



**WORLDSTAR
GLOBAL
PACKAGING
AWARDS**

“Crescent and Stars For Packaging” Ranked Among the World’s Top Five

Seventeen packaging designs that received awards in the Ambalaj Ay Yıldızları Competition, organized by the ASD, were honored with awards at the WorldStar 2025, an annual competition held by the WPO.



University Students
Make History:
**Türkiye Becomes the
Most Awarded
Country!**



Türkiye’s Trade Surplus in the Packaging Sector Continues to Grow

Turkey’s packaging industry achieved a foreign trade surplus of \$ **2.68** billion, marking a **19 %** increase compared to the previous year.



Strategic Step from the Turkish Packaging Manufacturers Association to Reduce Carbon Footprint

ASD signed a strategic cooperation agreement with Enerjisa Üretim’s QuickCarbon to support corporate carbon footprint calculation and reporting.



**The 29th Eurasia
Packaging Istanbul Fair**, organized in collaboration between the Turkish Packaging Manufacturers Association (ASD) and RX TÜYAP, witnessed record-breaking participation at Tüyap Fair and Congress Center.

With more than 77,000 visitors from 130 countries, the fair once again reaffirmed Istanbul’s position as the packaging hub of Eurasia.



**Trainings Continue
at ASD Packaging
Academy**



Applications Now
Open for the 21st
National Packaging
Design Student
Competition



**A New Era in
Recycling in Türkiye:
Deposit Return
System to Benefit Both
the Environment and
the Economy**

THE ART OF INNOVATION

IPACK-IMA MILAN
27 - 30 MAY 2025
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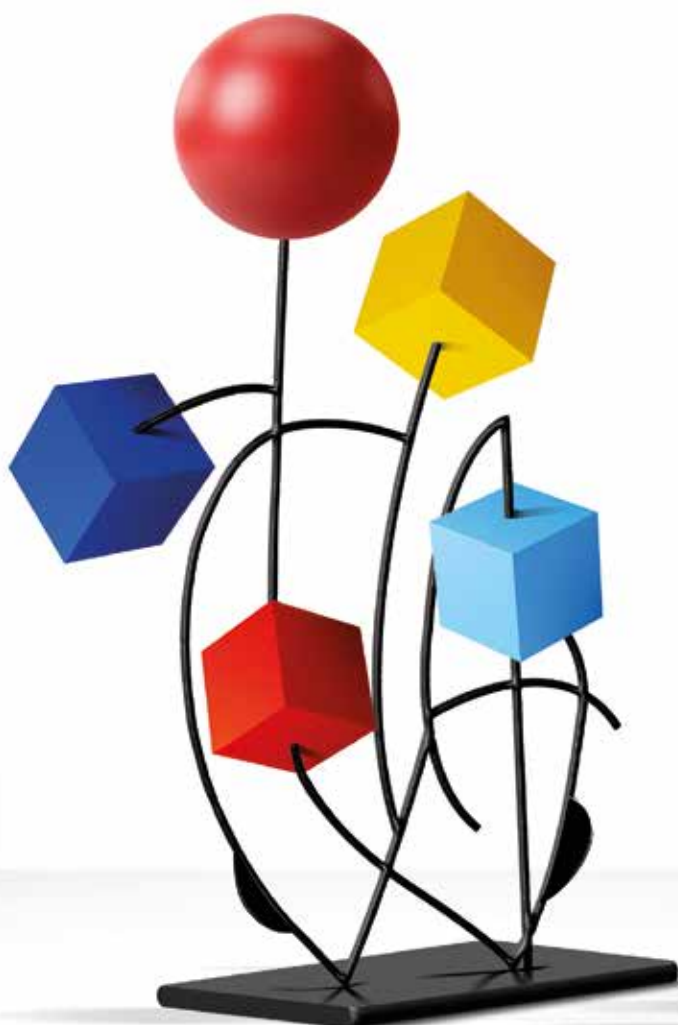


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Türkiye's Trade Surplus in the Packaging Sector Continues to Grow

The packaging sector, one of Türkiye's leading industries generating a trade surplus, closed 2024 on a positive note. The sector's exports increased by 1% to reach \$6.95 billion, while imports declined by 7%, falling to \$4.26 billion.

As a result, the packaging sector's trade surplus grew by 19% compared to the previous year, reaching \$2.68 billion in 2024.



Emphasizing that Türkiye is among the world's most prominent packaging producers and continues to maintain a foreign trade surplus, **ASD Turkish Packaging Manufacturers Association President Zeki Sarıbekir** stated:

"We have left behind a challenging 2024, but we look to 2025 with greater optimism. Our packaging sector will continue to work for Türkiye and generate added value."

Turkish Packaging Manufacturers Association (ASD) has released its export and import data for 2024. Last year, Türkiye's exports increased by 1% in value terms, reaching \$6.95 billion, while export volumes declined by 8% to 3.19 million tons.

Meanwhile, the sector's imports fell by 3% in volume to 1.93 million tons and by 7% in value to \$4.26 billion. Maintaining its consistent trade surplus, the packaging industry recorded a 19% increase compared to the previous year, reaching \$2.68 billion.

Breakdown by Packaging Type

In terms of packaging categories, the overall distribution was as follows:

- Plastic packaging led with a 64% share,
- Paper/Cardboard/Corrugated packaging followed at 23%,
- Metal packaging accounted for 9%,
- Glass packaging held a 3% share,
- Wooden packaging represented 1% of total exports.

In 2024, the top export destinations for the Turkish packaging industry were:

1. United Kingdom 2. Germany 3. United States 4. Iraq 5. Italy



Zeki Sarıbekir

ASD Turkish Packaging Manufacturers Association President

“We Are More Optimistic for 2025”

Despite **2024 being a challenging year for exports**, ASD President **Zeki Sarıbekir** highlighted the **resilience of the packaging sector**, noting that the ability to navigate this period without major setbacks was a **significant achievement**.

Looking ahead, **Sarıbekir expressed optimism for 2025**, stating that if conflicts in Türkiye’s surrounding regions come to an end, the **sector is expected to experience strong growth, particularly in the second half of the year**. He further **anticipated a long-term growth period** for the industry.

“As a sector, we export our products worldwide, but **neighboring markets are of utmost importance to us**. Currently, **70% of our exports go to Europe**, which is right next to us.

By further strengthening our focus on **Europe and nearby regions**, I believe we will achieve our **\$10 billion export target for 2030 ahead of schedule**. The resolution of the **Russia-Ukraine war** will also present **significant new opportunities** for us. Additionally, the **rapidly developing Middle East** remains a key target market for the Turkish packaging industry. We will continue to work for Türkiye and create added value.”

“Border Carbon Regulations Could Provide a Competitive Advantage”

Sarıbekir also drew attention to the **EU’s Border Carbon Adjustment Mechanism (CBAM)**, highlighting that **the packaging industry, with its high adaptability to new industrial demands such as carbon footprint reduction and sustainability, could gain a significant competitive advantage in nearby markets**.

The Packaging Industry Takes Action for a Green Future

ASD Turkish Packaging Manufacturers Association signed a strategic cooperation agreement with Enerjisa Üretim's QuickCarbon on January 1, 2025, to support corporate carbon footprint calculation and reporting. Through this collaboration, ASD members will benefit from exclusive discounts on software packages and consultancy services offered by QuickCarbon.



As the leading umbrella organization of Türkiye's packaging industry, ASD has taken a significant step to align with European Union regulations, contribute to circular economy efforts, and enhance sustainability initiatives. In this context, ASD signed a partnership agreement with QuickCarbon, a brand of Sabancı Holding's Enerjisa Üretim, to assist packaging sector companies in their carbon footprint calculations, reporting processes, and compliance with the EU's Carbon Border Adjustment Mechanism (CBAM).

This agreement between ASD and QuickCarbon will support ASD members in achieving their environmental sustainability goals by providing them with the tools to effectively manage and report their carbon footprints. Additionally,

ASD members will have access to QuickCarbon's advanced technological solutions and consultancy services at special rates tailored for them.

What Services Does QuickCarbon Provide?

QuickCarbon is a user-friendly software company that enables businesses to calculate and report their corporate carbon footprints in compliance with ISO 14064-1:2018 Standard and the Greenhouse Gas (GHG) Protocol. Moreover, it helps companies develop emission reduction strategies.

A subsidiary of Enerjisa Üretim, QuickCarbon has been offering digital and practical solutions for corporate carbon footprint calculation and reporting since 2016.

WINNERS WORLDSTAR
GLOBAL
PACKAGING
AWARDS

“Ambalaj Ay Yıldızları” Ranked Among the World’s Top Five

Seventeen packaging designs that received awards in the Ambalaj Ay Yıldızları Competition, organized by the Turkish Packaging Manufacturers Association (ASD), were honored with awards at the WorldStar 2025, an annual competition held by the World Packaging Organization (WPO).

With these awards, Türkiye has secured its place among the top five most successful countries. Highlighting that this achievement demonstrates the Turkish packaging sector’s ability to produce creative, innovative, and sustainable solutions, ASD President Zeki Sarıbekir stated, “The Turkish packaging industry has become one of the country’s most dynamic and strategic sectors, thanks to its steady growth and global success in recent years. Today, we take great pride in being a sector that stands out for its quality, makes a name for itself in global markets, and distinguishes itself with innovative solutions.”

The results of the WorldStar 2025 competition, organized by the World Packaging Organization (WPO), have been announced. This year, the competition saw record participation, with 550 projects from 40 countries, and 260 packaging designs receiving awards.

Türkiye, one of the world’s leading countries in the packaging sector, secured 17 awards, placing it among the top five most successful nations.

The awards will be presented at the WorldStar Awards Ceremony, which will be held on May 30, 2025, in Milan.

“Ambalaj Ay Yıldızları Showcases the Design Strength of the Industry to the World”

ASD President Zeki Sarıbekir emphasized that the award-winning designs from the 11th Ambalaj Ay Yıldızları Competition have once again proven the Turkish packaging sector’s global strength and innovative vision. He also pointed out that the success of these designs at WorldStar 2025 is a testament to the industry’s ability to create creative, innovative, and sustainable solutions. Highlighting the importance of design in packaging at every opportunity, Sarıbekir stated:

“Value-added exports are not only crucial for our industry but also for our country’s economic growth. Creating more value-added products does not just boost our export figures; it also enhances Türkiye’s global competitiveness and brand value. In this regard, I would like to emphasize the crucial role of the Ambalaj Ay Yıldızları Competition. This competition plays a key role in establishing Türkiye as an innovation hub in the packaging sector and showcases the industry’s design strength to the world. Over the years, this platform has allowed our industry professionals to demonstrate their talents and compete at a national level, serving as an important stepping stone for companies achieving international success.”

29th Eurasia Packaging Fair Welcomes Over 77,000 Visitors from 131 Countries



The 29th Eurasia Packaging Istanbul Fair, organized in collaboration between the Turkish Packaging Manufacturers Association (ASD) and RX TÜYAP, witnessed record-breaking participation at Tüyap Fair and Congress Center. With more than 77,000 visitors from 130 countries, the fair once again reaffirmed Istanbul's position as the packaging hub of Eurasia.

Expressing his satisfaction with the high level of interest shown in the fair and the positive impact it had on the industry, ASD President Zeki Sarıbekir stated:

"The 29th Eurasia Packaging Fair has further strengthened our confidence in achieving our 2030 export target of \$10 billion. As the packaging industry, we will continue to work tirelessly for our country and create added value."

The fair, organized by ASD and RX TÜYAP Fairs Inc., was supported by key sectoral organizations, including the Packaging Machinery Manufacturers Association (AMD), Flexible Packaging Manufacturers Association (FASD), Label Manufacturers Association (ESD), Carton Packaging Manufacturers Association (KASAD), Metal Packaging Manufacturers Association (MASD), Corrugated Board Manufacturers Association (OMÜD), and Rigid Plastic Packaging Manufacturers Association (SEPA).

Held from October 23-26, the fair hosted more than 1,200 domestic and international companies and representatives. Spanning across 16 exhibition halls,

it welcomed approximately 64,000 local visitors and nearly 14,000 international attendees from 130 countries, reaching a total of over 77,000 visitors, setting a new attendance record.

As the leading annual packaging fair in Europe, the 29th Eurasia Packaging Istanbul Fair showcased a wide range of products and solutions, from packaging materials and machinery to food processing equipment, printing, and converting technologies.

The 30th edition of the fair is set to take place next year from October 22-25, 2025, at the Tüyap Fair and Congress Center.

Eurasia Packaging Istanbul Fair 2024


120.000m²
Closed Area


131
Countries


13.708
International
Visitor


77.572
Total
Visitor



“Istanbul is the Packaging Hub of Eurasia”

Highlighting the strong international participation, ASD President Zeki Sarıbekir emphasized that the fair attracted significant interest not only from Türkiye but also from leading European countries such as Germany, the UK, Italy, Spain, and the Netherlands, as well as from the United States, Gulf countries including Saudi Arabia, the UAE, and Qatar, and various Middle Eastern and Turkic Republics.

Expressing his satisfaction with the remarkable turnout, Sarıbekir stated:

“We are extremely pleased with the great interest shown in the fair, which has provided a significant morale boost to the industry. Once again, we have demonstrated to the world that Istanbul is the central hub for the packaging industry in Eurasia.” Underscoring the Turkish packaging industry’s global significance not only in terms of quality but also in its sustainability-driven solutions and innovation capabilities, Sarıbekir continued:

“The collaborations and agreements made at the 29th Eurasia Packaging Istanbul Fair have further

strengthened our industry’s position while also reinforcing our confidence in reaching our \$10 billion export target for 2030.

Looking ahead, we anticipate an even greater number of participants from more countries at our 30th edition, which will be held on October 22-25 next year. With Türkiye’s strong production capabilities and strategic geopolitical position, we will continue to be a sector that generates a foreign trade surplus every year, working for our country and creating added value.”



Trainings Continue at



The Turkish Packaging Manufacturers Association (ASD) established the ASD Packaging Academy in 2014 to consolidate the training needs of the packaging industry under one roof. ASD continues to offer technical training programs tailored to the needs of numerous companies through the Packaging Academy.

For more information on training content and application processes, please visit www.ambalaj.org.tr.

The following training programs are scheduled by the ASD Packaging Academy until the end of 2025:

- IFS PACsecure Standard Version 3 Training (Online)
- Sustainability Reporting Training (Online)
- Waste Management and Recycling in the Packaging Industry
- ISO 14064 Corporate Carbon Footprint Awareness and Calculation
- ISO 14067 Product Carbon Footprint Awareness and Calculation
- Carbon Border Adjustment Mechanism (CBAM) Training
- Packaging and Packaging Legislation Training



Historic Achievement by University Students: **Türkiye** **Becomes the Most Awarded Country!**



Turkish students have made a remarkable impact in international packaging design competitions. At the AsiaStar Awards, organized annually by the Asian Packaging Federation (APF) and regarded as Asia's Packaging Oscars, Türkiye emerged as the most awarded country, securing a total of 9 prizes. Meanwhile, at the WorldStar Student Awards, organized by the World Packaging Organization (WPO), Türkiye received 13 awards, including 3 gold medals. This historic achievement by young talents from various Turkish universities has placed Türkiye at the forefront of global packaging design.

AsiaStar 2024 Recognizes Türkiye's Excellence in Packaging Design

The AsiaStar 2024 competition, which recognizes Asia's most outstanding packaging designs, featured 162 packaging entries from 13 countries. Türkiye secured a total of 11 awards at this prestigious event, often referred to as Asia's Packaging Oscars.

Among the winners were two Turkish companies that earned accolades in the consumer products category. Netpak Ambalaj Sanayi Ticaret A.Ş., which won gold and bronze awards in various categories at Ambalaj Ay Yıldızları 2024, Türkiye's most prestigious packaging design competition organized by ASD, also received an award at AsiaStar 2024. Another Turkish success story came from Tasarım Üssü, an industrial packaging design company, which won gold, bronze, and merit awards in multiple categories.

Türkiye Becomes the Most Awarded Country in the AsiaStar Student Competition

Students who ranked in the 20th National Packaging Design Student Competition, organized by ASD in collaboration with RX TÜYAP and the Eurasia Packaging Istanbul Fair, were also eligible to participate in the AsiaStar Student Category. Türkiye secured 9 awards in the AsiaStar Student Category, where a total of 25 awards were distributed. With this achievement, Türkiye became the most awarded country in the student category.

A Wave of Success at the WorldStar Student Awards

Meanwhile, around the same time as the AsiaStar Awards, the World Packaging Organization (WPO) announced the winners of the WorldStar Student Awards. This competition featured 237 entries from 79 educational institutions across 23 countries, with participants from various academic disciplines, including Graphic Design, Visual Communication Design, Industrial Design, Product and Packaging Design, Packaging Technology, Food Science and Technology, Engineering, and Business Studies.

The competition recognized students who presented innovative and responsible packaging solutions that emphasize sustainability. Türkiye excelled once again, securing 13 awards in total, including 3 gold awards.

A New Era in Recycling in Türkiye: Deposit Return System to Benefit Both the Environment and the Economy

With the Deposit Return System (DRS), Türkiye aims to recycle 25 billion glass, PET, and aluminum beverage containers.

As part of the project integrated into the “Deposit Packaging” (DOA) mobile application, single-use containers made of glass, plastic, and aluminum—ranging from 0.1 to 3 liters—will be deposited into reverse vending machines (RVMs). The deposit amount will then be transferred to users’ e-wallets.

The machines, developed with local engineering expertise, will scan the barcode of the deposited packaging waste. The system will then automatically sort the waste into glass bottles, PET, and aluminum containers and direct them to the appropriate collection bins.

The Ministry of Environment, Urbanization, and Climate Change plans to fully implement the Deposit Return System in all cities across Türkiye by the end of 2025.



Applications Now Open for the 21st National Packaging Design Student Competition

Applications are now open for the 21st National Packaging Design Student Competition 2025. The final application deadline is set for June 20, 2025.

The competition accepts online applications, and the jury evaluation meetings will be conducted online on July 9-10, 2025. The winners will be announced on July 14, 2025.

Award Ceremony of the 21st National Packaging Design Student Competition to Be Held During Eurasia Packaging Istanbul 2025 Fair.

Organized by the Turkish Packaging Manufacturers Association in collaboration with RX Tüyap, the Award Ceremony of the 21st National Packaging Design Student Competition will take place during the 30th edition of the Eurasia ;Packaging Istanbul Fair. The fair will be held between October 22–25, 2025. As part of the event, the innovative and creative projects of the competition finalists will also be showcased to visitors and industry professionals from around the world.

ASD MEMBERS

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ABY PLASTİK AMBALAJ VE ENERJİ SAN. VE TİC. A.Ş.	FLEXIBLE PACKAGING	www.kimpack.com.tr
ACEMOĞLU GIDA SAN. VE TİC. LTD. ŞTİ.	RIGID PLASTIC PACKAGING	www.oncusulca.com.tr
ADAKA ADANA KAĞIT SAN. VE TİC. A.Ş.	PAPER PACKAGING	www.adaka.com.tr
AKDOĞAN PLASTİK SAN. TİC. LTD. ŞTİ.	FLEXIBLE PACKAGING	www.akdoganplastik.com
AKKİM MATBAACILIK VE KİMYA SAN. TİC. LTD. ŞTİ.	NK	www.akkimmat.com
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BENNA PLASTİK SAN. TİC. A.Ş.	AMBALAJ RIGID PLASTIC PACKAGING	www.bennaplastik.com
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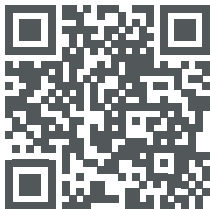
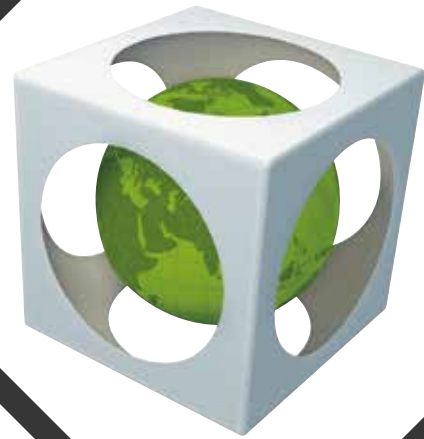
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