

## TOBB President M. Rifat Hisarcıkılıođlu: On the cusp of a Fourth Industrial Revolution

**A** Fourth Industrial Revolution, a topic that has been talked about over the past few years, is hinting us that the world is changing once again. The term itself is based on a number of developments, such as the integration of wider use of the Internet with flexible production systems and the inclusion of technology, as an indispensable element, into production processes. The most critical technology platforms of the present age include biotechnology, nanotech-

nology and information-communication technology. Unfortunately, Turkey is one of the countries that have lagged behind in playing a part on all the three platforms. What Turkey needs and should really do urgently is to develop an appropriate industrial policy and then focus on technology transfer in certain areas. Because, focusing on every relevant area and trying to succeed on every front, particularly with limited resources, would only be a waste of time and money.



## Smart factories next

**I**ndustries, struggling to meet their own needs through a fast, reliable and innovative approach, is entering the era of Industry 4.0, a new industrial reform, with rapidly developing means of technology. In Industry 4.0, or the fourth industrial revolution, as commonly referred to, machines employed, each of which has so far been monitored by a separate computer, will be controlled by a host computer. In other words, factories will be managed by a network of computers. Production equipment in factories will communicate and cooperate with each other and, in the future, we will see many unmanned factories running. The new industrial revolution will minimize occupational accidents, reduce operating costs and improve productivity.



## Bursa: A pioneer in industrial branding

**T**he largest companies in Bursa boosted their annual profits by 39% compared with 2014. The number of profit-generating companies rose from 212 to 220, while the total annual profit of these companies stood at TL 3.8 billion. Stating that Bursa has the potential to attract direct investments

in the area of medium-high and advanced technologies, İbrahim Burkay, Chairman of the Bursa Chamber of Commerce and Industry, said, "We aim to help Bursa become a technology hub for the region." Commenting that the High-Technology Organized Industrial Zone project under construc-

tion will be a very significant starting point for businesses planning to invest in high technology, Burkay said, "Once completed, the project will serve as a significant instrument for Bursa to attract direct investments in the area of medium-high and advanced technologies."

## Companies with energy strategy to gain advantage

**D**elivering a speech at the 7th Energy Efficiency Forum, M. Rifat Hisarcıklıoğlu, President of the Union of Chambers and Commodity Exchanges of Turkey (TOBB), said, "Most companies in Turkey do not have an energy strategy, but from this day on, I believe they need to develop an energy and resource management strategy. In an effort to provide guidance for the private sector in this area, TOBB has formed a Centre for Environment and Energy Efficiency."





## eTIR Pilot Project to bolster Turkish-Iranian trade

Delivering a speech at an event held to introduce the e-TIR Pilot Project signed between Turkey and Iran, TOBB President M. Rifat Hisarcık-

lioğlu said, "This is an important step towards achieving the 30 billion USD trade goal we have set with Iran for 2016." Hisarcıklioğlu also added, "The

e-TIR project is expected to facilitate trade procedures, reduce transport costs and to improve transparency in transport operations."

## GTİ model of success for world

Established under the leadership of TOBB in 2005 in accordance with the related laws, Gümrük ve Turizm İşletmeleri Ticaret AŞ (GTİ) has become a model of success for the rest of the world. GTİ Chairman M. Arif Parmaksız said, "We have been modernizing Turkey's border gates thoroughly to the level of world standards on the basis of a "build-operate-transfer" agreement, upon expiry of which we will transfer modern border gate facilities to the state without any cost."

