**Press Release 27.12.2024**

**Aydem Retail and Gediz Retail Had the Pleasure of Meeting Their Business Partners in Izmir!**

**Aydem Retail and Gediz Retail met their business partners at a meeting held in Izmir. During the event, important highlights were made regarding the company’s future plans, the industry-specific innovations, as well as the development of collaborations. Business associates from various regions of Türkiye discussed their upcoming objectives and partnership strategies during the gathering.**

Kicking off the event, Mustafa İren, General Manager of Aydem Retail and Gediz Retail, emphasized the vital importance of their business partners in the company’s long-term success. “Our business partners serve not only as players that enhance our network but also as vital backers of our brand’s sustainable growth,” İren said. “With the commitment and success demonstrated all this time, we have reinforced our leadership in the energy industry. I believe that Aydem Retail and Gediz Retail will attain even more significant success with our business partners in line with our objective of providing the best quality service to our customers.”

Highlighting the importance of developing innovative solutions in the energy industry, where competition is gradually increasing, General Manager Mustafa İren also stated that “Swift adaptation to the market’s dynamic structure is one of the building blocks of our long term achievements. As Aydem Retail and Gediz Retail, we adapt to these changes together with our business partners and prepare for the opportunities of the future”.

**Honors for Business Partners**

Awards were presented in various categories to honor the accomplishments of the business partners during the event. The awards for “Best Sales Performance in Units Sold” and “Best Sales Performance in Volume” were given to their recipients.

**Applications for Becoming a Business Partner are in Progress**

“Business Partners of Aydem Retail and Gediz Retail not only get to have a strong position in the industry, but also have competition advantage with a broad customer network and strong brand support. With the privileges we offer in areas such as technical support, training and marketing activities, we create opportunities to grow with our business partners”, Aydem Retail and Gediz Retail Sale Director Sarper Saraçoğlu said, Mentioning that new business partner applications are ongoing and highlighting the advantages offered by the business partnership system.

Saraçoğlu conveyed his confidence that they will achieve more through cooperation, stating that entrepreneurs interested in joining the dealership model can complete the application form on the website.

Application link: <https://www.aydemperakende.com.tr/bayilik-basvurusu>

**About Aydem Retail:**

Standing out as one of the constituents of Aydem Energy Group, which is the first and leading integrated energy company in Türkiye with 40 years of experience and expertise in the energy sector, Aydem Elektrik Perakende Satış A.Ş. started its operations in 2008 as a contracted supplier in Aydın, Denizli and Muğla, and became the first electricity retailer privatized in Türkiye. Aydem Retail operates as the incumbent supplier in the Turkish provinces namely Aydın, Denizli and Muğla to provide energy for life at more than two million points in all 81 provinces in Türkiye, creating added value for the national energy and economy. With a corporate culture that promotes the strategy to offer energy solutions for a sustainable future, Aydem Retail keeps working to create value for its customers, employees, suppliers and the society through its customer-focused approach, its services that keep pace with the innovations and needs of the modern world, and its customer relations centers that have the largest service network in Türkiye. Aydem Retail has a strong corporate culture with its forward-looking work policies and innovative practices, and the value it places on its employees, attested to by its certification as “Great Place to Work” by the Great Place to Work® Institute and its inclusion in the “List of the Best Employers in Türkiye”.

**About Gediz Retail:**

Incorporated within Aydem Energy, which is the first and leading integrated energy company in Türkiye with 40 years of experience and expertise in the energy sector, Gediz Elektrik Perakende Satış A.Ş. started its operations in 2013 as a contracted supplier in Izmir and Manisa provinces. Gediz Retail supplies energy for more than 12 million people at more than three million points, offering faster and durable solutions to cater to customer requirements in the provinces of Izmir and Manisa. With a corporate culture that promotes the strategy to offer energy solutions for a sustainable future, Gediz Retail keeps working to create value for its customers, employees, suppliers and the society through its customer-focused approach, its services that keep pace with the innovations and needs of the modern world, and its customer relations centers that have the largest service network in Türkiye. Aydem Retail has a strong corporate culture with its forward-looking work policies and innovative practices, and the value it places on its employees, attested to by its certification as “Great Place to Work” by the Great Place to Work® Institute and its inclusion in the “List of the Best Employers in Türkiye”.

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