

LOCAL BUSINESS CONTRIBUTION TO SPORTS IN TRABZON CITY

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(MARKETING MANAGER - PORT OF TRABZON)



ONE CITY ● TWO SYMBOL



TRabzon

Geçmişin Tuğrası, Geleceğin İmzası

The imperial seal of the past, the sign of the future

LOCATION





LOCAL BUSINESS CONTRIBUTION TO SPORTS IN TRABZON CITY

- Football is the most important sport in the World and also in Turkey.
- On the example of Trabzon, we can see the close relationship between the city life and sport club of "Trabzonspor".
- The city of Trabzon is a port city that is located on the shore of Black Sea.
- Seaport of Trabzon is one of the most important factor for the local economy. The other factor is no doubt Trabzonspor.

THE ECONOMY IS RISING

- Sport And Economics have a direct connection with each other and they have mutual benefit.
- The success of Trabzonspor contributes to the promotion of the city of Trabzon. As a result; high rates of domestic and foreign tourists arriving in Trabzon, filling in hotels, restaurants and cafes, increasing shopping, making new investments, and reducing unemployment are the some of results of the local economy.
- All local authorities in Trabzon know very well how the economic value of sport benefits to the economy.

THE PORT OF TRABZON

The Port of Trabzon, operated by the Albayrak Group since 2003, becomes increasingly important in the country and region. The port started its modernization efforts with new investments shortly after it was taken over and its annual handling capacity reached 10 million tons from 3.9 million tons. Similarly, with an increase of 200 percent, the amount of load handled reached 2.9 million tons from 900,000 tons. The port broke a record in terms of the number of containers handled. The number of containers handled increased 35 times compared to the pre-privatization period, rising from 1,000 to 35,000.



ANNUALLY	BEFORE PRIVATIZATION	ALBAYRAK MANAGEMENT
CAPACITY (Ton)	3.900.000	10.000.000
ACTUALIZE HANDLING (Ton)	900.000	3.000.000
CONTAINER HANDLING (Amount)	1.000	35.000

ABOUT ALBAYRAK GROUP



- The Albayrak Group launched its operations in the construction industry in 1952, and grew in parallel with the Turkish economy.
- Currently, the Albayrak Group operates in six major industries in the six countries with more than 30 companies: construction and real estate development, industry, logistics, services, media, and tourism.
- Albayrak Group has more than 20,000 employees in all around the World.

PORT OF TRABZON & TRABZONSPOR



- Trabzon Port, Chairman of the Board Nuri Albayrak was the president of Trabzonspor between 2005-2007.
- Port of Trabzon always supports Trabzonspor and continues its active membership of Trabzonspor.
- When Trabzon's imports-exports and the economic development has increase, the load potential in the port of Trabzon will rise. As a result the Port of Trabzon can provide more support to Trabzonspor with other Trabzon companies.

TRABZON LİMANI
ALPORT

A blue wavy line graphic that starts under the 'A' of 'ALPORT', dips down, and then rises to end under the 'T'.

TRABZONSPOR CLUB



SPONSORS

Strong economic support is needed to for the sustainability of the sporting success of a sports club

İSÜ | İSTİNYE
ÜNİVERSİTESİ
İSTANBUL

QNB
FINANSBANK

İLACER
KRİSPİ

aktifbank

intercity

macron



'TWEEN

TURKISH
AIRLINES

DOĞUŞ
OTOMOTİV

LUKOIL

papara

PARK
DEDEMAN
TRABZON

Ali Osman
Ulusoy

ANADOLU
SİGORTA

süratkargo

HARDLINE
NUTRITION





- Trabzon realized exports of 655 million dollar to 119 different countries in the first 9 months of 2018, and took the first place among 18 provinces in Turkey Blacksea Region.
- Among these 18 cities, there is no cities with a sporty success other than Trabzonspor. This shows us the close relationship between local economy and sports.



TEAM-ORIENTED



The old stadium of Trabzonspor was inadequate and quite bad, but due to the sloping geographical conditions of Trabzon, there was no large flat area in order to build a new stadium.



Trabzonspor Sport Complex building with the sea filling method idea proposed by Albayrak Group to Trabzonspor Management and stadium construction process has started immediately.



Workplace Delivery Date: 28.06.2013

Date of Completion: 29.05.2015

Total Land Area: 418.089 m²

Stadium Construction Area: 134.915 m²

16.03.2011



07.09.2013





Trabzonspor Şenol Güneş Tesisleri Medikal Park Stadi



STADIUM OF KOCAELI CONSTRUCTION PHASES



STADIUM OF KOCAELI



KOCAELI STADIUM CONSTRUCTED BY ALBAYRAK GROUP IN 2017





TRABZON STADIUM



KOCAELİ STADIUM



These stadiums comply with UEFA and FIFA criteria



Trabzon and Kocaeli stadium took place in the Turkey's 2024 European Championship (Euro 2024) candidacy application catalog. It shows us this two new stadium success.





TRabzon

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**BALTIC BLACK SEA
ECONOMIC FORUM**

6. BALTIC BLACK SEA ECONOMIC FORUM WILL BE HELD IN TRABZON (2019)

SEE YOU AT TRABZON...



**TRABZON
PORT**

albayrak

THANK YOU