

FOOTWEAR

Prepared by
Gülsevin ONUR
2009



Export Promotion Center of Turkey

FOOTWEAR IN TURKEY

Turkey's footwear industry has developed at a rapid pace due to modern manufacturing processes, the availability of major quality raw materials, skilled workers and high design capacity. Today the Turkish footwear industry has a strong position among exporters of high quality fashion goods. Another sign of positive development is the increase in foreign investments in the sector.

It is obvious that the footwear industry is extremely dependent on the leather industry in the country. The Turkish leather sector, which has a history of 500 years, is becoming a leading centre in the leather world. The Turkish leather industry which occupies a prominent place in the Turkish economy has been developing by combining new technology and its historical background.

Initial efforts to modernize the leather industry began in the 70s but significant progress on a real industrial scale only began in the mid-80s. At present, there are three organised leather industry zones in Turkey. In addition, eight organised leather industry zones are under construction. The sector produces according to international standards and is becoming more sensitive to health and the environment; about 90 % of the production is based on health and environmental standards.

Leather is one of Turkey's leading export sectors. The export figure of the leather sector for 2008 was about US \$ 1 billion 318 million.

PRODUCTION

The shoe industry, which began to appear as a small-size industry in 1950, is now a well-developed industry. Especially in the 1980s significant investments in machinery parks were made and now over 15 % of the sector has completed its industrialization process. About 70 % of the production in the sector is carried out by semi-mechanized production processes and almost 15 % of production is hand-made.

According to State Institute of Statistics, the footwear industry employs 26,954 people and the industry has about 4753 companies which are manufacturing various shoes and slippers. Almost 50 % of the total number of companies is active in İstanbul. Konya, Ankara, Gaziantep, Manisa and Denizli, Adana, Malatya and Çorum (İskilip) are the other important shoe production centers.

The production capacity of the 33 leading companies in the sector is 328,100 pairs daily. In addition, there are many small and medium-size establishments in the sector.

Turkey's shoe production reached 200 million pairs in 2004. Almost 26 % of the production consists of leather shoes. In addition, there has been a rapid increase in the manufacture of plastic shoes and slippers.

The footwear sector relies on Turkish-made shoe production machinery as well as shoe parts. The share of the shoe parts industry in the total shoe industry production is around 5 % and production is very diversified. The soles, heels, casting molds and the welt of the shoes are exported. The shoe parts industry is located in İzmir and the Aegean region, Konya, Gaziantep and in particular İstanbul.

The military boots, work and safety shoes production in Turkey have developed significantly in recent years. These sectors are producing according to international standards, and shoes with the CE mark are exported to European countries.

The footwear sector closely follows the latest trends in the fashion world. Turkish shoe companies prepare their own collections for every season according to fashion trends both in Turkey and in the world.

The industry is now concentrating its efforts on training and design. In this context, with the initiative of shoe industry, the Turkish Shoe Industry Research, Development and Education Foundation was established in 2001. In order to meet the need of qualified personel in shoe design, a new department of education, "The Shoe Design Department" has been opened at Mimar Sinan University in Istanbul, which offers two-year courses. In addition to these, every year various shoe design competitions are being organized in order to discover new talents in the field of design.

EXPORTS

Today the Turkish footwear sector has the capacity of creating its own brands and fashion. The performance of the sector largely depends on exports. The Turkish shoe sector had an export value of US \$ 345 millions in the year 2008. Major markets for the Turkish made shoes are the Russian Federation, Romania, Bulgaria, Saudi Arabia, Iraq, the Netherlands, Germany, Greece, England, France and Israel.

Footwear Exports of Turkey by Countries (US \$)

Countries	2006	2007	2008
Russia	16 908 001	32 044 908	49 354 453
Romania	15 388 582	26 290 561	25 134 483
Bulgaria	22 807 429	22 436 624	25 053 285
Saudi Arabia	18 137 916	18 080 901	21 675 154
Iraq	12 248 983	14 209 323	21 383 839
Netherlands	11 640 685	18 083 056	17 783 912
Germany	18 851 279	15 785 827	17 660 590
Greece	15 122 077	17 004 224	16 279 288
England	12 729 624	18 272 891	14 374 439
France	8 549 655	10 017 395	10 340 450
Israel	7 990 979	8 221 133	9 306 522
Kazakhstan	2 894 188	6 988 994	8 281 571
Kosova	1 360 480	1 709 686	5 780 648
U.A.E.	2 326 916	7 090 436	5 765 927
Italy	3 521 140	5 613 043	6 920 157
TOTAL	236 542 954	316 650 101	345 040 548

Source: Undersecretariat for Foreign Trade

Shoes made with leather coated outer surface make up 54 % of shoe exports and had a value of US \$ 188 million in 2008. Russia is currently the most important market of

Turkish leather shoes. The second important group consists of rubber or plastic materials coated outer soles and surface with an export value of US \$ 67 million in 2008.

Turkish shoe industry has one sectoral foreign trade company named ASD Footwear. ASD with 57 shareholders who are small and medium size manufactures operating in footwear industry is the largest shoe exporter of Turkey. ASD Footwear Company plans to open shoe retail stores all around the world. Under this concept, the company opened two fashion stores in the Czech Republic/Prague and Poland. Now it is planning to open new retail stores in other countries.

All these indicate that Turkish shoe-manufacturing companies are in search of new markets and especially export possibilities to the European countries.

The Turkish footwear sector takes part in important international fairs and exhibitions abroad. GSD Shoe Fair-Düsseldorf/Germany, Motexha Spring Fair-Dubai/U.A.E., Mosshoes Moscow/Russia, Micam Shoeevent /Milano and Lineapella-Italy are the most attended ones.

As an important footwear producer/exporter country, many fairs are held in Turkey in the sector every year. Major fairs in the Turkish footwear industry in 2009 are as follows:

25. IZMIR SHOES, BAGS AND ACCESSORIES FAIR
15/01/2009 - 18/01/2009, İZMİR

GAPSHOES 7.FOOTWEAR, SADDLERY AND FOOTWEAR INDUSTRY
29/01/2009- 01/02/2009, GAZİANTEP

KONYA 23th SHOE, PARTS INDUSTRY AND FASHION FAİR (SUMMER)
05/03/2009 -08/03/2009, KONYA

41. INTERNATIONAL FOOTWEAR FASHION FAIR
07/05/2009-10/05/2009, İSTANBUL

26. IZMIR SHOES, BAGS AND ACCESSORIES FAIR
18/06/2009- 21/06/2009, İZMİR

GAPSHOES 2.WINTER FOOTWEAR, SADDLERY AND
FOOTWEAR INDUSTRY SUPPLIERS FAIR
23/07/2009- 26/07/2009, GAZİANTEP

KONYA 24th SHOE, PARTS INDUSTRY AND FASHION FAİR (WINTER)
06/08/2009 - 09/08/2009, KONYA

42. INTERNATIONAL FOOTWEAR INDUSTRY SUPPLIERS FAIR
15/10/2009 -18/10/2009, İSTANBUL

42. INTERNATIONAL FOOTWEAR FASHION FAIR İSTANBUL
12/11/2009 -14/11/2009, İSTANBUL

Major Sectoral Magazines:

Ayak's (www.ayaks.com) Ayak's is the only Turkish footwear and sub-sector magazine that is followed with high interest in the international markets. Ayak's is a bimonthly publication in Turkish, English and Russian and is distributed in many footwear and footwear sub-industry fairs.

Producers or Exporters of Footwear in Turkey

Company : AKINAL AYAKKABICILIK
SAN. TİC. A.Ş.
Address : 2. Org. San. Böl. Güney 1.
Cad. No:1 Başpınar
GAZİANTEP
Tel : 0090-342-3374332
Fax : 0090-342-3374331
E-mail : akinal@akinal.com.tr
Web : www.akinal.com.tr

Company : AKKOÇ DERİ SAN. VE TİC.
A.Ş.
Address : Hacı Sabancı Org. San. Böl.
10. Cad. No:5 ADANA
Tel : 0090-322-3944121 / 22
Fax : 0090-322-3944123
E-mail : akkoc@akkoc.com.tr
Web : www.akkoc.com.tr

Company : ARMAĞAN KİMYA SAN.
TİC. LTD. ŞTİ.
Address : San Bir 4.Bölge 8.Cad. No:
125 Büyükçekmece
İSTANBUL
Tel : 0090-212-8867304
Fax : 0090-212-8867321
E-mail:
armagankimya@armagankimya.com.tr
Web : www.armagankimya.com.tr

Company : ARS AYAKKABI SAN. TİC.
A.Ş.
Address : Kale Sanayi Sitesi Cit Sok.
No:33 Güngören
İSTANBUL
Tel : 0090-212-5044141
Fax : 0090-212-5044155
E-mail : ars@arsayakkabi.com.tr
Web : www.arsayakkabi.com.tr

Company : BETA AYAKKABI SAN.
VE TİC. A.Ş.
Address : İkitelli Organize San. Böl.
Ziya Gökalp Mah. Aymakob
San. Sitesi B-63 Blok Kat:3
No:58 34306 İkitelli
İSTANBUL
Tel : 0090-212-6714075-76
Fax : 0090-212-6714070
E-mail : info@betashoes.com
Web : www.betashoes.com

Company : BUGİ BEBE AYAKKABI
TEKSTİL SAN. TİC. LTD.
ŞTİ.
Address : Kocatepe Mah. 5. Sok. 25/1
Bayrampaşa İSTANBUL
Tel : 0090-212-4372381
Fax : 0090-212-4372382
E-mail : bilgi@bugi.com.tr
Web : www.bugi.com.tr

Company : BÜYÜK YAVUZ
AYAKKABI SAN. TİC. A.Ş.
Address : Aykent San. Gökkuşuğu Cad.
No:15 KONYA
Tel : 0090-332-3462294
Fax : 0090-332-3462295
E-mail : marutti@marutti.com
Web : www.marutti.com

Company : CABANİ AYAKKABI SAN.
TİC. A.Ş.
Address : Küçük Org. San. Böl. Atatürk
Blv. No:149 İkitelli
İSTANBUL
Tel : 0090-212-5492909
Fax : 0090-212-5492913
E-mail : info@cabani.com.tr
Web : www.cabani.com.tr

Company : CAHİT AYAKKABI SAN.
VE TİC. LTD. ŞTİ.
Address : Keresteciler Sitesi Çınar Sok.
Zeynep Han No:29 Merter
İSTANBUL
Tel : 0090-212-5062624, 5069108
Fax : 0090-212-5073666
E-mail : info@robertolenzi.com
Web : www.cahit.com.tr

Company : CEYO ORTOPEDİK
SANDALET SAN. VE TİC.
A.Ş.
Address : Atışalanı, Mehmet Akif İnan
Cad. No:68 A, 34230 Esenler
İSTANBUL
Tel : 0090-212-4329494 (6 lines)
Fax : 0090-212-4329595
E-mail : ceyo@ceyo.com.tr
Web : www.ceyo.com.tr

Producers or Exporters of Footwear in Turkey

Company : CİHAN AYAKKABI SAN.
TİC. LTD. ŞTİ.
Address : Aykent Ayakkabı San. Sit.
10721 Sok. No:9 Karatay
KONYA
Tel : 0090-332-3462500
Fax : 0090-332-3462900
E-mail : cihan@cihanayakkabi.com.tr
Web : www.cihanayakkabi.com.tr

Company : EKİCİ AYAKKABICILIK
SAN. TİC. A.Ş.
Address : Aykent Ayakkabı San. Sitesi
15. Sok. No:8 KONYA
Tel : 0090-332-3462200
Fax : 0090-332-3462232
E-mail : ekici@ekici.com.tr
Web : www.ekici.com.tr

Company : ERBAY AYAK. SAN. VE
TİC. A.Ş.
Address : İkitelli Deparko San.
Sitesi, Ziya Gökalp Mah.
Hürriyet Bulv.,No:1-16
Başakşehir 34306
İSTANBUL
Tel : 0090-212-4132727
Fax : 0090-212-4132700
E-mail : lescon@lescon.com.tr
Web : www.lescon.com.tr

Company : ESPA DIŞ TİC. LTD. ŞTİ.
Address : Kıraç Köyü, Çakmaklı Mah.
3.Cad. No:13 Büyükçekmece
İSTANBUL
Tel : 0090-212-8866070/71
Fax : 0090-212-8867618
E-mail : espa@espa.com.tr
Web : www.espa.com.tr

Company : FAMAS AYAKKABI MAK.
SAN. VE TİC. LTD. ŞTİ.
Address : Hamam Cd. Famas İş Merkezi
No.31 Gedikpaşa, Beyazıt
İSTANBUL
Tel : 0090-212-6388313
Fax : 0090-212-6388314
E-mail : info@famas.com.tr
Web : www.famas.com.tr

Company : FATİH KUNDURA SAN.
VE TİC. LTD. ŞTİ.
Address : Gedik Paşa Hamam Cad.
Kaaflar ve Çantacılar Çarşısı
No:21 B-1/13 Bayazıt
İSTANBUL
Tel : 0090-212-5164631
Fax : 0090-212-5174035
E-mail : info@samil.com.tr
Web : www.fatihkundura.com

Company : GEZER AYAKKABI DERİ
SAN. VE TİC. A.Ş.
Address : Kıraç Köyü Mevkii
Hadımköy Yolu No:64
Büyükçekmece İSTANBUL
Tel : 0090-212-8868080
Fax : 0090-212-8865155
E-mail : gezer@gezer.com
Web : www.gezer.com

Company : GÜVEN İŞ AYAKKABI
YAN SAN. A.Ş.
Address : Sancaktepe San. Mah. Gamze
Sok. Gündüzler İş Merkezi
No:13-15/7 Güngören
İSTANBUL
Tel : 0090-212-6371097
Fax : 0090-212-6371097
E-mail : info@guvenistaban.com
Web : www.guvenistaban.com

Company : KARAYSAN TERMO
TABAN SAN. LTD. ŞTİ.
Address : Aykent Ayakkabıcılar Sit. 19.
Sok. No:8 KONYA
Tel : 0090-332-3462410
Fax : 0090-332-3462412
E-mail : karaysan@karaysan.com
Web : www.karaysan.com

Company : KAYA AYAKKABI TABAN
SAN. TİC. LTD. ŞTİ.
Address : Oto San. Sit. 1.Cad. 22. Sok.
No:27 Etimesgut ANKARA
Tel : 0090-312-2780171
Fax : 0090-312-2780172
E-mail : kaya@kayataban.com.tr
Web : www.kayataban.com

Producers or Exporters of Footwear in Turkey

Company : KUZEY AYAKKABICILIK
İML. PAZ. A.Ş.
Address : Organize Sanayi Bölgesi
Necmettin Karaduman Cad.
No:3 Arsin TRABZON
Tel : 0090-462-7111159 / 7111471
Fax : 0090-462-7111472
E-mail : info@kuzeyayakkabicilik
.com
Web : www.kuzeyayakkabicilik.com

Company : LORDLAR AYAKKABI,
DERİ, TEKSTİL, İMALAT
SAN.VE TURİZM. LTD. ŞTİ.
Address : Sancaktepe San. Mah. Sancak
Sok. Nevzat Tuncer İşhanı
No:38/3 34610 Güngören
İSTANBUL
Tel : 0090-212-6377541
Fax : 0090-212-6373723

Company : MAT AYAKKABICILIK
SAN. VE TİC. A.Ş.
Address : Sancaktepe San. Mah. Saadet
Sok. Güngören İSTANBUL
Tel : 0090-212-6376444
Fax : 0090-212-6376442
E-mail : info@matayakkabi.com
Web : www.matayakkabi.com

Company : MODEL-İŞ AYAKKABI
SAN. TİC. LTD. ŞTİ.
Address : Fevzi Çakmak Mah. Zirve
Cad. No:7 Karatay KONYA
Tel : 0090-332-3460512
Fax : 0090-332-3460499
E-mail : modelis@modelis.com.tr
Web : www.modelis.com.tr

Company : NURSACE AYAKKABI
SAN. VE TİC. LTD. ŞTİ.
Address : E5 Karayolu Üzeri 108. Sok.
Esenyurt-Avcılar İSTANBUL
Tel : 0090-212-4286969
Fax : 0090-212-4286610
E-mail : info@nursace.com
Web : www.nursace.com

Company : ÖNDER AYAKKABI SAN.
VE TİC. LTD. ŞTİ.
Address : Merkez Mah. Merkez San. Sit.
Billur Sok. No:9 Yenibosna
İSTANBUL
Tel : 0090-212-6569916
Fax : 0090-212-6569911
E-mail : info@esseshoes.com.tr
Web : www.esseshoes.com

Company : ÖZARPA
AYAKKABICILIK SAN. TİC.
LTD. ŞTİ.
Address : Aykent Ayakkabıcılar Sit.
10685 Sok. No:2 42050
KONYA
Tel : 0090-332-3462505
Fax : 0090-332-3462508
E-mail : ozarpa@realfootwear.com
Web : www.realfootwear.com

Company : ÖZDOKU AYAKKABI İNŞ.
MÜH. TUR. SAN.TİC. LTD.
ŞTİ.
Address : 122 Sok. No:47 Aykusan
Işıkkent İZMİR
Tel : 0090-232-4363646
Fax : 0090-232-4360394
E-mail : info@toddler.com.tr
Web : www.toddler.com.tr

Company : ÖZŞAHİN SUNİ KÖSELE
SAN. VE TİC. A.Ş.
Address : Dudullu Org. San. Bölgesi 2.
Cad. No:2 Yukarı Dudullu /
Ümraniye İSTANBUL
Tel : 0090-216-4999232
Fax : 0090-216-4204738
E-mail : info@ozsahin.com
Web : www.ozsahin.com

Company : PAMES AYAKKABICILIK
İTH.İHR.SAN.VE TİC.
Address : Uğur Mumcu Cad. Evren 2
Oto Sanayi Yanı No:9
Esenyurt İSTANBUL
Tel : 0090-212-6050090
Fax : 0090-212-6050109
E-mail : info@pames.com.tr
Web : www.pames.com.tr

Producers or Exporters of Footwear in Turkey

Company : PÜR-KİM POLİÜRETAN
KİMYA SAN. VE TİC. LTD.
Address : Selanik Blv. Gökşin Sok.
No:4 34075 Kemerburgaz
İSTANBUL
Tel : 0090-212-3602115
Fax : 0090-212-3602798
E-mail : export@purkim.com
Web : www.purkim.com

Company : SAHRA AYAKKABICILIK
LTD. ŞTİ.
Address : Aykent Ayakkabıcılar San.
Sit. 35. Sok. No:1 KONYA
Tel : 0090-332-3462185/86
Fax : 0090-332-3461498
E-mail : sahra@sahraayakkabi.com.tr
Web : www.sahraayakkabi.com

Company : SEZER AYAKKABI GİYİM
SAN. VE TİC. LTD. ŞTİ.
Address : Gedik Paşa Hamam
Cad.No:32 Beyazıt
İSTANBUL
Tel : 0090-212-5180921
Fax : 0090-212-5166145
E-mail : sezer@sezer.com
Web : www.sezer.com

Company : TERLIX AYAKKABICILIK
Address : Aykent Ayakkabıcılar Sit.
10715 Sok. No:11 KONYA
Tel : 0090-332-3462686
Fax : 0090-332-3462687
E-mail : terlix@terlix.com.tr
Web : www.terlix.com.tr

Company : TOPBAŞ KUNDURA SAN.
TİC. LTD. ŞTİ.
Address : İzmir-Bursa Sürat Yolu
12.km Selimşahlar MANİSA
Tel : 0090-236-2664388
Fax : 0090-236-2664388
E-mail : info@topbas.com.tr
Web : www.topbas.com.tr

Company : TURTEKS TERLİK KONF.
ÜRÜN. SAN. LTD.ŞTİ.
Address : Akçeşme Mah. 2605 Sok.
No:25 Gümüşler DENİZLİ
Tel : 0090-258-3716070
Fax : 0090-258-3716851

E-mail : bilgi@turteks.com
Web : www.turteks.com

Company : ZENSAN
AYAKKABICILIK SAN. TİC.
LTD. ŞTİ.
Address : Keresteciler Sit. Fatih Cad.
Karadal Sok. No:15 Merter
KONYA
Tel : 0090-212-6370585
Fax : 0090-212-6372123
E-mail : zensan@zensan.com
Web : www.zensan.com.tr

Company : ZIYLAN AYAKKABI SAN.
VE TİC. A.Ş.
Address : Ziyilan İş Merkezi Merkez
Mahallesi Taşocağı Cad. No:24
Bağcılar İSTANBUL
Tel : 0090-212-4468989
Fax : 0090-212-4463388
E-mail : info@ziylan.com.tr
Web : www.ziylan.com.tr

Company : DEVRAN AYAKKABI SAN.
A.Ş.
Address : Gedik paşa Hamam
Cad.No:20 Beyazıt İSTANBUL
Tel : 0090-212-5178738
Fax : 0090-212-5160059
E-mail :
devran@devranayakkabi.com.tr
Web : www.devranayakkabi.com.tr

Company : AS AYAKKABI
Address : İkitelli Organize Sanayi Sitesi
Aykosan Sanayi Sitesi B Blok
No: 188 34304 Küçükçekmece
İSTANBUL
Tel : 0090-212-5490104
Fax : 0090-212-5490140
E-mail : info@asayakkabi.com.tr
Web : www.asayakkabi.com.tr

Producers or Exporters of Footwear in Turkey

USEFUL ADDRESSES

FOOTWEAR INDUSTRIALISTS ASSOCIATION OF TURKEY

Address : İkitelli Organize San. Böl.
Aymakop Tic. Merkezi Kat:5
No:2 İkitelli İSTANBUL
Tel : 0090-212-5497171
Fax : 0090-212-5497117
E-mail : info@tasd.com.tr
Web : www.tasd.com.tr

FOOTWEAR INDUSTRY SUPPLIERS ASSOCIATION (AYSAD)

Address : Aymakop San. Sitesi
Aymakop Tic. Merkezi Kat:5
Daire:3 İkitelli İSTANBUL
Tel : 0090-212-5493612
Fax : 0090-212-5493622
E-mail : info@aysad.org
Web : www.aysad.org

ASSOCIATION OF AEGEAN SHOE INDUSTRIALISTS (EGEAYSAD)

Address :6121 Sok. No:7/717 Merkez
Çarşı Ayakkabıcılar Sitesi
Işıkkent İZMİR
Tel : 0090-232-4365156
Fax : 0090-232-4365157
E-mail : info@egeaysad.org
Web :