



TEKSAN, EXPORTING TO 130 COUNTRIES, TARGETS FOR MORE

Teksan Generator established an export base in the UK

With the highest generator set production capacity in Turkey, Teksan is also growing fast abroad. Offering their products in more than 130 countries, the company is among the export champion companies of Turkey. Teksan increased its exports by 27 percent in its 25th year in the industry. Teksan, which has a bigger target abroad, opened its first overseas office in the UK.

With the annual production capacity of over 15 thousand in its two plants in Istanbul and Kocaeli, Teksan increases its power also abroad while continuing to invest in Turkey. Exporting about 70 percent of its production, Teksan serves in a wide geography from Greenland to New Zealand. Aiming to be closer to its customers and to reach them faster by establishing regional sales offices and warehouses, Teksan's first step was to open a sales office and a warehouse in the UK.

Stating that they are one of the Fastest Growing Companies of Export, **Ebru Ata Tuncer, Member of Board of Directors Responsible for Marketing in Teksan Generator** said: “For 25 years, we continue to be the name of the reliable power not only in Turkey but in all the countries where we export. We diversify our export markets with sales to South America, Europe and Asia, as well as close markets such as the Middle East, Russia and the Turkic Republics, North and Central Africa. Every year, we try to enter markets that we have never been before. In 2018, we started exporting to Australia, Cuba, Marshall Islands and Niger. Increasing our share in the US market with our UL certified products has an important place among our goals. In this context, we are very happy to have started exporting to Costa Rica and the Dominican Republic in 2019. While strengthening our position in our current export markets, adding new ones to the countries we already export is one of our most important goals.”

Mentioning that they have set targets to open offices and warehouses abroad as well as increasing the number of dealers worldwide, **Ebru Ata Tuncer** stated; “We have a widespread dealer network worldwide. However, we intend to support our dealers with our overseas offices and warehouses in line with our targets to get more shares from exports. Accordingly, we opened our first overseas office in Birmingham, England. We aim to increase our share in Africa, one of the regions we see as the dynamo of global growth as well as the share we get from the UK market through our office.”

Saying that they took bold but firm steps on the ground in line with their goals **Tuncer** concluded; “Doing business with the right people at the right time and at the right place also

brings success. It is very important to be predictive, and to know how to take the wind back... We manage to read the conditions of the day well. As Teksan, we have been investing what we have earned from the industry in the industry again since the first day. We invest in technology and R&D. One of the most important features that distinguish us from our competitors and carry us forward is our innovative production understanding. To increase employment and provide added value to Turkey's economy has always been one of our biggest goals. Today, we have approximately 700 employees. With our 10 Regional Offices and nearly 20 dealers, we are all around Turkey. As a strong Turkish brand, we are proud to be preferred more and more every day in the world. ”