Itema strengthen its presence in the Turkish market



Itema opens a new company in Turkey
further strengthening the presence in the Turkish market

Itema, the leading provider of advanced weaving solutions including weaving machines, spare parts and integrated services, announces the establishment of a new company in Turkey. The Turkish subsidiary, that operates under the name İtema Tekstil Makineleri Servis Sanayi ve Ticaret Limited Şirketi, began its operations in Istanbul – company headquarters - and Bursa – company branch office - as early as April 13.

The operation, aimed at enhancing the local presence and increase efficiency when serving the company's significantly growing Turkish customer base that represents a sizeable part of Itema's global turnover, is in line with the Company's strategy to build up a stronger presence in major weaving markets.



“By leveraging the existing close partnerships of the strong Itema agent networks in Turkey and our dedicated resources on the ground, now we can even better serve the exact needs of our Turkish customers,” said Ugo Ghilardi, Itema Group CEO. “Customer satisfaction is the main priority and driving force behind everything we do at Itema. Our proximity to our valued customer base reaffirms our customer focus and commitment to their success.”

The new organization in Turkey relies on the know-how and experience of Bilol Tekstil, historic Itema partner in the country, and will count on the cooperation with A. Modiano, with whom Itema carries on a long-standing partnership in the market. “The decentralized structure of Itema Turkey ensures to the Itema Turkish customers the well-known benefits of the Itema central organization with the advantage of a local power of action” commented Pamir Özaltan, Itema Turkey General Manager. “We have always felt part of Itema, and now we are proud to be part of the Itema staff in all respects.”

“There will be no change, except for the better” stated Vedat Anjel and Mehmet Öz, Partners of A. Modiano, “we are glad to be part of this strategic move, that demonstrates the importance of our market for Itema.”
With production sites in Italy, China and Switzerland, Itema adds the new branch in Turkey to the existing commercial and service subsidiaries in India, USA, Japan, Dubai and Hong Kong.