

Press Release | Food & Beverages

## Turkish nut specialist opens European headquarters in Emsdetten

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Berlin (gtai) - The Turkish nut specialist Tadim is to set up a major presence in Emsdetten in the German state of North Rhine-Westphalia, having received support from Germany Trade & Invest (GTAI); the state's economic development agency, NRW.INVEST; and the city of Emsdetten's ServiceCenter Wirtschaft.

Tadim will invest around seven million euros over the next three years with 30 new jobs created immediately and a further 20 jobs planned in the run up to 2017.

The company, which originates from the Turkish industrial city of Gebze, will process and package nuts at the new location and manage its lines in Europe and North America. The majority of the investment will be spent on production, packaging, and logistics equipment.

Managing director of Tadim Deutschland GmbH Mehmet Er is confident: "We hope to expand our market position in Europe significantly with this investment. We liked Emsdetten because of its central location and its proximity to major markets."

"North Rhine-Westphalia is the top address for Turkish investors in Germany," says Garrelt Duin, Minister of Economic Affairs, Energy, and Industry of the State of North-Rhine Westphalia. "Turkish direct investment has doubled in the state since 2009. However, there is still a lot of development potential that we want to realize."

"Many leading Turkish SMEs are poised to open branches in Europe. In 2013 alone, 18 Turkish companies came to North Rhine-Westphalia," says Petra Wassner, managing director of NRW.INVEST.

GTAI and NRW.INVEST provided support to the Turkish investor and guided the company throughout the settlement process.

"Tadim's investment in Germany is a significant move as the company not only plans to sell its products to its growing German customer base, but will also start local processing and distribution to neighboring countries and North America", says Daniel Lindel, Senior Manager Food & Nutrition at GTAI. "The decision demonstrates Germany's attractiveness as a production location and the optimal logistics for serving international markets."

Tadim was founded in 1971 by Mehmet Tekinalp. The company specializes in processing and packaging a wide range of nuts and dried fruit from hazelnuts and sunflower seeds through to sultanas and dried apricots. The company employs around 530 staff in Turkey. The country is one of the main exporters of nuts and the world leader in the cultivation of hazelnuts.

*Germany Trade & Invest* is the foreign trade and inward investment promotion agency of the Federal Republic of Germany. The organization advises foreign companies looking to expand their business activities in the German market. It provides information on foreign trade to German companies that seek to enter foreign markets.

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