

Esin Güral Argat shares her career journey from Kütahya to the Maldives with Forbes Türkiye

A leadership journey from Kütahya to the world

Esin Güral Argat, Vice President of the Board of Gürok Group and Chairwoman of the Board of Directors of the Kütahya Chamber of Commerce and Industry, shared her professional journey in an interview published in the September issue of Forbes Türkiye, covering her early years in business when she established her own company, the development of Gürok Group's global brands, and her work for the future of Kütahya.

In the Forbes Türkiye interview, Güral Argat reflected on her professional journey, explaining that she took direct responsibility for different stages of production in the early years of her career after establishing her own company. She noted that experiencing the entire production process firsthand provided an important foundation for her perspective on business and added that the experience she gained during these years continued to shape her professional life.

Speaking about the responsibilities she has undertaken within Gürok Group, Güral Argat described the opportunity to work across different sectors and shared insights into the development of global brands such as LAV and JOALI. From LAV's global production capabilities to JOALI's experience in luxury hospitality and wellbeing, Güral Argat discussed a range of projects she has been involved in, noting that working across different sectors has given her new perspectives.

Güral Argat also discussed her approach to professional life, emphasizing the importance of pursuing new ideas and different experiences rather than settling for what already exists. She explained that she sees "good" not as a destination that has been reached, but as a standard that can always be improved, and noted that throughout her career she has continued to explore new paths across different fields.

"I learned by experiencing every stage of production firsthand"

Reflecting on the early years of her professional life, Güral Argat explained that she personally took part in different stages of production when she established her own company. She noted that experiencing not only the management side of production but also its day-to-day operations on the ground was an important learning experience for her, contributing to both her way of working and her approach to decision-making.

Speaking about her career at Gürok Group, Güral Argat also discussed the responsibilities she has undertaken in production, investment, brand management and global expansion, as well as the Group's growth journey across different sectors and the development of its global brands.

Her perspective on Kütahya

www.gurok.com

Kütahya Merkez: İnköy Mah. Eskişehir Karayolu Bulvarı No:96 Merkez - Kütahya - Türkiye

T: +90 (274) 225 06 60 F: +90 (274) 225 0676

İstanbul Şube: Esentepe Mah. Cevizli D-100 Güney Yanyol Cad. Lapışan No: 24 34870 Kartal- İstanbul - Türkiye

T: +90 (216) 576 25 25 F: +90 (216) 576 25 00

In the Forbes Türkiye interview, G ral Argat also shared her views on K tahya and discussed the work she has been carrying out as Chairwoman of the Board of Directors of the K tahya Chamber of Commerce and Industry. She highlighted the importance of preserving K tahya's existing production strength while increasing economic diversity, supporting entrepreneurship, developing qualified employment opportunities and creating new areas for investment.

Sharing her views on K tahya's second century, G ral Argat emphasized the need to support the city's potential through new investments, different sectors and strong collaborations. She also discussed efforts to bring the needs and priorities of K tahya's business community to different platforms and underlined the importance of creating new opportunities that can contribute to the city's economic development.

The interview published in the September issue of Forbes T rkiye explores different aspects of Esin G ral Argat's career journey, from her early professional life in K tahya to her work at G rok Group, the development of global brands such as LAV and JOALI, and her vision for K tahya's economic future.