



# TARMAKBİR

## TURKISH AGRICULTURAL MACHINERY Discover the Potential



# 2016

The Turkish Association of Agricultural Machinery and Equipment Manufacturers

A word cloud of the word "welcome" in various languages and scripts, arranged in a circular pattern. The words include:

- vindo (Czech)
- запрашаем (Russian)
- roimh (Irish Gaelic)
- benvenuti (Italian)
- ongí (Catalan)
- просимо (Bulgarian)
- mile (Catalan)
- Welkom (Dutch)
- alkeyi (Swedish)
- svetki (Slovene)
- widziane (Polish)
- müng (Tibetan)
- καλωσόρισμα (Greek)
- дошли (Ukrainian)
- Ласкаво (Ukrainian)
- menyambut (Indonesian)
- välkomna (Swedish)
- tervetuloa (Finnish)
- Croeso (Welsh)
- atvykę (Lithuanian)
- chào (Vietnamese)
- Velkommen (Danish)
- vitejte (Czech)
- üdvözöljük (Hungarian)
- मत्त (Hindi)
- willkommen (German)
- velkommen (Norwegian)
- Добро (Ukrainian)
- مرحبا (Arabic)
- 歡迎 (Chinese)
- مرحبا (Arabic)
- Bienvenue (French)
- Добродошли (Ukrainian)
- הבאים (Hebrew)
- vita jte (Slovene)
- خوش (Persian)
- dobrodošli (Slovene)
- hosgeldin (Icelandic)
- faillte (Irish Gaelic)
- Добре (Ukrainian)
- venit (Romanian)
- grata (Latin)
- Benvido (Portuguese)

**WHO WE ARE?**



**TARMAKBİR**

# **TARMAKBİR** *a long-established representative of the Ag. Machinery Industry*

TARMAKBİR, The Turkish Association of Agricultural Machinery & Equipment Manufacturers, is an initiative of Turkish private sector and **founded in 1978.**

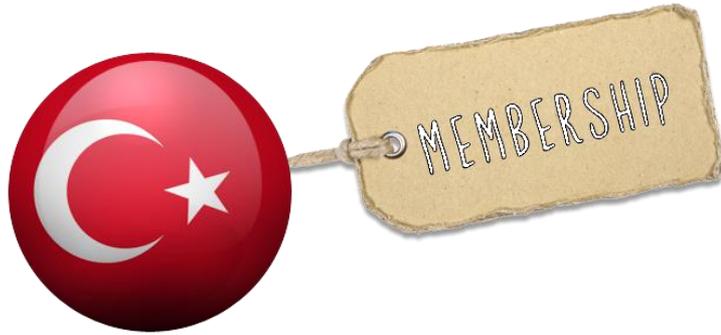
Being the representative of the Turkish Ag. Machinery Industry, currently it has around 250 members those are senior manufacturers of tractors and agricultural equipments.

Being a non-governmental organisation, the Association has a wide variety of member companies from SMEs to industry leaders.

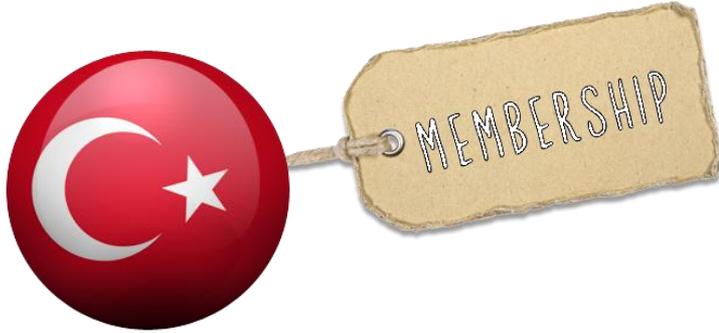
TARMAKBİR provides a common platform for the industry and serves its members in regulations, technical and scientific improvements, commercial issues, environmental issues, data providing and communication.

The Association is in a continuous communication with national and international bodies to serve its mission, where national bodies also comprise public institutions.

Next slide is the list of national and international organizations that TARMAKBİR represents the industry by being a member;



- Machinery Technical Committee<sup>1</sup>
- Turkish Machinery and Equipment Manufacturing Assembly<sup>2</sup>
- Turkish Mechanical Industry Platform
- Machinery Working Group<sup>3</sup>
- DEİK Foreign Economic Relations Board<sup>4</sup>
- Turkish Machinery Federation (Founding Member)



- Ag. Machinery Sub-Committee<sup>1</sup>
- Tractor Technical Sub-Committee<sup>1</sup>
- Turkish Ag. Mechanization Committee<sup>5</sup>

<sup>1</sup> Ministry of Science, Industry and Technology

<sup>2</sup> The Union of Chambers and Commodity Exchanges of Turkey

<sup>3</sup> Ministry of Development

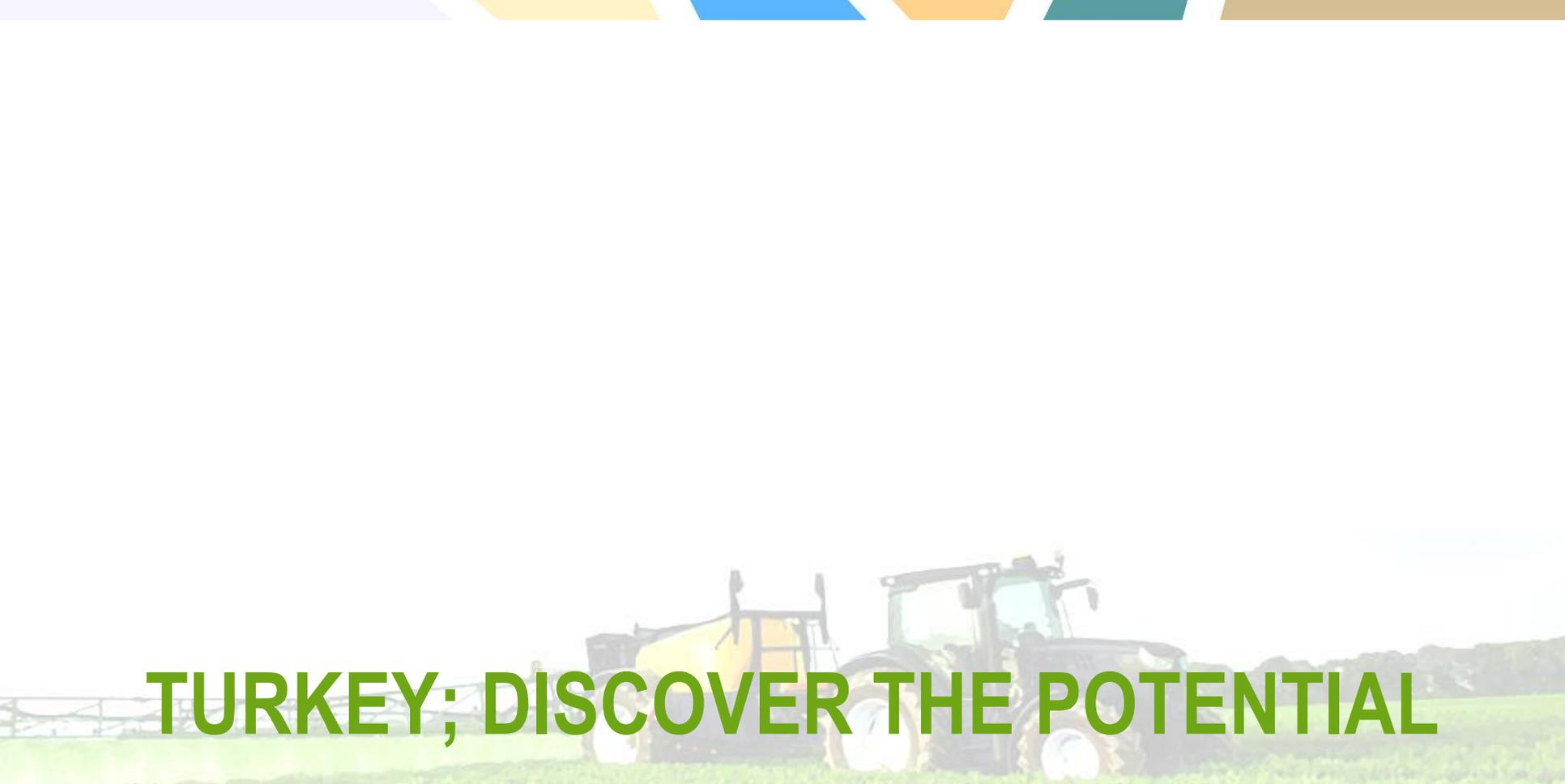
<sup>4</sup> Ministry of Economy

<sup>5</sup> Ministry of Food, Agriculture and Livestock



- **AGRIEVOLUTION**, Global Alliance of Ag. Machinery Manufacturing Associations (Founding Member & Chair)
- **CEMA** European Agricultural Machinery



A green tractor with a yellow tank is shown in a field. The tractor is positioned in the center-right of the frame, facing right. The background is a bright, hazy landscape with a fence line visible on the left. The overall scene is bright and open, suggesting a rural or agricultural setting.

**TURKEY; DISCOVER THE POTENTIAL**

**TARMAKBİR**

Turkey is the host to the Anatolian territory, which is renowned for its fertile soil where most of the agricultural products can be produced in high quantities.



This area has been the homeland for many cultures since ages where agriculture has had a great share in people's daily routines.

As a result of that, manufacture of agricultural machinery on these grounds that started its journey with simple hand tools, has evolved through these ages now to a modern, technically expertise and high-capacity industry.

Almost any kind of ag. machinery is manufactured in Turkey at the present time, where the first plough produced in 1861 and the first tractor in 1955.



This is a result of the demand coming from the Country's high agricultural activity and manufacturers' technical background that has accumulated over years.

Turkey is the Europe's first,  
and world's seventh largest  
agricultural economy.

Turkey now has a saying in the  
field of agricultural  
mechanization.



Discover  
the potential

**TARMAKBİR**

Turkey is one of the world's largest tractor market. In this context, Turkey has become the 4<sup>th</sup> largest market in the world in 2015.

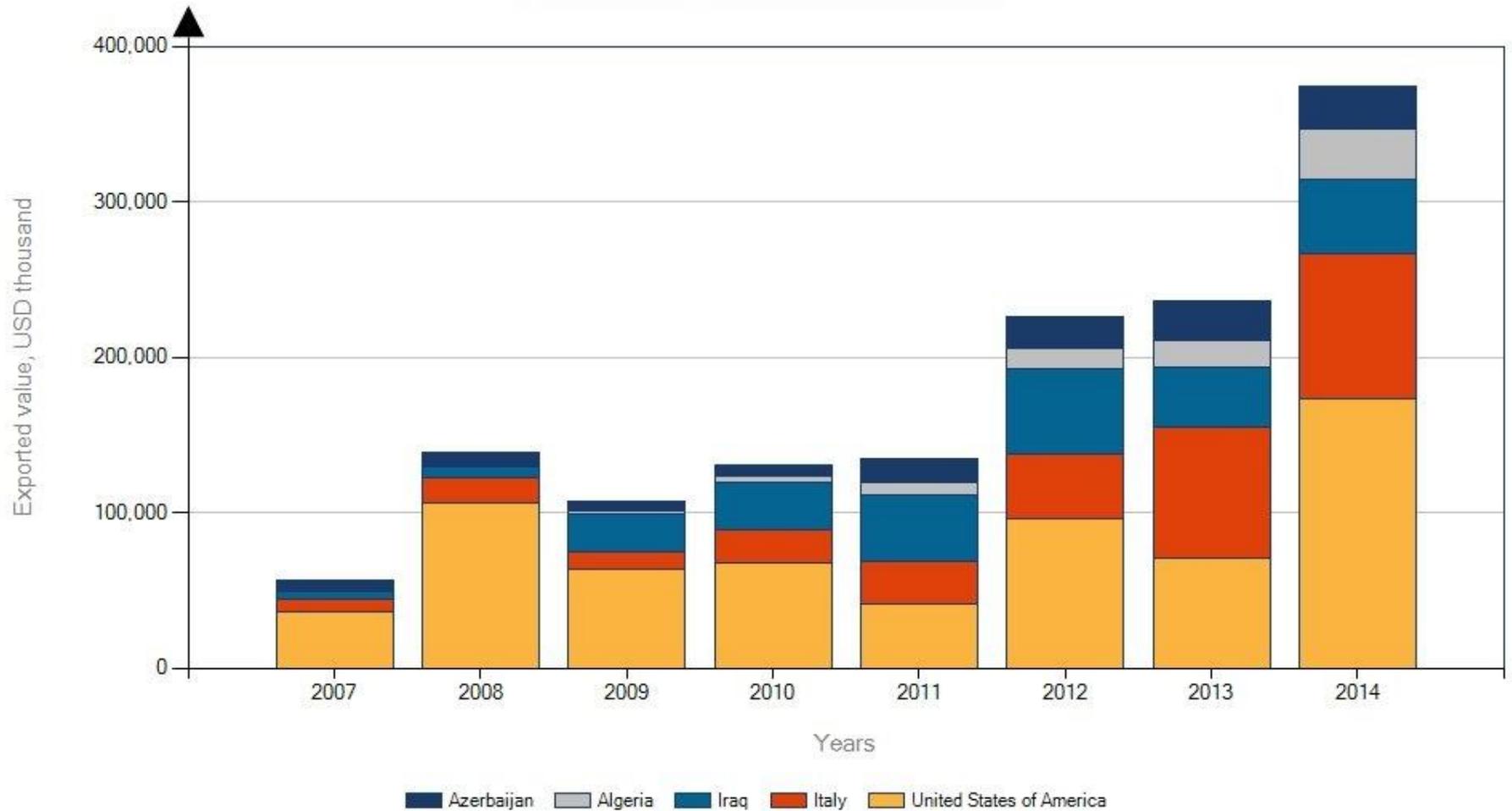
This has been resulted in improvement of R&D activities and increased importance of ag. machinery manufacturing industry within the country.



Moreover, the export volume of Turkish ag. machinery has been in an increase trend for the last ten years for both tractors and other ag. equipment, reaching to about 811 million USD by the end of 2015.

In terms of volume, the top 5 countries importing tractors from Turkey in the recent years have been respectively USA, Italy, Iraq, Poland and Algeria. And for ag. equipment, the top 5 countries importing from Turkey have been Iraq, Azerbaijan, Algeria, Iran and Italy.

List of importing markets for a product group exported by Turkey



## *Did you know that?*

USA is the first tractor export market of Turkey. In 2014, Our export reached to 5.599 units.



A photograph of a modern tractor with a yellow tank, likely a sprayer or fertilizer applicator, in a green field. The tractor is positioned in the center-right of the frame, facing right. The background shows a clear sky and a distant horizon line. The image is overlaid with a semi-transparent green filter.

# The Advantages of Turkish Ag. Machinery

**TARMAKBİR**

## *A wide variety of machinery for a wide variety of agricultural conditions*

There are 30 different agricultural basins in Turkey classified under climate, soil, topography and land qualifications.



As a result of that, Turkish ag.machinery manufacturers are experienced in and capable of satisfying different agricultural needs regarding different agricultural conditions, and it is possible to find in Turkey a variety of an ag. machinery those compatible to serve in different agricultural conditions.

Moreover, some of the ag.machinery (e.g. cotton harvester) are not manufactured in Europe but in Turkey, due to lack of agricultural conditions in Europe to produce some types of agricultural products.

These allow ag. machinery industry in Turkey to be highly competitive in different agricultural basins and in providing different types of agricultural machinery.



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## *High quality Ag. Machinery with EU Norms*

However, it wouldn't be simply enough manufacturing a large number of different machinery compatible with different conditions, but it is also important to produce machines well-equipped with technology & quality, and designed to have a reasonable level of environmental and safety standards.

As a candidate to EU, Turkey has harmonised its legislations regarding industrial products to the corresponding legislations of the Union.

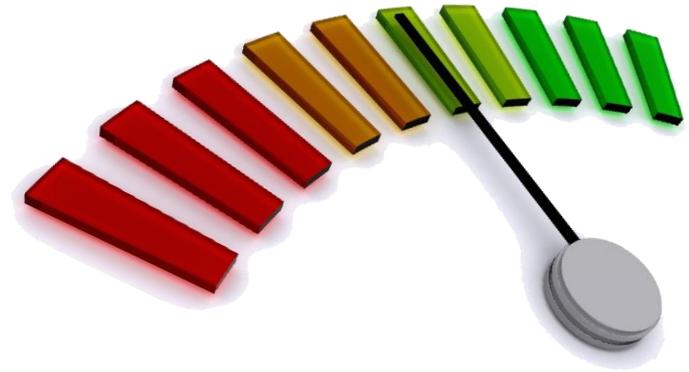




Hence, ag. machinery produced in Turkey subjected to satisfy the legislative requirements of the EU in terms of technical qualifications, safety and environmental standards.

## *High Performance*

To check the suitability of machines to Turkish agriculture; there are 17 test centres country-wide those conducting performance tests to machines, and CE Conformity Marking is mandatory for machines as well to be sold in Turkey.



## *High quality machinery with excellent price/performance ratio*

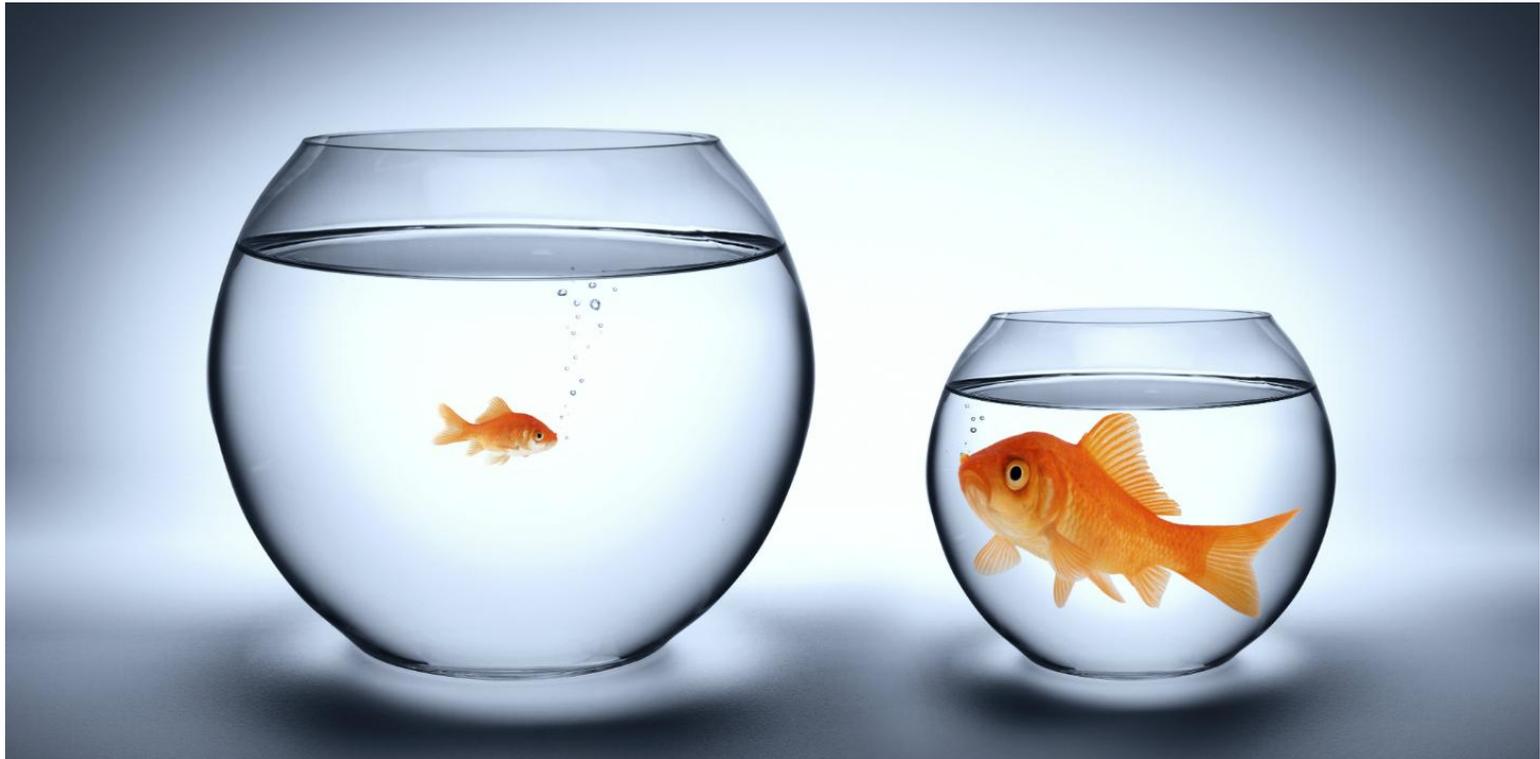
Turkish manufacturers of ag. machinery are not only responsible of satisfying the demands of national market, but also those of the foreign farmers from a variety of countries through the world, as they have been exporting their products to abroad since years.



Managing this task, Turkish machinery becomes highly competitive in world markets for its excellent price/performance ratio.

So, it could be concluded without hesitation that, customers from anywhere of the world would meet their demand of ag. machinery from Turkish industry.

*Compatible with small-scale arable lands*



Turkey produces ag. machinery those are compatible to work in small scale arable lands according to the sizes of farms in Turkey, which makes Turkish ag. machinery to be competitive in foreign markets those also have small-scale farms.

On the other hand; on the basis of demand, Turkish manufacturers are also capable of manufacturing high-capacity machines to be used in large farms.

## *Did you know that?*

Contract manufacturing is very common in our export. So, farmers from different geographies of the world have already been using Turkish products, yet under the name of other brands.



## *Flexible and precision manufacturing compatible with different demands*

Turkish firms has a working organization with a flexible and precision manufacturing also different demands and expectation.



# Agrievolution & CEMA



**TARMAKBİR**

TARMAKBİR is one of the founding members of AGRIEVOLUTION, which is a **“Global Alliance of Agricultural Machinery Manufacturing Associations”**.

The Agrievolution Alliance was established in April 2012 to facilitate collaboration within the ag. equipment manufacturing industry among important agricultural regions of the world.



The Alliance has roots going back to 2008, when Italian Farm Machinery Manufacturers' Federation FederUnacoma hosted an **Agrievolution Summit in Rome**.

Summits were then subsequently hosted by the U.S. Association of Equipment Manufacturers (AEM) in **Orlando in 2010**, by the French Association for Industrial Agricultural Equipment (AXEMA) in **Paris in 2011**.

Recognition of a need for continued information exchange and collaboration on important industry issues between Summit events sparked the transition of Agrievolution from an event into a Global Alliance in April 2012 by execution of a MOU.

After that, the Federation of Indian Chambers of Commerce and Industry (FICCI) hosted the following Summit in **2013 in New Delhi** and TARMAKBiR hosted the last Summit in **January 2016 in Istanbul**.

## **AGRIEVOLUTION Members**



ABIMAQ, **Brazilian** Association of Industrial Machinery and Equipment

AEA, Agricultural Engineers Association, **UK**

AEM, Association of Equipment Manufacturers, **USA**, (Agrievolution Secretariat)

AXEMA, Association for Industrial Agricultural Equipment, **France**

CAMDA, **China** Agricultural Machinery Distribution Association, (Vice- Chair)

CEMA, **European** Agricultural Machinery Association

FEDERUNACOMA, **Italian** Farm Machinery Manufacturers Association

FICCI, Federation of **Indian** Chambers of Commerce and Industry

JAMMA, **Japan** Agricultural Machinery Manufacturer's Association

KAMICO, **Korean** Agricultural Machinery Industry Cooperative

ROSAGROMASH, **Russian** Association of Agricultural Machinery Manufacturers

**TARMAKBİR**, **Turkish** Association of Agricultural Machinery & Equipment  
Manufacturers, (Agrievolution Alliance Chair)

VDMA, **German** Agricultural Machinery Association

**TARMAKBİR**



## *The voice of the European Ag. Machinery Industry*

### **CEMA's mission**

...is to work towards a balanced legislative and regulatory framework in the EU that:

supports the competitiveness of the industry in Europe and enables the industry to provide smart solutions to help farmers worldwide to grow food affordably and sustainably.

## *CEMA Members*



**AEA**, Agricultural Engineers Association, **UK**

**AGORIA**, **Belgian** Federation for the Technology Industry

**ANEME**, Association of Metallurgical & Electromechanical Companies, **Portugal**

**ANSEMAT**, National Association of the Farm Machinery & Tractor Sector, **Spain**

**AXEMA**, Association for Industrial Agricultural Equipment, **France**

**FEDECOM**, The Branch Association for the **Dutch** Ag. Mechanisation Ind.

**FEDERUNACOMA** **Italian** Farm Machinery Manufacturers Association

**FMMI**, An Organization of the **Austrian** Federal Economic Chamber

**TARMAKBİR** **Turkish** Association of Ag. Mach. & Equipment Manufacturers

**VDMA**, **German** Agricultural Machinery Association

# Contact us!

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Turkey

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