

# Trade Liberalisation Holds the Key for Turkey's Nonwovens Manufacturers

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## Abstracts

Production of nonwovens in Turkey doubled in the five years to 2011, an achievement partly credited to the recent, rapid acceleration in foreign direct investment in the country. Foreign companies have been attracted to investing in Turkey by its geographical proximity to key export markets, a young working demographic and low wage rates. Importantly, the country's trade policies have been described as "the fifth most liberal in the world". Several of Turkey's nonwovens producers have invested in new production lines and innovative technologies to meet growing demand for nonwovens in the domestic market. This report examines the prospects for growth in nonwovens production in Turkey, and provides insight and analysis on some of the country's leading nonwovens producers, including: General Nonwovens, G?lsan, Hassan Group, Mogul, Salteks & Salvin and Teknomelt. In addition, it assesses the potential market for several disposable nonwoven products in Turkey, and provides information and data on the leading companies which produce these products.

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### **TURKISH NONWOVENS PRODUCERS**

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