

# Aytac Gida AS in Packaged Food (Turkey)

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## Abstracts

Aytac plans to expand into Western Europe and thus opened a factory in Belgium in 2008. The company currently exports specifically to northern Iraq and other Middle Eastern countries and stated in 2011 that production costs in Turkey are high and that the competitive environment is thus becoming tougher. Aytac also stated that it will increasingly turn towards exporting its products although it will continue to struggle to preserve its current position in the Turkish market. The company aims to...

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