



WELCOME TO DENİZLİ

Where is Southern Aegean Region?



Southern Aegean Region consists of three cities: Aydın, Muğla and Denizli.

Where is Denizli?



Denizli consists of 19 provinces.



Map of Denizli Touristic Values

A closer look to Denizli

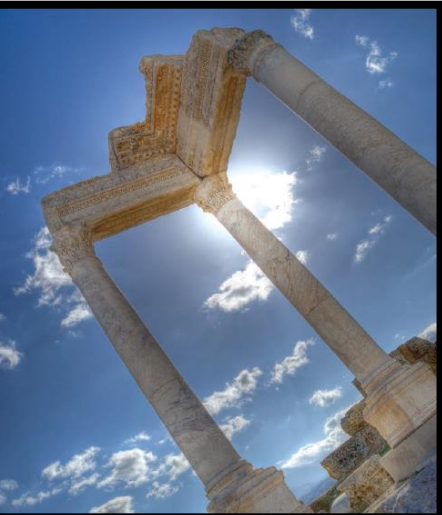




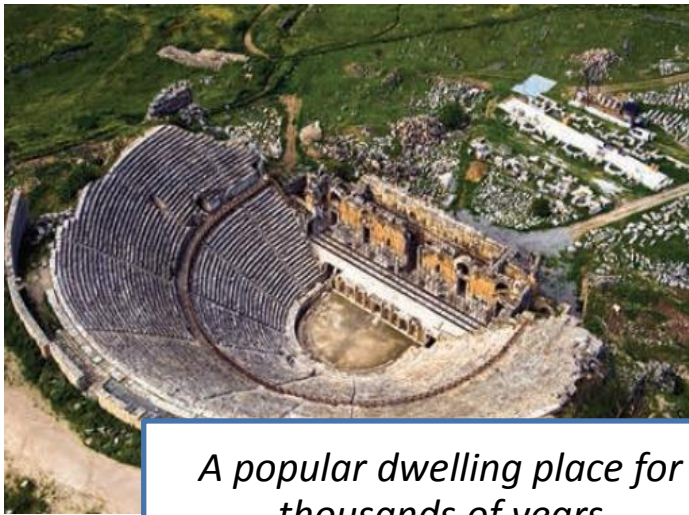
A city of industry

A city of tourism

A city of agriculture



Denizli: from ancient times to 21st century...



A popular dwelling place for thousands of years



A city of healing and health for thousands of years dating back to ancient times



A historical city that hosted civilizations such as Hittite, Phrygian, Lydian, Roman and Byzantine



An important cradle of civilization located at the end of the Ephesus-Smyrna road (that is considered to be a Holy Pilgrimage)

An attractive and reliable investment climate has been offered in these lands for centuries.

DENİZLİ

A city with 7500 years
of trade history,

A fortress of textiles with a weaving
culture dating back to the 4th century,

A pioneer of production
and exports,

A lively city redolent of nature,
history, culture, art and life.

Nowadays, Denizli is distinguished by its innovative and entrepreneur character. Thanks to its versatile structure, strong human resources, rich biological diversity, historical and cultural properties; Denizli sustains a right and reliable investment climate and is waiting for investors.

Denizli, which hosted many civilizations, trade and health centers by its favorable geographical location and climate, fertile farmlands, natural resources, historical and cultural values, is one of the cities possesses high potential.

From traditional crafts to local songs and delicious foods, Denizli has many living treasures. It is a surprising city where Hollywood and Bollywood movies and their customs are produced, towels and bathrobes for the world-famous football clubs are manufactured. Even towel wedding invitations for the dream wedding of Prince William and Catherine Middleton were weaved here.

Denizli by Numbers

Fundamental Indicators of Denizli Province	
Area	11.868 km ²
Population (2015)	993.442
Population Density (Turkey Average 101)	84
Population of Denizli Municipality	963.464
Order in the Socio-Economic Development Classification List (Among 81 Turkish cities)	10th
Order in the Top Exporting Cities List by Foreign Trade Data (Among 81 Turkish cities)	8th
Per Capita Gross Value Added (TR 32 Region)	14.532 Turkish Liras
Number of Denizli firms in Top 500 Industrial Enterprises (listed by Istanbul Chamber of Industry)	11
Number of Companies involves Foreign Capital	11
Number of Organized Industrial Zones	6
Total Export (2015)	2,5 billion \$
Total Import (2015)	1,6 billion \$
Pre-School Enrolment Ratio (Turkey Average 42,5%)	63,1%
Secondary Education Enrolment Ratio (Turkey Average 76,6 %)	80,7%
Number of Students Per Class (Turkey Average 29)	22
Number of Hospital Beds per 100 000 People	261
Rough mortality rate (per mile)	5,6
Infant Mortality (Turkey Average 10,1‰)	8,4‰
Cultivated Area in Use	32%
Number of Accommodated Tourists (2014)	1.198.453 (including tourists do not spend night, it is approximately 2 million.)
Number of Beds Certified Tourism Investment (by Turkish Ministry of Culture and Tourism)	6.384

Some of Remarkable Facts about Denizli

96 types of agricultural products are exported to **62 countries** from Denizli such as **fresh products**: primarily table grapes, pomegranate, quince, peach, apple and cherry and **dried products** roasted chickpeas, thyme, sunflower seed, anice, cumin, hashish, raisin etc.

Denizli is one of the **strongest industrial cities** of Aegean Region. Furthermore, the city is known as one of the **Anatolian Tigers**, a term used for Turkish cities that have impressive economic growth rates and successful entrepreneurs and investors.

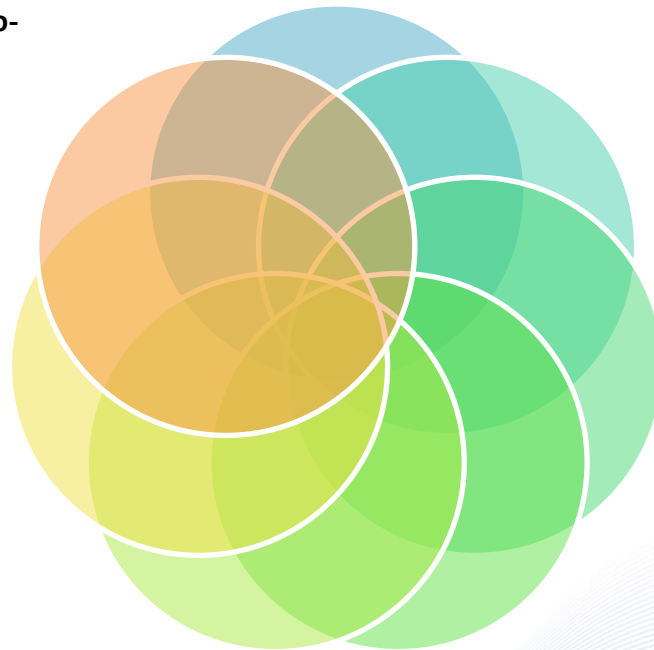
Denizli is **located in a special position** at the intersection of Aegean, Mediterranean and Central Anatolia Regions.

World wide known production and trade **center of towel, bathrobe and home textile market.**

The **10th** city of Turkey, in the **Socio-Economic Development Classification List.**

The **8th** city of Turkey, in the **Top Exporting Cities List** regarding Foreign Trade Data.

The sectors exported most are **textile, basic metal industry, clothing, electrical machinery and equipment and metal products.**



INVESTMENT OPPORTUNITIES IN DENİZLİ

Main Sectors

Copper Wire and Cable Industry

Textile, Garment and Weaving

Leather Processing

Organic Agriculture and Greenhousing

Travertine and Marble Industry

Viticulture and Wine Production

Religious and Cultural Tourism

Thermal and Health Tourism

Copper Wire and Cable Industry



This industry becomes increasingly important as textile industry.

Main manufactures are electrolytes, copper wires and power cables.

In 2014, 914 million dollars amount of export achieved by the sector.

In Denizli, there are strong companies listed among the top 1000 industrial enterprises in Turkey.

Textile, Garment and Weaving



Firms carrying their manufacturing business on **towel, bathrobe, home textile, curtain, yarn, textile, clothing and haberdashery** have a vital position in economic life of Denizli.



In 2014, over 1,5 billion million dollars amount of **exports** achieved by manufacturers of textile and textile raw materials, clothing, garment and carpet.



There are **strong companies** listed in the **top 1000** industrial enterprises and the **top 1000** exporters of Turkey.

Traditional and local weaving:



In **Buldan** district, a light and comfortable fabric is weaved, which keeps cool in summer.



In **Kızılcabölük**, weaving is still carried out by manpower, using wooden looms in order to maintain the rooted and traditional weaving process. **Both in domestic and foreign markets** Kızılcabölük fabrics are sold and appreciated.



Those traditional weaving products are used in Hollywood movies, various TV series, events and organizations.

Leather Processing



Leather processing is another rooted craft in Denizli that dates back as early as weaving.

Being one of the pioneering cities of the country in leather processing, cowhide leather and other leather products, Denizli also draws attention with cowhide leather manufacturing.

Denizli single-handedly meets the 70% of Turkey's cowhide leather manufacturing needs.

For example in 2012, 3.000 tons of cowhide leather manufactured in Denizli.

Organic Agriculture and Greenhousing

- Denizli, with its fertile lands and various kinds of agricultural products, has a significant potential for agriculture and agro-industry investments.
- Organic agriculture and geothermal greenhouses are the most prominent investment areas in Denizli regarding agriculture sector.
- Denizli, processing the most important geothermal resources in Turkey, draws attention among others.
- Geothermal resources are mainly located in Kızıldere, Tekkehamam-Sarayköy, Bölmekaya, Yenice-Kamara, Gölemezli, Karahayıt-Pamukkale, Çardak, Buldan and Babacık.
- Additionally, in Sarayköy, there is a Specialized Organized Industrial Zone based on Agriculture.



Travertine and Marble Industry



Denizli is one of the richest places in Turkey in terms of visible marble and travertine reserves

Denizli has a marble production capacity of 600.000 m³.

In 2014, Denizli exported 315 million dollars amount of marble products.

Viticulture and Wine Production

- Denizli is among the leading cities of **viticulture and grape production** thanks to its **suitable climate and lands**.
- Both seedless (Razaki, Çal Karası, Ekse Karası, Kaleçik Karası, Şıra) and seeded (different rounded shaped varieties and Sultani) grape varieties have been cultivated.
- In some districts as Buldan, Çal and Yenicekent; grape production potential takes the attention; while in some others as Güney, Çal and Bekilli the potential is more focused on wine production.



Religious and Cultural Tourism

Denizli has great potential for religious and cultural tourism investments owing to cultural values.

Thanks to all those treasures, city possess great potential which has not been utilized as much as desired.

Hierapolis Ancient City.



where the grave of Saint Philip, one of the 12 apostles of Jesus mentioned in the Bible, is located

Colossae Ancient City



where the first Christians lived, mentioned in the Bible in the section of «Epistles to Colossians»

Tripolis Ancient City



where one of the most important trade and agriculture centers of ancient period

Laodikeia Ancient City



where was believed as the location of “Eyes of God”.

The 2nd biggest ancient city of Turkey

Pamukkale and Hierapolis are ranked in UNESCO World Cultural Heritage List.



Pamukkale hosts millions of tourists every year.



According to mythology, goddesses swam for their beauty in the healing waters of Pamukkale and Hierapolis.



Pamukkale and Hierapolis just at one glance.



Thermal and Health Tourism

Besides the healing water of Pamukkale; there is Karahayit Thermal Springs, also known as “**red water**”, which is highly important for thermal tourism. Moreover, there are many other thermal springs and waters, mud baths, apart from Pamukkale and Karahayit.



Just 20 km away from the city center and 5 km away from Pamukkale.

The city is associated with health care since the ancient times.



Karahayit Thermal Springs have been a source of healing for 5000 years, renowned as the thermal springs where the Egyptian Queen Cleopatra took mud bath.



It is said that the waters of the thermal spring are good for atherosclerosis, hypertension, rheumatism, sciatica, some skin and nerve diseases and many others.

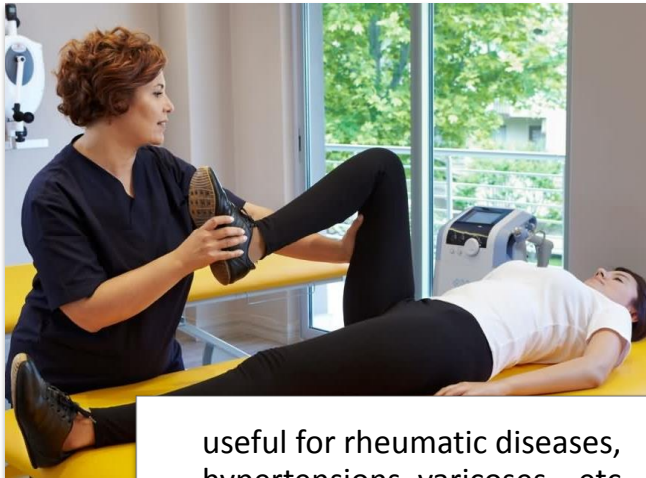
In Karahayit, there is also a Private Thermal Medical Center



The center offers experienced personal and high technological equipments,



thermal baths which could eliminate orthopedic and neurological illnesses,



useful for rheumatic diseases, hypertension, varicose veins ...etc



medical services such as dental treatment, physical medicine and rehabilitation .

Why invest in Denizli ?

Significant Investment Fields in Denizli:

-Agriculture ,geothermal greenhouse and agro industry

-Cable sector

-Travertine and marble industry

-Machinery sector

-Alternative tourism

-Technical textile

-Renewable energy

- Strong industry infrastructure,
- Significant commercial experience,
- Entrepreneurship potential,
- Presence of organized industrial zones, technopark, free trade zone; experienced and educated human resources,
- Natural, historical and cultural treasures,
- Transportation options and facilities,
- Location,
- Biologic diversity and climate,
- Weaving culture with historical past,
- Export potential,
- Fertile agricultural lands and products, high potential of good agricultural practices,
- Potential of opening to foreign markets,
- Great energy investments that are underway,
- Geothermal energy and geothermal greenhouse potential,
- Underground treasures,
- Religious, culture, thermal, botanic and nature tourism potential,
- Power of competition and branding.

Why should Denizli be in your vacation plans?

Natural, historical and cultural treasures,

Unequaled ancient cities from civilizations it has accommodated,

Pamukkale, which is unique in the world and also is in the UNESCO World Heritage List

Biblical places where first Christians lived,

Authentic places where you can see how the weaving culture that dates back to ancient periods is still maintained on local and traditional looms,

Handicraft souvenirs for yourself or loved ones such as woven fabrics, embroideries, towels and bathrobes that carry a cultural accumulation and richness and which are preferred by many celebrities and nobles,

Canyons, mountains and caves that provide nature tourism possibilities,

Areas that are gifts of nature to the city where you can watch birds, which fascinate with their biological diversity,

Çeşm-i Bülbül (Nightingale's Eye) and Beykoz Glasses, products of the love of earth and fire for which you can find a nice corner at your home,

Places which will make you think that time has stopped ...

And many more...

DENİZLİ INVESTMENT SUPPORT OFFICE

geka.org.tr

We are the members of Denizli Investment Support Office. How can we help you?

Promotion of the city and investment opportunities,

Land investigations for investments, Information about alternative investment fields,

Welcoming domestic and foreign investors, site visits and examinations,

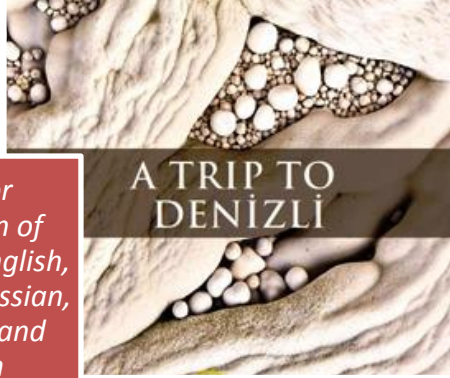
Visiting companies, matching investors, bringing entrepreneurs and angel investors together,

**Preparation of report, brochure, flow diagrams etc... about sectoral support mechanisms;
follow-up of permission and license processes in observed investments,**

**Guidance, consultancy and giving information about support mechanisms in Turkey such as
Agency, Ministry of Economy, Ministry of Food, Agriculture and Livestock, KOSGEB, TKDK, credits
and incentives,**

**Providing information and consultancy about incentives ,consultation of applications, completion
expertize and visa operations.**

Prepared Booklets and Documents



Book for
Promotion of
Denizli in English,
German, Russian,
Japanese and
Turkish



Support
Mechanisms
regarding
Municipalities

- Supports given by the Ministry of Economy
- Renewable Energy Processes and Support Mechanisms
- Information Summary about Unlicensed Solar Power Plant Investments
- Flow diagrams of requirements in order to get permit and license of an investment.
- Supports for Investments in Tourism and Health Sectors (continuing)
- Promotion and Investment Report and Brochure about Roasted Chickpea of Denizli (continuing)
- Support Mechanisms regarding Non Governmental Organisations (continuing)
- Investment Inventory of Denizli (continuing)
- Denizli Business and Investment Environment Guide (continuing)

Matching Firms and Bringing Entrepreneurs and Angel Investors Together



Investor/ Delegation Welcoming Activities



Committee of Japan Travel Agents



Foreign Delegations Offered Denizli ISO Services

For Example;

ADCI GROUP

Get in touch with the group and promote Denizli and its investment opportunities,

Visit related sector representatives and companies,

After investment decision, land investigation for investment,

Visit the land alternatives with investor.



Another Example of Denizli ISO Services

TAHA TRADING COMPANY (A Japan Company)

Promotion of Denizli and local products of Denizli.

Analyse needs and expectations of the company,

Match a firm where thermal product (such as soap, creams and lotions) are produced

Show the way of how to supply local products.



Promotion Activities: Attended International Exhibitions

ITB Berlin Travel Trade Show

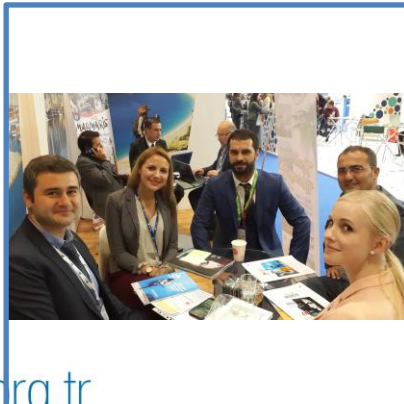




Turkish Aegean Promotion Days in Japan



London WTM (World Travel Market)



6th International Skopje Tourism Fair,
in Macedonia



To Have a Secure Investment: «Denizli»,

To Have In-Site Support «Denizli ISO»,

We are always beside you.

Denizli Investment Support Office

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