

# Agrievolution

TARMAKBİR is one of the founding members of AGRIEVOLUTION, which is a "Global Alliance of Agricultural Machinery Manufacturer Associations".

The Agrievolution Alliance was established in April 2012 to facilitate collaboration within the agriculture equipment manufacturing industry among important agricultural regions of the world.

## What is the mission of the Alliance?

The mission of the Alliance is to organize summit events where the present and future situation of agriculture and agricultural machinery is discussed globally, to conduct economical studies (national reports, surveys, and statistical data exchanges) regarding the moods and conditions of agricultural machinery industry, and to improve the communication of stakeholders worldwide. The Alliance was launched on the shared belief that; in today's global agricultural economy, it is crucial that current issues and future challenges be viewed from a global perspective and be addressed on a global basis. Moreover, it is important to communicate the benefits of agricultural machinery for future food challenge and in providing more productive farming activities.

## The Summits and the formation of the Alliance

The Alliance has roots going back to 2008, when Italian Farm Machinery Manufacturers' Federation FederUnacoma hosted an Agrievolution Summit in Rome. Summits were then subsequently hosted by the U.S. Association of Equipment Manufacturers (AEM) in Orlando in 2010, by the French Association for Industrial Agricultural Equipment (AXEMA) in Paris in 2011. Recognition of a need for continued information exchange and collaboration on important industry issues between Summit events sparked the transition of Agrievolution from an event into a Global Alliance in April 2012 by execution of a Memorandum of Understanding. After that, the Federation of Indian Chambers of Commerce and Industry (FICCI) hosted the following Summit in 2013 in New Delhi.

The 5<sup>th</sup> World Summit on Agricultural Machinery will be hosted by TARMAKBİR in Istanbul on January 2016, within the context of International Agro Eurasia Fair at Tüyap Beylikdüzü Fair Area.

## Structure of the Alliance

The Alliance has three subcommittees under the Steering Committee in accordance with its three focus areas of industry issues, information exchange and political activities;

- **Economic Committee** (statistics and surveys regarding the global agricultural machinery markets),
- **Industry Issues Committee** (generates awareness and takes action on global agricultural industry issues)
- **Summit Planning Committee** (organizes world summits where the worldwide mood and conditions of the agricultural machinery industry discussed)

## Alliance Members

(13 national associations of agricultural machinery manufacturers world wide)



**ABIMAQ**  
Brazilian Association of Industrial Machinery and Equipment, Brazil



**AEA**  
Agricultural Engineers Association, United Kingdom



**AEM**  
Association of Equipment Manufacturers, USA



**AXEMA**  
Association for Industrial Agricultural Equipment, France



**CAMDA**  
China Agricultural Machinery Distributor's Association, China



**CEMA**  
European Agricultural Machinery Association, European Union



**FEDERUNACOMA**  
Italian Farm Machinery Manufacturers Association, Italia



**FICCI**  
Federation of Indian Chambers of Commerce and Industry, India



**JAMMA**  
Japan Agricultural Machinery Manufacturer's Association, Japan



**KAMICO**  
Korean Agricultural Machinery Industry Cooperative, Korea



**ROSAGROMASH**  
Russian Association of Agricultural Machinery Manufacturers, Russia



**TARMAKBİR**  
The Turkish Association of Agricultural Machinery & Equipment Manufacturers, Turkey



**VDMA**  
German Agricultural Machinery Association, Germany



**TARMAKBİR**  
The Turkish Association of Agricultural Machinery and Equipment Manufacturers

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**TURKISH MACHINERY**  
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**37**  
years



**TARMAKBİR**  
The Turkish Association of Agricultural Machinery and Equipment Manufacturers



## Who We Are?

**TARMAKBİR**, The Turkish Association of Agricultural Machinery & Equipment Manufacturers, is an initiative of Turkish private sector and founded in 1978. Being the representative of the Turkish agricultural machinery industry, currently it has around 250 members those are both SMEs and senior manufacturers of tractors and agricultural equipments.

TARMAKBİR is one of the oldest member associations in "Mechanical Industry Sector Platform of TURKEY" and has been entitled to use the word "Turkish" at the beginning of its title by a former decision of the Turkish Council of Ministers.

Being in a continuous interaction with governmental bodies and national & international organizations, TARMAKBİR serves as a common platform for the industry and supports its members through regulations, technical and scientific improvements, commercial issues, environmental issues and data providing.

### The Membership List of TARMAKBİR;

#### National;

Turkish Agricultural Mechanization Committee, Machinery Technical Committee, Agricultural Machinery Sub-Committee, Tractor Technical Sub-Committee, Turkish Machinery and Equipment Manufacturing Assembly, Turkish Mechanical Industry Platform, Machinery Working Group, DEİK Foreign Economic Relations Board.

#### International;

AGRIEVOLUTION Global Alliance of Agricultural Machinery Manufacturer Associations, CEMA European Agricultural Machinery.

TARMAKBİR also co-operates with universities in order to improve the R&D capacity of its members. The current active co-operations of TARMAKBİR are as follows;

#### Project Coordination Group

Established in 2013 as an initiative of TARMAKBİR; the aim of this group is to improve university-industry co-operation, inform TARMAKBİR members about public or private sector granted new projects and as well as new university projects, and search collaboration opportunities for R&D efforts of TARMAKBİR members.

#### Hacettepe University Technology Transfer Center

Hacettepe University and TARMAKBİR have established cooperation in 2014 to provide knowledge and technology for TARMAKBİR member companies in order to improve their R&D capacity.

By favour of these memberships and collaborations, TARMAKBİR intends to provide its members with;

- an ability and awareness to manufacture high quality and safe machinery in accordance with regarding regulations and standards,
- updated knowledge on regulations and amendments, technology and innovation, market trends and trade opportunities,
- a chance to be aware and benefit from governmental supports and grants,
- a platform where sector problems and solutions discussed,
- short and long term sector strategies,
- an improved project cycle management ability,

To achieve these targets, TARMAKBİR organizes or participates in seminars, meetings and congresses where industry, academia and public representatives gather. Additionally, TARMAKBİR monitors and announces to its members anything that would be beneficial such as national and international improvements, exhibitions, tender notices and news.



## Agricultural Machinery Industry in Turkey

### A General Overview

The industry, in spite of global economical challenges and several dry spells in Turkey, has managed to grow at the 8 of the last 9 years. Turkey's agricultural GNP in 2002 was 23.7 billion USD, which increased to 62.5 billion USD in 2012. Ranking the 11<sup>th</sup> in world agricultural economy in 2002, Turkey climbed up to the 7<sup>th</sup> place in 2012 and also has become the largest agricultural economy in Europe. In light of these statistical figures, it is obvious that Turkey is a big market for agricultural machinery with its large arable lands, number of agricultural enterprises, agricultural product range and production capacity. Due to this need of the Turkish agricultural capacity for agricultural machinery; today, almost all of the modern agricultural machinery is practicable to be manufactured in Turkey, where it has started with an animal drawn plough and several other basic equipments in the beginning of the 1900s.

### The Place of the Industry Amongst The Turkish Machinery Sector

According to the up-to-date official statistics, agricultural machinery industry in Turkey now ranks the 6<sup>th</sup> amongst Turkey export values of 22 different sub-machinery groups such as machine tools, textile machinery, pumps & compressors, construction & mining machinery etc., reaching to 488 million USD in the first eight months of 2014, increasing its export volume by 27.8% compared to the same period of 2013.

### Presence in International Area

By means of the number of exhibitors at international fairs, the Industry ranked the 5<sup>th</sup> in 2013 in Agritechnica Fair in Hanover, Germany and the 2<sup>nd</sup> in 2012 in Eima International Agricultural and Gardening Machinery Exhibiton in Bologna, Italy.

Additionally, non-governmental organization representative of the industry, TARMAKBİR is a member of CEMA (European Agricultural Machinery) and Agrievolution (Global Alliance of Agricultural Machinery Manufacturer Associations)

### Compatible Production with Agricultural Necessities, International Standards and Safety Regulations

There are 17 test centers available Turkey-wide, where agricultural machinery is subjected to performance tests. Performance tests are a necessity in Turkey for a state-funded sale of agricultural machinery. The condition of agricultural production and agricultural machinery in Turkey is also a concern of these institutions, and they annually organize national Agricultural Mechanization Congresses and International Meetings at a 3-year period. 28 national and 12 international conferences have been organized so far.

Additionally, CE Conformity Marking (effective in European Economic Area) is necessary for agricultural machinery to be sold in Turkish Market. Regulated emission levels of the tractors, currently not satisfying the European limits, is planned to be compatible with EU at the latest by 2016.

### Competitiveness in Foreign Markets

#### A wide variety of machinery for a wide variety of agricultural conditions

There are 30 different agricultural basins in Turkey classified under climate, soil, topography and land qualifications. As a result of that, Turkish agricultural machinery manufacturers are experienced in and capable of satisfying different agricultural needs regarding different agricultural conditions, and it is possible to find in Turkey a variety of an agricultural machine or equipment those compatible to serve in different agricultural conditions. Moreover, some of the agricultural machines (e.g. cotton harvester) are not manufactured in Europe but in Turkey, due to lack of agricultural conditions in Europe to produce some types of agricultural products. These allow agricultural machinery industry in Turkey to be highly competitive in different agricultural basins and in providing different types of agricultural machinery.

#### Compatible with small-scale arable lands

Turkey produces agricultural machinery those are compatible to work in small scale arable lands according to the sizes of farms in Turkey, which makes made-in-Turkey agricultural machinery to be competitive in foreign markets those also have small-scale farms. Additionally, contract manufacturing is very common in Turkey. So, farmers from different geographies of the world have already been using Turkish products, yet under the name of other brands.

#### High standard machinery with advantageous price

Being a candidate to European Union, Turkey harmonizes its legislations regarding manufacturing to the legislations of the Union. Hence, for all the tractors and some of the agricultural equipments, manufacturing processes and the end products fulfill the requirements of the EU, and the technology used is alike. On the other hand, due to lower labor prices and profit margins in Turkey, Turkish agricultural machinery becomes more price advantageous considering the performance and quality of the machines.

### The Membership List of TARMAKBİR;

