

Gürok Group Earns the “Women at Work Equality Certificate”

With its “Equality Is the Gürok Way” approach, Gürok Group stands among the leading institutions in advancing gender equality.

One of Türkiye’s largest private sector groups, Gürok Group, has been awarded the **“Women at Work Equality Certificate”** for its practices that place gender equality at the heart of its corporate culture. Successfully completing the independent audit process conducted in collaboration with the Sustainability Academy and Intertek, Gürok Group was deemed worthy of this prestigious certification thanks to its exemplary practices in equal opportunity and inclusivity.

From recruitment and promotion processes to compensation policies, training opportunities, and internal awareness initiatives, the Group centers equality across all human resources practices. Embracing the philosophy of **“Equality Is the Gürok Way,”** Gürok Group actively supports women’s empowerment in business life and has made equal opportunity an integral part of its way of doing business across all sectors in which it operates from industry to tourism.

As a result of audits covering the Group’s brands including tableware glass brand **LAV**, glass packaging brand **GCA**, **Gürok Kiremit** in the roofing tile sector, **AVOYA** in fast-moving consumer goods, **Ali Bey Hotels & Resorts** in tourism, and **BIJAL** Gürok Group earned the Women at Work Equality Certificate, formally recognizing its pioneering position built on equality and inclusivity.

Esin Güral Argat: “We are moving forward with determination on equal representation, equal opportunity, and inclusive leadership”

Emphasizing that sustainable development cannot be achieved while women are excluded, Esin Güral Argat, Vice President of the Board of Gürok Group, stated:

“At Gürok, we are progressing with determination in the business world on equal representation, equal opportunity, and inclusive leadership. Through practices we have implemented for many years to support women’s participation in the workforce, their representation in management levels, and the provision of equal opportunities in working life, we have built a structure that supports diversity across all areas from production to leadership.

While the average ratio of mid- and senior-level women managers in companies across Türkiye stands at 19.6 percent, at Gürok Group our mid-level women manager ratio is 34 percent, and our senior-level women manager ratio is 25 percent. At our LAV brand, the world’s fifth-largest tableware glass producer, the ratio of women among white-collar employees has reached 54 percent.

“Strengthening women’s presence in industry”



We are strengthening women's presence in industry through women welders, forklift operators, and shift supervisors in the glass packaging and tableware glass sectors. In tourism, our JOALI brand in the Maldives stands out with a women employment rate that is twice the national average. As a signatory of the United Nations Women's Empowerment Principles (UN WEPs) since 2015, we continue our commitment to this cause on an international scale.

The Women at Work Equality Certificate we have earned with our 'Equality Is the Gürok Way' approach is a concrete reflection of this commitment. For us, what matters is not only increasing the numbers, but making equality a natural part of our corporate culture and I believe we have achieved this."