



## Automotive industry is at a turning point

■ Automotive Report” of the “Industrial Insights” series of KPMG Turkey was published. In addition to an evaluation of the paradigm shift in the automotive industry, the report offers multiple policy suggestions needed to ensure sustainable growth in the industry and more contribution of it to the economy. The automotive industry, that was hopeful rather at the beginning of 2020 but was damaged greatly by the Covid-19 pandemic is still under duress due to chip crisis and production halts. The acceleration of digitalization also indicates that we will see a much different automotive industry in the near future.

When we look at the other prominent titles in the report, it is seen that the industry closed off 2020 with 78 million car sales and sustained a downsizing of 14% when compared to 2019. The downsize was much more perceivable in Europe. EU automotive industry closed off 2020 with a downsizing of over 20%. Other prominent titles in the report include:

▶ Turkish automotive industry completed 2020 with a total production of 1 million 336 thousand units, domestic sales of 796 thousand units, and an export that is worth over US\$26 billion. Sales increased by 62% in 2020 whereas production decreased by

11% and export decreased by 27%.

- ▶ In the first quarter of 2021, European automotive industry downsized 23%, which is a rarely seen rate in its history. Almost 1.7 million units of cars were sold in Europe in the first three months of this year.
- ▶ Turkey, which is 15th in the world and 4th in Europe in production, has had an overall positive outlook in the first quarter of 2021. The production capacity is still a little over 2 million units but it will increase significantly with the 200 thousand units of additional capacity that will be commenced in 2023 as announced by Ford Otosan in last March.



“THERE ARE HOPE AND SAFETY IN NUMBERS”

## TRY5 million worth of support from TOBB For wildfires in Turkey

U nion of Chambers and Commodity Exchanges of Turkey (TOBB) President M. Rifat Hisarcıklioğlu announced that they will donate 5 million Turkish Liras to revive the burnt forests after the wildfires in Turkey. President Hisarcıklioğlu made an announcement on social media and wrote: “We stand by our nation. There are hope and safety in numbers. In order to revive our burnt forests and for a greener Turkey, we donated 5 million Turkish Liras as TOBB. We wish Allah’s mercy upon those who have lost their lives and speedy recovery to those who have been hurt.”

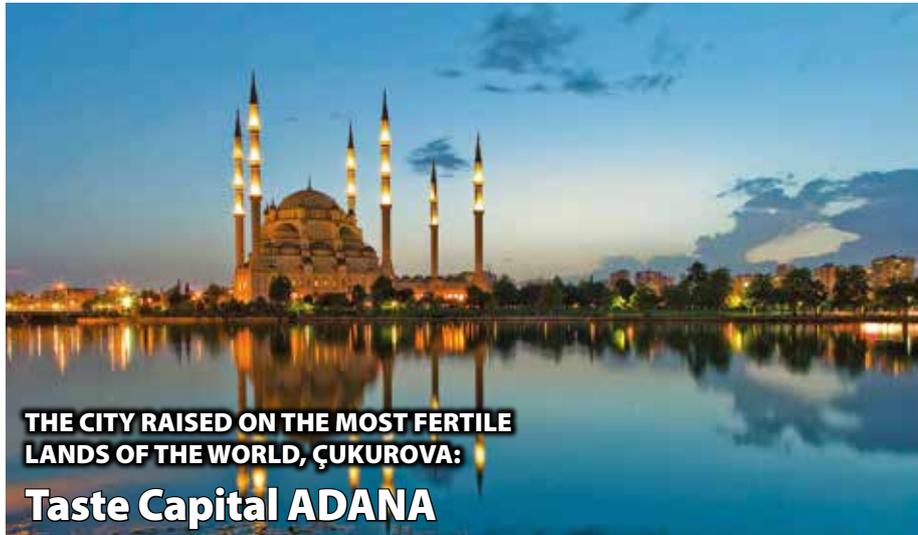
## Hisarcıklioğlu was offered an order from Federal Republic of Germany

Federal Republic of Germany has offered a State Order to M. Rifat Hisarcıklioğlu, TOBB President. The ceremony was held at the embassy in Ankara, during which the Ambassador Jürgen Schulz of Germany explained that this order is only given to those who dedicated their lives to their duties and said that Rifat Hisarcıklioğlu is more than deserving of this order.

Ambassador Schulz pointed out that M. Rifat Hisarcıklioğlu, TOBB President, has contributed greatly to the development of Turkey's economic relations with Germany and the EU. Jürgen Schulz emphasized that they have full confidence that the President will keep undersigning many more successful deeds in the near future. Hisarcıklioğlu expressed that he received

this order on behalf of Turkish business world.

Ambassador Jürgen Schulz of Germany to Ankara declared that they wanted to honor President Hisarcıklioğlu with the presentation of this state order and that they had full confidence in him that the problems German companies currently face will be swiftly solved. Schulz said, "Mr. Rifat, your farsightedness, and your vast and respected professional circle in the professional world combined with your abilities to bring together and merge different groups into one another along with your personal qualities and the Turkish world of Politics has been an ideal bridge for the economic relations between Germany and Turkey."



Adana is one of the ancient cultural and commercial capitals of Anatolia existing over 6 thousand years. The city is built on the most fertile lands in the world, Çukurova, as Evliya Çelebi once expressed. Throughout the history, Adana has been a land of milk and honey. The silk road and spice road it was built on made Adana a capital of trade while the city forms the basis of cultural interaction and riches between three continents.

In addition to economy, Adana is also

one of the most productive and most fertile cities of Turkey with its specific structure, locals, and culture including cinema, literature, sports, and gastronomy. Eating and drinking habits and dining culture of Adana also directs the daily life in the city. The breakfast routine that starts with liver and turnip juice or Adana pastry at 5.00 in the morning is irreplaceable for the locals. The values of this ancient city that lives each day as 24 hours for production are now under protection as geographical signs.



Among Adana's geographical signs, the following can be listed: Adana Kebab, Adana Turnip Juice, Adana Stuffed Meatballs, Adana Şırdan Kebab, Adana Analı Kızılı soup, Adana Rolled Pastry, Adana Watermelons, Adana Bici Bici dessert, Adana Ring Dessert, Adana Karakuş Dessert, Adana Taş Kadayıf dessert, Adana Aşlama beverage and Tapan Bıçağı knife. Çukurova cotton, Kozan Orange and Kuytucak Pomegranate are among the city's original names.

# Konya Kağıt

"Medeniyetin Hamuru"

**24 SAAT**  
KESİNTİSİZ ÜRETİM



**32 YIL**  
İSTİKRARLI BÜYÜME  
ve KAR YAPISI



**TÜRKİYE'NİN**  
**%25'i**



**150 Bin**  
TON KAPASİTE



Türkiye yazı tabı kağıt üretiminin **%25** ini karşılayan;  
**32 yıldır** istikrarlı büyüme ve kar yapısı; ve yıllık toplam  
**150** bin ton kapasitesi ile "**KONYA KAĞIT**"  
**24 saat** kesintisiz Kağıt, Ambalaj ve Defter üretimine  
devam etmektedir.