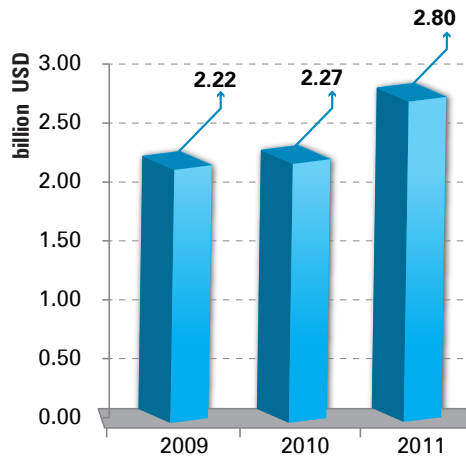


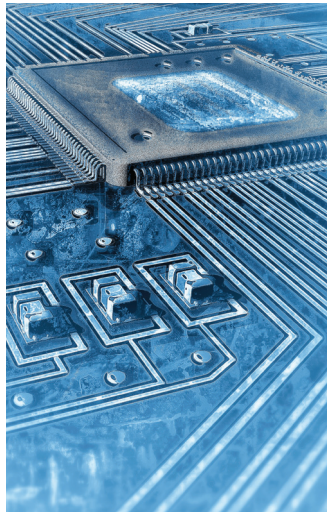
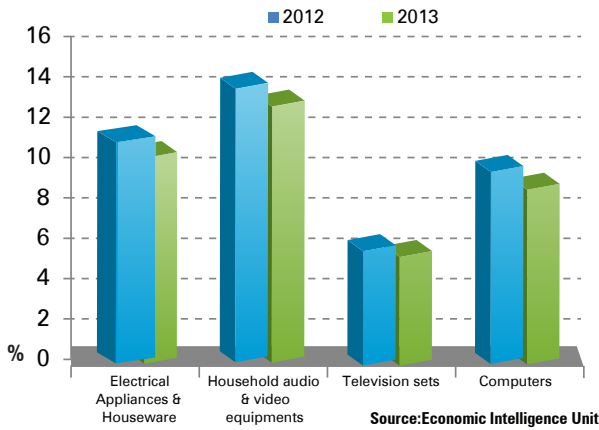
Strong Infrastructure
Strong Sub-Industry
Speedy Logistic
Sectoral Experience
High Export

Manisa TR33

Export of Electric-Electronic in TR33



Market Demand of the Sector in Turkey
 2012-13 Expected Growth Rates



TR

Electric-Electronic Sector is one of the locomotive sectors of export in Turkey. In white goods and home electronic, in last ten years, production of the sector has grown four times. By this way the sector has taken the second place in EU market with its share of 22%. Turkey, with its young population, high propensity to consume and increasing per-capita income has been becoming an opportunity center for the sector.

TR33

For the electric-electronic sector, the production base of TR33 Region is Manisa. Having firms in subsectors that make production within international standards, strong supply chains, advantageous logistic options and with its young, dynamic, cost-effective labor market, years of experience and technological elasticity, the sector serves as a reactor of the TR33 Region from the point of view of production, exports and employment.

In addition to Vestel Company that has more than 15,000 workers and great capacity of production of LCD TVs many important actors of international markets of the sector such as Bosch and Indesit Companies have also chosen Manisa for their investments. Totally 33 companies are operating in electric-electronic sector in Manisa and the number of newcomer investors is steadily increasing.

Young Population
Increasing Income
Growing Market

Intense R&D, Innovation, High Value Added

%400 Capacity Increase in 10 Years



Manisa has been crowned, thanks to its advantageous and opportunities for investments, by taking awards from several international press and institutions in different times.

- **"Best Economic Potential in Europe"**
- **"Most Cost Effective City in Europe"**
- **"Southern European City of The Future"**
- **"Best Investment Region for the Chinese Investors in the World"**