

2020

OSB YILDIZLARI

ARAŞTIRMASI

5 KATEGORİDE İLK **100** FİRMA

TOP 100 COMPANIES OF TURKISH
OIZs in 5 CATEGORIES



WE ARE IN THE AGE OF COMMUNICATION AND REPUTATION

Managing our global reputation internally and externally requires a lot of effort in the current age with reputation getting more and more tough every day.

Companies, much like individuals, have goals to live up to.

The goals we can realize are undoubtedly crucial.

The competitive power lies in how we present our realized goals, how we communicate them, and how much we're able to manage our corporate perception.



2020

OSBÜK - OIZ STARS RESEARCH

“Organized Industrial Zones Supreme Agency” (OSBÜK) is the framework organization that represents 358 Organized Industrial Zones, 67 companies that operate in these zones, and 2 million and 200 thousand employees.

Every year, OSBÜK publishes the top 100 companies in OIZs through an extensive research regarding their performance in areas like exports, domestic trade, employment, investment, and R&D.

OSBÜK started the prestigious research named OSBÜK-OIZ STARS RESEARCH in 2020 in cooperation with Turkishtime, Portal to the Economic and Business World, and will publish it yearly.

This research based on correct sources and data is the only one of its kind concerning OIZs, the driving force of Turkish economy, and companies that operate in OIZs, and it serves as reference that will demonstrate the performance of OIZ companies to all of Turkey and the world.



2020

SCOPE OF RESEARCH

Top 100 Company Performance Lists in 5 Main Categories;

- Top 100 exporting companies of OIZs in 2020
- Top 100 domestic sales companies of OIZs in 2020
- Top 100 employing companies of OIZs in 2020
- Top 100 female employing companies of OIZs in 2020
- Top 100 profiting companies of OIZs in 2020

Top 50 Company Performance Lists in 5 Side Categories;

- Top 50 investing companies of OIZs in 2020
- Top 50 R&D spending companies of OIZs in 2020
- Top 50 patent holding companies of OIZs in 2020
- Top 50 trademark registration holding companies of OIZs in 2020
- Top 50 digitalization spending companies of OIZs in 2020

OSBÜK-OIZ STARS RESEARCH PRESTIGE BOOK DISTRIBUTION CHANNELS

2020

DOMESTIC DISTRIBUTION: 3500

- Chair of the Board of Top 1000 Turkish exporting companies.
- Chair of the Board of Top 500 OIZ companies
- All OSBÜK member OIZ managements
- Governors of 81 cities, Metropolitan Municipality Mayors, Presidents of Trade and Industry Chambers
- Chair of the Board of TİM and DEİK, Chair of the Board of 60 Exporters' Associations, TOBB and TÜSİAD Boards
- President of the Republic, all Ministries
- Finance industry managers
- Chair of the Board of logistics companies that are members of UND and UTİKAD
- Managers of international investment enterprises
- Managements of development agencies
- University rectors

ABROAD DISTRIBUTION: 1500

- Distribution by hand in all abroad expos that OSBÜK takes part in
- Distribution at trade committee meetings held by OSBÜK abroad
- Consulates and attaches in Turkey
- Trade attaches of Turkey abroad
- Managers of international investment enterprises
- Purchasing managers of department stores that are active in the global retail industry



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OSBÜK-OIZ STARS RESEARCH PUBLIC AND DIGITAL COMMUNICATION

Results of the OIZ Stars Research is shared with all media and public through a press bulletin.

Digital version of the research is published on the OSBÜK website, all OSBÜK member OIZ websites, Turkishtime digital platform and shared through emails with the OSBÜK database.

Final report and the publication link of the research is shared through emails via 40.000 individual data that consist of with management boards of companies that operate in 26 different sectors, general managers, all ministries, many industrial STK managements such as TOBB, TÜSİAD, DEİK, TİM, TÜRKONFED, KAGİDER, İMSAD, SEDEFED, UND, UTİKAD, ETİD, and TÜBİSAD, financial industry managers, universities, institutions and corporations that direct the economy, and representatives of press organizations.



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NATIONAL AND INTERNATIONAL PROMOTION OPPORTUNITIES WITH THE OIZ STARS RESEARCH

OIZ Stars Research provides a corporate communication opportunity through the OIZ Star Companies section for companies that wish to manage their global reputation internally and externally, and promote their products and services in this age of increased competition.

OSBÜK's "OIZ Stars Research" is the only official report based on correct sources and data evaluating OIZs and companies that operate in OIZs.

All OSBÜK member OIZs, companies that operate in OIZs, and companies that provide products and services to OIZs will have a chance to promote themselves on the national and international stages through the corporate communication pages that will be featured in OSBÜK's "OIZ Stars Research" prestige report drawn up both in Turkish and English.

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