim is to convey and demonstrate healthy commercial trade indicators between Turkey and Sweden that go beyond macro trade balance indicators. The aim in particular is to show the impact of the economic activity and investments made by Swedish companies in the Turkish economy. To this aim, this report analyses the economic activity made by Swedish companies in Turkey through the earlier explained GVA contribution method. For a precise estimation to be made, more extensive data would have been required along with deeper economic modelling and research. In this report RBx data is used to have a reference base. The collected data shows a positive trajectory for Swedish companies in Turkey.

ECONOMIC VALUE CONTRIBUTION OF SWEDISH COMPANIES IN TURKEY

- INDUCED
- INDIRECT
- DIRECT



GRAPH 1. GVA CONTRIBUTION OF RBx COMPANIES

As can be seen on the graph above, yearly GVA contribution of Swedish companies increased with an annual growth rate of 7% in constant prices between 2014 - 2018⁴ and is expected to **increase 13.5%** from 2018 to 2019 due to new Swedish investments currently in the pipeline. The 50 RBx companies in our research base contributed **TRY 47.31 billion** to Turkish GVA between 2014 and 2018 and by the end of 2019 the GVA contribution is expected to reach **TRY 12.6 billion**, which is equivalent to **TRY 252 million** per company on average.

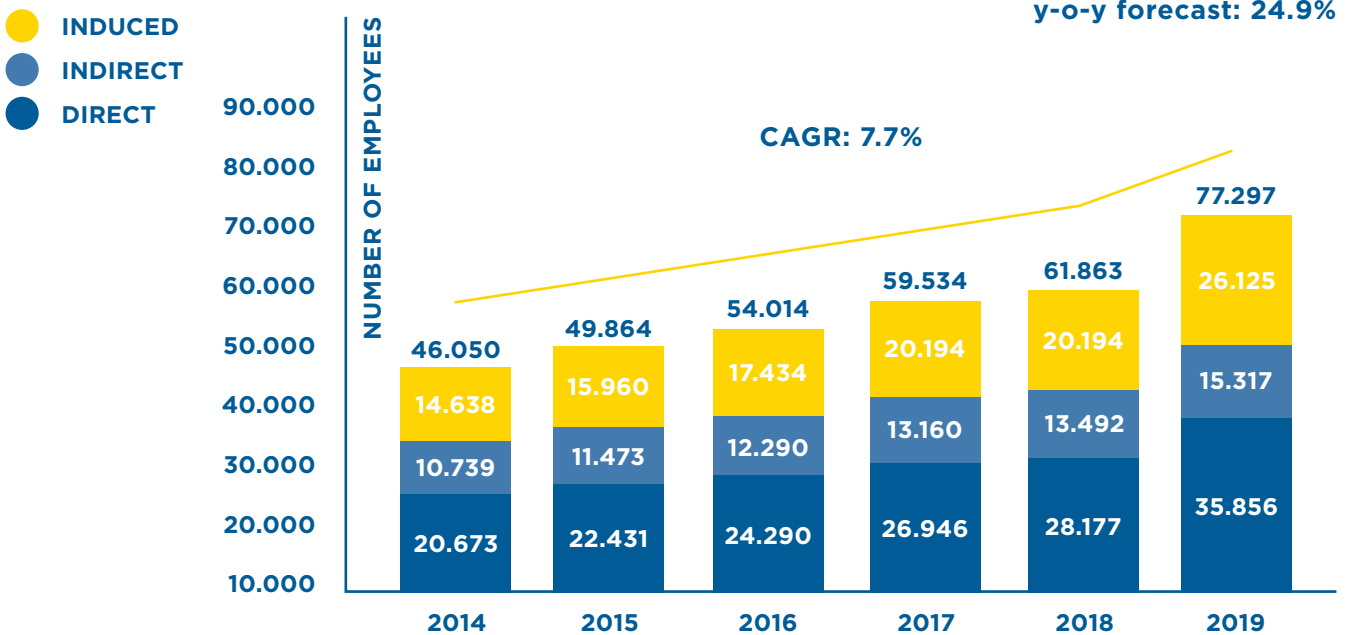
4 - Constant prices are a way of measuring the real change in the value. In order to compare the years efficiently, inflation effects are adjusted to the base year 2018 for all years. Therefore, the growth is shown in real value and does not include inflation.

the direct employment number reached over 28.000 and for 2019 is expected to reach 35.900

EMPLOYMENT RELATED VALUE CONTRIBUTION OF SWEDISH COMPANIES IN TURKEY

As can be seen in below graph, Swedish companies in Turkey increased their number of direct employments during the years 2014 to 2018. This increase stems from new Swedish companies entering the market and the organic and inorganic growth of existing Swedish companies in Turkey. In 2018, the direct employment number reached over **28.000** and for 2019 is expected to reach **35.900** with the acquisition of Turkish companies by Swedish companies.

In addition to direct employments, Swedish companies contribute to employment with indirect and induced employments. When these employments are also considered, the employment contribution of the 50 RBx companies grew **7.7% per year** between 2014 and 2018 and reached **61.900** in 2018. In 2019, total contribution of the Swedish companies to employment is expected to increase **24.9%** on a **year-on-year** basis and reach **77.300**.

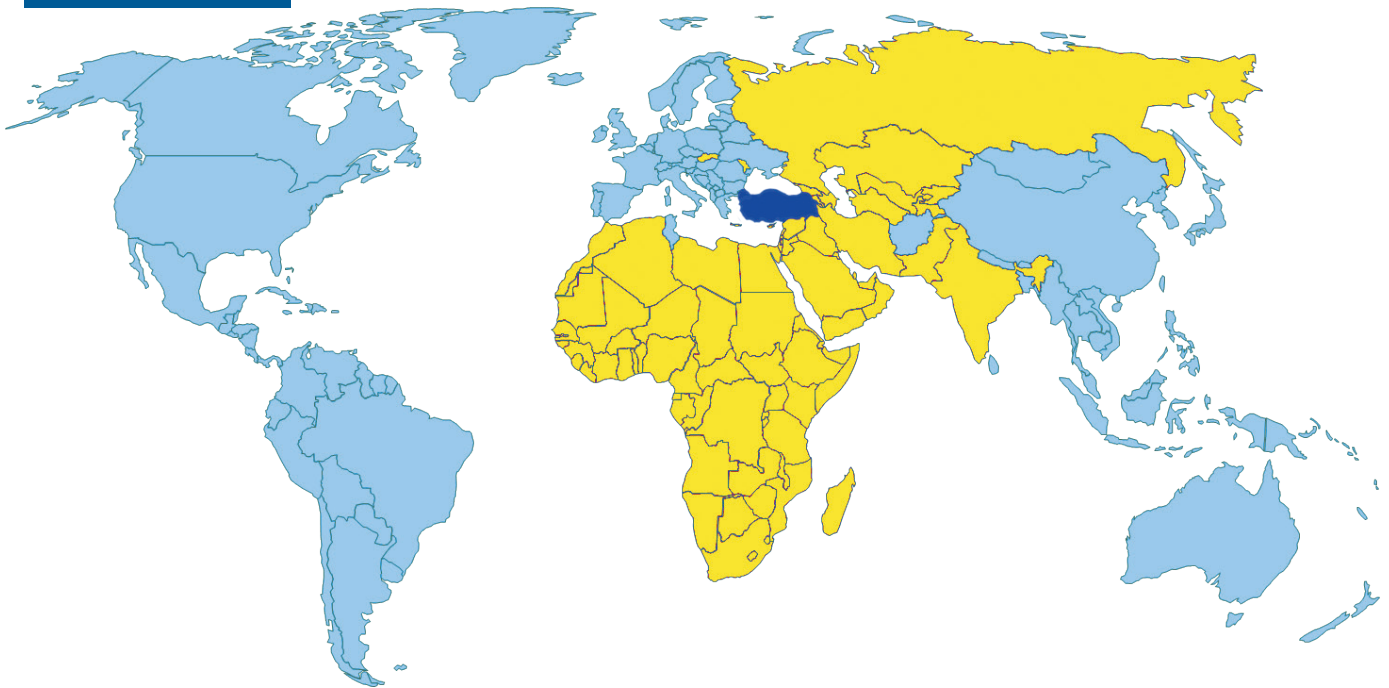


GRAPH 2. EMPLOYMENT CONTRIBUTION OF RBx COMPANIES

the top 5 exporters of studied companies have exported from Turkey a value of USD 4.2 billion between 2014-2018.

EXPORT VALUE, VOLUME & DESTINATION COUNTRIES OF SWEDISH COMPANIES IN TURKEY

Swedish companies established in Turkey are not only doing trade with Sweden but use Turkey as a hub covering multiple markets. According to RB companies' results, several Turkish entities of Swedish companies manage their CIS, Middle East, Africa, Pakistan and India regions from Turkey.



MAP 1. COUNTRIES MANAGED BY SWEDISH COMPANIES IN TURKEY

By using Turkey as a hub to generate sales and exports, these companies support Turkey in becoming a stronger exporter. Based on the survey results, the total export of RB has increased with a CAGR of 10.1% between 2014-2018. Out of the 2018 Top Exporters List of Turkey, Autoliv is ranked as the 83rd top exporter with **USD 165.6 million** of exports and ABB is ranked as the 112th top exporter with **USD 138.8 million** in exports⁵. Based on the survey answers, the top 5 exporters of RB have exported from Turkey a value of **USD 4.2 billion** between 2014-2018.

5 - Turkish Exporters Assembly
Top 1000 Exporters Research
<http://www.tim.org.tr/tr/ihracat-arastirma-raporlari-ilk-1000-ihracatci-arastirmasi.html/>

it is estimated that more than 1.000 employees work with research and development at Swedish companies in Turkey

R&D ACTIVITIES IN TURKEY BY SWEDISH COMPANIES

Sweden has for many years been a leading country when it comes to innovation and entrepreneurship, giving birth to products like the pacemaker, the three-point seatbelt, the zipper, digital healthcare and many others.

There are several reasons why Sweden has such capability of fostering new companies and ideas, such as the country’s social stability and access to government support. Sweden being a welfare state, Swedish innovators and entrepreneurs are able to take risks, trusting the social safety nets to fall back on if success cannot be reached.

Other factors like investments in education and research also play an important role. According to data from the World Bank, Sweden invests more than 3 per cent of its gross domestic product in research & development per year. This is more than the world average, and countries like the United States and the UK.

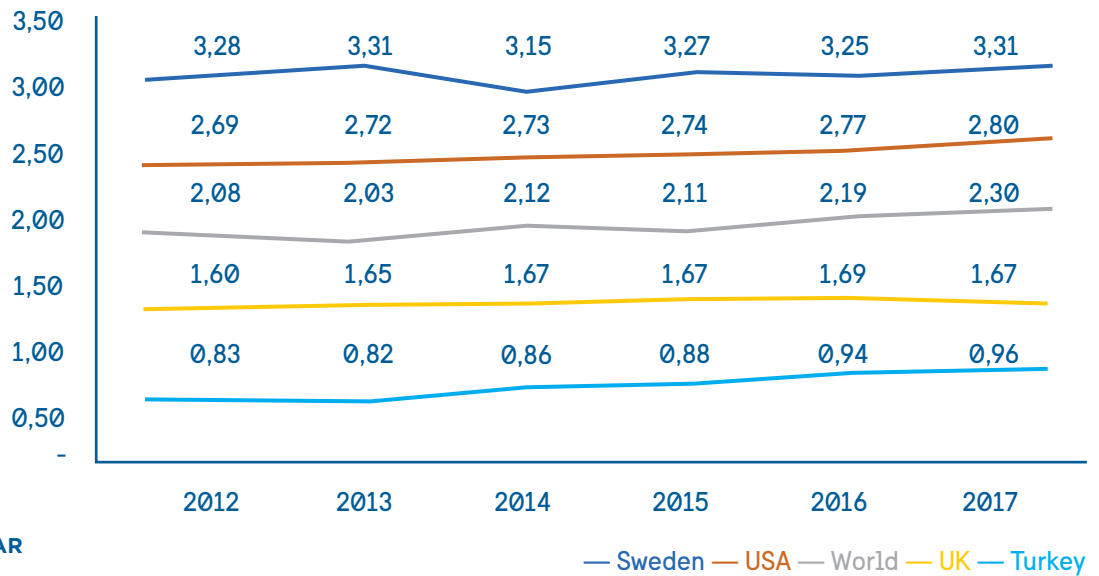


CHART 1. RESEARCH AND DEVELOPMENT EXPENDITURE BY YEAR AND COUNTRY IN PERCENTAGE OF GDP (SOURCE WORLDBANK)

Another reason for Sweden’s innovation success is its well-functioning infrastructure. For example, already during the 1990’s the Swedish government pushed out a widely developed broadband network, giving Swedes early access to fast internet connection. Along with subsidized programs for households to procure computers, Swedes managed to become early adopters of new technology.

Today Sweden ranks as one of the top countries in international surveys and indices such as the Innovation Union Scoreboard, published by the European Commission and the Global Innovation Index, published by the World Intellectual Property Organization.

Swedish companies continue this spirit of investing in education and research globally as well as in Turkey. Just between the years 2014 and

2018, 5 companies with announced investments in this report, invested **TRY 71 million** in research and development alone. It is estimated that more than 1.000 employees work with research and development at Swedish companies in Turkey with an increase in the number of R&D related employees of 18% from 2014 to 2018.

Two companies which stand out in their efforts for research and development in Turkey are Ericsson and Systemair HSK.

CASE STUDY Ericsson

MAKING TURKEY A BASE FOR RESEARCH & DEVELOPMENT

Ericsson has been in Turkey for more than 120 years and as of today, has 3 R&D offices in Turkey. These are located in Istanbul Technical University – ARI Teknokent, Ankara Bilkent University – Cyberpark and Izmir Dokuz Eylul University – Depark.

Since 2009, Ericsson has built up a wide range of competence from researchers to software developers, testers and engineers. Today the company has successfully conducted more than 150 R&D projects of which more

than 40 are supported by TÜBİTAK-TEYDEB and other institutions.

Currently Ericsson Turkey has more than 10 ongoing projects which are supported by Turkish and international institutions, most of which are within developing 5G technology applications.

Additionally, Ericsson recently launched its 11th global research lab in Turkey where scientists develop technologies for the next +5 years. The long-term goal with the lab is to increase research competence in Turkey and support Turkey to become a global attraction center for science and technology development.

CASE STUDY Systemair HSK

HVAC MANUFACTURING IN TURKEY'S FIRST LEED GOLD CERTIFIED FACTORY

With a recent investment of EUR 15 million in its new factory in Gebze, Systemair HSK opened Turkey's first factory which holds a Leadership in Energy and Environmental Design (LEED) Gold Certificate. The new factory is on an area of roughly 28.000 square meters and is the largest investment of Systemair in the last three years. Systemair HSK is today the main

market player in the HVAC sector with multiple references over the years. The company also has a government authorized R&D center employing 15 engineers since 2018.

With the new facility, Systemair HSK is one of the largest investors in research and development among the Swedish companies in Turkey.

Currently the company is working on new forms of casings, airflow measurement and control systems for air ventilation applications, all supported by TÜBİTAK.

the survey results tell that female employees constitute 28.8% of the management level among studied companies

SUSTAINABILITY IMPACTS OF SWEDISH COMPANIES ESTABLISHED IN TURKEY

Sweden is known as a pioneering country in terms of social responsibility and sustainable business practices and Swedish companies have a long track record within Corporate Social Responsibility (CSR). In fact, as of June 2019, Sweden is ranked No.1 in the Country Sustainability Ranking of RobecoSAM, which ranks 65 countries around the globe. The majority of Swedish companies also follow their global CSR strategies in Turkey and with the high reputation Sweden has in regards to CSR, Swedish companies established in Turkey act as role models within Turkish business and society.

The scope of the term CSR has expanded over the years. This report focuses mainly on four areas: gender equality, the environment, human rights and education.

GENDER EQUALITY

Sweden has a feminist Government, making it the first feminist government in the world. This means that gender equality is central to the Swedish Government's priorities – in decision making and resource allocation. Furthermore Sweden is ranked at 4th place in The Global Gender Gap Report 2020 issued by the World Economic Forum.

Swedish companies established in Turkey also follow the principle of gender equality and their global standards which contribute to Turkey by supporting gender equality in business. Our survey findings say that more than half of the RB companies have local action plans to support female employment, diversity and equal wages between male and female employees. Furthermore, the survey results also tell that female employees constitute **28.8%** of the management level among RB companies, while female employees only constitute **17.3%**⁶ of the management level on average in Turkey as of 2017 according to Turkstat data.

6 - Turkstat, "İstatistiklerle Kadın, 2018" (Women in Statistics, 2018), <http://www.tuik.gov.tr/PreHaberBultenleri.do?id=30707>

CASE STUDY IKEA Turkey

EMPOWERING WOMEN IN TURKEY FOR BETTER EMPLOYMENT

IKEA Turkey aims at having 40% of their entire workforce to be women in Turkey.

IKEA tracks this KPI closely and supports female employment. IKEA Turkey also provides a free daycare facility for working mothers and 6 extra months of maternity leave in addition to legal requirements for mothers.

ENVIRONMENTAL IMPACTS

Sweden is one of the leading countries in the world in terms of environmental sustainability. One example of this is how the Swedish government started demanding sustainability reports from its more than 50 state-owned companies back in 2007. In 2012 Sweden took another step by asking the state-owned companies to set sustainability goals and in 2014 to start reporting on them.

Coupled with strict environmental legislations and a high level of awareness in society, Swedish companies have been pushed to become environmentally innovative and efficient in their operations. In fact, low-impact production techniques, in particular within industrial production, are now often exported to other countries and almost all Turkish entities of Swedish companies take local actions for a sustainable environment.

Many Swedish companies consider the environmental impact of their solutions where these help to reduce the carbon footprint in Turkey as well. Furthermore, companies like ABB, Atlas Copco and Systemair HSK manufacture cleantech solutions in Turkey and thus contribute to the Turkish cleantech innovation ecosystem.

Today, the majority of Turkish entities of Swedish companies have action plans to reduce their carbon footprint and manage their environmental impact in many different areas including:

- Reducing energy / water / paper / raw material usage
- Recycling
- Using renewable energy
- Increasing energy efficiency
- Using low emission logistics options
- Planting memorial forests

CASE STUDY

Tetra Pak
Turkey

CREATING PARTNERSHIPS FOR A CLEANER ENVIRONMENT

Tetra Pak Turkey is working to minimize its environmental impact across the entire value chain by working in partnership with its suppliers and customers to monitor and minimize environmental impacts in every step; sourcing,

production, use and disposal of all products.

At Tetra Pak, a dedicated team works to develop and improve packaging waste collection infrastructure, habits of selective sorting at source and recycling capacity in partnerships with packaging recycling organizations, governmental institutions and NGOs across Turkey.

CASE STUDY
AstraZeneca
Turkey

TAKING ACTION FOR THE ENVIRONMENT

In 2017 and 2018, AstraZeneca renewed its vehicle fleet with low emission models. This reduced their overall carbon foot print score. The company also encourages its employees to have

digital meetings instead of face-to-face meetings when possible to reduce environmental impacts.

Furthermore in 2016, AstraZeneca planted 10.000 trees and created AstraZeneca memorial forest in Riva, Istanbul. The company planted an additional 5.500 trees in Balikesir in collaboration with TEMA in 2017.

HUMAN RIGHTS

The Swedish Government expects all Swedish companies to respect human rights in all their operations both in Sweden and internationally. The Swedish Government encourages Swedish private companies to follow the OECD's guidelines for multinational companies, to apply the ten principles of the UN Global Compact and to follow the UN Guiding Principles on Business and Human Rights. That said, Swedish companies are not only monitoring their internal operations but also their entire supply chain against corruption, human rights violations and other abuses.

Turkish entities of Swedish companies follow the same principles in parallel to their global strategy. Swedish companies also play an active role in contributing to the social life in Turkey, via supporting and partnering with NGOs and increasing awareness for people in need.

CASE STUDY
AstraZeneca
Turkey

HEY YOUTH! TAKE ACTION CAMPAIGN

In order to raise awareness about the importance of a healthy diet and physical activity among high school students, AstraZeneca partnered with the Ministry of National Education, Turkish Diabetes Foundation and TOÇEV.

The project is planned to be executed between 2017-2020. During the project 78 high schools in 11 cities are planning to be visited to reach over 11.000 high school

students. The aim of the project is to take a fresh approach to tackle principal causes of obesity and diabetes: poor diet and lack of physical activity. In the project high school students are engaged via physical activity workshops, instructive and interactive seminars where pre and post tests monitor the changes in students' level of awareness. So far 22 schools have been visited, 3.912 students have been reached and 41 volunteers have participated, which have contributed a total of 398 hours for this project.

EDUCATION

As a final section, we want to highlight the importance Swedish companies established in Turkey give to education. Several Swedish companies in this report partner up with schools and universities to provide practical trainings and internships for students. We have listed the most inspiring cases as the following;

- Arlight signed a 4-year protocol with Baskent University Interior Architecture department to teach lighting.
- Autoliv continuously supports the ADMOG project organized by TAYSAD⁷ by volunteering in technical trainings with students.
- NTG is in partnership with logistics schools to recruit students as interns for their training and education.
- Ericsson has a study assistance program in place and if specific criteria are met, the program will support the employee with a 50% payment of the employee's total study fee.
- AstraZeneca built a library in Mevlana Primary School in Konya in which 350 students from 11 districts attend and another library in Çakabey Secondary School in Adana where 440 students are educated.
- Assa Abloy continuously donates tools and clothes to children in need.

FINAL WORDS

The results of this report show that the studied Swedish companies in Turkey have contributed **TRY 47.31 billion** to Turkish GVA between 2014 and 2018 and by the end of 2019 the GVA contribution is expected to reach **TRY 12.6 billion** for the same year.

As mentioned in the beginning of this report, it can be misleading to assess a country's economic impact on Turkey by only looking at the balance of trade and other macro-economic figures between Turkey and its trading counterpart. In this case, the trade volume between Turkey and Sweden was approximately **USD 3.1 billion in 2018**. Our study shows that the contribution of Swedish companies in Turkey is more than the USD 3.1 billion. The studied Swedish companies in Turkey contributed with a GVA of **TRY 11.08 billion**, or **USD 1.94 billion** the same year to the Turkish economy.

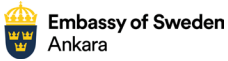
In terms of employment, by the end of 2019 the number of employees directly employed is expected to reach **35.900** and the total employment contribution with indirect and induced impact is expected to increase **24.9%** on a **year-on-year** basis and reach **77.300** in 2019. This steep increase is explained by the acquisition of Turkish companies by Swedish companies in 2018.

Furthermore, the report shows that the studied Swedish companies in Turkey aim to reach gender equality at work and have invested more than **TRY 71 million** between the years 2014 and 2018 in research and development. The report also shows that the studied Swedish companies in Turkey put an emphasis on the environment and education through various programs.

LIST OF PARTICIPATING COMPANIES

Team Sweden would like to sincerely thank all the companies who participated and made this report a reality:

PARENT SWEDISH GROUP	TURKISH ENTITY NAME
ABB	ABB Elektrik Sanayi A.Ş.
Alfa Laval	Alfa Laval Makine Sanayi ve Ticaret Ltd. Şti.
Assa Abloy	Assa Abloy Kilitleme Sistemleri Sanayi ve Ticaret Ltd. Şti.
AstraZeneca	Astrazeneca İlaç Sanayi ve Ticaret Ltd. Şti.
Atlas Copco	Atlas Copco Makinaları İmalat A.Ş.
	Chicago Pneumatic Endüstriyel Ürünler Ticaret A.Ş.
	Ekomak Endüstriyel Kompresör ve Makina Sanayi ve Ticaret A.Ş.
	Dost Kompresör ve Endüstri Makinaları İmal Bakım ve Ticaret A.Ş.
Autoliv	Autoliv Cankor Otomotiv Emniyet Sistemleri San. Ve Tic. A.Ş.
Elekta	Elekta Medikal Sistemler Ticaret A.Ş.
Epiroc	Epiroc Makina A.Ş.
Ericsson	Ericsson Telekomünikasyon A.Ş.
Fagerhult Group	Arlight Aydınlatma A.Ş.
Getinge	Maquet Cardiopulmonary Medikal Teknik San.Tic.Ltd.Şti.
Gunnebo	Gunnebo Middle East FZE, Turkey Liaison Office
IFS	IFS Kurumsal Bilgi Sistemleri San. Ve Tic. A.Ş.
IKEA	Mapa Mobilya ve Aksesuar Pazarlama A.Ş.
	IKEA Dış Ticaret Ltd. Şti.
Loomis	Loomis Güvenlik A.Ş.
Nederman	Nederman Makine San. ve Tic. Ltd. Şti.
NTG	NTG Uluslararası Lojistik Ltd.Şti.
Oriflame	Oriflame Kozmetik Ürünleri Tic.Ltd.Şti
Roxtec Securitas	Roxtec Yalıtım Çözümleri San. Tic. Ltd. Şti.
Securitas	Securitas Özel Güvenlik Hizmetleri A.Ş.
Sensormatic	Sensormatic Güvenlik Hizmetleri Ticaret A.Ş.
SNA	SNA End. Mam. Tic. Ltd. Şti.
Systemair	Systemair HSK Havalandırma Endüstri San. Ve Tic. A.Ş.
Tele Radio	Tele Radio Elektronik İth. Ve İhr. Tic. Ltd. Şti.
Tetra Pak	Tetra Pak Paketleme Sanayi ve Ticaret Ltd. Şti.
ViaCon	ViaCon İnşaat Müh. San. Ve Tic. A.Ş.
Volvo Cars	Volvo Car Turkey Otomobil Limited Şirketi
Volvo Group	VFS Finansman A.Ş.
	VFS Finansal Kiralama A.Ş.



TEAM SWEDEN

THE SWEDISH EMBASSY IN ANKARA

The Swedish Embassy in Ankara represents Sweden and the Swedish Government in Turkey and it is the official link between the Swedish and the Turkish governments.

The role of the Embassy is to represent, monitor and promote Swedish interests in Turkey and within the international organizations in Turkey. A priority for the Embassy is to promote Swedish economic interests by providing services to Swedish companies, promoting Swedish exports and encouraging foreign investment in Sweden. In this field, the Embassy works in close cooperation with Business Sweden in Istanbul. The Embassy also hosts the Swedish International Development Cooperation Agency (SIDA) that holds the mandate to manage bilateral development cooperation in Turkey anchored in the EU accession process and in the priority areas of human rights, gender equality and judicial reform. Consular Affairs and services for Swedish citizens are also important parts of the work at the Embassy. The Embassy consists of sections for Consular and Administrative Affairs, Political Affairs, Trade, Promotion and Economic Affairs, Defense Office and the Swedish International Development Cooperation Agency (Sida).

ADDRESS: Katip Celebi Sokak No: 7 06692,
Kavaklıdere, Ankara

PHONE: +90 312 455 41 00

MAIL: ambassaden.ankara@gov.se



Consulate General of Sweden
Istanbul

TEAM SWEDEN

THE CONSULATE GENERAL OF SWEDEN IN ISTANBUL

The Consulate General of Sweden in Istanbul is located in the Swedish Palace on Istiklal Caddesi 247 in the historic district of Pera/Beyoglu, on the oldest Swedish Government property abroad, acquired in 1757. The current Palace was built in 1870, thus celebrating 150 years in 2020.

The fundamental mission of the Consulate General, with the assistance of four Honorary Consulates in Antalya, Alanya, Izmir and Mersin, is to provide consular services for Swedish citizens in the whole of Turkey except for Ankara province and Kulu district.

In addition to representing the Government of Sweden in Istanbul, the main areas of activity for the Consulate are promoting Sweden and its culture and values, supporting Swedish companies on the Turkish market as an active member of Team Sweden in Turkey, and supporting civil society, mainly in the areas of democracy and human rights including gender equality. The Consulate also handles migration issues such as applications for visas and residency and work permits for all of Turkey.

The Consulate has staff deployed from the Ministry for Foreign Affairs, Ministry of Culture, Swedish Migration Agency and the Swedish National Police, as well as locally employed staff.

Since 1962, the Consulate hosts the Swedish Research Institute in Istanbul (SRII). Its primary aim is promoting Swedish and Nordic research about Turkey and the Eastern Mediterranean, and the Director is accredited as a Consul. Also, the head of Business Sweden's office is accredited as Trade Attaché at the Consulate. All in all, there are 11 Swedes accredited at the Consulate, which also employs 20 local staff members and an intern. Peter Ericson is Consul General since 1 September 2019.

ADDRESS: Istiklal Caddesi No: 247 34433
Beyoglu, Istanbul

PHONE: +90 (212) 334 06 00

MAIL: generalkonsulat.istanbul@gov.se



TEAM SWEDEN

BUSINESS SWEDEN – THE SWEDISH TRADE AND INVEST COUNCIL

Business Sweden, The Swedish Trade and Invest Council is jointly owned by the Swedish Government and the Swedish industry. This unique position gives us access to networks that span all levels, including private and Governmental owned businesses.

As a global leader in innovation, Sweden is a hotspot for generating new and bold ideas. Business Sweden draws on this position to help Swedish companies grow global sales and international companies to invest and expand in Sweden.

Business Sweden offers strategic and hands-on support to Swedish companies with global ambitions. With over 50 offices across the globe, we have a strong presence in each of our four regions: Europe, Americas, Middle East & Africa, and Asia-Pacific.

We share a passion for making a difference and are committed to excellence every step of the way. Acting as an independent partner and trustworthy facilitator, our ambition is to advise, support and deliver – all the way to the finishing line.

Business Sweden Istanbul office today employs 5 people. The office is a part of Team Sweden in Turkey and works closely with the Consulate General of Sweden in Istanbul and the Embassy of Sweden in Ankara to assist Swedish companies for their business development in Turkey and to attract investments to Sweden.

ADDRESS: Visnezade, Suleyman Seba Caddesi
No: 7, 34357 Besiktas, Istanbul
PHONE: +90 212 317 90 55
MAIL: ask.turkey@business-sweden.se



TEAM SWEDEN

THE SWEDISH CHAMBER OF COMMERCE IN TURKEY

The Swedish Chamber of Commerce in Turkey was founded by Swedish and Turkish businessmen doing business with Sweden in Turkey. Swedish industry and technical know-how are well known and recognized worldwide and strongly represented in Turkey for over 50 years.

Being a country strongly dependent on foreign trade where commerce with other countries has been an important driving force behind its industrial development, it is extremely important for Sweden and for Swedish Industry to be strongly profiled in Turkey. Sweden has fostered many international companies such as ABB, Alfa Laval, AstraZeneca, Atlas Copco, Autoliv, Electrolux, Ericsson, Ikea, Sandvik, Scania, SKF, Systemair HSK, Tetra Pak and Volvo. The Swedish Chamber of Commerce in Turkey is one of the key members of Team Sweden and has a joint mission and responsibility together with all of Team Sweden members to:

- broaden the network of companies and organizations which have business relations with Sweden in Turkey,
- implement an effective strategy to promote Swedish technologies in both countries regarding exports, imports and capital investments,
- provide relevant information related to trade between Turkey and Sweden,
- supply economical, commercial and legal information in commercial issues related to trade and investments,
- promote the information exchange in business related issues between the members through organized gatherings, events and newsletters,
- establish and maintain contacts with the Turkish private sector organizations and authorities to benefit the members commercial interests,
- make the Turkish public opinion conscious of the interest shown by the Swedish industry and business society in Turkey.

ADDRESS: Visnezade, Suleyman Seba Caddesi

No: 7, 34357 Besiktas, Istanbul

PHONE: +90 212 317 90 55

MAIL: info@sccturkey.com

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Teknokent Ari-2 Binasi 2-3 Floor
34390 Maslak, Istanbul

PHONE: +90 (212) 366 79 00

WEBSITE: www.ericsson.com

CONTACT INFORMATION: jakob.uludag@ericsson.com

ESTABLISHMENT YEAR: 1890

INDUSTRY: Telecommunications

Ericsson Turkey is the first fully foreign-owned company operating for a period of nearly 130 years in Turkey. Ericsson made its first investment in 1890 by establishing a telephone line in Dolmabahçe Palace, which is still active today. Two years after the establishment of the Turkish Republic, Ericsson established the Izmir telephony node with the capacity to serve 2,416 subscribers.

Ericsson has increased the scope of its commercial activities in Turkey over the years, including neighboring countries and becoming an important player when it comes to technology exports from Turkey.

Ericsson Turkey currently has three local R&D centers - İTÜ ARI in Istanbul, DEU DEPARK in Izmir and Bilkent Cyberpark in Ankara with

over 450 R&D employees and more than 150 Turkish technical support employees. Ericsson Turkey is also collaborating with more than 70 local institutions including universities, small medium enterprises, companies and operators to ensure that they are meeting customer and end user requirements. Currently, the teams have 150 R&D projects and over 39 TÜBİTAK-approved projects in the pipeline, in addition to exporting technologies and services to 34 countries around the world. To date, Ericsson has received six international and six national R&D awards for local R&D projects developed by Turkish engineers with eight local product certificates as of August 2019.



ERICSSON

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With our cutting-edge 5G network infrastructure along with the world's most advanced surgical robotics, we enable remote transfer of haptic, tactile, audio and visual technologies. A doctor can use the specialized haptic feedback gloves and virtual reality equipment to diagnose or even operate on a patient via a robotic counterpart, potentially thousands of miles away.

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#Ericsson





IKEA Turkey

A better everyday life for the many people.

ADDRESS: Fatih Sultan Mehmet Mahallesi

Balkan Caddesi No: 62

34771 Umraniye, Istanbul

PHONE: +90 (216) 528 05 55

WEBSITE: www.IKEA.com.tr

CONTACT INFORMATION: mh@ikea.com.tr

ESTABLISHMENT YEAR: 2003

INDUSTRY: Furniture and Accesories, Retail

Founded in 1943, IKEA is the world's largest home furnishing retailer, with over 420 stores across 52 countries. IKEA today employs over 150.000 people.

IKEA Turkey was established in 2003 with the aim of offering well designed, high quality IKEA products to the Turkish consumers at affordable prices. Today, IKEA Turkey is one of Turkey's largest home furnishing retailers with over 195.000 m2 retail area with 7 large format stores and 2 pick-up points in 6 cities, as well as an e-Commerce store. IKEA stores in Turkey receive approximately 20 million visitors on a yearly basis.

IKEA Turkey directly employs 2.500 people, with an additional 1.500 indirect employees. With a special focus on employee satisfaction and an aim to be "the most preferred employer in retail", IKEA Turkey has one of the lowest

turnover rates (and the highest average seniority) in the retail industry. IKEA Turkey also has a positive impact on "women in the workforce" with 43% female employment.

IKEA Turkey further contributes positively to the Turkish economic landscape through the procurement of goods and services from over 200 local and national companies amounting to approximately 300 million Turkish Lira. The global IKEA group also procures and exports hundreds of IKEA products in textile, glass, ceramics, plastic and carbon steel categories from over 50 Turkish manufacturers in the amount of 500 million USD.



IKEA. Everything for your home under one roof.

IKEA is the world's largest home furnishings retailer that offers a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible will be able to afford them.

With a vision of creating a better everyday life for the many people, IKEA offers 8.000 well designed, functional, good quality furniture and home accessories under one roof.



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Securitas

The New Face of Security

ADDRESS: Ceyhun Atuf Kansu

Av. Cevat Muratal Business Center 112/15 - 18
06520 Balgat, Ankara

PHONE: +90 (312) 473 59 90

WEBSITE: www.securitas.com.tr - www.securitas.com

CONTACT INFORMATION: info@securitas.com.tr

ESTABLISHMENT YEAR: 1934

INDUSTRY: Security Services

Securitas, a global knowledge leader in the security industry, has been providing security services since 1934. From a broad range of services of specialized guarding, technology solutions and consulting, we customize offerings that are suited to the individual customer's needs to deliver the most effective security solutions. It's protective services, developed together with its customers, are designed to incorporate a high degree of technology content. Everywhere from small stores to airports, our 370.000 employees in 59 markets, throughout North America, Europe, Latin America, Africa, the Middle East, Asia and Australia are making a difference. Securitas successfully integrates technology, people and knowledge to offer protective services to customers all over the world.

Securitas Turkey, established in 2006, preserves the mission of being the knowledge leader in Turkish market and represents the new

face of security. It creates integrated security solutions to its customers by combining global knowledge with local operational expertise. From telecommunications to finance, aviation to mining, energy sector to industrial plants in 21 different sectors to more than 1000 institutions Securitas Turkey operates in 76 cities with its 11 regional offices, 70 branch offices and 20.000 employees.

Securitas Turkey creates the most appropriate security solutions for the needs of the enterprises with its Integrated Security Solutions, which gathered its wide range of services under one roof together with its promise of Integrity, Vigilance and Helpfulness.

The New Face of Security

Security is changing. Technologies and customer needs are evolving. Our industry will not be able to solve the challenges of the future with the tools of yesterday. Security no longer simply includes a lone security officer with a flashlight, nor the passive gaze of a security camera. The security of the future is a combination of people, knowledge and technology. A combination of sensors, analytics and the knowledge of experienced Securitas employees on the sites. Security officers must work hand in hand with data scientists and statistic experts. Data is gathered everywhere and used to understand the past, the present and the future - guiding actions anywhere, anytime. By bringing all this together, we can mitigate risks before they become threats, act in real time when needed, and always keep the customer engaged in what's going on. This is the new reality we are facing. We call it "The New Face of Security".

Integrated Security Solutions

For longer and more robust business relations, we combine new security trends in the world with our expertise and offer the most suitable security solutions to our Customers with "one solution", "one contract" and "one contact".





Volvo Car Turkey

For Sustainable Future

ADDRESS: FSM Mahallesi Poligon Caddesi

Buyaka 2 Sitesi No: 8B Kule 2 Kat: 4
34771 Tepeustu Umraniye, Istanbul

PHONE: 444 48 58

WEBSITE: www.volvocars.com.tr

CONTACT INFORMATION: info@volvocarturkey.com

ESTABLISHMENT YEAR: 1994

INDUSTRY: Automotive

“Safety” has been one of the most important reasons of existence of Volvo Cars which was established in 1927 in Sweden. The fact that Nils Bohlin, a Volvo engineer, invented the three-point seat belt in 1959 and shared it with the automotive industry without any charge shows how serious and pioneering Volvo Cars is. As the subsidiary of the Swedish company which focuses on purposes including “sustainability”, “personal mobility” and “safety”; Volvo Car Turkey started its business in 1994 and continues sales, service and marketing activities. Adana, Ankara, Antalya, Bursa, Denizli, Diyarbakir, Erzurum, Eskisehir, Gaziantep, Istanbul, Izmir, Kayseri, Kocaeli, Konya, Mersin, Mugla, Sakarya, Samsun and Trabzon are the cities where the company operates through its dealers.

Volvo Car Turkey offers the product range of XC90, XC60, XC40 SUV, S60 and S90 sedan and V60 and V90 station model to the Turkish market and it continues its sales and marketing.

Providing job opportunities to approximately 700 people including head office employees and all authorized sales and service points, Volvo Car Turkey sold 4.155 cars in 2019. The company reached a premium segment share of 12.2% having the domination through its SUV models in the related segment. XC90 was the best selling model with 1.034 units in E SUV segment with a share of 36%. XC40 and XC60 followed it as the second best selling models in their segments with 933 and 424 units. The company has achieved more than 50 thousand sales in the last decade, more than 60% of which realized in Istanbul, Ankara and Izmir. Adhering strictly to global corporate values, Volvo Car Turkey removed the use of disposable plastics from its headquarters and events within this scope in 2018.

E.V.A. INITIATIVE

Cars Should Protect Everyone

In time, most automakers still produce cars based exclusively on data from male crash test dummies. For this reason, women run a higher risk of getting injured in traffic than men.

But at Volvo Cars, we have always done things a bit differently. We have collected data for more than 40 years to better understand what happens in a collision – regardless of size, gender, or body shape. This has taught us a lot and has made our cars safer every year

To help improve gender equality in all cars, we have decided to share this knowledge with the rest of the car industry. So from now on, everyone is welcome to download more than 40 years of research.

We hope this will lead to safer cars for everyone. Because at Volvo Cars, we always put people first.



RECHARGED. VOLVO XC90 T8 AWD PLUG-IN HYBRID

The new XC90, with small touches it makes a big impact on both the interior and exterior design. It protects the environment with an eco-friendly new generation plug-in hybrid motor on daily rides and is ready to give you the pleasure of an electric drive in the comfort of Volvo.

With an only electric driving that ranges up to 50 km, superior handling, the Pilot Assist support system that

provides outstanding ease and safety on long highway drives and inner-city traffic jams, and the advanced Clean Zone air-conditioning system that keeps the air quality to the max, the new XC90 promises the future's driving experience from today. Not to mention the best-in-class sound system Bowers & Wilkins Premium Sound that carries the acoustic of the Goteborg Symphony Orchestra to your XC90.





Dellner

A world where everything is perfectly connected

ADDRESS: Kizilirmak Mah. 1450 Sok. 3/66
Cukurambar, Ankara 06520

PHONE: +90 312 472 72 77

WEBSITE: www.dellner.com

CONTACT INFORMATION: trinfo@dellner.com

ESTABLISHMENT YEAR: 2016 in Turkey

INDUSTRY: Railway

Dellner is one of the world's leading suppliers of Train Connection Systems, with 79 years of experience in the rail industry. Based in Falun, Sweden, with 22 subsidiaries around the world and more than 1000 employees globally, Dellner continues its steady, robust growth in couplers, gangways, front hatches, dampers and Crash Energy Management, as well as in the service segment of the rail industry. The company established its subsidiary in Turkey in 2016 in Ankara with main focus on coupler assembly projects, as well as on overhauls and maintenance of a local fleet.

Founded in 1941, we have years of tested, proven experience in producing safe and reliable train connections, and providing innovative, state-of-the-art and cutting-edge products for our customers.

In 2019, Dellner Couplers, Dellner Components and Dellner Dampers were acquired by EQT, a Swedish private equity company. Quality and prompt delivery will remain our number one focus along with our relationship with car builders and operators in all regions. Strategic investments in the expansion of our existing product portfolio and new product areas like freight and digitalization is also getting our full attention during the coming year, assuring our place as market leader.



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Operating as the industry leader for 25 years, Sensormatic is the business intelligence and security technologies integrator that stands out with brand independent solutions designed for 12 different sector.

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Ruzgarlibahce Mahallesi, Kavak Sokak No: 31/1
34805 Beykoz, Istanbul

PHONE: +90 (216) 681 82 00

WEBSITE: www.sensormatic.com.tr

CONTACT INFORMATION: sensormatic@sensormatic.com.tr

ESTABLISHMENT YEAR: 1994

INDUSTRY: Security Technologies

Operating as the industry leader for 25 years, Sensormatic is the business intelligence and security technologies integrator that stands out with brand independent solutions designed for 12 different sectors.

With close to 300 expert employees and 14 offices in Turkey, Sensormatic provides technology solutions which provide security and operational efficiency to retail, aviation, public/justice, banking and finance, commercial and industrial establishments, energy, health, education, logistics, sport, tourism.

Sensormatic offers solutions in security and business intelligence categories. Security technologies include video surveillance, access control, fire detection, public address, intrusion alarm and electronic article tracking surveillance. Business intelligence solutions include RFID inventory management, real-time location

services, in-store analysis, traffic and electronic shelf label solutions.

With the merger in 2011, Sensormatic became a Securitas group company. With the strength it gets from this large international structure, Sensormatic delivers global projects in which technology and people work together. Founded in 1934 and headquartered in Sweden, Securitas provides services in a total of 58 countries, ranging from specialized security services to technological solutions and consultancy with more than 370.000 employees.



NTG Uluslararası Lojistik Ltd. Şti.

NTG Turkey

NTG Turkey offers professional, tailored solutions based on our many years of experience in transporting consignments.

ADDRESS: Halkali Merkez Mahallesi

Dereboyu Caddesi No: 56 Kat: 6 D: 11

34303 Kucukcekmece, Istanbul

PHONE: +90 (212) 867 62 00

WEBSITE: www.ntgturkey.com

CONTACT INFORMATION: ertan.aslanoglu@ntgturkey.com

ESTABLISHMENT YEAR: 2015

INDUSTRY: Logistics

Our unique transport company specializes in designing precisely the transportation/logistics service you need. We move goods throughout Europe and the rest of the world by truck, ship and aircraft, as because our employees are the most highly-skilled in the industry, the service we provide is top-class.

NTG Nordic Transport Group A/S is special because it comprises over 80 companies – each with core competencies in a particular field of transport – and because through acquisitions and partnerships with carefully selected companies, the Group is continuously expanding and enhancing its services and market position. We can therefore offer our customers the best solutions regardless of the transport job in hand.

We are also unique as we are owned by employees. As a customer, you will notice this clearly reflected in the dedication and care we invest in everything we do.

This business model results in satisfied customers and explains the Group's rapid economic development.

We are performing all services including project cargo, domestic distribution / collection, express deliveries, warehousing, full truck, less truck and minivan transport as well as above described services in terms of logistics.

Please feel free to call us.



ABB

Let's write the future together.

ADDRESS: Dudullu Organize Sanayi Bolgesi

2. Cadde No: 16 Y. Dudullu

34776 Umraniye, Istanbul

PHONE: +90 (216) 528 22 00

WEBSITE: <https://new.abb.com/tr/>

CONTACT INFORMATION: contact.center@tr.abb.com

ESTABLISHMENT YEAR: 1965

INDUSTRY: Automation & Robotics

ABB (ABBN: SIX Swiss Ex) is a technology leader that is driving the digital transformation of industries. With a history of innovation spanning more than 130 years, ABB has four customer-focused, globally leading businesses: Electrification, Industrial Automation, Motion, and Robotics & Discrete Automation, supported by the ABB Ability™ digital platform. ABB's Power Grids business will be divested to Hitachi in 2020. ABB operates in more than 100 countries with about 147.000 employees.

ABB Group has assumed a leading role in Turkey's major electrification projects and industrial facilities. ABB Turkey exports to more than 70 countries with its 50.000 m² local production facilities which are placed in Istanbul, Kocaeli, Ankara, Izmir, Bursa, Adana and total 17.000 m² office area with 1.690 employees.

Since 1965, more than 2.000 power transformers which was produced in ABB Turkey facilities offers reliable and uninterrupted energy to nearly 50 countries in the world.



BILLERUDKORSNÄS

BillerudKorsnäs

We challenge conventional packaging for a sustainable future

ADDRESS: Barbaros Mahallesi Kardelen Sokak

No: 2 K: 10 Palladium Tower

34746 Atasehir, Istanbul

PHONE: +90 (216) 687 06 51

WEBSITE: www.billerudkorsnas.com

CONTACT INFORMATION: eda.ozkinaci@billerudkorsnas.com

ESTABLISHMENT YEAR: 2015

INDUSTRY: Paper Producer

BillerudKorsnäs provides packaging materials and solutions that challenge conventional packaging for a sustainable future. We are a world-leading provider of primary fibre-based packaging materials and have customers in over 100 countries. Together with brand owners, converters and packaging partners all over the world, we create smarter packaging solutions that increase profits, excite millions of consumers and contribute to a sustainable future for generations to come.

A selection of our offerings.

Speciality Papers

Our Speciality papers deliver the highest quality for a variety of complex industries. Medical papers with perfect performance and cleanliness, interleaving papers protecting costly steel, flexible packaging papers for pure and light food packaging.

Sack & Bag Paper

With BillerudKorsnäs' sack and bag papers, we can offer strong, durable and food-safe packaging material with excellent printability. The papers offer excellent runnability in converting machines and

enables high productivity in filling machines.

Formable Paper

With our revolutionary 3D-formable BillerudKorsnäs FibreForm® paper, we offer an exciting solution for inspiring design of embossed cartons, containers, stand-up pouches, blisters and insulated paper cups.

Interesting solutions and papers

Paper sticks that replace plastics in a wide range of applications

Xpression E-Com paper suitable for mailing bags for the growing e-commerce market

QuickFill® superior sack paper for strong sacks with effective filling and minimal loss

D-Sack® the cement sack that is placed directly in the blender and disappears

Paper trays made from FibreForm®, a low-carbon alternative to plastic trays

Straws u-bended in a traditional manner manufactured from paper

Repel Pure is a sustainable grease-repellent alternative to conventional fluoropolymer-treated grease-resistant bag papers.



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PHONE: +90 (212) 317 23 00

WEBSITE: www.astrazeneca.com.tr

CONTACT INFORMATION: astrazeneca.turkey@astrazeneca.com

ESTABLISHMENT YEAR: 1999

INDUSTRY: Pharmaceuticals

Nederman

Nederman

**Protecting people, planet and production
from harmful effects of industrial processes.**

ADDRESS: Giyimkent Istanbul Ticaret Sarayi
No: 565-569 34235 Esenler, Istanbul

PHONE: +90 (212) 438 07 78

WEBSITE: www.nederman.com.tr

CONTACT INFORMATION: info.turkey@nederman.com

ESTABLISHMENT YEAR: 2007 in Turkey

INDUSTRY: Machinery / Industrial or Mechanical Engineering



Tetra Pak Turkey

Tetra Pak is the world's leading food processing and packaging solutions company with the vision to make food safe and available, everywhere.

ADDRESS: Buyukdere Caddesi
Nurol Plaza No: 255 A Blok K: 1
34398 Maslak, Istanbul

PHONE: +90 (212) 444 68 78


WEBSITE: www.tetrapak.com/tr

CONTACT INFORMATION: www.tetrapak.com/tr/contact

ESTABLISHMENT YEAR: 1971

INDUSTRY: Food Processing and Packaging

Authors of this report:

 <p>Sweden Sverige</p>			
 <p>Embassy of Sweden Ankara</p>	 <p>Consulate General of Sweden Istanbul</p>	 <p>BUSINESS SWEDEN</p>	 <p>ISVEÇ TICARET MERKEZİ DERNEĞİ SWEDISH CHAMBER OF COMMERCE</p>

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