

KMC Group is standing by the industry with online solutions prior to Turkeybuild Istanbul

Company profile

KMC Group, which strives to create added-value to the country's economy each day, operates through 8 different companies in different areas such as steel, construction, real estate and sports.

ER-Bİ®

Their products, which are designed and manufactured specially for their customers from different industries with different needs, are not only preferred in Turkey but also by companies around the world.



An expert in cutting and shredding products like cold/hot rolled plates, galvanized and painted galvanized products, alusi and aluzinc, KMC Group is operating in all port cities and in Kayseri in a total of 100,000 m2 closed space and their factories.



With their experience in special profile production and a large product portfolio, KMC is manufacturing for a variety of industries from automotive industry to domestic appliances, from furniture to building-steel industries. They are constantly investing in R&D and technology, and develop, design and manufacture all of their products themselves.

KMC Group during the pandemic

During the pandemic, KMC Group organized to offer metal solutions that help their current and potential customers increase efficiency in accordance with present circumstances. KMC announced these through two different mailings. The fact that these actions created positive outcomes and birthed new business partnerships shows that they took the right steps.

KMC is also increasing their investments in machinery and human resources in order to meet the rising need after the pandemic in the global market. Board Chairman of KMC Group Ziya Eren states that while responding their current customers' demands as swiftly as possible, they are also mobilizing to reach potential customers in different countries and continents to fill the gap that arose because of companies that have lost their production capabilities during the pandemic, and adds:

"We are making plans to improve our position as the most preferred company in the market. So, we have taken necessary measures regarding procurement of raw materials, which are key to our production. Therefore, we are aiming to meet the demand as quickly as possible by getting affected minimally by the adversities in the supply and demand balance."

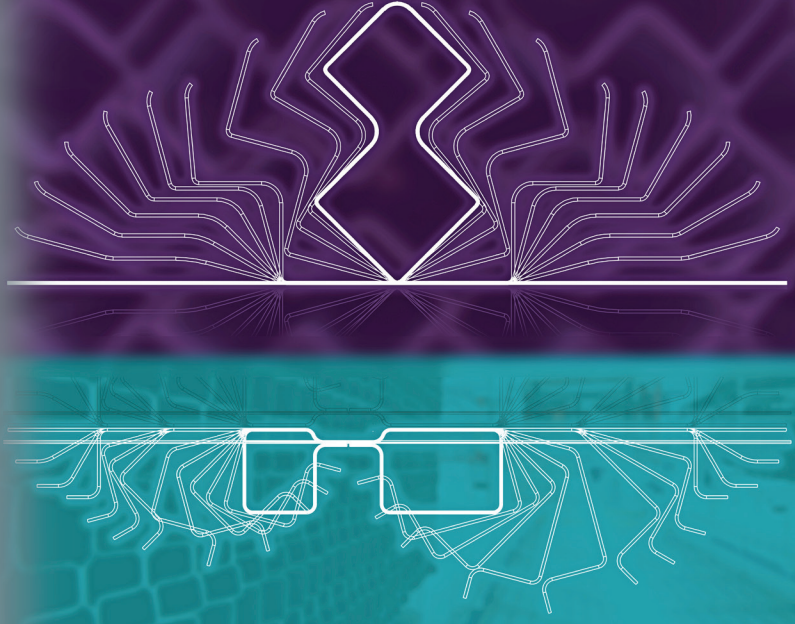
Another aim of ours is to increase our market share by strengthening our expertise in "Special Profile" products which have different straps and designs and require serious engineering and production infrastructure. In addition to this, increasing our product range that we offer to the automotive industry is one of the main topics we are focusing on."



Trade shows after COVID-19 pandemic

KMC Group, which confirmed their participation to YAPI – Turkeybuild Istanbul 2021, also continued trading by attending Turkeybuild Istanbul's Virtual Hosted Buyer Event in October. Virtual Hosted Buyer Events that are being organized as part of the exhibition's 2021 edition offer exhibitors who book their spaces opportunity to have virtual meetings with buyers from around the world through Hyve Connect app all year-round.

KMC Group believes that the importance of trade shows and their quality will increase after the pandemic. Eren states that they have always believed in the positive effects of exhibitions and that exhibitions are the best way to explain their products and investments to their business partners and find out their customers' needs. He adds and says that it is an important marketing investment into the future, and they are very effective in the mid and long term for companies who know how to be patient.



Ziya Eren
Board Chairman of KMC Group

"In the first year, we only exhibited to introduce ourselves and to say that we were there and we were a leading company. In spite of this, the return was great and more profitable than we had expected. Therefore, our expectations and gains increased in the following years."

"We are happy to be in online contact with our customers during these circumstances. Our expectations from the next exhibitions are very high. We are sure that we'll meet our stakeholders at exhibitions soon and in good health."



+90 262 255 55 00
kmcsatis@kmc.com.tr



+90 232 274 80 00
pazarlama@mekometal.com.tr



+90 262 641 73 10
export@erbi.com.tr

www.kmc.com.tr



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