



REPUBLIC OF TURKEY  
MINISTRY OF ECONOMY

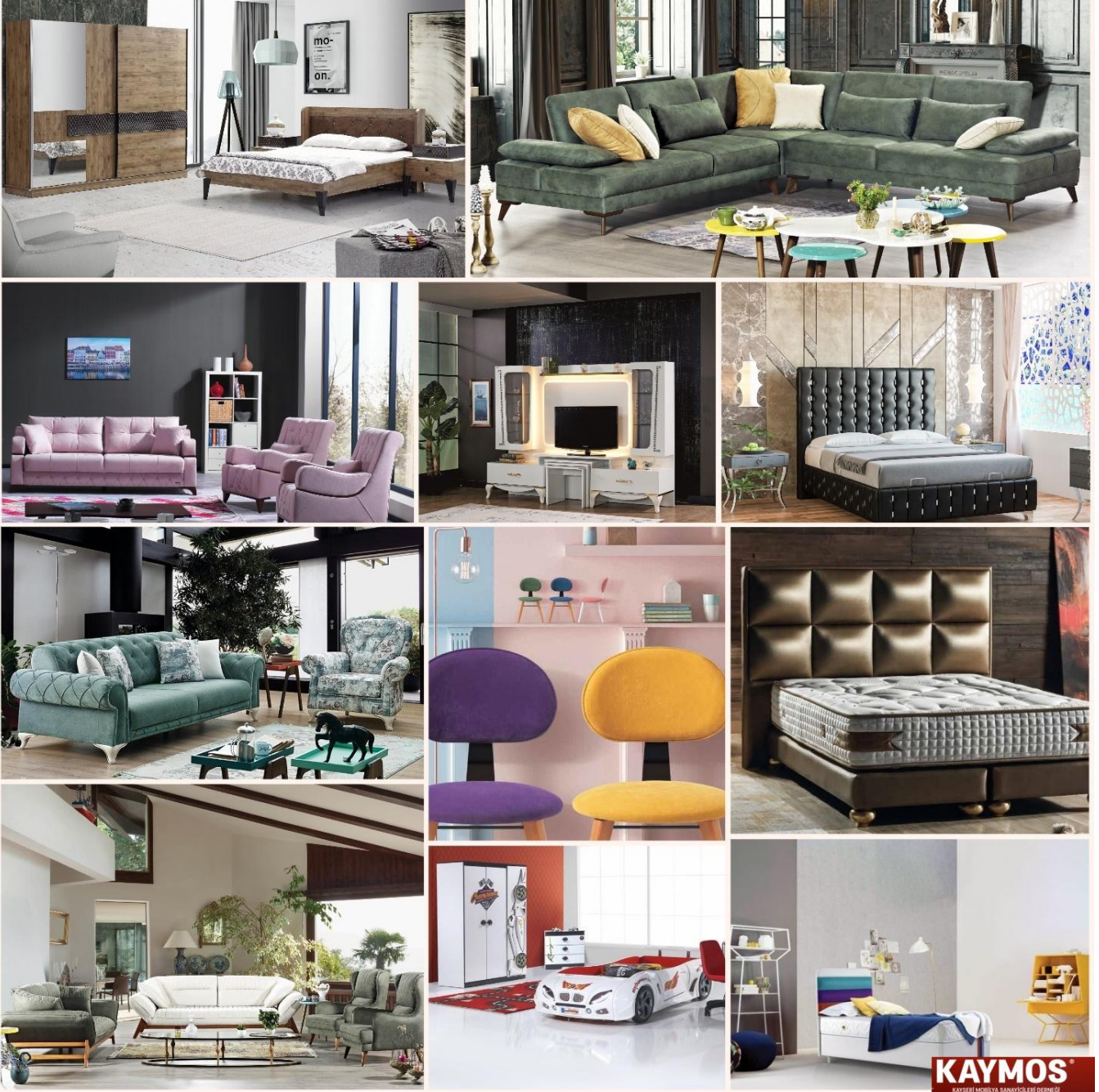


Turkey  
Discover  
the potential



## ISRAEL TRADE DELEGATION VISIT

3 DECEMBER – 6 DECEMBER 2017



KAYSERİ FURNITURE INDUSTRIALISTS' ASSOCIATION  
CLUSTER COMPANIES

[www.kaymosfurniture.com](http://www.kaymosfurniture.com)



**YAKUP DEVECİ**

Chairman of KAYMOS & Head of Delegation

The business relations between Turkey and Israel have always been remarkable due to the several factors including geographical proximity, continuously growing number of joint ventures, cultural ties and friendly relations dating back centuries.

As Kayseri Furniture Industrialists' Association (KAYMOS) we represent the major furniture manufacturers located in Kayseri, which is one of the most industrialized provinces and the major economic powerhouses in the Central Anatolia Region in Turkey and having recognized the recent developments in business relations and bilateral trade, we will be visiting Israel between the 3th of December and 6th of December, 2017 in order to create new business opportunities, trade relations and joint ventures between our members and local companies based in Israel. Our business delegation will include 11 esteemed members of our furniture cluster about which you can find detailed information in this website.

Finally, I kindly request the Israeli companies to attend B2B meetings that will be held in Tel Aviv respectively. I also would like to thank to the distinguished representatives of Israeli government agencies & business organizations in advance for their support and guidance.



**COMPANY** : DOGAN MOBILYA AKS.DAG.IML.PAZ.TIC.LTD.  
**BRAND** : MAXIMO  
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**CONTACT** : Mr. CELAL DOGAN



MAXIMO established in 2004 in Kayseri Organized Industrial Zone; with its 60 employees, MAXIMO is producing modular furniture, sitting groups, bedroom furniture, dining room furniture and wall units.

MAXIMO brand is known for its quality, trendy design and good service in both local and international markets. MAXIMO adapts evolving market and meets customer expectations, follows and applies technological developments to its production line.

MAXIMO enriches your environment with its trendy and allways new looking furniture and aims to provide the best service at the best price. MAXIMO has quality-oriented approach to work, skilled manpower and modern technology. MAXIMO is working today to design the future.

***"Maximo Furniture, Always Trendy"***



# FANO®

MATTRESS & BEDS

**COMPANY** : GUNES EV GERECLERI YATAK METAL SAN.TIC.LTD  
**BRAND** : FANO  
**ADDRESS** : Organize Sanayi Bolgesi 19.Cad. No: 17 Kayseri - Turkey  
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**WEBSITE** : [www.fano.com.tr](http://www.fano.com.tr)  
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**CONTACT** : Mr. SENOL GUNES

FANO, Gunes Metal was established in 1982 in Organized Industry Zone, Kayseri. FANO, Gunes Metal is specialized in manufacturing metal beds, bunk beds, mattress and storage bed bases with headboards. FANO, Gunes Metal, with 75 employees, has been prominent in its proficiency, progressive quality principles and customer-focused approaches.

As a result of aforesaid principles, FANO, Gunes Metal is exporting its products to Europe, Middle East & African countries; via 'Rivals Foreign Trade Ltd., which it is a subsidiary company of Gunes Metal.

FANO, Gunes Metal manufactures in ISO 9001: 2000 Quality Management and TSE norms and meets special project demands that require high capacity.



***"First Comes The Quality, Then Comes The Quality and Still The Quality"***



**FANO®**  
MATTRESS & BEDS



**COMPANY** : KUMSA KARDEŞLER UNALDI MOBİLYA SANAYİ TİCARET LTD.  
**BRAND** : KUMSA  
**ADDRESS** : Karpuz Sekisi Mahallesi 6074 Sok. 15/A Hacilar Kayseri - Turkey  
**PHONE** : +90 352 322 09 57  
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**WEBSITE** : [www.kumsafurniture.com](http://www.kumsafurniture.com)  
**E-MAIL** : [ergul@furnika.com.tr](mailto:ergul@furnika.com.tr) / [etasdemir@kumsamobilya.com](mailto:etasdemir@kumsamobilya.com)  
**CONTACT** : Mr. ERGUL TASDEMİR

KUMSA, established in 1988, has started production under the name of UNALDI FURNITURE. Since 2004, the production has been accelerated on 10,000sqm open space and 3,000sqm closed space with the brand name KUMSA. KUMSA has increased its brand awareness in domestic and overseas markets by institutionalizing with:

- hiring professional staff of 50,
- improving the machinery park to match the technological developments,
- Investment on research & development,
- continuous search for product variety.

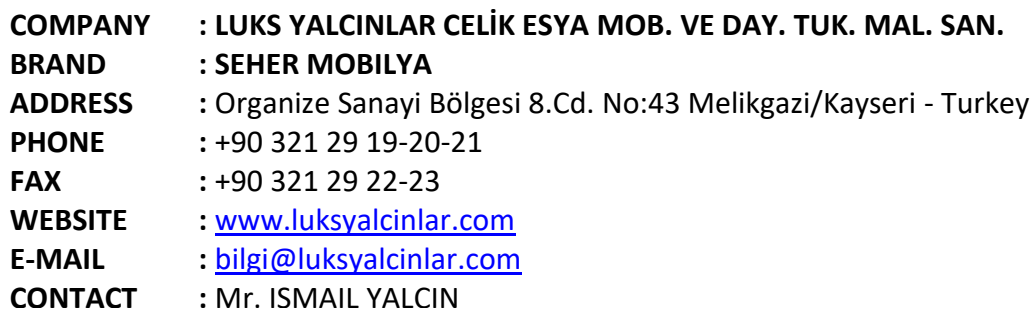


KUMSA has certificates of ISO 9001:2000, TSE, Trade Mark Registration, Efficiency for After sales, Guarantee and Service Efficiency.

KUMSA policy is not only to sell furniture but also to produce furniture classy and usable for long terms which corresponds daily requirements with an experience and knowledge in each steps of production. The only principle that KUMSA MOBİLYA never abdicates is serving to its customers with high quality and excellent goods.

***“Enjoy High Quality at Low Prices”***





SEHER Furniture gives priority to customer satisfaction with its quality production and maintenance services. SEHER Furniture offers much more than supplying furniture to its customers, it offers an innovative and contemporary lifestyle.

***“Innovative and Contemporary Lifestyle”***





**COMPANY** : MUDE METAL DEKORASYON SAN. TİC. LTD. ŞTİ.  
**BRAND** : SANATDE  
**ADDRESS** : Organize Sanayi Bol. 30.Cad. No:2/C Melikgazi/Kayseri - Turkey  
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**CONTACT** : Mr. ALPER CETINARASTACI



SANATDE, which started its manufacturing 30 years ago in Kayseri, thanks to its high quality products and customer satisfaction strategy, has been growing constantly by its sales both to domestic and foreign markets especially to European countries.

SANATDE has been producing mattresses, demounted bed bases, bed bases, headings, bunk beds, coffee-tables, accessories, tables and chairs in its 4.000sqm covered facilities.

SANATDE, which has quite modern infrastructure, has been investing heavily on new technologies and research and development (R&D). SANATDE's quality policy is manufacturing health friendly, easy to use, multi-functional and innovative products, which simplify its customer's lives. SANATDE's mission is, planning of production by controlling the suitability of each entry in production properly for human health.

## "We Are Touching People's Passion For Life"



### 3 times more!..

Thanks to the box package system of 10 x 90 x 190 cm dimensions, it covers a third of the space required by its equivalents during transport while enabling a three times larger transport in one go.

### Easy Installation!..

Thanks to the patented disassembly sections developed for the first time in the world by our company, it enables easy installation without requiring skill.

### Large Container!..

Thanks to the deeper chest sections compared to other bed bases, it extends your useful space, allowing you to keep more stuff.

### Safer...

Its non-corroding steel construction internal section coated with electrostatic paint is now much safer with a strong damper and truss system reinforced with a safety lock for the safety of you and your children.



### Replaceable side panels.

Renew your bed base whenever you wish thanks to its patented system that can easily be disassembled and assembled with a single move...

### Always new through the years!..

Thanks to the easily replaceable side panels developed for the first time in the world by our company, it allows easy replacement without requiring tools.

Its long-life structure ensures years of trouble-free use while allowing you to renew your bed base with models and colours in keeping with the year's trend at a small budget, just by replacing the side panels.



Following the fashion and the trendy colours of the year at your home, both enjoy ease-of-use and do not make concessions from elegance.



**COMPANY** : NIL MOBILYA YATAK KANEPE TEKS. GIDA SAN. TIC. A.S.  
**BRAND** : NIL  
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**WEBSITE** : [www.nilmobile.com](http://www.nilmobile.com)  
**E-MAIL** : [info@nilmobile.com](mailto:info@nilmobile.com)  
**CONTACT** : Mr. FATİH YASAR SİPAHI

NIL's adventure in furniture business, which was started in a small workshop in 1982, continuous today as a big family as well as same desire and resolution. Together with more than 200 colleagues, today NIL produces sofas, bases and mattresses in its 10,000sqm closed and 20.000sqm open area manufacturing plant, which is located in the industrial zone in Kayseri. NIL's main goal is to grow in the furniture industry, without making any compromise from the



quality of its products, services and customer satisfaction. NIL's products are sold at 250 sales points in domestic market and exported to around 25 countries worldwide.

NIL aims to become a brand that can always be trusted by its customers; accordingly NIL provides pre & post sales support to its customers.

### ***"Assertive Postures For New Inventions"***





**COMPANY** : SASPAR MOBILYA EV TEKSTILI SAN.TIC.LTD.STI.  
**BRAND** : ROMESSA  
**ADDRESS** : Organize Sanayi Bölgesi 24.Cad. No:88 Kayseri - Turkey  
**PHONE** : +90 352 321 17 11  
**FAX** : +90 352 321 17 10  
**WEBSITE** : [www.romessa.com](http://www.romessa.com)  
**E-MAIL** : [info@romessa.com](mailto:info@romessa.com)  
**CONTACT** : Mr. AYHAN SAS

Established in 2012, ROMESSA has become one of the premier manufacturers of fine home furniture such as dining rooms, bedrooms, living rooms, sofas, television units in Turkey.

ROMESSA is passionate about the design furniture and offering its customers beautiful pieces that are built to last.

ROMESSA focused on the intersection of romantic and aesthetic design, affordability and community. All furniture are produced with one goal; to help its customers express their personal style at home and in the world.

The vision of ROMESSA is to create a better everyday life for the people. ROMESSA makes this possible by offering a wide range of well - designed, functional home furniture at sensible price, using materials that are environmentally responsible, ensuring proper sustainable working conditions to its employees, providing healthy and mutually beneficial business-customer relationships.

### ***"Romantic and Aesthetic Furniture"***





**COMPANY** : TEMIZSOY MOBILYA VE DEKORASYON IML. SAN.TIC.LTD.  
**BRAND** : FERMINA  
**ADDRESS** : Organize Sanayi Bölgesi 12.Cad. No:59/A Kayseri - Turkey  
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**CONTACT** : Mr.CELAL TEMIZSOY



Our company started its activities in 1986 under the name of "Temizsoy Furniture" has been successful to announce its brand name as FERMINA in 2004 to all over the world in a short time by using influent marketing strategies and well-directed investments. FERMINA is a corporate that evaluating the market supply and demand, self-renewing, knowing that the healthy growth based on customer satisfaction and producing maximum benefits for its customers. In addition to all, Employees' participation on "Quality System Program" and quality-oriented personal growth are ensured successfully.

FERMINA FURNITURE facing the future with hope by means of the power of its customers aims to go forward constantly with firm steps and self-improvement. The vision of FERMINA Family is to meet all expectations of its national and multinational customers to ensure 100% consumer satisfaction by its products & services and to be the one of the most preferred brand of the furniture sector. FERMINA's mission is to make sure that all of its employees comprehend innovative, creative and quality service conception and maximizing ever increasing service performance.

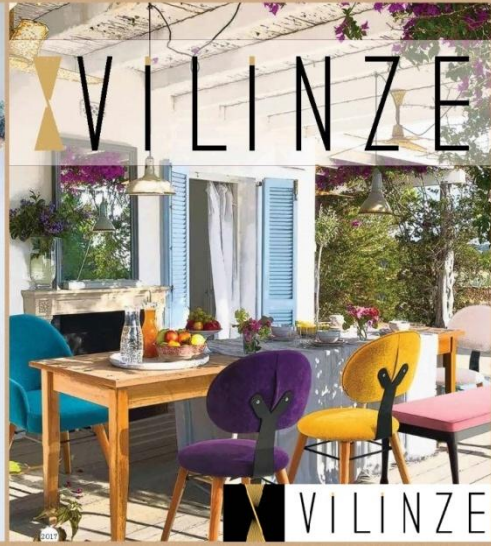
***"Your Living Space Will Differentiate With Elegance"***





**COMPANY** : VILINZE MOBILYA SAN. LTD.  
**BRAND** : VILINZE  
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**CONTACT** : Mr. YILMAZ YILAN

With 26 years of industry experience, VILINZE Furniture has always been one of the leaders in production of Tables & Chairs in very modern and fashionable style. In a very short period of time, with the contributions of hardworking and dedicated employees and the managers having global vision, VILINZE became one of the most effective factories. VILINZE is an innovator and pioneer in the field with its 10,000sqm closed area, 3 factories, engaged in production. VILINZE spends its complete energy and time on its one and only work – Tables & Chairs – with the intention of meeting the requests of its valuable partners.



VILINZE updates its collection and extends its products range offers to business partners and customers twice in a year. VILINZE manufactures standard products in high volumes and the partners & customers select the part of the products or the collection as whole. VILINZE has a very wide sales network of 107 contracted franchisers and other 260 sales points all around Turkey and its products are marketed online as well.

### ***"Feast On The Table"***





REPUBLIC OF TURKEY  
MINISTRY OF ECONOMY



Discover  
the potential



UR-GE



**KAYSERİ FURNITURE INDUSTRIALISTS' ASSOCIATION**

# **KAYSERİ FURNITURE CLUSTER ISRAEL TRADE DELEGATION VISIT 3 DECEMBER – 6 DECEMBER 2017**

## **ORGANIZED BY:**

### **KAYSERİ FURNITURE INDUSTRIALISTS' ASSOCIATION**

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**[www.kaymosfurniture.com](http://www.kaymosfurniture.com)**