

Gürok Group's Business Volume with Suppliers in Kütahya Reaches EUR 31 Million

Gürok Group brought together its business partners in Kütahya at a Supplier Meeting it recently hosted. Speaking at the event, **Esin Güral Argat, Vice President of the Board of Gürok Group**, stated that the Group's business volume with suppliers in Kütahya having increased by 60 percent over the past five years is expected to reach EUR 31 million by the end of 2025.

Ranked among Türkiye's largest private sector groups with strong brands extending from Kütahya to global markets, Gürok Group met with more than 200 business partners from Kütahya as part of the Supplier Meeting. Held at Gülümser Hatun Thermal Hotel, the event featured presentations focused on supply chain management, sustainability, quality, and efficiency, while also addressing shared goals and areas of collaboration with suppliers.

"We have built a strategic ecosystem with our suppliers"

Delivering the opening speech of the event, **Esin Güral Argat, Vice President of the Board of Gürok Group**, emphasized that the supply ecosystem is not merely an operational link but a strategic component of growth and sustainable success. Highlighting the critical role of local suppliers throughout Gürok Group's 77-year journey, Argat said:

"Today, supply chains are no longer managed solely through a 'cost-efficiency' perspective. Agility, flexibility, and regional resilience are more valuable than ever. For this very reason, we do not see our suppliers as a group from whom we simply procure services, but as members of a strategic ecosystem."

"Our procurement volume continues to grow every year"

Esin Güral Argat noted that Gürok Group works with more than 400 suppliers in Kütahya and that, as of 2025, the total business volume with suppliers has reached EUR 31 million. She added that procurement volume in the city has increased by 60 percent over the past five years, and that purchases made from Kütahya grow by 3-5 percent annually.

"Kütahya has much greater potential"

Stating her belief in the significantly greater potential of the work carried out in Kütahya, the value created, and the human capital nurtured there, Argat continued:

"While strengthening our supply ecosystem, we also prioritize expanding local capabilities and supporting sustainable development in Kütahya. Through the employment we provide in the city, we directly support 2,500 people and together with their families, we touch the lives of nearly 10,000 individuals."

"We will continue to expand our collaboration"

Emphasizing that Gürok Group is stronger, more agile, and more resilient thanks to its suppliers, Esin Güral Argat shared the following assessment:

“We grow together with our suppliers. With their effort and support, we strengthen our operational capabilities and move the value we create for Kütahya forward every year. As Gürok Group, we will continue to fulfill our responsibilities on this shared journey. We will maintain an approach that strengthens our supply ecosystem, encourages long-term partnerships, raises standards, and places collective development at its core. Looking ahead, we will further expand our collaboration and continue to increase the scale of our business volume.”

Participating in the meeting as a guest speaker, **Ekrem Cunediođlu, Development Director at TEPAV**, shared key insights on the roadmaps companies should follow in an era of global uncertainty, stating:

“We are going through a period marked by increasing global uncertainties and rapidly shifting economic and geopolitical dynamics. In such times, sustainability is not merely an environmental goal for institutions; it becomes a fundamental pillar of long-term resilience and stable growth. Moreover, the strategic and responsible decisions made today form the foundation of stronger and more resilient structures tomorrow. Organizations that can adapt to change and act with a strong sense of responsibility will shape the future.”