



English translation

DAKONG HAS FULL CONFIDENCE IN TURKISH MARKET

Established 1956 in Taiwan 53 years ago, Da kong has reached 2,500 machine production capacity by exporting to over 40 countries mainly China, Turkey, far east and South Africa. Da Kong entered into Turkish market about 15 years ago in 1994. In order to exploit Turkish market's full potential, Da Kong established its own representative office at the beginning of 2004. Mainly after 2004, Da Kong sold over 1,500 machines to 50 firms and considers Turkey among its most important market. Being sponsor of the CSD iftar dinner on August 25, 2009, we interviewed Charles Chao about Da Kong's latest projects and the Turkish socks industry and its place in the world. How do you think the Turkish and world socks industry is affected by the global crisis? Before responding your question, I would like to congratulate Mr. Hüseyin Öztürk for being the CSD head. I am sure that the Turkish socks industry will benefit deeply from the work of Hüseyin bey and the CSD board members. Turkey in 2009 has started to benefit from its proximity to the European market. In addition, due to the financial constrains of the European buyers that have been forced to work with low inventory levels, Turkey has started to enjoy last minute orders. On the other hand, Chinese socks producers, on the contrary to Turkey's producers, are able to compancate their export sales losses by concentrating on their massive domestic market. How does the global crisis affect Da Kong? In the first half of 2009 in order to place Da Kong to a higher level in international markets, we established a company called Sunrise in Brescia, Italy. This new investment will not only help us to design our own control box but will also bring us closer to the new Italian socks machine technologies. We launched the first in the world 8 color (7+1) capable socks machine in Turkey along with the world markets in September 2009. Why is the Turkish market important for Da Kong? The Turkish market is important for Da Kong because the Turkish market is among the markets that produces the highest quality socks in the world. I have observed the fact that Da Kong has filled the gap for the search of a high quality machine with an affordable price segment that produces quality socks Turkey requires. With its new Italian image, I trully believe Da Kong will strengthen its position in the Turkish market once the crisis ends and socks machine investment starts.