

OYSİD

Association of Toy and Sports Equipment
Manufacturers and Exporters

“It Begins with Play, Strengthens with Sports;
The Common Voice of the Industry,
the Power Opening to the World”



OYSİD

About the Association

OYSİD – Association of Toy and Sports Equipment Manufacturers and Exporters was established on January 27, 2025 with the aim of enhancing the sector’s representation and bringing together toy and sports equipment manufacturers in Turkey under a single umbrella. Currently, our association has 53 members, and nearly 70 new membership applications are under evaluation.

OYSİD brings together industrialists and exporter companies operating in the toy and sports equipment sectors, continuing its work with the goal of quality in production, sustainability in exports, and international competitiveness.

Founding President Ender Mıcık entered the sector in 1985 through toy imports. During the pandemic, disruptions in imports from China and rising costs, combined with increasing demand from international markets for products from Turkey, gave the sector a new direction.

Turkish local manufacturers, due to their geopolitical location, are ideally positioned as suppliers to countries with high purchasing potential; and thanks to their production capacity, workforce, and logistical advantages, they serve as the closest suppliers.

Based on the guidance of our consultants, it was concluded that in order to use these advantages more effectively, manufacturers should come together and be organized under the umbrella of an association.

Thanks to this structure, it has become possible to effectively achieve common goals such as:

- ✓ Making better use of government incentives**,
- ✓ Organizing procurement delegations within the scope of UR-GE projects
- ✓ Arranging B2B meetings
- ✓ Ensuring national participation in international fairs



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Purpose of Establishment

- ✓ OYSİD was founded to bring Turkish toy manufacturers together under a single umbrella and increase their export potential.
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- ✓ The association guides the sector through its import experience, export showroom practices, and international trade expertise.
- ✓ Primary Goals: Effectively benefit from government incentives, Organize procurement delegations within the scope of UR-GE projects, Ensure national participation in international fairs, Increase exports through B2B meetings.

Mission: To enhance the production capacity of Turkish industrialists in the toy and sports equipment sector according to international standards, achieve the sector's export targets, strengthen competitiveness in global markets, and increase exports.

Vision: To create a strong image of a Turkish brand in the global market.

Core Values: Quality, Safety, Sustainability.



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OYSİD Activities and Initial Efforts

A ministry application was submitted quickly, and the first Procurement Delegation was organized at Seginus Hotel in Antalya on April 4–5, 2025. During this event, B2B meetings with international buyers were held, and some of our members achieved their first exports and received repeat orders for the first time.

Şanlıurfa Visit (May 20–21, 2025)

As OYSİD (Association of Toy and Sports Equipment Manufacturers and Exporters), our members in Şanlıurfa were visited.

During the visit:

Meetings were held with producers at Ethem Toy, Can Ali Toy, Oturakçı Toy, and Sebat Toy factories to assess the sector's challenges on-site.

The visit, organized in cooperation with the Ministry of Trade, was attended by:

Mr. Sinan, Head of the Machinery and Electrical Department,
Ms. Betül, Trade Specialist,
Ms. Kübra, Head of the Legislation Department,
and their accompanying delegation.

Mr. Osman Oktay, Director of Şanlıurfa Organized Industrial Zone, supported the visit by **providing the meeting hall to OYSİD**.



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Our Visits



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International Relations and Fair Participation

- Foreign Trade Delegations and B2B Meetings
- International Cooperation and Agreements



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Our Members



Manufacturer and exporter companies operating
across Türkiye



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Our Future Goals

- ❖ Creating a global brand value
- ❖ Increasing domestic production and exports
- ❖ Enhancing child safety and quality standards

Contact

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