

## **Gürok Group Shared Its Green Transformation Vision at the Sustainability Conference**

Continuing its growth with an innovative and sustainable approach, Gürok Group shared its green transformation-focused practices and roadmap at the Sustainability Conference organized by the Sustainable Business Platform at Fairmont Quasar Istanbul. As one of the sponsors of this year's second Sustainability Conference, Gürok Group showcased its practices aimed at responsible resource use, waste management, recycling, ethical production processes, and reducing its carbon footprint at its booth, where it engaged with industry leaders and professionals.

### **Dr. Gayret Spoke at the "Leadership in Green Transformation" Session**

As part of the event's theme, "What Needs to Be Done Now for Green Transformation?", Dr. Abdullah Gayret, General Manager of GCA one of the Group's key brands in the glass packaging sector participated in the session "Global Sustainability Trends and Leadership in Green Transformation." In his speech, Gayret discussed prominent areas of transformation in the business world, highlighting the strategic advantages of green transformation, carbon neutrality targets, and shifting competitive dynamics. He emphasized that sustainability is not only a responsibility but also a powerful vision that supports long-term success.

### **"Export Strategies and Production Processes Are Being Redefined"**

Highlighting that data-driven decision-making, regulatory compliance, and actionable roadmaps are critical for the business world, GCA General Manager Gayret stated:

"Digitalization and sustainability are reshaping the business agenda. In response to changing business conditions, we are building an agile organizational structure and streamlining our decision-making and implementation processes to gain speed. By placing innovation at the core, we are redesigning all our processes from product design to packaging engineering. International trade policies and regulations directly affect our business operations. The EU Green Deal and new carbon regulations are redefining our export strategies and production processes. For this reason, our investments in digitalization and innovation not only enhance efficiency but also enable compliance with international standards and strengthen our sustainable stance on a global scale. Global trends bring both risks and opportunities. We focus on managing these risks



effectively and turning opportunities into advantages. With our strong corporate values and commitment to sustainable growth, we prioritize an innovative approach in the glass packaging sector and actively carry out our digitalization and sustainability-focused initiatives.”