

## Seicom in Turkey

*History of two important installations*

*Izmir 2009 – Gaziantep 2012*



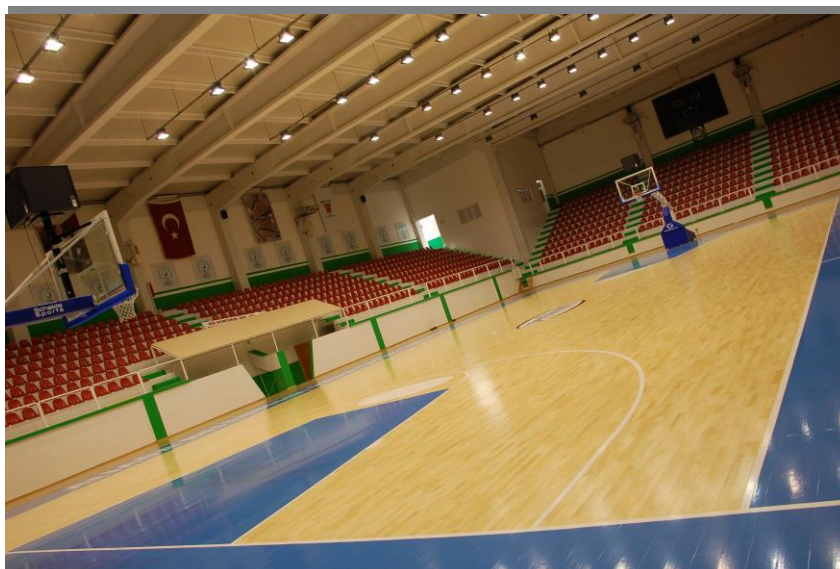
**Aliağa** is a major industrial district in Izmir, province within Aegean region of Turkey. The city is located about 50 km north from Smirne; economy is focused on a notable oil refinery and on tourism.

The Turkish basketball Federation is really important and influential: Türkiye Basketbol Federasyonu (acronym TBF). The federation controls also the National basketball Team. Headquarters is in Istanbul and the current president is Turgay Demirel. It's been affiliated with FIBA since dal 1936 and organizes the Turkish basketball championship. Several national teams play in the major European tournaments.

The first major installation made by Seicom was Izmir in 2009



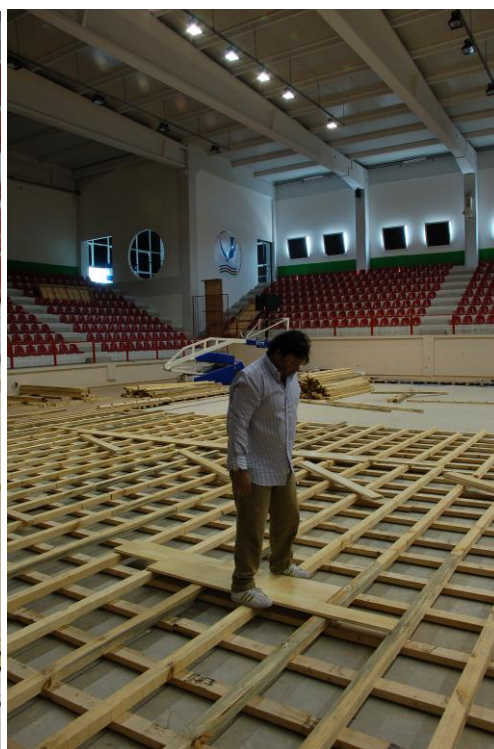
Picture of Aliaga Arena Izmir, the first important installation made by Seicom in 2009



[http://www.seicom-italy.com/dettaglio\\_installazione.asp?codice=14](http://www.seicom-italy.com/dettaglio_installazione.asp?codice=14)



Make a parquet for professional play: this is Seicom's goal. Protection of ligaments and players' health through parquet certified according to EN 14904 provisions and FIBA approved.



The constant communication with local operators, taking care of each step of the installation in Italy and abroad: this is a must for Seicom. The good result of an installation starts from attention and care of all details, constant control over installation conditions and inspections; that's the only way we can grant the perfect result.



*Gaziantep (Turkish Ottoman language: Ayıntap), former Antep, still informally used; it's a city in southern Turkey, the biggest area of south-eastern Anatolia and the sixth within the country. It's the chief town of the Province of Gaziantep.*

*It's renowned as one of the oldest constantly inhabited cities of the world. Gaziantep is most likely the site of the Hellenic city of Antiochia ad Taurum (Antiochia in Tauro mounts). A few kilometers north from the center lie the ruins of the city known by ancient Greeks and Romans as Doliche or Dolichenus.*

*Seicom has been really pleased to visit such an ancient city, enter the streets and taste the smell of spices in the little markets, a very nice experience.*

*In Gaziantep, just like the whole oriental Turkey, you can live a lovely experience. We've been enchanted by traditional Turkish dishes and by the fabulous pistachios made right here in Gaziantep.*

*The city is very animated thanks to the presence of several young students and universities.*



## An old city rich in ancient and recent history

### The market of sports parquet floors in Turkey

For Seicom, Turkey is a country "to keep an eye on": +25% domestic production of parquet comparing to 2010, +11,7% domestic parquet consumption; these data are remarkable, especially with the current financial crisis. That's why Seicom's been focusing on Turkey so far, our presence on the Turkish market isn't an accidental choice.

Among nearby emergent countries within Euro area, Turkey is surely the most interesting. The surface lies on 783.562 km<sup>2</sup>, and according to the latest census (2011) the number of citizens is 74.724.269[1] (Türkstat data).

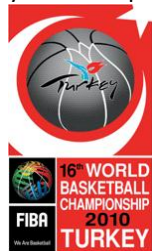
Turkey and European Union have a particular relationship since 1963, when European Economic Community (CEE) — former European Union — signed the Association Treaty with the Turkish State, called Ankara Agreement. Negotiations for full annexation of Turkey within European assembly have been delayed since 2005.

The Turkish economy has been expanding in the past few years. CIA places Turkey among the most developed Countries in the world. The Country is founding member of OCSE (1961) and of G20 (1999). Since Kemalist Government, Turkey has enjoyed some state interventions, so that economy has gradually modernized as well.

After the crisis in 2001 and after the reformation started by Minister of Finance Kemal Derviş, inflation has collapsed, investments has grown and unemployment has strongly decreased. Turkey has gradually opened its market thanks to some reformations, reducing state inspections on foreign exchange through better privatization control.

Turkey has been collecting foreign investments for about 19,9 billions dollars since 2006. The several privatizations, the constant economic growth and structural changes in banking, commercial and communication fields have made national and foreign investments grow.

Competitors are strong and rooted in Turkey, especially German and American companies. Seicom is getting valued for high quality products, the service and the constant presence on the territory. Seicom's not afraid of challenges: we're used to dealing with big realities, we can rely on the high qualification within sports parquet floors field and on international experience gained during several years of important references.



Note that XVI edition of FIBA World Basketball Championship in 2010 took place in Turkey between 28<sup>th</sup> August and 12<sup>th</sup> September 2010. Our company was on site with stand and exhibition during this major FIBA event.

## Installation of sports parquet floor at University of Gaziantep model SONDRIO



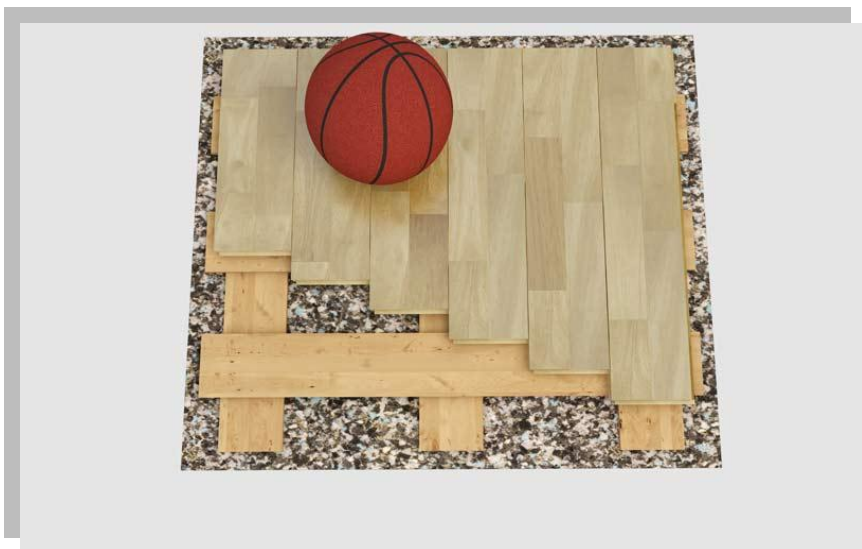
Seicom lacquers make the difference: products developed for sports parquet, tested for sports purposes. Thanks to a constant research today Seicom is a leader in sports parquet floors finishing .

<http://www.seicom-italy.com/colori-vernici-speciali-pavimenti.asp>





**Model Sondrio – a valid parquet for multi purpose gyms**



<http://www.seicom-italy.com>

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## **Model SONDRIO**

Installed in Gaziantep

This solution has been developed for multi purpose sports facilities and for sports requiring a great ball rebound, together with high flexibility and deformation. The several references in Italy and abroad show the reliability of this system.

NEW – In 2008 model Sondrio was redesigned and updated according to new needing; we made changes to under structure in order to make it more flexible and performing. The new model was tested according EN 14904 requirements and then certified for fire reaction and approved by FIBA, as all our products.

The sports parquet floor model Sondrio consists of double under structure made of multilayer, placed on elastic mattress and top layer thickness 22 mm, pre-lacquered. Total thickness 55 mm.