



ELECTRONICS

Elektra Elektronik

DOUBLES CAPACITY WITH NEW INVESTMENT

The company announced 2019 as the Year of Progress and plans to increase domestic production transformer and electronic goods exports to 60 countries across 6 continents up to 70 percent.

L eading brand of Turkish electronics industry, Elektra Elektronik announced 2019 as the "Year of Progress" as foreign market share and business volume increased rapidly each day. Continuing the progress to enlarge production line of the factory operating in Istanbul, Esenyurt in order to double its capacity, Elektra Elektronik is also planning to

start the installation process of R&D Center in 2020, the company's 40th year. With the company in Germany and sales offices in China and America, Elektra Elektronik exports domestic production transformer and electronic goods to nearly 60 countries over 6 continents. With its products used in important projects such as airports, rail systems, city hospitals and such in Turkey alongside

Chinese railroads, Guangzhou waste water project, Serbia Power Administration and iron and steel plants in Russia abroad, Elektra Elektronik earns 50 percent of its revenue from domestic market and other 50 percent from export. Performing 20 percent of export mainly to China with transformers and harmonic filter products, the company performs other 40 percent to Europe via the company founded in Germany named Elektra Power Quality for the purpose of direct trade with EU countries. Planning to add America to its export market with this new investment, Elektra Elektronik plans to increase its total export rate up to 70 percent by 2020.

Founded 40 years ago in Istanbul, Esenyurt with the purpose of manufacturing transformers, the leading brand of Turkish electronics industry Elektra Elektronik serves numerous fields of industry in Turkey and the

world with transformers, reactors, wound components, energy quality and power electronics solutions. Coming forwards with its investments on R&D since 2010, Elektra Elektronik is positioned as the leading company of low voltage transformer and reactor in Turkey in terms of manufacturing capacity, number of employees and export rate. Stating that along with increasing foreign market share and business volume they stated 2019 as the "Year of Progress", General Manager of Elektra Elektronik Emin Armağan Şakar said they decided to grow the production line of the factory in Istanbul, Esenyurt. Stating that investments towards doubling the capacity of the factory currently operating in a 5 thousand square meters indoors area is ongoing with full force, Armağan Şakar said that renovation and growth will be finalized by the end of 2019. Stating they are also focusing on TUBITAK joint projects in the year of progress 2019, Şakar said they are

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planning to start the progress of becoming the "Elektra Elektronik R&D Center" by 2020 as a result of industry-university cooperation projects.

TURKISH BRAND SELLS DOMESTIC PRODUCTION TRANSFORMERS TO CHINA

Stating that as Elektra Elektronik they export domestic production transformer and electronic goods to nearly 60 countries over 6 continents, mainly being China, Spain, Germany, France, Russia, New Zealand, Africa, Middle Eastern and South American countries, Şakar continued; "Alongside important projects such as airports, rail systems, city hospitals in Turkey, our products are also used abroad

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in numerous projects such as Chinese railroads, Guangzhou waste water project, Serbian Power Administration and Russian iron and steel plants. Our revenue consists of 50 percent domestic market and 50 percent export. We performing 20 percent of our export mainly to China where we have a sales office with transformers and harmonic filter products. We are heavily preferred by Chinese companies that want to export their products developed using our transformers and harmonic filters manufactured in compliance with EU standards."

FOUNDED A COMPANY IN GERMANY FOR DIRECT TRADE WITH EU COUNTRIES

Stating 40 percent of their export is made to Europe, Şakar said; "In order to perform direct trades with European countries, mainly Germany with its high potential, we founded Elektra Power Quality company situated in Cologne, Germany. This company is a vital investment that will contribute greatly to our trade operations abroad."

WILL EXPORT TO AMERICA WITH THE NEW INVESTMENT

Emphasizing that they are the only company in Turkey with UL Certificate which makes it possible to export to America in low voltage transformer and reactor sector, Şakar said they are planning to add America, where they opened a new sales office in, to the list of export market countries with this new investment. Stating that they are planning to increase export rate to 70 percent with this factory investment, Şakar underlined the fact that they are going in the right path towards becoming a global brand. ■

