

**ESİN GÜRAL ARGAT, VICE PRESIDENT OF THE BOARD OF GÜROK GROUP:****The resilience of brands depends on the sustainable values they represent****Our Vice President of the Board, Esin Güral Argat, Attended the International Economic Summit**

Rapidly expanding with its global brands and exports to 140 countries, spanning from table glassware to tourism and from glass packaging to the fast-moving consumer goods sector, Gürok Group continues to strengthen its global position through sustainable strategies and bold moves in digital business transformation.

At the International Economic Summit held in Sapanca, Vice President of the Board Esin Güral Argat participated as a speaker in the panel titled *"Future Scenarios of Leaders: A New World, New Companies, Innovative Investments, and Strategies"*, where she shared insights on the importance of branding in global markets and the deep-rooted transformation journey of Gürok Group.

**Brand Strategies are Evolving**

Highlighting that production power alone is no longer sufficient in today's global competition and that sustainable growth depends on brand strength, Esin Güral Argat stated:

*"To become a brand in global markets is not just about having a name; it's about building meaning, delivering value, and maintaining that value consistently. Resilience to crises, customer loyalty, and investor confidence are now largely shaped by the values represented by brands. What propels you forward in today's competition is closely tied not just to price and quality, but to the meaning and values your brand conveys. This also implies a long-term responsibility—creating trust, maintaining it, and constantly redefining yourself are of critical importance. What transforms our brands such as LAV, LAV HORECA, GCA, JOALI, Ali Bey Hotels & Resorts, BIJAL, and AVOYA into global competitors—not just Turkish ones—is our strategy grounded in sustainability, innovation, and social responsibility principles."*

**Think Unlimited, Act Brave, Do Good**

Expressing that Gürok Group is guided by the core values of *"Think Limitlessly, Act Boldly, Do It Right"*, Esin Güral Argat continued:

*"We are working to position Gürok at the heart of innovation, sustainability, and transformation. Beyond quality products and services, our goal is to lead change by generating value and solutions. That's why sustainability investments are a top priority in our long-term agenda. Especially in glass production, we are among the global benchmarks in terms of energy efficiency. We also carry this same mindset into product development. Today, LAV is one of the few glass brands in the world that has developed its own production technology. We strive to leave a positive mark with every product we manufacture, every service we provide, and every person we touch. Our sense of responsibility goes beyond business—we are committed to supporting youth and women in our country as part of our contribution to social development. I believe what sets us apart from the competition is this business philosophy intertwined with a culture of goodness."*



### **“Transformation for the Future” Strategy**

Emphasizing that Gürok Group is not only adapting to today’s world but also shaping future business models, Esin Güral Argat noted that investments in digitalization, sustainability, and human capital are the cornerstones of their transformation.

She explained that within the scope of their strategic program titled *“Transformation for the Future”*, the goal is to complete business transformation across all group companies by 2028:

*"The rapid and radical transformations in technology, energy resources, and economic operations are fundamentally reshaping the way business is done in every sector. Rather than approaching these pressures solely through crisis management, we see them as opportunities for transformation. We manage this process with a holistic perspective—beyond technology investments, we consider our culture, human capital, business practices, and the entire value chain. Companies that use data effectively and make fast, informed decisions stand out in global competition. In this respect, we are striving to build innovative business models by leveraging the possibilities brought by technology. However, people remain at the heart of this transformation. Therefore, we view digitalization not just as operational efficiency, but as a key to cultural transformation. We are reinforcing data-driven decision-making processes across all our companies and equipping our employees with the technical skills necessary to drive this transformation together."*