

# Turkish electronics, electrical trade mission to meet SA importers

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Following renewed Turkish-South African commitments to boost bilateral trade, a Turkish electronics and electrical goods trade mission will travel to South Africa in November for meetings with local buyers and distributors.



Under the ambit of the Turkish Electro Technology Exporters' Association (TET), a professional body representing over 7,500 member companies, the trade mission will showcase advanced Turkish white goods, electronics, cables and electrical production and distribution equipment.

The 22-member mission, which will also take Turkish manufacturers to Nigeria, will hold meetings with South African businesses in Sandton on Monday, 13 November.

The trade visit comes only weeks after moves by the South African Department of Trade and Industry and the Turkish Government to strengthen trade and economic relations between the two countries.

Turkey's fast-growing electronics, white goods and electrical components sector exports over \$10 billion in goods to a global market annually.

In 2015, electronics exports including TV tuners, LCD Panels, electric heaters, small appliances, measurement devices and instruments, data processing machines and parts, medical instruments and apparatus, telephone apparatus and switchboards, audio and video equipment and tapes and lettering, accounting and office equipment totaled over \$3 billion. Cables exports, including weak current and telecommunications cables, low-voltage energy cables, medium and high voltage power cables, enameled copper wire, coaxial cables, conductors with connection pieces and fiber optic cable, totaled over \$1.7 billion; electric and electronic distribution equipment including electric power, transformers, inductors, generating sets and converters, electric motors and generators, accumulators, batteries and rechargeable batteries, fuses, splitter and cutter devices, boards, and lighting devices realised over \$2.7 billion and white goods exports totaled over \$3 billion.

The Turkish manufacturers, representing companies across consumer electronics and appliances, lighting, cables, electrical transmission and distribution equipment, industrial automation products, and specialised cables, will hold pre-scheduled B2B meetings with South African importers, wholesalers and retailers on 13 November.

***For more information, and to schedule a meeting with these companies, please contact Sue Bowden indicating products of interest at Tel: +27 11 728 5878; E-mail: [sue@africainfo.co.za](mailto:sue@africainfo.co.za).***

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