

COVER STORY



and acceptance of our products,” said **Sushil Verma, Managing Director, Kusters Calico Machinery Pvt Ltd.**

Kusters Calico Machinery is supported well by its business associates in Turkey and jointly with its sister company Jagenberg

Textile, Germany and Kusters Calico, India enjoys good market share.

He adds, “Turkish market is matured in terms of investment in quality machines, better processes, textile research, upgrading technology, cleanliness of shop floors and also maintaining the machines to highest level of performance, which is somehow missing in India and Indian customers need to take action on above points to match international quality expectations. Adherence to pollution control norms is very high in Turkey as compared to India, awareness on this front is growing in India and government is also implementing strict pollution control norms.”

“Custom clearance is not very efficient in Turkey and many parts gets stuck due to very lengthy process. Another issue is to get timely visas for travel for the service engineers which is frequently required but takes very long time and issued for 1 to 2 months only,” added Verma.



S Deivakumar, Regional Head South, The Indian Card Clothing Co Ltd, said, “ICC opened the office in Turkey in 2014. Our market here is growing by 10 to

12 per cent every year. We have clocked around \$1 million business here. We have a share of about 17 to 18 per cent in this market for card clothing. Now there is a good market in Turkey for nonwoven wires. We started tapping the nonwoven market only last year. Turkey is a fast emerging market for nonwoven products, which they export to European countries.”

“With India aiming to do well in technical textiles, especially medical textiles and geotextiles, our country can partner with Turkey to tap this market. Automotive textile is another field where Turkey has advantages. Reprocessing is a major strength of the Turkish industry. India should also follow this pattern to increase exports. There is enough room for mutual cooperation in textiles between India and Turkey,” added Deivakumar.



Embee is exporting almost all the product range and equipment to Turkey like rotary screen printing machine, rotary screen engraving equipment, colour kitchen equipment, screen washers, squeegee washers and many other accessories.

Harsh Shah, Managing Director of Ahmedabad-based Embee Group, said

“The scope of tie up with Turkey for future is very promising. Turkey is strategically located at a very prominent area which leveraged it to become an important market for textile industry. Turkey is not only connected to major textile centres like Europe and Russia but it is also the centre of global textile market.”

Speaking on the Indian government’s initiative to improve the hold in Turkish market, Shah had this to say, “Government can give special incentives to boost the export to Turkey by providing help like extending the line of credits for expanding and providing such other financial initiatives. Indian Government can also propose special trade agreement between India and Turkey which encourages Turkish textile factories to import from Indian textile machinery manufacturers.”

Meera Industries has a core expertise in twisting technology. “We have been exporting various type of twisting machines like two-for-one twister, one step S/Z twister, cabler, ring twister, etc.,” said **Shakti Motani, Associate Director, Meera Industries Limited.**

“Turkey is a one of the biggest textile manufacturing clusters in the world, known for its quality products. In Turkey, Istanbul, Bursa, Gaziantep, Adana and Izmir are some of the major pockets where you will find some of the giant manufacturing facility for carpets, technical textiles, garments etc. We have been selling machines to Turkey for about six years now. Meera is concentrating majorly in carpet and technical textile segments,” said Motani.

FICCI has been actively conducting several programmes in the last four years to give a fresh impetus to Indo-Turkish trade, says **Sushil Jiwaraajka, Past Chairman, FICCI -Western Region Council.** In the first week of Aril this year, there was a Turkey-India Business Forum and B2B meetings in Mumbai, for which Suleyman Kocasert led a team of about 20 exporters exploring tie-ups and other deals with Indian counterparts. Jiwaraajka called upon the Turkish leaders to capitalise on the conducive regime of reforms for investment in India, spearheaded by the present Modi Government. India’s diplomatic ties with Turkey began in 1948, immediately after the Independence.

Says Jiwaraajka: “The bilateral trade between India and Turkey in 2017 stands at \$6.5 billion. Turkey’s export to India is pegged at \$652 million, while its imports amount to \$5.75 bn. Both the countries have set a target of raising the trade volume to \$10 billion by 2020.”

Given the cultural and geographic proximity, the potential of trade between the two countries is so tremendous that a target of \$30 billion can be achieved if it is tapped to the full extent, says **H.E. Sakir Ozkan Torunlar, Ambassador Extraordinary of Republic of Turkey.** Trade barriers, subsidies and gaps in

