

Early AI adopters in Türkiye's \$608 billion manufacturing sector report double-digit efficiency gains

İSTANBUL, TURKEY, August 25, 2026 /EINPresswire.com/ -- GITEX Ai Türkiye speakers say data governance, not technology, is now the biggest barrier to scaling Turkish manufacturers from AI pilots to enterprise-wide production

AI's emerging role in Türkiye's US\$608 billion manufacturing sector has the potential to generate a seismic shift in industrial productivity, with early adopters of the transformative technology already seeing double-digit improvements in efficiency, cost and quality, according to industry experts.

'AI-native production', where manufacturing processes are designed from scratch around core artificial intelligence systems, is now taking shape across Turkish industry, where manufacturing accounts for a fifth of the nation's gross domestic product (GDP), according to World Bank data.

MEXT, Türkiye's leading industrial transformation and capability development centre, assessed more than 200 Turkish manufacturers through Alxpire, its proprietary AI maturity methodology, finding that while maturity varies across factories and sectors, Türkiye is making rapid progress.

"The returns of AI-native production for early adopters are becoming increasingly measurable," said Efe Erdem, General Manager of MEXT, one of 100-plus speakers at GITEX Ai Türkiye, the inaugural tech and AI event taking place 9–10 September 2026 at Istanbul Expo Centre.

"Companies are improving production output by 10–20 percent, increasing employee productivity by 7–20 percent, reducing unplanned downtime by 10–30 percent, and lowering energy consumption by 5–15 percent."

Erdem, who will take part in a fireside chat on the future of AI-native production at GITEX Ai Türkiye, said the greatest returns in Turkish manufacturing come when AI becomes part of core business processes rather than remaining an isolated technology experiment.



Efe Erdem, General Manager of MEXT

"We have seen AI create value well beyond the factory floor," he added. "In one project, an agentic AI solution reduced quotation processes that previously took days to just minutes, while improving pricing accuracy and responsiveness to customers."

Lina Hushki, Director of Innovation and Digital Transformation at the Amman Chamber of Industry in Jordan is another speaker next month on 'The Intelligent Factory.' Hushki said Turkish Lighthouse sites – a factory recognised by the World Economic Forum for successfully using advanced digital technology – are also making massive gains from early AI adoption.

"Arçelik's Eskişehir factory, a Lighthouse site here in Türkiye, reports 20 percent fewer customer complaints from decisions supported by AI, 43 percent more capacity and 17 percent lower conversion cost," said Hushki. "These are real numbers from a real factory. But there are 238 Lighthouse sites out of hundreds of thousands of factories so these figures should be read as a direction rather than a promise."

Data foundations, not technology, is the real constraint

Erdem, who will explore Türkiye's AI maturity gap on the manufacturing floor in the fireside chat 'Beyond the AI Factory — What Is the Next Industrial Advantage?' at GITEX AI Türkiye 2026, said that while Türkiye is advancing toward AI-native production lines, the biggest mistake manufacturers make is trying to scale AI before they have proven it works in one place.



Lina Hushki, Director of Innovation and Digital Transformation at the Amman Chamber of Industry



The conference programme at GITEX AI Türkiye will gather local and global speakers, investors, and innovators to explore Türkiye's fast-advancing AI landscape

“The biggest mistake is trying to scale too early,” said Erdem. “Many manufacturers launch multiple AI pilots simultaneously without proving measurable business value in a single process or putting robust OT data governance in place. Scaling AI is not just about deploying more models. It depends on trusted data, standardised processes and strong governance across both IT and OT environments.”

Erdem added that the automotive sector is leading Türkiye’s AI adoption curve, driven by machine vision and predictive maintenance: “White goods and electronics manufacturers are also progressing rapidly, largely because of their strong export orientation and exposure to global markets, where digital competitiveness, quality and operational excellence are critical differentiators,” he said.

A Jordanian Turkish lens on the same AI transition

Hushki, who leads AI-readiness work at the Amman Chamber of Industry, will bring a comparative regional perspective to the GITEX Ai Türkiye panel: ‘The Intelligent Factory — From Industry 4.0 Pilots to AI-Native Production,’ pointing to Türkiye’s model factory network as a template other markets are seeking to replicate at smaller scale.

She pointed to predictive maintenance, vision-based quality inspection, energy optimisation, production planning and digital knowledge systems as practical areas for joint Turkish-Jordanian industrial collaboration, arguing that Turkish manufacturers bring scale, engineering depth and technology providers, while Jordanian firms offer fast-moving test environments, specialised engineering talent, and regional market access.

“Jordanian and Turkish manufacturers can work together through joint pilot projects, supplier development programs, applied research and shared industrial AI solutions,” said Hushki. “Turkish companies bring manufacturing scale, engineering depth and technology providers. Jordanian firms bring test environments that move quickly, specialised engineering talent and access to regional markets.”

Defining Türkiye’s and Eurasia’s AI decade

The two sessions are among a deeper conference programme at GITEX Ai Türkiye, Türkiye’s most international tech and AI event. The debut two-day event will feature more than 300 exhibitors and startups, 100 global speakers, and 100-plus investors, while attracting thousands of tech executives from across the globe, uniting Türkiye’s rising AI economy with global expertise, capital and commercial opportunities.

Among those confirmed are global tech heavyweights powering the intelligence economy, including Google Cloud, HPE & NVIDIA, AWS, ASUS, Dell Technologies, Huawei, SAP, Schneider Electric, and TrendAI. Regional powerhouses Trendyol, Türkiye’s \$16.5 billion e-commerce giant, Andevos, the country’s leading AI and fintech platform, and Halkbank, Türkiye’s state-owned SME

banking champion.

GITEX Ai Türkiye is hosted by the Investment and Finance Office of the Presidency of the Republic of Türkiye (Invest in Türkiye) in strategic partnership with Türkiye's Ministry of Industry and Technology. The flagship debut event is powered by GITEX, the world's largest tech, AI and investment event network, and organised by inD.

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