

Eskişehir Industry Development Center SANGEM

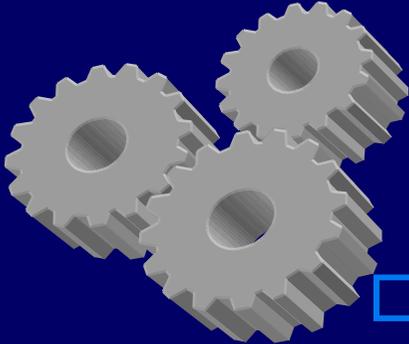


SANGEM: Established by ESO

Why SANGEM?



- Eskişehir Industry Development Center (SANGEM) is a non-profit organization established by Eskişehir Chamber of Industry (ESO).



- Why SANGEM?



SANGEM



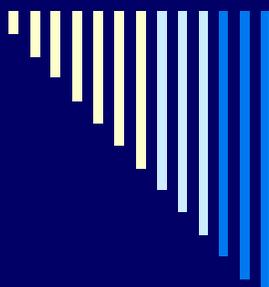
Industry and SMEs



A stepchild:
Cindrella

- Unfortunately; industry could have priority in the eyes of local and national administrators during only a few number of periods.
- In general; SMEs has been accepted as the '**step-children**' of the national and local economy, and of industry in particular.





SMEs



- SMEs have been in the focus of the accusations due to informality, the burden of the high interest loans and the bureaucratic difficulties in the name of support and incentives.
- What was written about the SMEs has never turned out to a true set of productive easiness, promotion and incentives.



SMEs' problems



- There is a widespread misconception that the SMEs' main and only problem is closely related to FINANCE.
- Many people have the idea in their minds that the problems of SMEs would easily be solved if sufficient amount of funds could be found.
- But when one goes into the details of the SMEs' problems, it is easily seen that finance is not the whole story.



SMEs' problems



SANGEM
exploring

- **When we examine the problematic areas and issues that SMEs meet, we see the following:**
 - 1. Administrative problems,**
 - 2. Human resources and personnel problems,**
 - 3. Expertise and information problems,**
 - 4. Production management problems,**
 - 5. Marketing management problems,**



SANGEM



SMEs' problems



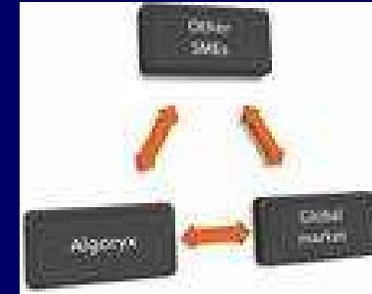
6. Exporting problems,
7. Public relations, communication and publicity problems,
8. Technology, R&D and innovation problems,
9. Taxing, regulations and red tape problems,
10. Problems of financing sufficiency and easiness in access to finance.



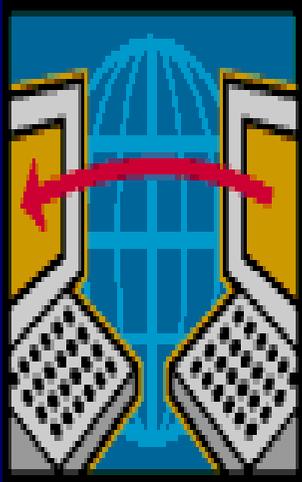
SANGEM
developing
solutions



SMEs' problems

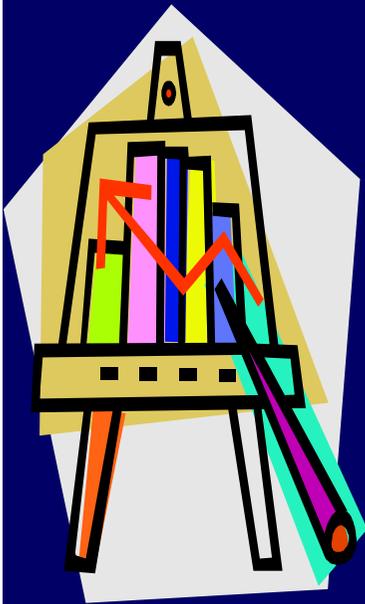


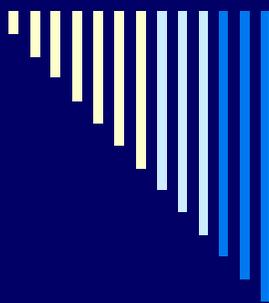
- When we look at today's hard conditions, the chances of single SMEs to be successful are decreasing.
- The success of SMEs in cooperation networks and clusters is observed to be more distinctive.
- It is almost obvious that mutual cooperation and collaboration of SMEs drive both collective and individual business successes.



Local and Regional Development

- Today, SMEs have a distinct role in the compete between cities and regions.
- Unless SMEs have been promoted to the required level of the competence and qualification, local and regional development initiatives should not be expected to be successful.





Local and Regional Development



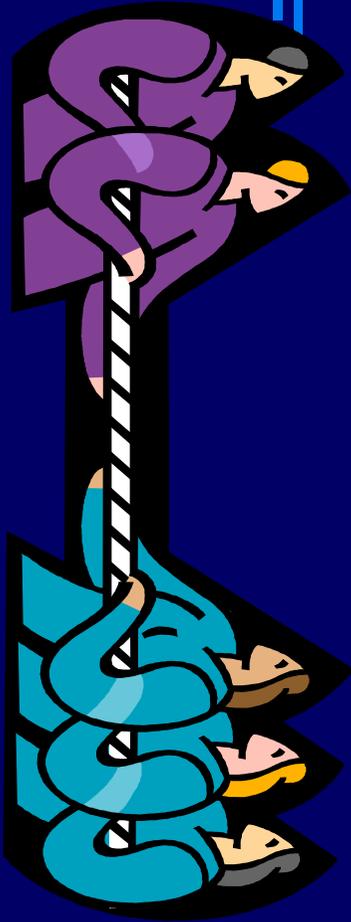
- A region's development phase is closely related to competitiveness.
- If labor, management, infrastructure and business environment are more competitive than the other regions, we can expect a quicker and more efficient economic development process.

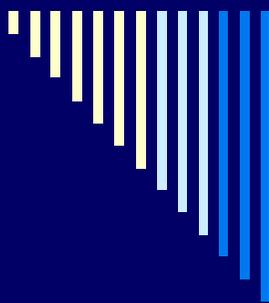


Competitive Business Environment



- Existence of a competitive business environment in a region depends on the availability of competitive companies in that region.
- As a result, businesses in general and SMEs in particular should indispensably have a more competitive business model.





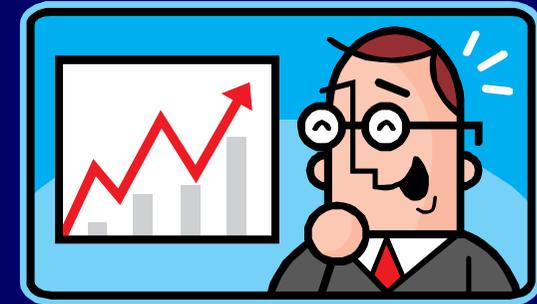
“Not only the costs...”



- Creating a competitive business environment proves that robust business management is not only the cost advantage.
- Competitiveness is something that is much more complex and more valuable compared to reducing costs only.



Sustainability



- Development gained due to competitiveness should not be a single occasion of success, but a life-long promotion process.
- Competitive and sustainable development should not only be in economic affairs, but also in social and environmental areas.



**Innovative,
Creative,
Inventive,
Competitive**

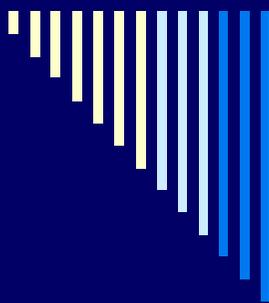


ESO → SANGEM



- So, those are the facts that stimulate Eskişehir Chamber of Industry (ESO) to establish a non-profit consultancy and corporate coaching organization, namely SANGEM.
- ESO aims at solving the problems of industrial firms by means of a well-qualified team with robust **expertise** and **competence**.

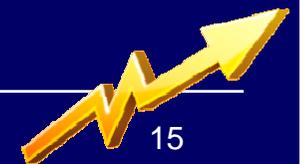


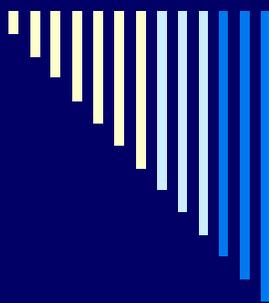


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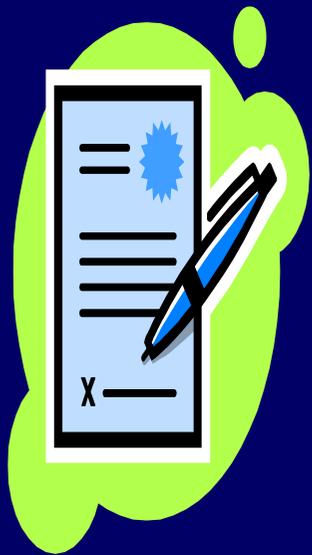


- The basic idea behind SANGEM is the economic and social realities of willingness for the national, regional and local well-being.
- We know that it is not fair to expect SMEs to succeed in capacity development just by ‘**ordinary training**’.



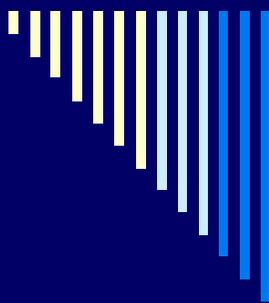


SANGEM Ethical Agreement



- SANGEM's work space is the SME's **kitchen**.
- SANGEM tends to dispose **participatory** examples of **collaborative** works **cooperatively** done with SMEs.
- The safe ground for this cooperative kitchen work is the SANGEM's **Ethical Agreement**.

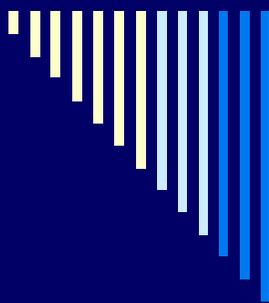




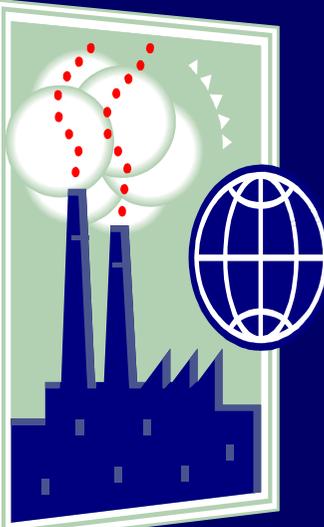
SANGEM Ethical Agreement

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- SANGEM's **Ethical Agreement** states that the information obtained from the company in cooperation will not be exploited by no means.
 - Also, the Agreement states that the company confidential information will not be shared by the third party under no condition.





SANGEM's Primary Aim

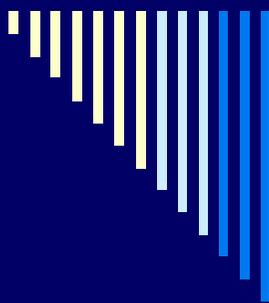
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1. The primary aim of SANGEM is to enhance the competitiveness capability of the appropriate industrial sectors while maximizing the number of SMEs in enhancement processes,
 2. To promote Eskişehir's industry to the globally competitive strength level in the production of goods and services,



SANGEM's Primary Aim

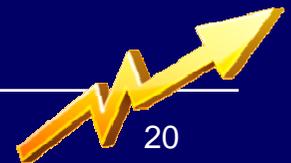
3. To contribute to the economic and social development efforts of Eskişehir in realization and customization of globally accepted goods and services.





SANGEM's Primary Aim

- How do we interpret SANGEM's primary aim?
 1. Development is mainly based upon production.
 2. Production should mean **efficient turnover, high added value** and **increase in wealth** for the SMEs.
- This is how SANGEM interprets its mission and primary aim.

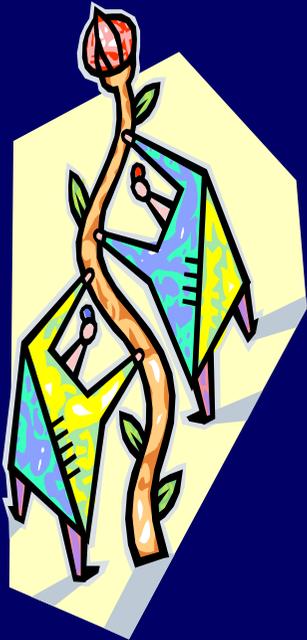


SANGEM's Business Model



□ SANGEM's business model consists of two directed axes (pillars):

- **First pillar** is the inductive approach starting from SME scale and making the way towards sectoral enhancement and regional development.
- **Second pillar** is the deductive approach from the 'innovation promising' and 'development perfectible' industrial sectors to the SMEs particularly.



SANGEM's Business Model



- SANGEM expects to be the first name that comes to mind as a **micro-to-macro scale development agent** for Eskişehir.
- This objective includes the consulting services from the instant crisis remedies up to the sectoral and regional scale projects.



SANGEM's Business Model



□ SANGEM's studies will be carried out under three separate (but interrelated) headings:

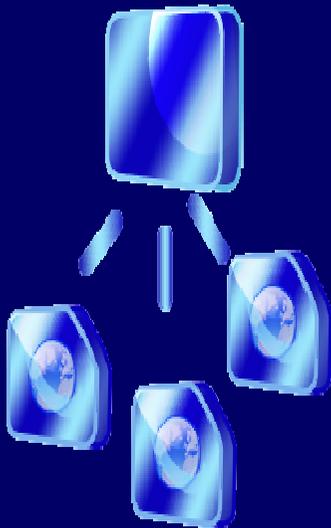
1. **Instant consultancy services** in SANGEM office,
2. Consultancy or coaching **projects for the critical cases**,
3. **Prioritized projects** for the selected sectors and SME clusters.



Collaboration



- SANGEM is well-aware of the importance of **SME networks and clusters** as well as economic and social cooperation.
- Thus the **necessary relations and cooperation** will be established with ESO, TOBB, EOSB, ATAP, ABİGEM, KOSGEB, TÜBİTAK, TTGV, the universities of Eskişehir and other related organizations.



ESO → SANGEM



- Eskişehir Industry Development Center SANGEM is one of the important contributions that ESO has done for Eskişehir.
- But; it is neither the first nor the last...



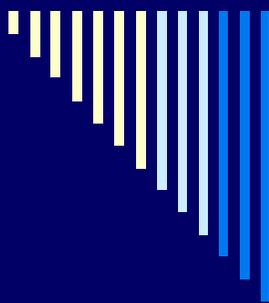
Thanks...



All for
Eskişehir...



SANGEM



Contact SANGEM

SANGEM

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