

July 24, 2019

IFA 2019: Arçelik's IFA Keynote to Focus on the Company's Vision for Ensuring Wellbeing for All

For Arçelik's CEO Hakan Bulgurlu, technology and innovation are integral as the company strives for a more sustainable and efficient future for its consumers.

Berlin, 24 July 2019 - Arçelik, parent company to 12 global brands including two of Europe's largest Beko and Grundig, is striving to shape technologies for the benefit of people and the environment in all 146 countries it operates in worldwide.

As part of the IFA Keynote, Hakan Bulgurlu, CEO of Arçelik, will present the company vision of "wellbeing for all." As a passionate industry leader, Bulgurlu will demonstrate his strong position on product and innovation as well as the importance of how products developed by Arçelik affect people's lives.

"Used in an innovative way, technology can help improve people's skills, and thus their everyday lives, and secure our future," says Arçelik CEO Hakan Bulgurlu.

Through continuous investment in R & D and product innovation, Arçelik and its more than 30,000 employees are focused on building a portfolio of leading brands.

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