



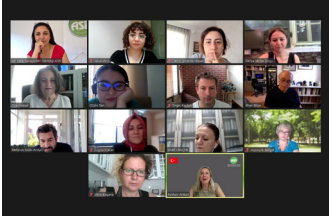
Ambalaj e-Bülteni

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Emphasis on 'Sustainability'
and 'Environment'
from ASD on World
Environment Day



ASD NEWS



Zeki Sarıbekir Re-elected President of ASD

Mr. Zeki Sarıbekir, the current president, who was the only candidate in the 13th Ordinary General Assembly of the ASD Turkish Packaging Manufacturers Association, was re-elected. Mr. Zeki Sarıbekir said that they will continue their export and sustainability-oriented works for the sector without slowing down in the new term.



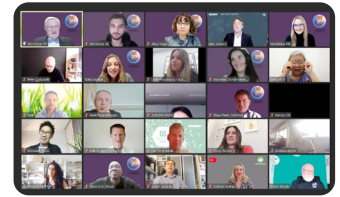
**Eurasia Packaging Hybrid+ combines the
advantages of the live event with the
opportunities of the digital world**



Young Designers of
Packaging Made Their
Mark in WorldStar
Student



APF President Attended
Two Global Webinars



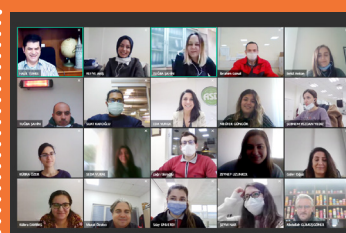
Turkey Receives 12 Awards
from WorldStar 2021



Turkey
Returns from
AsiaStar with
21 Awards



World
Crescents
and Stars of
Packaging
Have Been
Rewarded



ASD
Packaging
Academy
Continues
Training
Online



PLEASE CLICK TO CONTINUE



01



ASD new and previous term Board of Directors & Supervisory Board Members

Zeki Sarıbekir Re-elected President of ASD

Mr. Zeki Sarıbekir, the current president, who was the only candidate in the 13th Ordinary General Assembly of the ASD Turkish Packaging Manufacturers Association, was re-elected by taking all the votes. Mr. Zeki Sarıbekir said that they will continue their export and sustainability-oriented works for the sector without slowing down in the new period term.

ASD, the umbrella organization of the packaging industry, which exported 5.1 billion dollars last year, held its 13th Ordinary General Assembly. Mr. Zeki Sarıbekir, who was the only candidate in the General Assembly of the Association, was re-elected by taking all the votes.

Keep Working For The Industry

In his statement after the general assembly, Mr. Zeki Sarıbekir said, "I'm extremely proud to be elected as the president of ASD in the new term. We will continue to work for our sector with our colleagues in our new Board of Directors and Board of Auditors."



Mr. Zeki Sarıbekir, President of ASD



<https://www.ambalaj.org.tr/en/zeki-saribekir-re-elected-president-of-asd>

Board Members of ASD Turkish Packaging Manufacturers Association

You can reach the photos of the 13th Ordinary General Assembly of the ASD Packaging Manufacturers Association on our Flickr page.

Eurasia Packaging Hybrid+ combines the advantages of the live event with the opportunities of the digital world



Organized by Turkish Packaging Manufacturers Association (ASD) in cooperation with Reed Tüyap Fairs Inc., and supported by Packaging Machinery Association (AMD), Flexible Packaging Manufacturers Association (FASD), Label Manufacturers Association (ESD), Carton Board Packaging Manufacturers Association (KASAD), Metal Packaging Manufacturers Association (MASD), Corrugated Board Manufacturers Association (OMÜD) and Rigid Plastic Packaging Manufacturers Association (SEPA), Eurasia Packaging Hybrid+ will showcase the full range of solutions addressing diverse needs, from packaging products to packaging machines, from food processing equipment to packaging printing technologies, under a single roof. The flagship event for the packaging industry in Eurasia, Eurasia Packaging Hybrid+ will be held on October 20-23, 2021 at Tüyap Fair, Convention and Congress Center in Istanbul, Turkey.

For the physical event Reed Tüyap Fairs Inc. organizes VIP buyer committees from all over the world, mainly from the Balkan region, Middle East, Central Asia and North Africa. These VIP buyers will be hosted in Istanbul during the show dates to have onsite meetings with the exhibitors. Additionally there is an increasing interest for the event from different emerging and developed markets to visit and do business with the exhibiting companies.

Visitor registration for the physical event and online events has already started. To pre-register both for the onsite event and online events visitors can simply go to www.packagingfair.com/en/ and get their online tickets and have themselves registered for the online events.

In addition to the physical event, the exhibitors and visitors will be able to establish new business connections through the online networking platform Business Connect Program and they can continue their trade before, during, and after the show... Uninterrupted!

Not only exhibitors and visitors, but also exhibitors and exhibitors can keep in touch with each other virtually and they are still able to connect, network, and do business through the Business Connect Program offered as part of Eurasia Packaging Istanbul Hybrid+. Business Connect Program provides an online and onsite meeting platform.

What does Business Connect Program offer?

- Exhibitors and visitors can view the online profiles mutually before the start of the event.
- Exhibitors and visitors can send online or onsite meeting requests to each other.
- Visitors can filter and reach their product of interest easily on this digital platform.
- Visitors and exhibitors can have one-to-one video calls or use the messaging feature.

Online networking platform Business Connect Program includes 3 online events before, during and after the onsite event.

The very first online event will be Pack Days on October 6-7, 2021 for Printing & Converting, F&B, and Industrial & Consumer Goods (all non-F&B industries). During the show events Business Connect Program will remain open for all registered users who cannot make it to the physical event to find, network and do business with the best matching business partner. Following the show dates Business Connect Program will be open from October 25 to November 5, 2021 allowing an extended period of time to finish up any remaining business meetings or simply find brand new contacts.

Every year at Eurasia Packaging Istanbul Fair more than 1,000 exhibitors from Turkey and abroad meet with approximately 60,000 professional buyers. As of 2021 the event will be in a hybrid format, allowing the exhibitors and the visitors to find new business partners through both the physical show and the digital platform.

For further information on Eurasia Packaging Hybrid+ and the Business Connect Program, please visit www.packagingfair.com/en/



3 Billion 44 Million Dollars Packaging Exports in the First 6 Months of 2021

Turkish packaging industry realized 3 billion 44 million dollars export in the first 6 months of 2021, yielding a foreign trade surplus of 1 billion 222 million dollars, and achieved an increase of 6 percent in volume and 26 percent in value compared to the same period of the previous year. Mr. Zeki Saribekir, President of the ASD Turkish Packaging Manufacturers Association, said; "As the packaging industry, we are proud and happy to contribute to the second quarter growth figure of 21.7 percent of our country's economy. Our goal is to export more day by day and to export at least half of the packages we produce in Turkey."

The packaging industry realized an export of 3 billion 44 million dollars in the first 6 months of 2021 and achieved an increase of 26 percent. Accordingly, the total packaging exports, which were 1.39 million tons in the first 6 months of 2020, increased by 6 percent in the first 6 months of 2021 to 1.48 million tons. While the packaging industry import was 898 tons in the first 6 months of 2020, it was calculated as 930 tons in the first 6 months of 2021. On the basis of value, the figures were 1.5 billion dollars and 1.8 billion dollars, respectively, while the total imports of the packaging industry were 4 percent in quantity and 19 percent in value, compared to the previous year.



<https://www.ambalaj.org.tr/en/3-billion-44-million-dollars-packaging-exports-from-turkey>

5.1 Billion Dollars Export in 2020 from the Packaging Sector

Turkish packaging industry exported \$5 billion 147 million in 2020 and achieved an increase of 12 percent in quantity and 9 percent in value compared to the previous year. Mr. Zeki Saribekir, President of ASD Turkish Packaging Manufacturers Association said, "As the industry, despite the pandemic process, we managed to have foreign trade surplus. In the coming period, our goal is to contribute to our country's economy by further increasing our exports."

Having closed 2019 with \$4 billion 716 million in exports, the Turkish packaging industry exported \$5 billion 147 million in 2020, achieving an increase of 9 percent. Accordingly, total packaging exports, which was 2.6 million tons in 2019, increased by 12 percent to 2.9 million tons in 2020. Imports of the packaging industry increased by 15 percent in quantity and 9 percent in value in 2020 compared to the previous year. Turkish packaging sector contributed positively to the current account deficit by achieving a foreign trade surplus of approximately \$2 billion 28 million. Mr. Zeki Saribekir, President of ASD said that the highest rate of exports in the sector is in plastic packaging with 66 percent.



We Need to Export Half of What We Manufacture

Making comments about the packaging industry, Mr. Zeki Saribekir said, "As the industry, we continued to have foreign trade surplus despite the pandemic. In the coming period, our goal is to contribute to our country's economy by further increasing our exports". We need to export half of what we manufacture. As Turkish packaging industry, we exported \$5 billion 147 million in 2020 and achieved an increase of 12 percent in quantity and 9 percent in value compared to the previous year. The countries we most exported to in 2020 were listed as the United Kingdom, Germany, Iraq, the United States and Israel".

Top 10 countries in 2019 EXPORT (USD)



<https://www.ambalaj.org.tr/en/51-billion-dollars-export-from-the-packaging-sector>



Turkey Returns from AsiaStar with 21 Awards



The results of AsiaStar 2020 Competition, where Asia's best packages compete, have been announced. Turkey won a total of 21 awards at AsiaStar 2020, where 13 countries and 174 packages competed.

The Rise in Packaging Will Continue

Turkish companies won a total of 6 awards in Consumer Package and Eco Package Categories in AsiaStar 2020 Competition, while 15 projects received awards in the AsiaStar Student Category, where young designers who won the 16th Packaging Design National Student Competition 2020 organized by ASD Turkish Packaging Manufacturers Association with the contribution of Eurasia Packaging Istanbul Exhibition in collaboration with Reed TÜYAP were able to participate.



Organized by the Asia Packaging Federation (APF) annually and considered to be the Packaging Oscars of Asia, AsiaStar Competition's jury meeting was held online due to the Covid-19 pandemic. While Turkish companies were given awards for 6 products, young designers representing Turkey successfully won 15 awards in the student category.

<https://www.ambalaj.org.tr/en/turkey-returns-from-asiastar-with-21-awards>

Emphasis on 'Sustainability' and 'Environment' from ASD on World Environment Day

On the occasion of June 5th, World Environment Day and Environment Week, ASD Turkish Packaging Manufacturers Association emphasized 'Sustainability' and 'Environment' subjects that are two significant points in packaging manufacturing. ASD President Mr. Zeki Saribekir said: "Recycling packaging is very significant to contribute to the national economy and the environment. June 5th World Environment Day is highly important to draw attention to this subject."



Mr. Zeki Saribekir, President of ASD

Umbrella organization of packaging sector, ASD Turkish Packaging Manufacturers Association called attention to 'Sustainability' and 'Environment' headings on the occasion of June 5th World Environment Day and Environment Week. ASD President Mr. Zeki Saribekir underlined that we must reinforce recycling infrastructure of our country to gradually decrease waste imports.

Thanks to Recycling: "Clean Environment And Strong Economy"

Making a statement regarding June 5th World Environment Day, Mr. Zeki Saribekir said: "'Sustainability' and 'Environment' are two most important points in packaging manufacturing. Recycling of packaging would make a major contribution to the national economy

and the environment. We would both achieve a clean environment and gradually decrease waste imports to cancel them out. Packages

are not garbage, instead, they are materials that create economy. Thus, we must reinforce recycling infrastructure of our country."

Mr. Zeki Saribekir said the world focused on zero waste and emphasized that at this point becoming a signing to the Paris Agreement and informing the industry on the European Green Deal are important.



<https://www.ambalaj.org.tr/en/emphasis-on-sustainability-and-environment-from-asd-on-world-environment-day>

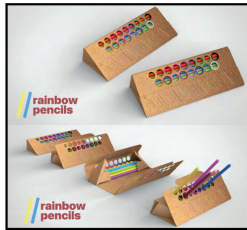


Young Designers of Packaging Made Their Mark in WorldStar Student

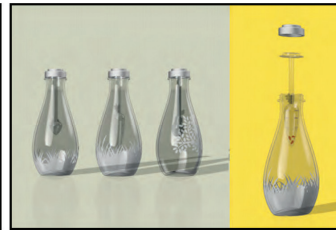
16 Projects that won the 16th National Packaging Design Student Competition competed in WorldStar Student, an annual competition held by World Packaging Organization (WPO). Turkish students entered the top three and won Gold and Bronze awards.



Ojo



Rainbow Pencils



Gardener Juice

16 Student projects that won the 16th National Packaging Design Student Competition in 2020, annually organized by Turkish Packaging Manufacturers Association (ASD) with the contribution of Eurasia Packaging Fair Istanbul in collaboration

with Reed TÜYAP competed in WorldStar Student, an annual competition held by World Packaging Organization (WPO). In the international competition of 219 projects, our Turkish students entered the top three and won Gold and Bronze awards.

<https://www.ambalaj.org.tr/en/young-designers-of-packaging-made-their-mark-in-worldstar-student>

APF President Attended Two Global Webinars



RECYCLE Your Packaging webinar held on September 16, 221 with her presentation titled "Packaging for Environmental Sustainability".

Aslihan Arkan was also the keynote speaker of the webinar titled "Packaging Design Challenge for Future Sustainability" held by Indonesian Packaging Federation (IPF) and Krista exhibitions on August 25, 2021.



ProPak Connect hosted a number of live free-to-attend sessions featuring international speakers in collaboration with the Australian Institute of Packaging (AIP), Department of Science Service (Thailand), Kasetsart University, and Thailand Institute of Science and Technology Research, along leading packaging industry experts.

The live sessions took place from 15 to 17 September online on ProPak Connect and covered topics focusing packaging. Aslihan Arkan, President Asian Packaging Federation (APF) and General Secretary of ASD Turkish Packaging Manufacturers Association took part in the Global Packaging Forum Session:

Packaging Protects Products and Ensures Hygiene

The importance of packaging has never been more evident. Pharmaceutical, health, personal and home care, food and beverage products are delivered to the end consumer in a healthy and hygienic way thanks to their packaging. Our health is more valuable than anything else. Virüslere karşı mücadele için ambalajlı ürünleri tercih edelim. Let's prefer packaged products to fight against viruses. ASD Turkish Packaging Manufacturers Association has prepared two short films to raise awareness on this issue. You can watch the movies on ASD's YouTube channel.

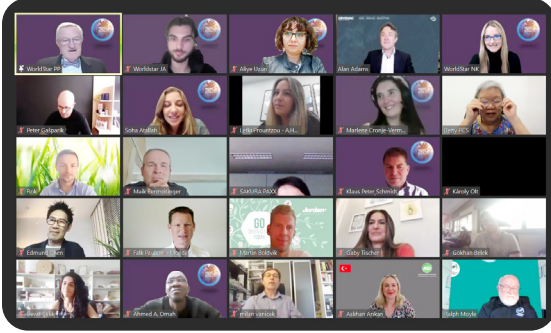
Packaging Protects Products and Ensures Hygiene

Packaging & Hygiene



Turkey Receives 12 Awards from WorldStar 2021

Turkey received 12 awards in the WorldStar 2021 Competition organized by World Packaging Organization (WPO). At the WorldStar Virtual Award Ceremony held on June 9, 2021, the winners of the Special Award Categories were announced. Tulipack Packaging from Turkey won the WorldStar 2021 Marketing Bronze Award.



**WORLDSTAR
GLOBAL
PACKAGING
AWARDS**

Organized by World Packaging Organization (WPO) and one of the most prestigious competitions in the industry, WorldStar 2021 results have been announced. Turkey received 12 awards in WorldStar 2021, where 34 countries competed in 12 categories

and a total of 345 applications had been submitted. The countries receiving the highest number of awards were Japan with 26 awards, followed by China with 22 awards, USA with 14 awards, ANZ (Australia & New Zealand) with 13 awards and Czechia and Turkey with 12 awards each. At the WorldStar Virtual Award Ceremony organized by WPO on June 9, 2021, the winners of the Special Award Categories (President's Award, Sustainability Award, Marketing Award and Packaging that Saves Food Award) and the WorldStar Student competition were announced. WorldStar Award Winners and WorldStar Student Gold Award Winner took part in the WorldStar Virtual Award Ceremony with their interview videos.

Tulipack Packaging won the WorldStar 2021 Marketing Bronze Award with its "Multi-functional, Transparent Windowed Food Packaging" product in the Crescents and Stars of Packaging 2020 Competition organized by the ASD Turkish Packaging Manufacturers Association.



<https://www.ambalaj.org.tr/en/turkey-receives-12-awards-from-worldstar-2021>

17th National Packaging Design Student Competition 2021 Finalists Announced

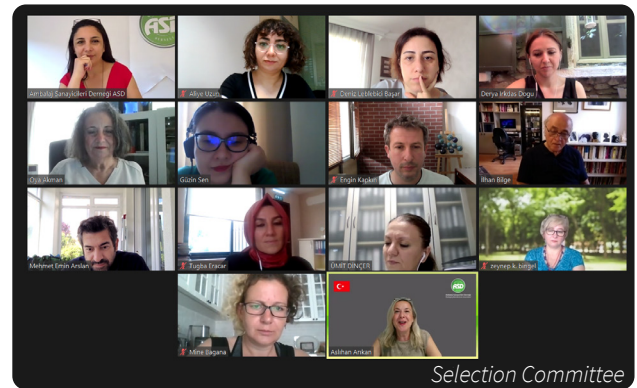
The finalists of the 17th National Packaging Design Student Competition 2021, organized by the ASD Turkish Packaging Manufacturers Association with the contribution of Eurasia Packaging Istanbul Fair and in cooperation with Reed TÜYAP, have been announced. Mr. Zeki Sarıbekir, President of ASD, said; "Last year, 16 student projects that ranked in the 16th National Packaging Design Student Competition competed in WorldStar Student and won a total of 19 different awards. For this year, as well, we trust the vision of our young designers and support them completely."



TÜYAP, have been announced. 92 student projects from Graphic and Graphic Design, Visual Communication Design, Industrial Product Design and Industrial Design departments of 18 different universities applied to the competition, which is organized to enable students studying design in Turkey to head for the field of packaging design. After evaluation at the Selection Committee meeting, which was held

The final projects of the 17th National Packaging Design Student Competition 2021, organized by the ASD Turkish Packaging Manufacturers Association with the contribution of Eurasia Packaging Istanbul Fair and in cooperation with Reed

online and lasted for 2 days, and attended by 11 jury members, 18 projects qualified for the finals.



Selection Committee

<https://www.ambalaj.org.tr/en/17th-national-packaging-design-student-competition-finalists-announced>



World Crescents and Stars of Packaging Have Been Rewarded

World Crescents and Stars of Packaging 2020 Competition winners have been rewarded, which was organized by the Turkish Packaging Manufacturers Association (ASD) for the 9th time.



The Professional Jury meeting of the competition, delayed for the Covid-19 pandemic, was held on 17-18 September 2020. Applications were evaluated under 11 criteria from production quality to environmental sustainability, and from design to originality. Gold, Silver, Bronze and Competency awards among the 133 packages that made it to the finals from among 278 packages that applied in 13 Categories.

The highest number of applications for the Competition, which is held biennially, has been from the Food, Graphic Design and

Beverages categories. 3 'Gold Packaging Awards' were also given to those from among the products which were entitled to receive 'Gold Award' in collaboration with the Turkish Standards Institute (TSE).

Attended by packaging manufacturers, brand owners and designers with their packages in the market and accepting applications from abroad for the fourth time this year, the competition drew a lot of attention despite the pandemic. The competition is the only packaging competition in Turkey that is qualified and valid in the international arena as it was accredited by WPO-World Packaging Organization and APF-Asian Packaging Federation. We would like to thank you for your strong interest in our Crescents and Stars for Packaging 2020 Competition, where the winners also participate in WorldStar and AsiaStar competitions, and we would like to congratulate all winners.



The World Crescents and Stars for Packaging 2018 winners.

You can access the list of winners of the Crescents and Stars for Packaging 2020 Competition by clicking this link.

Let Your Brand Shine 'Crescents and Stars for Packaking'



Applications started in February 2022 and will be open till May

For information please contact or check: sekretarya@ambalajayildizlari.com,
www.ambalajayildizlari.com, www.ambalajyarismasi.com



ASD Packaging Academy Continues Training Online

The 2020 training program organized by the ASD Turkish Packaging Manufacturers Association under the brand of ASD Packaging Academy was completed with six trainings.

ASD Packaging Academy continues its 2021 training online.

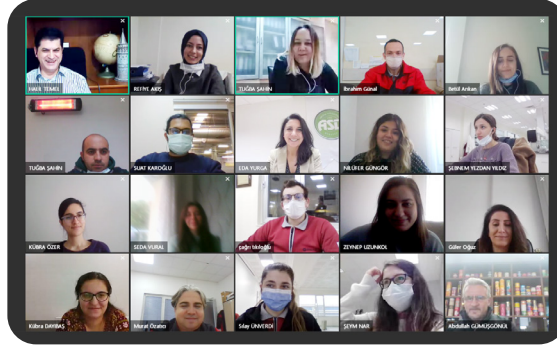
ASD Packaging Academy continues its 2021 training program on online platforms. "Covid-19 Precautions Training for the Packaging Industry", was given by Occupational Physician and Pandemic Consultant Dr. İsmail Hakkı Serin on January 27th, 2021, in cooperation with Özden OSGB (Joint Health and Safety Unit).

"Export Oriented Digital Marketing Training" was given by Dr. Zeynep İyiler on April 1st, 2021.

The Hygiene Principles and Good Practice Training for Workplaces Producing Food Contact Materials and Stuff, one of the trainings organized by the ASD Packaging Academy every year and attracting great attention, was given on April 14th, 2021.

"2021, 1st Term Recycling Contribution Share (GEKAP) Declaration Training" was given online by Trainer Zahide Demir from KPMG Turkey on Thursday, April 21, 2021.

"Zero Waste Information Training for Packaging Manufacturers"



was held on Wednesday, September 15, 2021. In the training, Ministry of Environment and Urbanization Zero Waste Inventory and Training Branch Manager Hülya Çakır informed the participants in detail with their presentations on "Waste Approach and Zero Waste System Installation" and City Planner of the Ministry of Environment and Urbanization Koray Türksoy on "Zero Waste Information System and Documentation Process".



On September 22, 2021, "Training on Country and Regional Analysis in Packaging Export" was given by Dr. Zeynep İyiler. Education attracted a lot of attention.

Trainings Will Continue

ASD, which closely follows the developments in the world with an effort to increase the competitiveness of the Turkish packaging industry in global markets, gathers sectoral training needs under a single roof with the ASD Packaging Academy. ASD Packaging Academy will continue to provide technical trainings to meet the needs of many companies operating in the packaging industry.

ASD Packaging Academy 2020 Trainings

Date	Name of Training	Trainer
February 5, 2020	Packaging Design Training	Ms. Dr. Oya Akman
June 25, 2020	Effective Time Management Training	Ms. Nezahat Eren / Grupas Gelişim
November 18, 2020	Lean 6 Sigma Awareness Training	Mr. Oğuz Ballı / Grupas Gelişim
December 9, 2020	BRCGS Global Standard Packaging Materials Version 6	Mr. Nusret Kerem Ersin / Intertek Test Hizmetleri A.Ş.
December 16, 2020	Hygiene Principles and Good Practice Training for Workplaces Producing Food Contact Materials	Mr. Halil Temel / Quality System Group / Merieux NutriSciences
December 23, 2020	Flexo Printing Techniques Training	Mr. Mustafa Kemal Bağdatlı

For detailed information about ASD Packaging Academy trainings, you can visit www.ambalaj.org.tr



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