

# VESTEL



## ABOUT US

Vestel A.Ş., headquartered in Manisa, Türkiye, is one of Europe's leading manufacturers of consumer electronics and home appliances, operating under Zorlu Group. With exports to over 150 countries and a strong R&D center employing over 1600 engineers, Vestel focuses on developing energy-efficient, connected, and sustainable technologies aligned with EU Green Deal objectives.

## COMPETITIVE ADVANTAGES



Experience with  
A Brands



900+ customers  
500+ brands



Innovative  
Designs



Member of  
Customs Union



Short Lead Time



Geographical Proximity to  
Europe, MEA, Russia

## KEY AREAS OF EXPERTISE

- Product Development
- Sustainability & Energy Efficiency
- Smart & IOT Technologies
- Circular Economy Solutions
- Advanced Materials
- Optimization of design approaches
- New lightweight materials

## VESTEL GROUP COMPANIES



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www.vestel.com.tr

## FUNDED R&D PROJECTS

INTERNATIONAL

12

2025 ONGOING

- 3 Horizon2020
- 1 Horizon Europe
- 1 İkili İşbirliği
- 2 Erasmus +
- 4 EUREKA
- 1 UNDP

23

COMPLETED

- 18 EUREKA
- 3 Erasmus +
- 1 Horizon 2020
- 1 M.Eranet 2020

NATIONAL

36+

- 2 Tübitak 1071
- 3 Tübitak 1509
- 4 Tübitak 1004
- 3 Tübitak 1511 (HAMLE)
- 2 Tübitak 1505
- 4 Tübitak 2244
- 1 Tübitak 1707
- 1 Tübitak 1601
- 20+ Tübitak 2209-B

455

- 416 Tübitak 1501
- 18 Tübitak 1509
- 3 Tübitak 1505
- 3 Tübitak 1707
- 4 Tübitak 1511
- 10 Tübitak 2209-B
- 1 Tübitak 2210-D

## PROJECT PROGRAMS WE ARE INTERESTED IN

Vestel has actively participated in both national and European collaborative R&D programs including:

### • Horizon Europe

- Clusters 4 (Digital, Industry and Space),
- Clusters 5 (Climate, Energy and Mobility), and
- Clusters 6 (Food, Bioeconomy, Natural Resources)

### • Eureka / Eurostars / Eurogia programs

- TÜBİTAK-funded projects under sustainability and digital transformation agendas

## WHAT WE OFFER TO PROJECTS

- Industrial-scale testing and validation capabilities
- Design, prototyping, and integration of novel materials and technologies
- Access to extensive supply chain and manufacturing infrastructure
- Strong commercialization and exploitation pathways
- Compliance expertise with international standards (CE, RoHS, REACH, etc.)