“Sustainability and Contract Manufacturing in the Developing World”

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Vestel Group from Turkey has achieved a consumer electronics market share of 25% in European Union in 9 years time. The group has adapted a differentiation strategy against fierce competition from both Far East and Eastern Europe. This strategy backed up by extreme flexible manufacturing, simple business model with stakeholders and embracing global sources of innovation have enabled Vestel Group to serve 300 world brands with 2500 different models per year, total quantities delivered over 20 million units per year. The company has obtained the unique positioning of “a contract manufacturer with mass customization capabilities”. The details of the organization, team structure, processes, major milestones, strategies and future plans of the group will be discussed. It is believed that such a case story coming from Turkey, a part of the developing world during a period where both the country and the region was in continuous turmoil will provide echoes for sustainability in the developing world.