

Yıldız Demir Çelik to Strengthen Global Partnerships at Made in Steel Fair

The leading steel industry event in Europe, Made in Steel Fair, will take place in Milan, Italy, from May 6 to 8. Participating for the second time, Yıldız Demir Çelik plans to deepen its goals in global markets.

Operating on a 300,000-square-meter area in the Alikahya Organized Industrial Zone in Kocaeli, Türkiye, Yıldız Demir Çelik — a subsidiary of Yıldızlar Yatırım Holding — aims to strengthen its global collaborations and share its innovative approaches in the steel industry with international stakeholders by participating in Made in Steel, one of Europe’s major steel events.

Second Participation with Global Ambitions

Having received positive feedback from its first participation in Made in Steel in 2023, Yıldız Demir Çelik gained significant value through the lasting business connections established at the event. Thanks to high-quality interactions with professionals and valuable insights from various markets, the company experienced the fair’s strong impact on enhancing brand awareness and has prepared for this year’s event with renewed motivation.

Emphasis on Innovative Products and Digital Experience

Analyzing the attendee profile and regional market demands, Yıldız Demir Çelik will showcase its high-quality pickled, cold rolled, galvanized, and pre-painted product groups at the Made in Steel Fair. In addition to its products, the company aims to present its premium customer experience — supported by its Steel Service Center, Laboratory, and digital services — on the international stage. The event offers a valuable opportunity to promote the company’s innovative products and service approach globally.

Yıldız Demir Çelik also holds the distinction of being the first and only company in its sector in Türkiye with a dedicated customer experience department. Guided by the principle of “Responsible production in every step, people first in every step, and the future in every step,” the company places sustainability and a human-centered production philosophy at the core of its operations.



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About Yıldız Demir Çelik:

Yıldız Demir Çelik is a group company of Yıldızlar Yatırım Holding, which has made major investments both in Türkiye and globally. Operating on a 300,000 m² area in the Alikahya Organized Industrial Zone in Kocaeli, the company offers a wide range of products for industries such as white goods, automotive, panel radiators, general manufacturing, construction, and energy. Within its integrated cold rolling complex, the company transforms hot rolled inputs into final products using environmentally friendly technologies. Yıldız Demir Çelik provides direct employment to over 600 people and indirect employment to 2,500 individuals.

Having launched operations in 2018, the company has rapidly achieved notable export success and is ranked among Turkey's top exporters — reaching 48th place nationwide in the TİM1000 list as of 2021. In addition, with laboratories accredited by TS EN ISO/IEC 17025, it provides services to both internal and external stakeholders in compliance with international standards.

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