



**KARADENİZ İHRACATÇI BİRLİKLERİ
GENEL SEKRETERLİĞİ**

Sayı : 35649853-TİM.KİB.GSK.UYG.2022/77-298

Giresun, 25/01/2022

Konu : Ülkemiz Gıda Ürünleri Tanıtım Faaliyeti - Slovenya

E-POSTA

**KARADENİZ İHRACATÇI BİRLİKLERİ ÜYELERİNE SİRKÜLER
2022 / 036**

Sayın üyemiz,

T.C. Ticaret Bakanlığın bir yazısına atfen Türkiye İhracatçılar Meclisinden alınan 20/01/2022 tarih 54-195 sayılı yazıda;

Slovenya'da faaliyet göstermekte olan "Mercator" marketler zinciri tarafından her yıl düzenlenen ve belirli ülkelerin gıda ile spesiyal ürünlerinin tanıtımının yapıldığı faaliyete ilişkin ülkemizle işbirliği yapılabileceği, söz konusu zincirin Slovenya'da yer alan 450'den fazla mağazasıyla pazardaki en büyük oyuncu konumunda olduğu, Güneydoğu Avrupa'da Sırbistan, Bosna Hersek, Karadağ gibi ülkelerde de market zincirleri bulunan firmadan alınan mektupta etkinlik çerçevesinde yapılacak işbirliğinin ve yatırımın kapsamı ile büyüklüğünün değerlendirmeye açık olunduğu ve olumlu görüş bildirilmesi durumunda bir örneği ekte yer alan tablonun doldurularak kendileri ile paylaşılması talep edilmektedir.

Bu çerçevede, söz konusu etkinliğe ilgi duyan firmaların, TİM'e iletmek üzere, bir nüshası ilişik firma mektubunda yer alan tabloyu doldurarak **en geç 27 Ocak 2022 Perşembe günü saat 15.00'e kadar** Genel Sekreterliğimize göndermesi gerektiği hususunu bilgilerinize sunarız.

e-imzalıdır

Sertaç Ş. TORAMANOĞLU
Genel Sekreter a.
Şube Müdürü

Ekler:

Ek.1 - Firma Mektubu (1 Sayfa)

Ek.2 - Firmalara ve Geçmiş Etkinliklere İlişkin Sunum (15 Sayfa)

Karadeniz İhracatçı Birlikleri Genel Sekreterliği
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Faks: 0.454.2164842-2168890
e-posta: kib@kib.org.tr Web : www.kib.org.tr

5070 sayılı kanun gereğince Sertaç Ş. TORAMANOĞLU (25.01.2022 10:34:24) tarafından güvenli elektronik imza ile imzalanmıştır.
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Sertaç Ş. TORAMANOĞLU – Şube Müdürü



Dear Sir or Madam,

Mercator wants to offer its customers more than just ordinary shopping; we want them to have a pleasant experience, explore new products and discover specialties. And it is cuisine that makes us get to know the people, the culture, the history and the way of life of other countries in the most authentic way. This represents true wealth.

As the largest retailer in Slovenia with almost 500 stores, we would like to give you the opportunity to promote the tastes and specialties of your country in 2022. In recent years, Mercator has very successfully introduced to its customers the specialties of Indian, Irish, Southeastern Europe, British, Russian and Italian cuisine. Besides the sale and promotion of food that best represents a certain country, Mercator has also organised tastings and events, and printed special flyers. This way, our customers got to know many products and producers from other countries they would not have normally got to know, and the best-selling products even got a permanent spot on the shelves of our stores. This also opens up new possibilities for products from smaller and lesser known companies representing the food-processing industry of other countries and at the same time makes our selection more varied and interesting, and our customers even happier.

Of course, investment in this kind of promotion, as well as the scope of engagement by the participating parties and the size of the project can vary. Each cooperation of this kind, however, is entered into by Mercator with the utmost level of professionalism, because we are determined to provide both our partners and customers with excellence.

If you are interested in this kind of cooperation for the promotion of suppliers from your country, we are always available for a meeting to introduce the possibilities Mercator offers in this area.

We have created the table below and we would like to ask you to fill it in, so we can incorporate the project in the calendar year 2022.

| PROPOSED DATE OF COOPERATION | PROJECT SCOPE (NUMBER OF UNITS) | YOUR ACTIVITIES, AS FORESEEN ON THE PROPOSED DATE OF COOPERATION WITH US |
|------------------------------|---------------------------------|--|
| <i>Your proposition</i> | <i>Your proposition</i> | <i>Your proposition</i> |

Please let us know about your decision by 31 January 2022.

Kind regards,



Iztok Verdnik,
Senior Vice President, Corporate Communications, Mercator



WORLD DAYS IN MERCATOR D.D.



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MERCATOR IS THE LEADING RETAILER IN THE REGION. IT IS ONE OF THE LARGEST CORPORATE GROUPS IN SLOVENIA



462 FMCG stores

- Markets: 395 (<700 m²)
- Super: 44 (701--1,500 m²)
- Hyper: 23 (1,501-6,600 m²)



Population: 2,1 mio

No. of households: 0,8 mio

Legend:



Retail operations



Mercator real estate



Other operating activities

#1



The **Mercator Group** is one of the **largest corporate groups in Slovenia**, and within the **Fortenova Group** it operates in the entire region of Southeast Europe.

Headquarters of **Poslovni sistem Mercator, d.d.** is in the **Republic of Slovenia**.

The primary and most important activity of the Mercator Group is the retail of fast-moving consumer goods, complemented by a range of supplementary services. We therefore wish to provide our customers with a comprehensive offer that meets their needs and wishes.

In Slovenia, Mercator has over 70 years of tradition.





WE CONTINUE PIONEERING IN DEVELOPING
INNOVATIVE STORE CONCEPTS



BEST WORLD PRACTICES

Mercator Šiška and
Kranj Primskovo,
Mercator Ložionička
and Borik, Maxi



LOCAL CONCEPT

Idea Dorćol,
Idea London
Idea
Beogradanka

CONVENIENCE CONCEPT

Minute
Gregorčičeva



LIFESTYLE CONCEPT - GREEN

Idea Organic



FLAGSHIP LARGEST MERCATOR HYPERMARKET STORE CONCEPT ŠIŠKA RENOVATED IN 2017



Focus on flavors from around the world, new fresh departments, upgraded offer and assortment



Self-service checkouts, mobile scanning



Complete choice, continuous discovering of new products and ranges, world class shopping experience for all shopping missions, shopping theatre

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HM ŠIŠKA AFTER RENOVATION



Deli



Fishmonger



Gastro, pizza, sandwiches



Bio



Winery



F&V



- **World class shopping experience** in all departments

- **Open market feel entrance:** fruit & vegetables and florist

- **The biggest assortment:** over 35.000 SKUs, of which 5.000 novelties

- **Show cooking:** gastro, bakery, confectionery, butcher, fish tank with live fish and lobsters

- **Video wall** 10m2, extra-long cash counters, **M Scan** mobile, dedicated M Scan checkouts, self-checkouts

- The biggest **Local department**, medical supply shop in shop **Sanatura**

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HM ŠIŠKA AFTER RENOVATION



Bakery



Sushi



Meat - butcher



Local and bio



Cakes and coffee



M Scan



- **Bakery** with special types of bread made in store by hand

- **New sushi counter:** freshly prepared at the POS by a sushi chef

- **Butcher** with meat products made in store and meat aging zone

- **Cakes and coffee:** cakes prepared on site, including sitting area

- **Largest local** department with products made by local farmers

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FLAGSHIP UP-SCALE CONVENIENCE STORE CONCEPT „GOURMET“



Focus on broader offer in
gastro, new departments, new
services in delicatessen



Self-service, Cashless self-
checkout



Immediate consumption and
convenience for to-go and stock-
up shopping

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MAXI GOURMET MARKET AFTER RENOVATION, ENCOMPASSING WORLD-CLASS TRENDS, OFFER AND EXPERIENCE



Deli



Bakery



Gastro, pizza, sandwiches



Bio



Winery



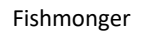
Self-service checkout



- Increased sales area by **20%**
- **Convenience food solutions** at the beginning of shopping route
- **Wines and spirits** from various countries and regions
- **Prosciutto counter & dry meat ageing** in store
- **Cashless checkouts** for quicker service



Prosciutto corner



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CARRIED OUT PROJECTS FOR BRINGING CUSTOMERS FLAVOURS FROM AROUND THE WORLD



DAYS OF ITALY
2021

DAYS OF RUSSIA
2019

DAYS OF GREAT
BRITAIN
2018

DAYS OF
ASIA
2017

DAYS OF THE
BALCAN REGION
2017



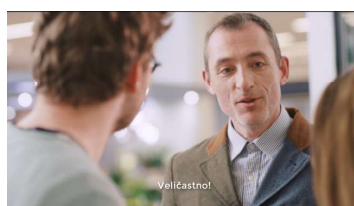


REACH OF THE PROJECT: EXAMPLE OF BRITISH DAYS



- CATALOGUE WITH THE BRITISH PRODUCTS: 150.000 households
- RADIO SPOTS: reach of the 66.000 listeners
- TV SPOTS: reach of the 709.391 viewers
- PRINTED MEDIA: 142.000 readers
- DIGITAL REACH: 350.000 views

At the time of the project was taking place we had 210.000 shoppers and 450.000 visitors





EXAMPLE OF PROJECT OKUSI PO ITALIJANSKO (TASTE OF ITALY) IN HYPERMARKET ŠIŠKA



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**EXAMPLE OF PROJECT OKUSI PO ITALIJANSKO
(TASTE OF ITALY) IN HYPERMARKET ŠIŠKA**





EXAMPLE OF PROJECT OKUSI PO ITALIJANSKO (TASTE OF ITALY) IN HYPERMARKET ŠIŠKA





EXAMPLE OF PROJECT OKUSI PO ITALIJANSKO (TASTE OF ITALY) IN HYPERMARKET ŠIŠKA

