



THE CAPITAL OF MARBLE AFYONKARAHİSAR

Marble, which is the symbol of richness through his-tory and the oldest construction equipment of the world, continues to increase its value. Marble industry has been operated for more than 3 thousand years in our city known as the capital of marble. Marble blocks quarried from region's rich quarries have been processed in this city for thousands of years and continues to add esthet-ic value to both our country's and the world's several famous works.

Marble, which is considered as an expensive material and hard to process due to economical struggles producer had and the weakness of past technologies, has become a stone that easier to access by means of today's advanced technology. Marble is used in several areas in our country such malls, luxury houses, residences and becomes a decoration material preferred by consumer compared to other products.

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There are 4 billion m3 workable marble, 2,8 billion m3 workable travertine, 1 billion m3 granite reserves in our country that has a rich potential by its geological structure in terms of natural stone, according to data of Ministry of Energy and Natural Resources. Turkey owns approximately 40% of world natural stone reserve due to these values.

Our natural stone sector, which could not achieve its real value in our economy for long years, entered a new era after it was included in Mine Law in 1985. The sector grew increasingly every year from this point and took its top place in mine sector today. Mining sector's the leading export and natural stone sector's importance, the important employment resource, is significantly great. Afyonkarahisar is one of the first cities that come to mind when natural stone is considered. When we look at our last 11 years of natural stone export, decline is only seen in this sector for 2 years and there is incline in all other years. Natural stone sector export recessed 2% in 2015 in Afyonkarahisar. Market value is 177 million 133 thou-sand dollars with recession. In addition, our companies have export-registered sales. Our direct export is not affected because our city's companies make export-reg-istered sales to companies out of city. More than 50 million dollars export registered natural stone export is detected in result of researches held by our chamber ev-ery year. Natural stone export figure of our country is 1 billion 907 million 225 thousand dollars in 2015. 9.28% of this figure was actualized from our country. 8.5% of natural stone export of our country was actualized last year from our city. Natural stone export has been actu-alized from Turkey's marble and natural stone reserve rich Afyonkarahisar to 112 countries. The 7 countries that natural stone export is held at most are as follow:

USA 52 million dollars

China Public Republic 24 million dollars

France 21 million dollars



Australia 8 million dollars

United Kingdom 7 million dollars

Kuwait 7 million dollars

Iraq 6 million dollars

High yield, high added-value in marble project is confirmed

We have earned High Yield High Value Added in Marble Project to our city within Controlled-Project Support to be applied for the first time at TR33 Region to raise value-added in marble sector in our city. The project we have been planning for two years within this has been confirmed by Ministry of Development. To mention the project to be applied in this year; Projects application owner is our Chamber's partner İncehisar Marble Specialization Organized Industry Region and center to be founded within this project will be benefited by all marble managements operating in the region. The projects partner will be Marble Industry Training, Promotion and Research-Development Center Anonymous Company (METAM). Because the center to be founded is desired to create a clustering, all marble managements, which meet the conditions of Garanti Brand to be created even though they do not own share at METAM will benefit from center's operations in towards with principles and procedures to be determined.

The project's total cost is approximately 5.700.000,00 TL; 75% Zafer Development Agency supported and 25% will be provided by project owner and partners and the project will be completed in 24 months. The project's general aim is to develop new products; produce low-end and high-end products and increase the value-added by developing marketing opportunities in marble sector that is defined as low-technology sector.

To mention the aims of project;

- To increase the efficiency of production process by increasing awareness related to marble's quarry, process and production processes, reduce wastages and provide sustainable use of natural resources.
- To lead quality assurance and certification applications in marble production process and manufactured products. -To increase university-industry collaboration in production, education and research areas in the sector, to provide mutual information and technology transfer.
- To increase value-added produced by creating a mutual brand based on certification and merge companies in the sector around an accredited mutual brand.
- To develop SMEs' marketing and export capacity/skills via mutual marketing units.
- To accelerate companies' adaptation to technologic innovations, to develop and apply training activities aimed at leading production based on information technologies.



-To encourage producing design-driven and advanced technology high-end product distinctively from traditional methods of marble processing.

-To develop intercompany collaboration in marketing process by developing mutual databases and sale portals. -To provide sector's integration to new markets.

-Aims such as to provide new designs' production, their accreditation and spreading its usage, we believe in that it will provide several contributions to our city and sector.

We aim to increase export with R&D project

We started a new project to ease our exporter members' entrance to new markets and develop their exports within the regulation related to Supporting the Development of International Competition in the coordination of our Chamber. We aim to increase export by gathering companies in natural stone sector together. The name of the project we will actualize aimed at natural stone sector is Afyonkarahisar Natural Stone Coalition. As it can be understood from the name of the project, it is our privileged aim to increase our export by gathering companies' power together in this sector. Companies firstly will be subjected to necessity analysis and companies, which participate in trainings to be held according to result of this analysis, will be provided to benefit from involvement to mutual marketing activities and consultancy projects in different issues such abroad marketing, fair participation and procurement committee. Companies to participate project will benefit from 75% state support. The project, which will aim making our exporter companies' entrance to new markets easier, is very important for us and our city.