



"This year, we are realizing the 100th year of the establishment of the diplomatic relations with Japan and Türkiye with great enthusiasm," said Korkut Gungen, ambassador of the Republic of Türkiye to Japan.

With a time-tested historical friendship built on trust and mutual interest, Türkiye and Japan are looking forward to future collaborations in the economic sphere and increasingly collaborative trade relations.

Türkiye's dynamic economy includes the strong key sectors of transportation, tourism and technology and, of course, a drizzle of Turkish olive oil.

In the transportation industry, Sun Group is leading Türkiye's railway tourism with the Cappadocia Express. The luxury tourist sleeper train service will connect Ankara and Istanbul to the UNESCO World Heritage Site in Cappadocia.

Konica Minolta Türkiye is inspiring the Turkish business community and implementing the positive attitude required for practicing aikido to its daily approach to doing business.

Türkiye has produced high-quality olive oils since ancient times and Savola Foods Türkiye is exporting its products from Ayvalık, the heart of Türkiye's olive and olive oil production, to Japan and the rest of the world.



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Japan's Konica Minolta celebrated 150 years last year. Today the company's expertise includes core technologies such as materials, optics, nanofabrication and imaging, and the company is delivering innovations to key markets around the world.

With a dynamic economy, a business-focused young generation and strong government support, Türkiye is proving to be an increasingly important market — one in which Konica Minolta Türkiye Is Teknolojileri A.Ş. (Konica Minolta Türkiye) is gaining a healthy share.

"By bringing together Konica Minolta's advanced technologies with our commitment to serving local customers, we deliver solutions to clients across Türkiye," said Mustafa Yilmaz, managing director of Konica Minolta Türkiye.

The company's solutions include electronic document management and workflow management systems, quality document management and optical character recognition systems and barcode and pattern recognition software.

# Türkiye and Japan celebrate an exemplary century



Mustafa Yilmaz, Managing Director, and Ozge Zambakoglu, Marketing Director, of Konica Minolta Türkiye

## Konica Minolta: Giving shape to ideas

"Konica Minolta has been active in the Turkish market for over 30 years and, since acquiring the distributor Trans Teknik in 2012, we have become the industry leader," Yilmaz said.

"Around 50% of our business is done in Istanbul, (and about) 50% in cities across Türkiye where we have branch offices and growing dealership networks."

As the business grows, sustainable solutions are creating business opportunities, said Marketing Director Ozge Zambakoglu.

"As a highly respected company in Türkiye, we work closely with our team to strengthen the brand and provide clients with sustainable solutions. As followers of aikido, the modern Japanese martial art, we encourage our teams to train their state of mind and physical condition. This positive approach inspires our employees and allows us to take on the competition with a positive attitude," Zambakoglu said.

Konica Minolta Türkiye's digital experience solutions reduce the need for

**"Our new technologies and initiatives are creating excitement in the Turkish market."**

Turkish companies to print paper, and tree-planting ceremonies and green initiatives continue to drive the company's "Greener and Safer World" philosophy.

"While we recognize the industry is changing, we are committed to bringing the best solutions to our customers," Yilmaz said.

Industry experience has enabled Konica Minolta Türkiye to develop into a reliable artificial intelligence partner for the Turkish manufacturing industry.

The company's AI "machine vision solution" is Forxai. This adaptive AI video analytics software learns and predicts, enabling it to detect defects and ensure quality inspections in sectors such as logistics, automotive, food and industrial manufacturing.

"Our new technologies and initiatives are creating excitement in the Turkish market," Yilmaz said.

"We look forward to strengthening our reputation as we continue to support and inspire the Turkish business community." ■

[www.konicaminolta.com.tr](https://www.konicaminolta.com.tr)

## Sun Tren: Fast-tracking partnerships with Japan

Established in 1993, Sun Tren companies initially focused on importing goods, materials and equipment to support Türkiye's booming construction industry.

Following this success, the company diversified into renewable energy, engineering, agriculture, mining and, most importantly, railway systems.

"We have a wealth of experience within the country's railway industry and are proud to have been involved in some of Türkiye's largest projects over the years," said Murat Atik, CEO and co-founder of Sun Tren companies.

A decade ago, Sun Tren began a close collaboration with Japan's Hitachi Railway Systems, bringing innovative railway signalling and telecommunications advancements to Türkiye.

Integrating Japan's advanced railway technologies, Sun Tren has helped Türkiye overcome challenges related to safety, efficiency and reliability in railway and mass transit systems, such as Ankara's Metro network.



Murat Atik, CEO and co-founder of Sun Tren companies

**"We are very proud that our business relationships with our Japanese counterparts continue to grow with this project."**

### Cappadocia Express

Today, Sun Tren is spearheading the Cappadocia Express, a luxury tourist sleeper train service and Türkiye's first private railway venture.

Implemented jointly with H.I.S., a leading Japanese travel company, the service will utilize two trains from Renfe, Spain's national operator, to transport passengers to the UNESCO World Heritage Site of Goreme National Park in Cappadocia.

"We are very proud that our business relationships with our Japanese counterparts continue to grow with this project," Atik said.

"As we expand, establishing new partnerships, like our close relationship with H.I.S., exemplify the strong ties between Türkiye and Japan."

Routes will link Ankara and Istanbul to Cappadocia, allowing guests to immerse themselves in Türkiye's heritage. The trains, consisting of two locomotives and 14 carriages, will accommodate 294 passengers and offer double compartments with full beds, bathrooms, showers and onboard luxury restaurants.

Looking ahead, Sun Tren plans to launch the Crown Express, a rail network connecting historical "royal" cities such as Zagreb, Belgrade and Sofia.

"Railway tourism is creating new opportunities within the Turkish economy and is driving infrastructure developments across the country," Atik said.



## Savola Foods Türkiye: Exporting olive oil to 25 countries on four continents

Türkiye has produced high-quality olive oil since ancient times. The country has a favorable geography and climate, and olive oil plays a significant role in local culture.

As the flagship exporter of Turkish olive oil, Savola Foods Türkiye has been producing oil from Turkish olives for 50 years.

Meeting the needs and expectations of diverse consumer groups, Savola Foods Türkiye today exports to 25 countries across four continents.

The company's Yudum, Cielo and Brillo olive oil brands are well-received by customers worldwide, including those in Switzerland, North America and Japan.

"Since 1974 we have been producing our Yudum brand olive oils at our factory in Ayvalık — the heart of Türkiye's olive and olive oil production," said Humer Balazadeh, general manager of Savola Foods Türkiye.

"Built on 23,000 square meters of land, the factory has an annual production capacity of 30,000 tons under a strict and validated quality policy."

Savola Foods closely follows consumer preferences and tastes in Türkiye and other countries and offers a diverse product portfolio of high-quality products to cater to different consumer groups.

The company's extra virgin olive oil products have been developed based on consumer taste feedback. To ensure the highest quality, experts and certified panelists evaluate each batch of olive oil according to sensory parameters and categorize them as lean, soft or intense.

Yudum Egemen's extra virgin olive oil portfolio includes cold-pressed, early harvest and organic olive oil alternatives. The company's olive pomace oil, suitable for all cooking purposes, is also popular among consumers.

Savola Foods Türkiye's participation in global competitions to promote Turkish-produced olive oil has led to numerous awards.

This year, Yudum Egemen Early Harvest Extra Virgin Olive Oil won numerous international awards, including a gold medal at the Olive Japan competition.



Humer Balazadeh, General Manager of Savola Foods Türkiye

"Savola Foods is proud to offer our Cielo, Brillo and Yudum brands to Japanese consumers," Balazadeh said.

"We produce private label olive oils for prominent chains such as Aeon, which has around 10,000 branches

**"Savola Foods is proud to offer our Cielo, Brillo and Yudum brands to Japanese consumers."**

across the country, thus introducing Savola Foods' quality to a wider consumer base. As a sign of the growing economic relationship between our two nations, this year we took part in the international food expo, Foodex Japan."

"This allowed us to strengthen our commercial ties with Japan and showcase new products. We intend to participate in more international food fairs in Japan and the rest of Asia and will continue to invest in this region." ■

[www.savolagida.com.tr](https://www.savolagida.com.tr)

