



Sertaç Ersayın

İstanbul

December 5th, 2014

Design for?

Design for Export for Design for
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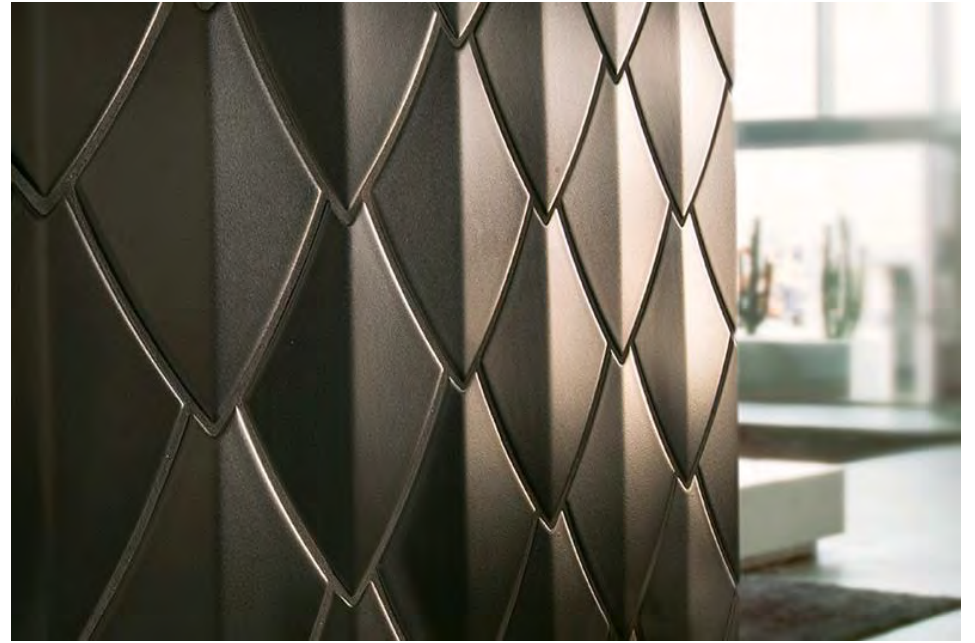
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Export for Design for ?



Design for Growth for Design for
Growth for Design for Growth for
Design for Growth for Design for
Growth for Design for Growth for
Design for Growth for Design for
Growth for **Design for social welfare?**







Export Figures ,

10 times , last 13 years
4 times, next 9 years

R&D - GDP? : %1 Target: %3

Competitive power ranking: 44th

Evaluation index : 43rd



- Global Competitive Power Reports,
issued by World Economic Forum
- Solid connection, between the competitive power and design.

Sustainable growth?

CREATING
SUSTAINABLE GROWTH

A green line graph on a grid background showing an upward trend, symbolizing growth. The line starts at the bottom left, rises to the middle, dips slightly, and then rises again to the top right, ending in an arrowhead. The text "CREATING SUSTAINABLE GROWTH" is overlaid on the grid, with "CREATING" in grey and "SUSTAINABLE GROWTH" in blue.

- Production Knowledge
- Economic benefit



- Design's role in product innovation and in marketing activities
- Design is defined within the Science and management literature as the innovation process, adding aesthetic value in the product.
- Artificial expression of managerial processes core of the activities being performed for the sake of creating added value in the product
- Strategic instrument for competition by product modification.

Bringing
Innovative Ideas
to Market
using Design

Turkey's strong sides in the field of design concentrate in the following fields:

- **Young population and potential of qualified human resources;**
- **Creativity potential**
- **Entrepreneurship**
- **Historical and cultural richness**



The domains open to development in the meantime are:

- Lack of awareness
- Educational problems, lack of design culture
- Problems of incentives and finance;
- Lack of policy and planning
- Collaboration and coordination
- Lack of promotion
- Inadequate regulations.



IPO

- 3000 appeals as of the year 1995
- 45000 application in 2013 / WPO records
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- Turkey is ranked 4th at national level with its number of appeals for design registration
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- 14th worldwide with its International appeal performances.

For the sake of strengthening the determined domains of development:

- Regulations,
- Incentives and finance (diversifying the supports);
- Education and Culture (bringing up designers who are sensitive towards people and environment, and capable of making designs with high added value)
- Collaboration and coordination (expanding the communication and collaboration between different actors such as industrialists, educators, occupational organizations, and public institutions)
- Awareness-raising and Design (raising the awareness towards design both in the society, and in the industry).

Education: Since 1928, numerous schools have begun providing Design education.

- Currently 30 universities teaching Industrial Design,
 - 40 universities teaching Graphics and Communication Design,
 - 30 universities teaching Fashion and Textile Design,
 - 45 universities teaching Interior Architecture Turkey-wide.
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- In terms of occupational organization,
 - ETMK is still the only organization at the side of Industrial Design. It has about 500 members. It was founded in 1988.
 - Having been incorporated in the year 1978, GMK still has 200 members.
 - Fashion Designers' Association. Still having 165 members, Chamber of International Architects. With its nearly 3000 members, it is the only organization having been promoted to the status of chamber.
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 - 11 organization members of ICSID.
 - 10 organization members of ICOGRADA.
 - Chamber of International Architects is the only organization being the member of IFI.

- **Supports of the Ministry of Economy (Design for Export)**
- Design Companies and Studios in the field of either Industrial Design or of Fashion Design, as well as the Design Associations and Unions, are being supported within this scope.
- 50% support per project
- Expenses aimed at abroad regarding advertisement, promotion, and marketing stand decoration and fair participation fees, and those regarding stand decoration and fair participation fees aimed at participation to sectoral fairs of international qualification;
- Fixture expenses, gross rental payments, and consultancy services of the units (company, office, store, warehouse, branch, showroom, rayon, gondola) to be opened up abroad;
- Expenditures being made for the registration of patents, utility models, and those being aimed at the registration and protection of the brands abroad;
- Gross salary expenditures payable to the designers;
- Expenditures on the consultancy services to be purchased within the scope of business management
- are being reimbursed annually by 50%.

- Support for the Export Unions:

- Promotion expenses aimed towards abroad, as well as the promotional, advertorial, and marketing expenditures reimbursed annually by 50%, on the condition not to exceed the maximum amount of \$ 300,000.



- Education and living expenses abroad of 30 designers among those being ranked in the Unions' Design competitions every year are reimbursed for a period of 2 years.

Supports, unions and companies throughout the year 2013 amounted nearly to TL 4.8 million.

KOSGEB (Small and Medium Industry Development Organization)

Supports for designs and industrial property rights are those being directly given at KOSGEB's side. Such as design support, industrial property right support, rental support, personnel expenditure support, machinery, equipment, hardware, software support, etc. Total of the supports given within this scope in the previous year amounted to TL 16.7 million.

Design Strategy Paper and Action Plans are correlated with the Tenth Development Plans (2014-2018):

- Encouraging unique design activities for the consumption-oriented export products, supporting qualified designers, patent, design registration, registration and promotion-marketing activities for the international brands;
- Developing the businesses' activities aimed at pre-competition collaboration, networking, joint R&D and Design, joint supply and marketing;
- Textile, ready-wear and leather sectors transform into a customer-oriented structure, developing the producer's features thanks to its speed and flexibility, able to create designs, collections, and brands, being innovative, environment-friendly, and effective in the production channels;

Utilization of design skill, brand development, and modern production techniques, working under supervision, and increasing the ability to access to the distribution channels in the furniture sector;

- While maintaining the domestic development of the design, R&D, production, and sales marketing processes, comprising the supply chain, environment-friendly new technologies will be supported in the automotive industry. Collaboration and integration will be secured with other sectors, including electronics, software, electrical machine, base metal, defense industry. Branding will be encouraged by means of uniquely designed instruments devoted to the needs of the Internal Market, and to those of the global markets.
- It has been aimed for Turkish Shipbuilding Industry to obtain share from the world markets by means of R&D and Ship Design wherever its competitive power fits

Suitable technologies and clustering structures will be supported in the defense industry for the purpose of sustainably fulfilling the unique design-oriented logistic needs of the industry;

It has been aimed for the future of the sectors to increase the design potentials thereof, to establish a joint supply system, to extend professional management mentality, and to develop services of market survey, and joint point-of-sale;

While working up such potential markets as Turkic Republics and Countries of Northern Africa, financing models to allow for foreign sales with multiple-installments will be sought after.

Turkish Export Strategy

Turning İstanbul into an international center of shopping, fashion, and fair center

Companies' projects to include industrial design, preproduction, site verification, site tests, documentation works, and such preparatory works aimed at market offering and after-sale services will be supported;

Unique designs will be supported for the sake of contributing to the betterment of the image of Turkish Design. What is intended thereby is to cause the identity of Turkish Design be recognized, and become established.

It is also tried to cause design activities be assessed within the scope of exemption and immunity in the tax regulations.

Issuance of Design Center certificate to the firms employing a certain number of designers, and provision of further supports to such firms;

Development of the mechanisms to support the establishment of the design office;

Supporting the design services to be obtained from the design offices;

Reimbursement of the designers' participation fees to international design competitions;

Supporting the commercialization of the design projects being developed by KOBIs (SME);

Reimbursement of the designers' fees payable for the registration of their designs being exhibited at the design competitions, provided that such competitions possess certain criteria;

Project-based support for the innovative and design-oriented activities of our export firms.

Education:

- Increasing the number of creative activities performed in the preschool education;
- Including designing and creative activities within the course programs of primary and secondary schools;
- Increasing the number of design courses in the vocational secondary education;
- Performance of projects and activities to encourage creativity and design in the secondary education;
- Review of the accreditation and educational staff of undergraduate and postgraduate programs;

Expanding the communication and collaboration in terms of design between different actors such as industrialists, educators, occupational organizations, and public institutions;

Drawing up of Turkey's design inventory;

Expanding the communication network in terms of design between the stakeholders;

Organizing mobile design weeks directed to the various disciplines of design;

Organizing workshop and seminar studies, and scientific, cultural, and educative activities for the sake of developing collaboration between the different fields of design;

Improving the relationships between the international design institutions and councils and the public and private corporations;

Getting the industrialists and domestic and foreign designers together for the sake of developing joint projects;

Increasing the awareness towards Design both in the society, and in the industry;

Developing activities to increase the society-wide awareness towards design;

Providing education to the industry in the subject of effective design management;

Awarding the designs ranked in the design competitions in consideration of their contribution to the image of Turkish Design;

Organizing design competitions, and performing activities aimed at creating awareness towards intellectual rights among the primary education and high-school students;

Opening up a Design Museum;

Conducting surveys on the awareness towards design in the high-schools and universities

All actions being the subject of this description are the firm steps to be taken towards winning by Design, and being competitive by Design.

Design for export may turn into a competitive profile only by passing through the aforementioned fields of improvement.

The chair with 4 firm feet will be the product being sought for in the export markets within this framework.

This trip from OEM to ODM is to be taken with qualified, unique, and competitive products.

Success is inevitable not only with the product itself, but also with the coordinated management of the other scenarios encircling the product.

The relationship established by the product with its user, the scenario of usage, the value being added around by the product, the brief story of the product, and the experience it offers enables easier exportation of the product in the competitive, developed markets.

I hereby end my words by pointing to the fact that, it would be better to give more freedom to our products, and to design them together with the scenarios of their usage and experience.

Thanks to you all.

Sertaç ERSAYIN



Design for?

