

Aiming high, growing globally

By **LEVENT ÇAKIROĞLU**

CHIEF EXECUTIVE OFFICER, ARÇELİK AND PRESIDENT, DURABLE GOODS GROUP, KOÇ HOLDING



LEVENT ÇAKIROĞLU is the President of the Durable Goods Group of Koç Holding and the CEO of Arçelik, the parent company of Beko. He has also been CEO of Koçtaş, a joint venture of Koç Holding and Kingfisher, as well as CEO of Migros. He graduated from Ankara University and obtained his Masters degree from the University of Illinois.

Beko, the international brand of Arçelik Group, is one of the top ten household appliance brands in the world. We are proud and delighted that Beko will be a sponsor of the presentation of the prestigious Chatham House Prize to HE Abdullah Gül, President of Turkey.

Celebrating its 55th anniversary this year, Arçelik Group has been a market leader from the start. Koç Holding, the parent company, is the largest conglomerate in Turkey and the only Turkish company in the 2009 Fortune Global 500 list, ranking 273rd.

We are proud that Arçelik Group is a key player in the international arena with its 18,000-strong workforce, 10 brands, 11 production facilities in four countries, pioneering products, and cutting-edge manufacturing technology. Arçelik Group generates more than 50 per cent of revenue from our international operations, mainly from Europe and the Middle East and Africa.

Beko: A world brand

Beko is one of the top-10 household appliance brands in the world, with a wide range of products in free-standing and built-in household appliances, small home-appliances, air conditioners, and consumer electronics in both Turkey and international markets and reaches out to millions of households in over 100 countries.

Beko continues its steady growth in global markets, especially in Western and Eastern Europe. The UK market is our second largest market. Last year we increased our market share in this market from 9 per cent to 15 per cent. Currently, Beko is the biggest cooker and fridge brand in the United Kingdom and one of the fastest-growing washing machine brands. All in all, Beko is the number two brand in the UK.

With Beko's brand philosophy "Providing intelligent solutions to improve everyday lives of customers", Beko aims to better meet the needs of consumers and their different preferences while providing quality, durability, design, comfort and innovation. The company has won several awards for its innovative design, reliability, and green technology. At the same time, respected European consumer magazines continue to place Beko among the top white goods brands.

We have been supporting basketball with our Beko brand since 2006. Beko, which is the sponsor of the Turkish Basketball League, also continues its support internationally. Beko was main sponsor of the

FIBA Asian Basketball Championship and the FIBA European Basketball Championship in 2009 and became the Presenting Sponsor of the 2010 FIBA World Championship in 2010 organised in Turkey. Beko is also the sponsor of the German Basketball League, the Basketball Bundesliga.

Innovation is part of our identity

We know that strategic power comes through patents and our Company is long-standing patent champion in Turkey. Internationally, Arçelik Group holds 10 per cent of the patent applications filed in Turkey over the last five years, and more than one third of international patent applications from Turkey. Our initiatives are acknowledged by the numerous awards we received from reputable organisations worldwide. Examples include very highly efficient A++ rated refrigerators, washing machine with A-50 per cent energy consumption, a record setting dishwasher with 6 lt per cycle water consumption in its category.

We are conscious of our responsibilities and strive to leave a better world behind for next generations. Our corporate vision: "Respects the Globe, Respected Globally" guides our way towards meeting these responsibilities. Developing and implementing projects to improve social standards and find solutions for sustainable development is an integral part of our core responsibilities. Integrating our vision and sustainability into our corporate operations, we focus on the importance of the environment and utilisation of the resources in the most efficient way. We concentrate on manufacturing environmentally-friendly products and technologies, which provide quality, comfort and higher standards of life for our consumers.

Arçelik Group, apart from contributing to the economies of the countries it operates in by creating employment, growth, and added value, has, since its foundation, taken a pioneering role in social and environmental matters to maintain sustainability. Our several projects in the fields of education and sports, as well as the protection of the environment and natural resources in Turkey and in our subsidiaries, illustrate our commitment to contribute to sustainable development. We aim high and aspire to strengthen Arçelik's global presence. We will carry on with our investments both in Turkey and internationally. I am confident that Arçelik Group will continue to create a difference in the sector through its technology and innovative perspective. **F**