

Levent Çakıroğlu Attends the Global Warming Convention

The 5th annual Global Warming Convention held by the Economic Journalists Association (EGD), took place at the Istanbul Chamber of Industry. In the convention, held for the society's responsibility against the danger on the environment and global warming, which threatens the Earth, Levent Çakıroğlu, President of Koç Holding Durable Goods and Arçelik A.Ş. General Manager addressed the attendees.

The 5th annual Global Warming Convention organized by the Economy Journalists Association was held in the Istanbul Chamber of Industry with the attendance of many journalists and businessmen. Speaking in the session called **"What is being done for the Sector Energy Productivity?"** moderated by the newspaper Sabah Newspaper Economy Manager Şeref Oğuz, **Levent Çakıroğlu, President of the Koç Holding Durable Goods Group and Arçelik A.Ş. General Manager** gave information on the products with high energy productivity designed by the power taken from the accumulation and competence of the R&D in Arçelik A.Ş.

Pointing out that Arçelik is one of the first companies in the white goods sector of Turkey, **Çakıroğlu** said that after being established in 1955, by producing the first refrigerator and washing machine in Turkey, they have, in a way, been the brand which changed life standards and luxury of the Turkish society. **Çakıroğlu** went on saying that: *"There are important milestones in Arçelik's journey. The most important one of these is probably our decision for creating a Research and Development center in 1991. A short while after this date, with the very successful work of Turkish engineers, we have reached the skill to design and present our products which can make a difference based on the technology that we have improved."*

Levent Çakıroğlu stated that as Arçelik A.Ş., they worked with the vision "Respects the Globe, Respected Globally," and behind this was Arçelik's goal of spreading more in the global markets. Pointing out the top level sensitivity towards the resources that they use when realizing this goal, **Çakıroğlu** said: "Our most valuable resource is of course the human. Human is always invaluable to us whether they are our customers, our workers, our suppliers or our service providers. We believe that in addition to this, from the product design phase to the process management phase, in all our operations, we have realized our vision by making productivity our main principle in every resource that we use, from raw materials to energy. We put pioneering products in terms of energy productivity on the market and our industries work for the aim to increase this productivity every year."