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Packaged Products  
Save Lives



\$2.4 Billion in Exports  
from the Packaging  
Industry in the First Half  
of 2020



Mr. Zeki Saribekir,  
President of ASD

## ASD NEWS



### ASD Webinar Sets the Agenda: The Goal for Packaging is \$10 Billion in Exports

Packaging industry professionals met on the webinar 'Our Post-Pandemic World of Economy and Psychology for the Packaging Industry' organized by Turkish Packaging Manufacturers Association (ASD).



### Create New Business Opportunities at Eurasia Packaging Istanbul



Let Your Brand Shine  
with "Crescents and  
Stars of Packaging"



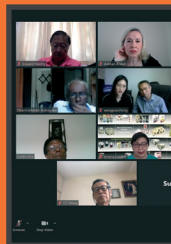
Young Stars of Packaging  
Design Have Been  
Chosen



Packaging Design & Time  
Management Trainings from  
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ASD Packaging  
Congress  
United the  
World in  
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APF's First  
Meeting  
in 2020  
Performed  
Online



Young Designers  
of Packaging  
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Student



# ASD Webinar Sets the Agenda: The Goal for Packaging is \$10 Billion in Exports

Packaging industry professionals met on the webinar 'Our Post-Pandemic World of Economy and Psychology for the Packaging Industry' organized by Turkish Packaging Manufacturers Association (ASD). Economist Prof. Dr. Emre Alkin and Psychologist Prof. Dr. Acar Baltaş joined the event as speakers, which was moderated by ASD President



his keynote speech, Zeki Sarıbekir said that a webinar with heavy attendance replaced the Iftar meal organization they used to organize every year due to the pandemic this year. Evaluating the agenda, Mr. Zeki Sarıbekir said, "We ensured the safety of food during the pandemic. We maintained the supply chain. Packaging shortages occurred in many countries. However, consumers in Turkey had continuous access to products".

Mr. Zeki Sarıbekir and where 315 professionals registered. In

consumers in Turkey had continuous access to products".

<http://www.ambalaj.org.tr/en/recent-news-asd-webinar-sets-the-agenda.html>

For the Turkish webinar short film please visit; <https://youtu.be/gKSUTPvzOCQ>

## \$2.4 Billion in Exports from the Packaging Industry in the First Half of 2020



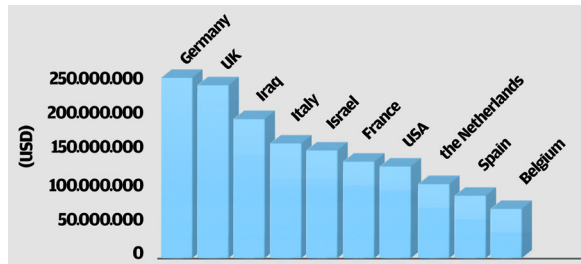
The packaging industry made exports amounting \$2,414,219,000 between January and June. The industry's export achieved 11 percent increase in quantity and 4 percent increase in value compared to the previous year. Mr. Zeki Sarıbekir, President of Turkish Packaging Manufacturers Association (ASD) said, "We are happy and proud, as the industry, to have achieved \$883 million foreign trade surplus during this period. Another positive development is that we export to the European region the most".

Having closed the previous year with \$4.7 billion in exports, the packaging industry continues to contribute to Turkey's total exports. Industry exports increased by 11 percent in quantity and 4 percent in value in the first half of this year compared to the same period in the previous year, and were calculated as \$2,414,219,000.

### 7 European Countries at Top 10

The packaging industry exported to Germany the most, amounting \$197,530,000. Germany was followed by UK, Iraq, Italy, Israel, France, USA, the Netherlands, Spain and

Belgium, respectively. In terms of general totals according to packaging types, plastic packages ranked the first with 65 percent share and paper/cardboard packages ranked the second with 22 percent share.



Mr. Zeki Sarıbekir,  
President of ASD

<http://www.ambalaj.org.tr/en/recent-news-24-billion-in-exports-from-the-packaging-industry-in-the-first-half-of-2020.html>





## Young Stars of Packaging Design Have Been Chosen



17 projects made it to the finals in the Packaging Design National Student Competition organized by Turkish Packaging Manufacturers Association (ASD) for the 16th time this year in collaboration with Eurasia Packaging Istanbul Fair. 101 student projects applying from 17 different universities across Turkey were evaluated at the Selection Committee meeting held online for two days. The list of winners of the competition will be announced on the opening day of Eurasia Packaging Istanbul Fair on October 21, 2020. ASD President Mr. Zeki Sarıbekir said, "The design of a package is just as valuable as the product it contains. It is of critical importance in relation to consumer preferences. We have confidence in and fully support the vision of our young designers".



<http://www.ambalaj.org.tr/en/recent-news-young-stars-of-packaging-design-have-been-chosen-1.html>

## Let Your Brand Shine with “Crescents and Stars of Packaging”



Applications for the ‘Crescents and Stars of Packaging Competition’ 2020, which will be held for the 9th time this year by the Packaging Manufacturers Association (ASD), ended this week.

Packaging manufacturers, suppliers, packaging designers and brand owners who launched their products showed a lot of interest in the competition. More than expected, there was an intense participation in the Crescents and Stars for Packaging Competition. The achievements of packages that win the Crescents and Stars for Packaging Competition are registered with the ‘Gold, Silver, Bronze and Competency Awards’. Among the products eligible for the ‘Gold Award’, a maximum of three ‘Gold Packaging Awards’ are awarded in cooperation with the Turkish Standards Institution (TSE).

Crescents and Stars of Packaging Competition is considered among the most prestigious competitions in Turkey. It is the only packaging competition in our country that has competence and validity in the international arena. Winners can also participate in WorldStar and AsiaStar competitions organized by the WPO World Packaging Organization and APF Asia Packaging Federation. The Selection Committee (Professional Jury) meeting of the competition will be held in September 2020.

For detailed information about the competition;  
[www.ambalajyarismasi.com](http://www.ambalajyarismasi.com)

## “We’re Halfway Through Recycling, there is a Market Worth Over 35 Billion TL”

Turkish Packaging Manufacturers Association (ASD) stressed the importance of recycling to continue the zero-waste approach and contribution to cyclical economy as well as use of packaging owing to 5 June World Environment Day. Mr. Zeki Sarıbekir, President of Turkish Packaging Manufacturers Association (ASD) said, “Packages are not garbage, but materials that create economy. June 5 World Environment Day and Environment Week are of critical importance for a cleaner and more efficient world in order to draw public attention to environmental issues”.

Turkish Packaging Manufacturers Association (ASD), the umbrella organization for the packaging industry highlighted the importance of packaging use owing to June 5 World Environment Day and Environment Week. Mr. Zeki Sarıbekir, President of Turkish Packaging Manufacturers Association (ASD) said packaging keeps products hygienic, that products cannot be sold or shipped without packaging.



<http://www.ambalaj.org.tr/en/recent-news-were-halfway-through-recycling-there-is-a-market-worth-over-35-billion-tl.html>





## Packaged Products Save Lives

*Mr. Zeki Saribekir, President of Turkish Packaging Manufacturers Association (ASD) repeated his critical reminder about COVID-19, an outbreak that upset the balance worldwide and across Turkey: “One of the most important ways to protect against this virus is packaged products. Continued production at our factories will help our country and our world overcome these difficult times.”*



Mr. Zeki Saribekir,  
President of ASD

Mr. Zeki Saribekir, President of Turkish Packaging Manufacturers Association (ASD) made a written statement on the agenda, where he underscored the fact that Turkey is among the strongest countries of the region in the packaging industry. Mentioning that methods of protection from the COVID-19 virus, which

upset the balance in the healthcare, social and economic areas, are now at the top of the agenda, Mr. Zeki Saribekir said, “The importance of packaging has never been more evident. In our country, pharmaceutical, health, personal and home care, food and beverage products are delivered to the end consumer in a healthy and hygienic manner thanks to packaging. Our exports are made under these

positive physical conditions. We’ll be facing major problems if we fail to provide packaging supply for food, pharmaceutical and medical goods. In the current conjuncture, packaging saves lives”.

### **“We need to maintain the normal course of life by ensuring social isolation”**

According to Mr. Zeki Saribekir, President of ASD, hygiene is key to survival in this specific period: “As packaging manufacturers, we are serving not only the food and beverage industry, but all other industries as well, with health, personal and home care products being foremost.

Continued production at our factories will help our country and our world overcome these difficult times. We must proceed with our work in a discreet manner, with together, by taking the necessary precautions. We all should be more sensible in this period. We need to step up the hygiene rules that we observe in our factories and offices pursuant to the measures announced by our Ministry of Health. We need to inform our employees regarding personal hygiene, ensure the necessary social isolation and maintain the normal course of our lives”.

<http://www.ambalaj.org.tr/en/recent-news-packaging-saves-lives.html>





# CONTACT-FREE EXPO EXPERIENCE



## Create New Business Opportunities at Eurasia Packaging Istanbul

*Eurasia's largest and most comprehensive packaging industry event, Eurasia Packaging Istanbul will be at TÜYAP Istanbul between October 21 and 24 in 2020!*

The organizer Tüyap Group Companies, have taken precautions to ensure all exhibitors and visitors do business in a safe environment. As a part of new generation exhibition vision, they are focused on digitalization and hybrid solutions, for exhibitors and visitors to initiate business before the show begins.

### Experience the Contact-free Trade Show

Eurasia Packaging Fair is ready to continue supporting trade in the new normal period. Enriched with digital solutions and applications, the hybrid show will provide contact-free experience to all exhibitors and visitors.

Visitors will have digital access to everything they need before, during, and after the show. From registering to entering the venue, having meetings to exchanging business cards, visitors can use the mobile application, MyTüyap, for a contact-free experience.



### Register Now and Maximize Your Networking Potential

Eurasia Packaging 2020 Exhibitor List can be reached on the fair website <http://www.packagingfair.com/en/> and the products/machinery that are interested in, can be filtered.

### We look forward to welcoming you to Eurasia Packaging Istanbul 2020!

Organized in cooperation with ASD Turkish Packaging Manufacturers Association and Reed Tüyap Fairs with the support of other sector associations, Packaging Machinery Association, Flexible Packaging Manufacturers Association, Label Manufacturers Association, Carton Board Manufacturers Association, Metal Packaging Manufacturers Association, Corrugated Cardboard Manufacturers Association and Rigid Plastic Packaging Manufacturers Association, Eurasia Packaging Istanbul Fair will continue to offer services as an effective hybrid trade platform to those who would like to enter new markets and increase their market share.

Register online and receive free invitation: <http://packagingfair.com/en/e-ticket>

<http://www.packagingfair.com/en/>





WorldStar Student Bronze Award Winners.



# Young Designers of Packaging Win Bronze Award at WorldStar Student

*18 student projects that won the 15th National Packaging Design Student Competition annually organized by Turkish Packaging Manufacturers Association (ASD) competed in WorldStar Student, an annual competition held by World Packaging Organization (WPO). A student project from Turkey won a bronze award.*

In the WorldStar Student 2019 Competition organization annual by the World Packaging Organization (WPO), 18 young designer students who ranked in the 15th National Packaging Design Student Competition held annual Turkish Packaging Manufacturers Association (ASD) with the contribution of the Eurasia Packaging Istanbul Fair competed with their projects. MÜCAHİT Hilmi Yaman, FETHULLAH Er and ABUDUKEYOUMU YASEN, who are students of Fatih Sultan Mehmet Vakıf University, Department of Graphic Design applying from Turkey, came in 3rd in the WorldStar Student 2019 - International Packaging Design Student Competition and won the bronze award with their "Heinz Ketchup & Mayonnaise Packaging" student project. The other 17 projects from Turkey were awarded a certificate.

Since 2006, WorldStar Student has been organized by the WPO for students' participation only. National Packaging Design Student Competition, which is the only competition that enables student from our country to participate in the WorldStar Student Competition is organized by ASD with the contribution of Eurasia Packaging Istanbul Fair.

## Turkey also received 4 awards from WorldStar 2020

WorldStar 2020, the most prestigious competition in the industry organized by WPO, announced the results. Turkey received 4 awards in WorldStar 2020, where 36 countries competed in 12 categories and a total of 321 applications had been submitted.



### Companies and packages that received awards in WorldStar 2020:

Beta Gıda Sanayi

**Beta Tea Tera Fusion Collection**

Kütahya Porselen

**6-Piece Cake Plate Set**

Kütahya Porselen

**Ottoman Coffee set**

Tulipack Ambalaj

**Drop Shaped Food Packaging**

<http://www.ambalaj.org.tr/en/recent-news-young-designers-of-packaging-win-bronze-award-at-worldstar-student.html>





# Call of Packaging: “We Preserve Food. You Protect Environment”

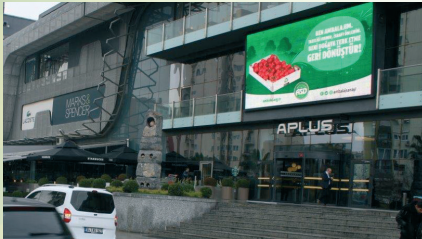
*Turkish Packaging Manufacturers Association (ASD) continues the campaign in January and February started two years ago with “Choose Packaged Food” motto with messages underlining the importance of recycling.*

*Purpose of this campaign is to raise awareness about use of packaged food and recycling of packaging.*

ASD that bring leading companies of the sector together under the same roof in order to contribute to development of packaging sector, continues its awareness raising campaign with “Choose Packaged Food” motto it launched two years ago to support use of packaged foods with the additional importance of recycling this year. In the renewed campaign packaging of fruits, vegetables, dried fruits, and various foods gives messages of why packaged foods must be consumed, that packaging are not waste, and that they can be recycled.

Drawing attention to the key role packaging play in terms of food safety, President of ASD Mr. Zeki Saribekir said the following about this campaign: “Our messages and designs specially created for our campaign that has been going on for two years were visible at Kanyon, Zorlu Center, Mall of Istanbul, Akasya, Optimum, Trump, Özdilek, and Galleria Shopping Malls together with Modyo TV on metro and tram lines between January 27th and February 2nd this year. We aim to explain the importance

of packaging to the public. For this reason, we talked through food and tried to explain how packaging keeps foods fresh, how they prevent spoils and waste, and how healthy packaging is. Also we touched upon how packaging must not be thrown into the garbage and how everyone can contribute by recycling. We take this seriously because by recycling we contribute not only to environment but also to the national economy. Leaving packaging to nature or throwing them into the garbage damages not just our world’s future but also our country and economy. All packaging can be recycled and recovered. Today when we recycle one aluminum beverage can we recover energy that can work a television for three hours or by recycling 1 ton of paper we keep 17 trees alive. Recycling 1 ton of plastics helps us economize 5774 kw of electrical energy in an hour. By recycling only one glass bottle we economize enough electrical energy to keep a computer working for 25 minutes and a television for 20 minutes. For our health, our environment, and our country we must prefer packaged foods.”



Aplus Mall



Galleria Mall



Istanbul Metro



Kanyon Mall



MOI Mall



Optimum Mall



Özdilek Park Mall



Trump Mall



Zorlu Mall





# ASD Packaging Congress United the World in November 2019 in Istanbul

The hub for packaging supply in Europe and Eurasia, Turkey brought together the prominent names in the industry worldwide and all stakeholders in the ASD Packaging Congress 2019 International Packaging Industry Congress organized by the Turkish Packaging Manufacturers Association (ASD) in Istanbul. The two-day event was attended by 45 speakers from 13 countries and 1,000 participants. Mr. Zeki Saribekir, President of ASD highlighted the significance of packaging recycling for sustainable development in the packaging industry, contribution to



circular economy and to maintain the zero-waste approach, during this opening speech. Speaking also at the closing panel discussion, President of ASD said the industry develops with sustainability in mind and the opportunities created by the new generation for the packaging industry need to be utilized. Bringing together the notable names in the packaging industry from across the world, the “Sustainable Packaging and Circular Economy” themed ASD Packaging Congress 2019 International Packaging Industry Congress took place in Swisotel The Bosphorus Istanbul on November 21-22, 2019.

<http://www.ambalaj.org.tr/en/recent-news-asd-packaging-congress-gathered-the-world-in-istanbul.html>

## APF's First Meeting in 2020 Performed Online

*The 5th APF Asian Packaging Federation's Strategic Planning Meeting was performed via Zoom Application on 4th June, 2020 at 13.00 – 16:00 (local time in Bangkok). There were 18 attendees in total from 11 countries in Asia continent, namely: Turkey, China, Philippines, Singapore, Sri Lanka, Thailand, Bangladesh, India, Indonesia, Korea and Japan.*

During the meeting, the status of Covid-19 pandemic was reported by each representative from each country. Infection of the novel coronavirus has been detected and has some effects in all member countries. A lot of measures and precautionary practices were taken to respond the spread of the disease.

The Covid-19 pandemic would definitely affect this year APF activities e.g. AsiaStar Award competition, particularly in AsiaStar Judging and AsiaStar Award Night, as well as the APF Board of Administration (BOA) and General Assembly (GA) meeting in the Philippines.

ASD Secretary General Ms. Aslihan Arikan was elected and appointed as the President of APF for 2020 – 2022 in the general assembly of federation last year. The president had expressed her concerns on members' health, business and their association so the call for entry for 2020 AsiaStar would be postponed. The online meeting via Zoom application will be arranged in August/September 2020 in order to update the Covid-19 situation and make the decision on this year's physical activities.



For more information about APF, please visit: <http://www.asianpackaging.org/>





# Packaging Design & Time Management Trainings from ASD Packaging Academy

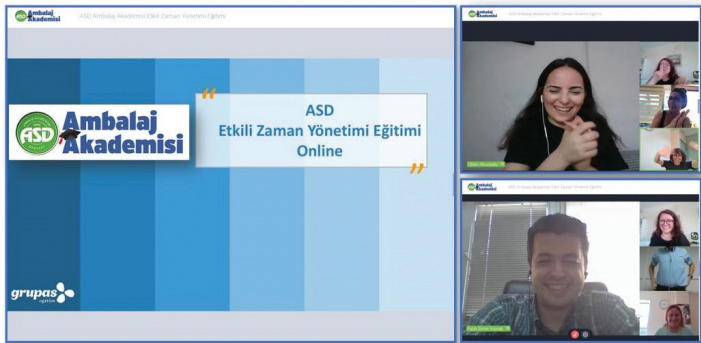


The 2020 training program organized by the Turkish Packaging Manufacturers Association (ASD) under the brand Turkish Packaging Manufacturers Association (ASD) Packaging Academy started with Packaging Design Training, which attracted a lot of attention from the sector. The first training took place on February 5 at the Packaging Building of Turkish Packaging Manufacturers Association (ASD) and was repeated on February 12 due to a lot of requests. A total of 50 people, including directors and designers of packaging companies, food companies and packaging manufacturers attended the training, which was offered by the Industry Products Designer Dr. Oya Akman.

During the training; Packaging - Definition - Scope, Packaging Design, Design for Secondary Applications in Packaging, Packaging Production Techniques, Packaging and Innovation were discussed in detail with the participants. The future of the packaging sector was evaluated with the participants.

Closely monitoring the developments in the world in an effort to increase the competitiveness of the Turkish packaging industry in the global markets, ASD offers one-stop solution for the needs of sectoral training through Turkish Packaging Manufacturers Association (ASD) Packaging Academy.

Turkish Packaging Manufacturers Association (ASD) Packaging Academy will continue to provide technical training to meet the needs of many companies operating in the packaging sector. Interrupted due to COVID-19, which upset the balance of the world and Turkey, 2020 training sessions continued online in June. Effective Time Management Training was offered by Instructor Nezahat Eren of Grupas Gelişim on Thursday, June 25, 2020.



For more information about ASD Packaging Academy training sessions, please visit [www.ambalaj.org.tr](http://www.ambalaj.org.tr)

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