



This project is co-financed by the
European Union and the Republic of Turkey.

Technical Assistance for Awareness Raising in the Areas of Product Safety, Market Surveillance and Conformity Assessment

Ref No: EuropeAid/138441/IH/SER/TR

ECONOMIC OPERATORS / PRODUCT SAFETY & MARKET SURVEILLANCE (MS) QUESTIONNAIRE REPORT

March 2019





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Contract No: DOGER/PSMSC/TR2014/DG/02/RA-2/SER/014

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INTRODUCTION



This project is co-financed by the European Union and the Republic of Turkey.

Objectives

Technical Assistance project for “Awareness Raising in the Areas of Product Safety, Market Surveillance and Conformity Assessment” has started on October 9, 2018. The overall objective of the project, for which Ministry of Trade is a beneficiary, is defined as “to contribute to increased awareness in the areas of regulations on product safety, market surveillance and conformity assessment for better implementation of the EU technical legislation.”

As part of this objective, the project aims to measure the key points such as awareness and recognition about the subject both by the consumers and also economic operators. For this purpose, the research was planned as a two-phased study.

The present report contains the data related to the **economic operators’ awareness on the product safety and market surveillance** in the scope of the **first phase**.

Population

The population is defined as economic operators operating in the manufacturing industry with 10 or more employees.

Methodology and Sampling for the Analysis

The data was collected from 1,000 companies with 10 or more employees operating in the manufacturing industry in 62 different provinces. The data was collected between March 8 and April 1, 2019 through a questionnaire form attached in the appendix.

This sample volume (1,000 economic operators) indicates a confidence interval of 0.95 percent and an error margin of +/- 3.1 percent.

Weighting was used in the analysis phase by considering the regional shares in accordance with the number of entrepreneurs in the “manufacturing” industry in The Statistical Classification of the Economic Activities in the European Community NACE Rev.2 and TurkStat Industry and service statistics. Weighting is used for both the region and the size of the economic operators.



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Table 1
Categorization according to TurkStat NUTS

TurkStat REGION DESCRIPTION AND PROVISIONS	PROVINCES WHERE APPLICATION IS CARRIED OUT	Number of Provinces in the Region	Number of Provinces Where Application is Carried Out	Number of Questionnaires	Weighting Coefficient Used (Weight)
TR10-Istanbul	Istanbul	1	1	296	0.29546
TR21-(Tekirdağ, Edirne, Kırklareli)	Tekirdağ, Edirne, Kırklareli	3	3	28	0.01690
TR22-(Balıkesir, Çanakkale)	Balıkesir, Çanakkale	2	2	9	0.01875
TR31-İzmir	İzmir	1	1	67	0.06839
TR32-(Aydın, Denizli, Muğla)	Aydın, Denizli, Muğla	3	3	36	0.04971
TR33-(Manisa, Afyonkarahisar, Kütahya, Uşak)	Manisa, Afyonkarahisar, Kütahya, Uşak	4	4	27	0.03939
TR41-(Bursa, Eskişehir, Bilecik)	Bursa, Eskişehir, Bilecik	3	3	95	0.06644
TR42-(Kocaeli, Sakarya, Düzce, Bolu, Yalova)	Kocaeli, Sakarya, Düzce, Bolu, Yalova	5	5	88	0.04383
TR51-Ankara	Ankara	1	1	77	0.06222
TR52-(Konya, Karaman)	Konya, Karaman	2	2	68	0.03645
TR61-(Antalya, Isparta, Burdur)	Antalya, Burdur	3	2	16	0.03334
TR62-(Adana, Mersin)	Adana, Mersin	2	2	37	0.04065
TR63-(Hatay, Kahramanmaraş, Osmaniye)	Hatay, Kahramanmaraş, Osmaniye	3	3	12	0.02927
TR71-(Kırıkkale, Aksaray, Niğde, Nevşehir, Kırşehir)	Aksaray, Niğde, Nevşehir, Kırşehir	5	4	10	0.01428
TR72-(Kayseri, Sivas, Yozgat)	Kayseri, Sivas, Yozgat	3	3	50	0.02599
TR81-(Zonguldak, Karabük, Bartın)	Zonguldak, Bartın	3	2	4	0.00982
TR82-(Kastamonu, Çankırı, Sinop)	Kastamonu, Çankırı, Sinop	3	3	5	0.00877
TR83-(Samsun, Tokat, Çorum, Amasya)	Samsun, Çorum	4	2	9	0.02621
TR90-(Trabzon, Ordu, Giresun, Rize, Artvin, Gümüşhane)	Ordu, Trabzon, Rize, Giresun	6	4	11	0.02508
TRA1-(Erzurum, Erzincan, Bayburt)	Erzincan	3	1	2	0.00592
TRA2-(Ağrı, Kars, Iğdır, Ardahan)	Kars	4	1	2	0.00422
TRB1-(Malatya, Elazığ, Bingöl, Tunceli)	Malatya, Elazığ	4	2	6	0.01396
TRB2-(Van, Muş, Bitlis, Hakkari)	Muş	4	1	1	0.00797
TRC1-(Gaziantep, Adıyaman, Kilis)	Gaziantep, Adıyaman	3	2	31	0.03207
TRC2-(Şanlıurfa, Diyarbakır)	Şanlıurfa, Diyarbakır	2	2	6	0.01801
TRC3-(Mardin, Batman, Şırnak, Siirt)	Mardin, Batman, Şırnak	4	3	7	0.00692
TOTAL		81	62	1,000	-

The size of the economic operators was kept above a certain sample volume in order to enable the analysis within the group itself. However, since their weights in the population are also different, the data is arranged to represent the general population by reusing the weighting coefficients.

Although there seems to be two separate weighting coefficients for the region and economic operator, a single weight was obtained through two variables by using the “Rake Weights.”

Thus, the deviations in the ratios were eliminated because the data had a ratio representing the general population in the analyses made for the general population.



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Table 2
Distribution of Population and Sample by Business Size

	Share in Population (%)	Sample Volume (n)	Share in the Research (%)	Weighting Coefficient Used (Weight)
10–19 people	39.83	210%	21.00	0.39826
20–49	38.54	416	41.60	0.38541
50–99	11.20	155	15.50	0.11203
100–249	7.12	116	11.60	0.07125
250+	3.31	103	10.30	0.03305
TOTAL	100.00	1000	100.00	–

The following pages include the analyses for the distinction of “business scale.” In this analysis, economic operators are divided into three sections:

Economic operators with 10–49 employees in the Report “***SMALL sized companies***” (626 questionnaires)

Economic operators with 50–249 employees in the Report “***MEDIUM sized companies***” (271 questionnaires)

Economic operators with 250+ employees in the Report “***LARGE sized companies***” (103 questionnaires)

The “small,” “medium” and “large” definitions here should be considered in this context.

Table 3
Small-, Medium-, Large-Sized Company Variables Created for the Analysis of the Distinction of the Business Size

	Sample Volume (n)	Number of Economic Operators in the Population (TurkStat 2017)
Small Sized (10-49 employees)	626	41,111
Medium Sized (50–249 employees)	271	9,588
Large Sized (250+ employees)	103	1,978
TOTAL	1000	52,677

The region was also included in the analysis. To analyze each region separately, the regions are divided into groups as follows.



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Table 4
Region Grouping for Analysis

	Number of Questionnaires
Istanbul	296
Marmara (Other)	220
Black Sea / Anatolia	289
Aegean / Mediterranean	195
TOTAL	1000

The provinces included in those regions are shown below.

Table 5
Provinces Within Region Groups

Istanbul
TR10-Istanbul

Aegean / Mediterranean
TR31-İzmir
TR32-(Aydın, Denizli, Muğla)
TR33-(Manisa, Afyonkarahisar, Kütahya, Uşak)
TR61-(Antalya, Isparta, Burdur)
TR62-(Adana, Mersin)
TR63-(Hatay, Kahramanmaraş, Osmaniye)

Marmara (Other)
TR21-(Tekirdağ, Edirne, Kırklareli)
TR22-(Balıkesir, Çanakkale)
TR41-(Bursa, Eskişehir, Bilecik)
TR42-(Kocaeli, Sakarya, Düzce, Bolu, Yalova)

Black Sea / Anatolia
TR51-Ankara
TR52-(Konya, Karaman)
TR71-(Kırıkkale, Aksaray, Niğde, Nevşehir, Kırşehir)
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TRA1-(Erzurum, Erzincan, Bayburt)
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TRB1-(Malatya, Elazığ, Bingöl, Tunceli)
TRB2-(Van, Muş, Bitlis, Hakkari)
TRC1-(Gaziantep, Adıyaman, Kilis)
TRC2-(Şanlıurfa, Diyarbakır)
TRC3-(Mardin, Batman, Şırnak, Siirt)

Data Collection Technique

The research data was collected through telephone calls using “MyCati,” a Computer-Assisted Telephone Interview system.

For this purpose, a large number of telephone numbers randomly selected from the province or provinces of the regions, and which match the sample group of each province, were uploaded to the system. The system then automatically and randomly called the numbers.



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EXECUTIVE SUMMARY



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The size of the economic operators was kept above a certain sample volume in order to enable the analysis within the group itself. However, since their weights in the population are also different, the data is arranged to represent the general population by reusing the weighting coefficients.



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Although there seems to be two separate weighting coefficients for the region and economic operator, a single weight was obtained through two variables by using the “Rake Weights.”

Thus, the deviations in the ratios were eliminated because the data had a ratio representing the general population in the analyses made for the general population.

The report includes analyses in the distinction of “business size.” In this analysis, economic operators are divided into three sections:

Economic operators with 10–49 employees in the Report “**SMALL sized companies**” (626 questionnaires)

Economic operators with 50–249 employees in the Report “**MEDIUM sized companies**” (271 questionnaires)

Economic operators with 250+ employees in the Report “**LARGE sized companies**” (103 questionnaires)

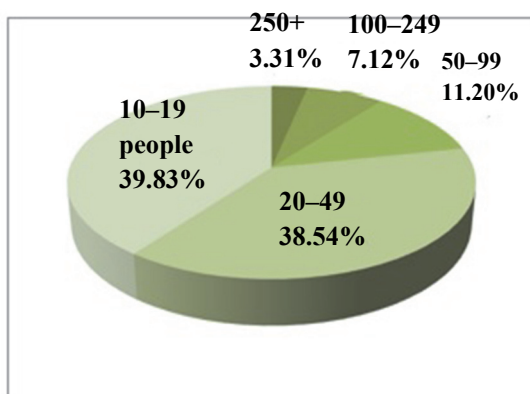
The “small,” “medium” and “large” definitions here should be considered in this context.

The region was also included in the analysis. To analyze each region separately, the regions are divided into groups as follows.

	Number of Questionnaires
Istanbul	296
Marmara (Other)	220
Black Sea / Anatolia	289
Aegean / Mediterranean	195
TOTAL	1000

Company attributes

The majority of the economic operators have been operating for 10+ years. The distribution by the business size has been weighted by accounting for the TurkStat data and reflecting the average rates in the manufacturing industry across Turkey. Almost half of the manufacturing companies are located in the Marmara Region. The interviewed economic operators predominantly operate in the fields of textile, food, base metal (iron, steel, metal works, gold, etc.) and construction.





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Who were interviewed?

In the research, at the first contact with the companies, the secretary or the switchboard operator was requested to get connected to the most authorized person related to the subject. At the end of the research, a group containing 13 percent company owner or partner and 32 percent middle or senior manager was interviewed. The majority part was the responsible person in charge of the subject (53 percent). These people were at different levels and had roles such as engineers, quality control officers and even a production supervisor.

PRODUCT SAFETY AND MARKET SURVEILLANCE

Do they know the relevant legislation and standards?

The research audience was asked *“Do you know the relevant legislation and standards within the scope of your company activities?”* Ninety-one (91) percent of the audience know these legislation and standards, at least in part. Of note, the level of full knowledge (the ones who answered “yes, I know”) is naturally higher in large-sized companies. The fact that the Istanbul companies are behind in the ranking is remarkable in that respect.

Do they believe they are carrying out their activities in accordance with these legislation and standards?

Ninety-one (91) percent of the audience who claimed they knew the relevant legislation and standards were asked *“Do you believe that you are carrying out your production/distribution/sales activities in accordance with the relevant legislation and standards?”* It is observed that almost all of those who are knowledgeable believe that they comply with the legislation and standards.

Have they ever received a warning or penalty for not complying with these legislation and standards?

Ninety-seven (97) percent of the economic operators claim they have not received any warnings or penalties relating to this matter.

How important is it for the economic operators to manufacture or sell products in accordance with the requirements of the technical legislation and standards?

When asked *“How important do you think it is to manufacture/sell products in accordance with the technical legislation and standards?”* almost all of the economic operators emphasized that it is important. In terms of finding it important, almost all economic operators have a similar tendency; however, the “large-sized” companies are one step head when it comes to the degree of importance.



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Economic operators think that responsibility falls with the manufacturers

When the managers participating in the research were asked *“Who do you think is responsible for ensuring that the products made available to the market are safe and comply with the relevant technical regulations?”* 91 percent of the audience lays the burden on the manufacturers, while 4 percent believes *“There is no such requirement. The consumer should make sure the product is safe and examine it before purchasing.”* This thought is most common among the large-sized companies.

Do the economic operators see their own industries as dangerous?

The managers participating in the research were asked *“Do you think that the products made available to the market in the industries in which you operate can pose a danger to human health and the safety of life and property, animal or plant life or environmental health?”* They were then asked to assess their own industries. The majority of the managers believe that their industries are “clean” in that respect (75.97 percent). The percentage of managers who think they can be partially or completely dangerous is 24 percent. Naturally, those who regard their own field of activity as dangerous are predominantly the “manufacturing of chemicals and chemical products” and the “construction, building materials, etc.” industries. The “textile” group sees their industry as the least dangerous.

Which activities are covered by the “market surveillance” according to the economic operators?

Which activities are covered by the “market surveillance” according to the managers? First of all, “product quality inspections,” “product compliance/safety inspections” and “domestic market inspections” are taking the lead. The price was noted as the last ranking attribute in that respect.

Which authorities are responsible in their industries?

When asked which authorities are responsible in the industries they operate, most managers responded “the Ministry of Industry and Technology.”

Do they find the market surveillance conducted within the scope of product safety adequate?

Nearly three out of every four managers believe the current market surveillance is “adequate.” In this regard, it is predominantly small-sized companies that draw attention to the inadequacy. From the point of view of the industry in which they operate, the industry where such audits and inspections are seen as the most adequate was raised by the managers of the textile industry.



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Can they distinguish the market surveillance from the import controls?

Managers of the participating companies were asked “Do you know the difference between the market surveillance and import controls?” Forty-three (43) percent claimed they know the difference in part. This rate is 47 percent among managers of large-sized companies.

What deterrents should be used according to the managers?

The company managers were asked “What methods should be used in the scope of market surveillance to deter economic operators from launching unsafe products in the market?” The high fines is the first deterrent method that comes to mind. Approximately 60 percent of the managers suggested this method. The large-sized economic operators are more likely to underline the high fines and exposure.

Their thoughts on the exposure of products and manufacturers that are considered unsafe.

The company managers were asked “What do you think about sharing information about unsafe products and manufacturers with the public?” Ninety-one (91) percent of the managers are for “exposure” for a variety of reasons. Only 4 percent of them drew attention to the negative side. On the other hand, 7 percent of people find exposure negative. It is observed that they believe exposure may cause serious damages to the companies. Exposure is found to be positive predominantly by the large-sized companies.



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COMPANY ATTRIBUTES



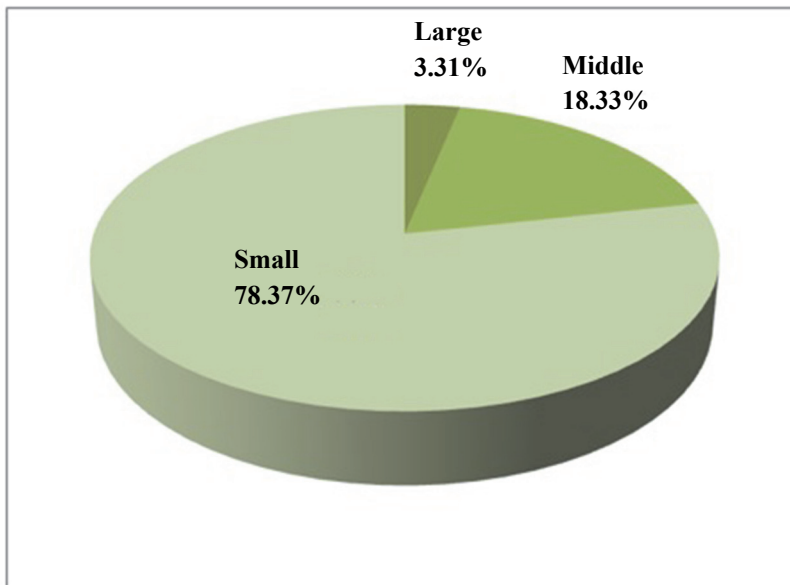
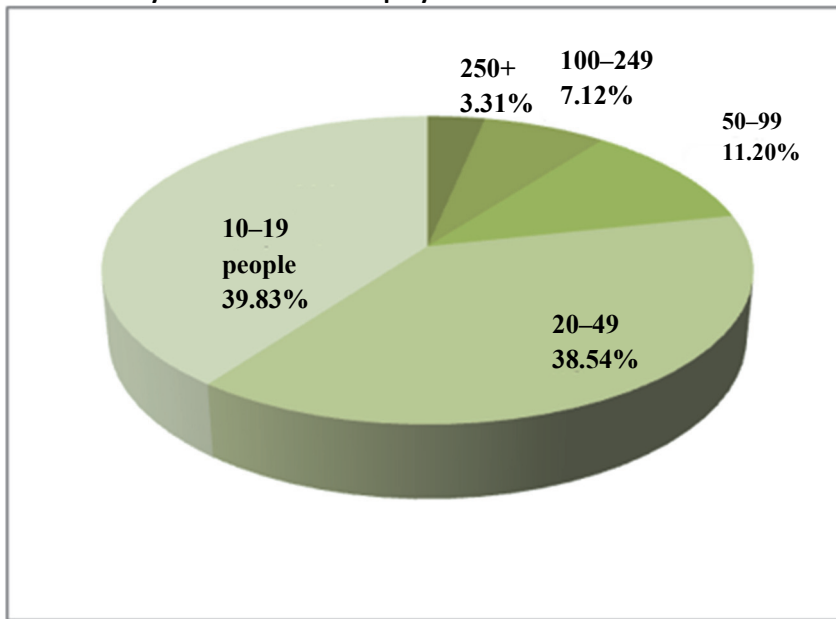
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Business Size

The population is integrated with the weighting coefficient in accordance with the realities of Turkey.

Chart 1

Distribution by total number of employees



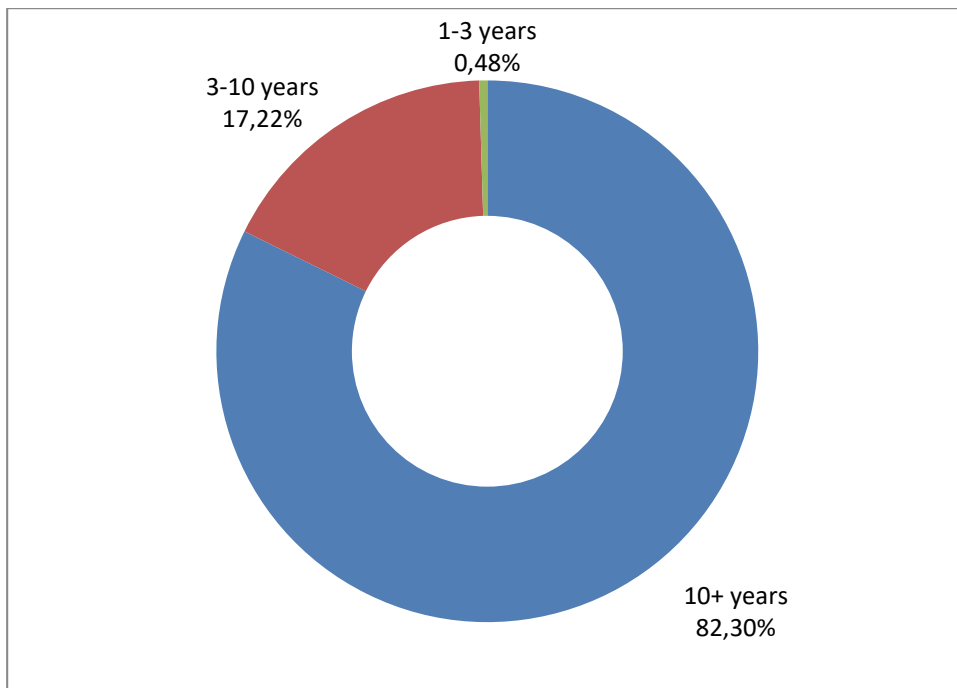


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Years of Operation

The majority of the interviewed companies are in business for 10+ years.

Chart 2
Distribution by years of operation



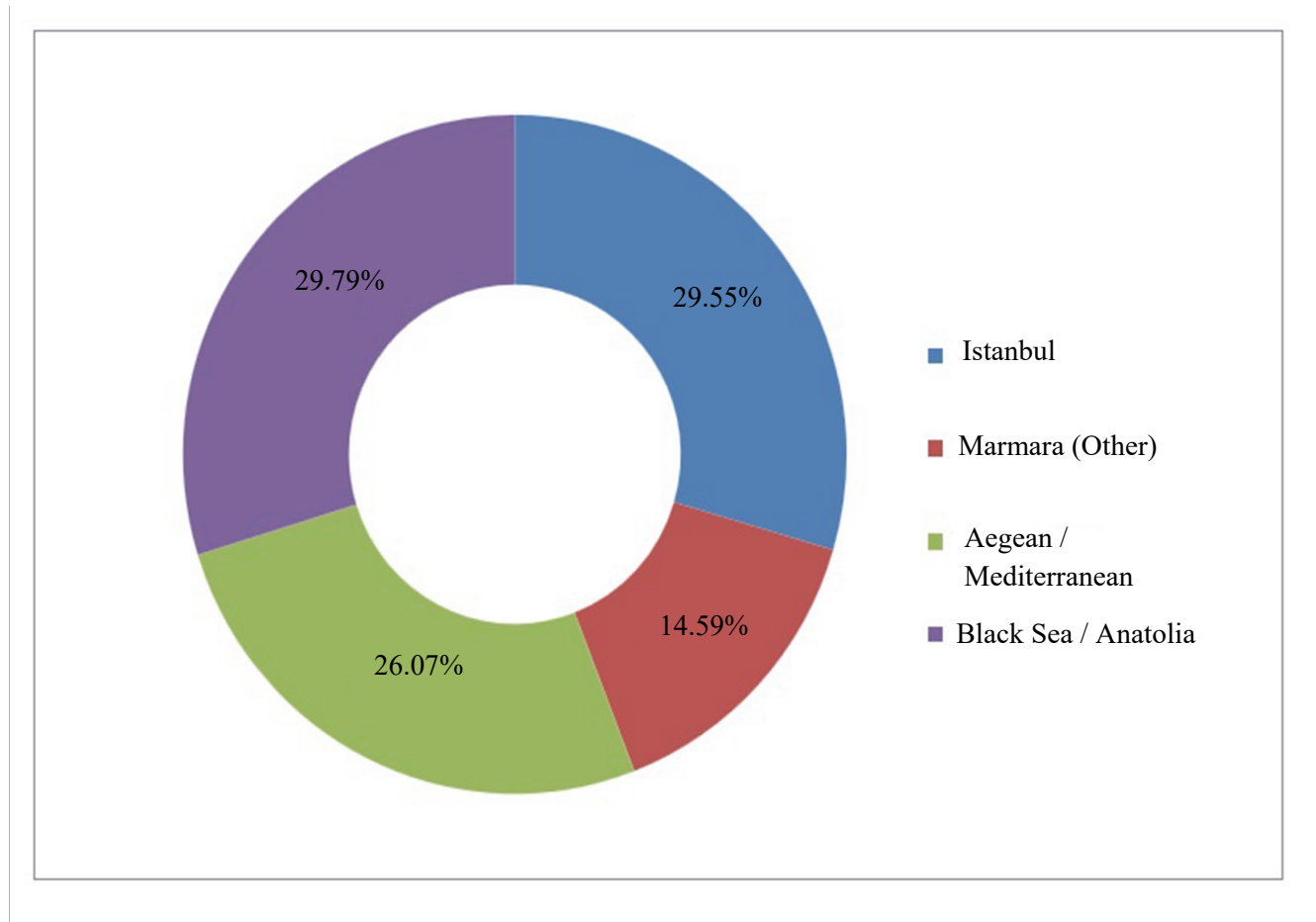


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Region

Almost half of the manufacturing companies are located in the Marmara Region.

Chart 3
Distribution of Companies by Region





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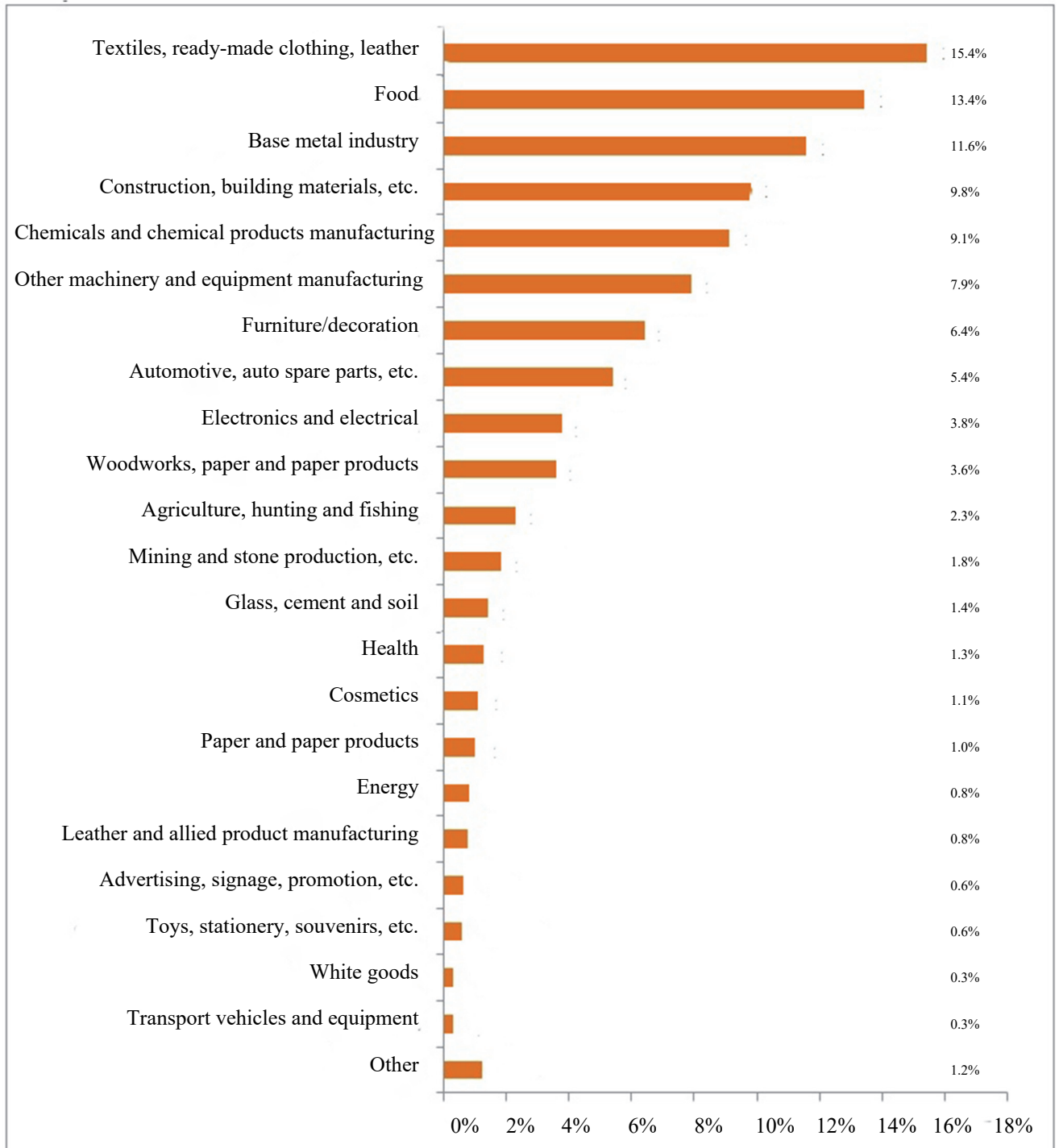
In which industry are they operating?

The interviewed economic operators predominantly operate in the fields of textile, food, base metal (iron, steel, metal works, gold, etc.) and construction.

Chart 4 Field of Activity



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What is the main activity of the company?

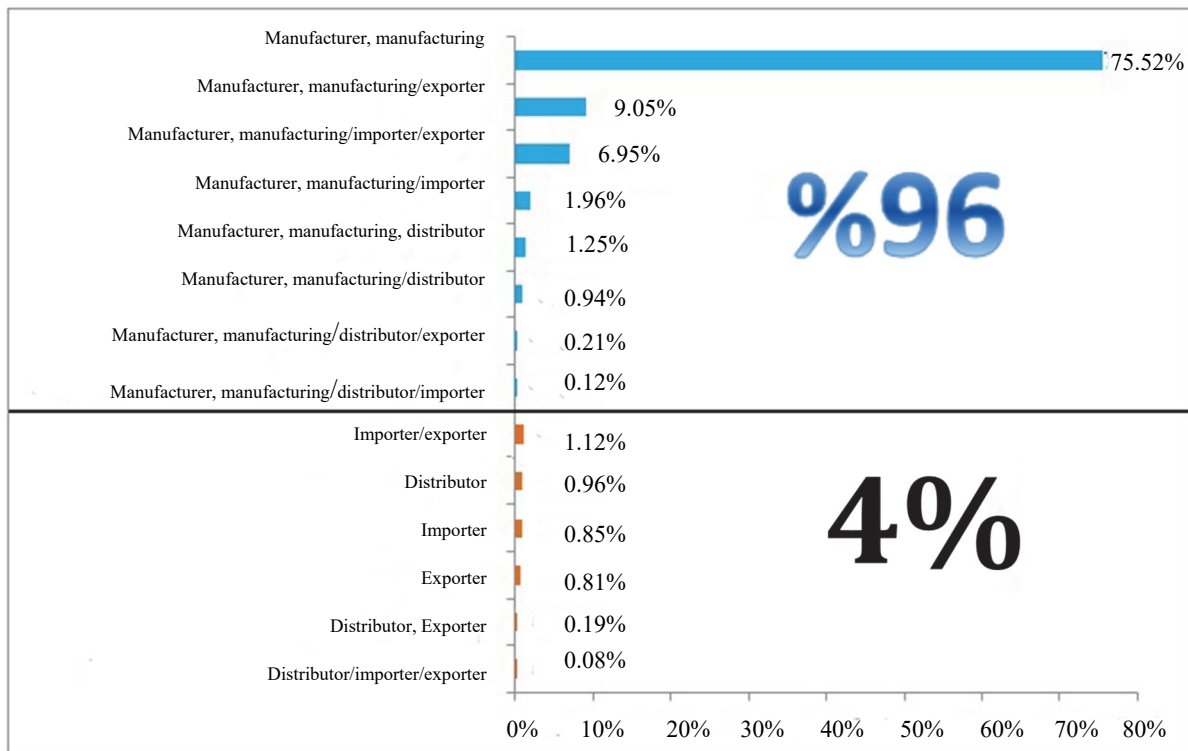
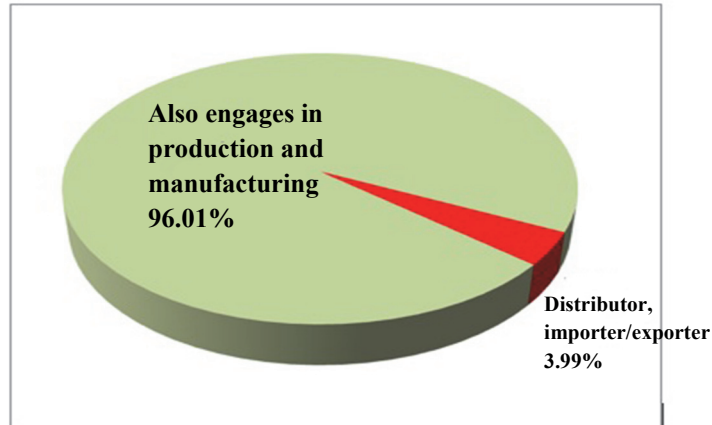
The industry that they are operating in was shown above. Additionally, an attempt was made to learn whether the companies interviewed were distributors. Almost all of the companies interviewed are production and manufacturing companies. Four (4) percent of



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those that are not manufacturers are solely distributors. However, some companies say that they are distributors but not manufacturers.

Chart 5
Field of Activity



Who were interviewed?

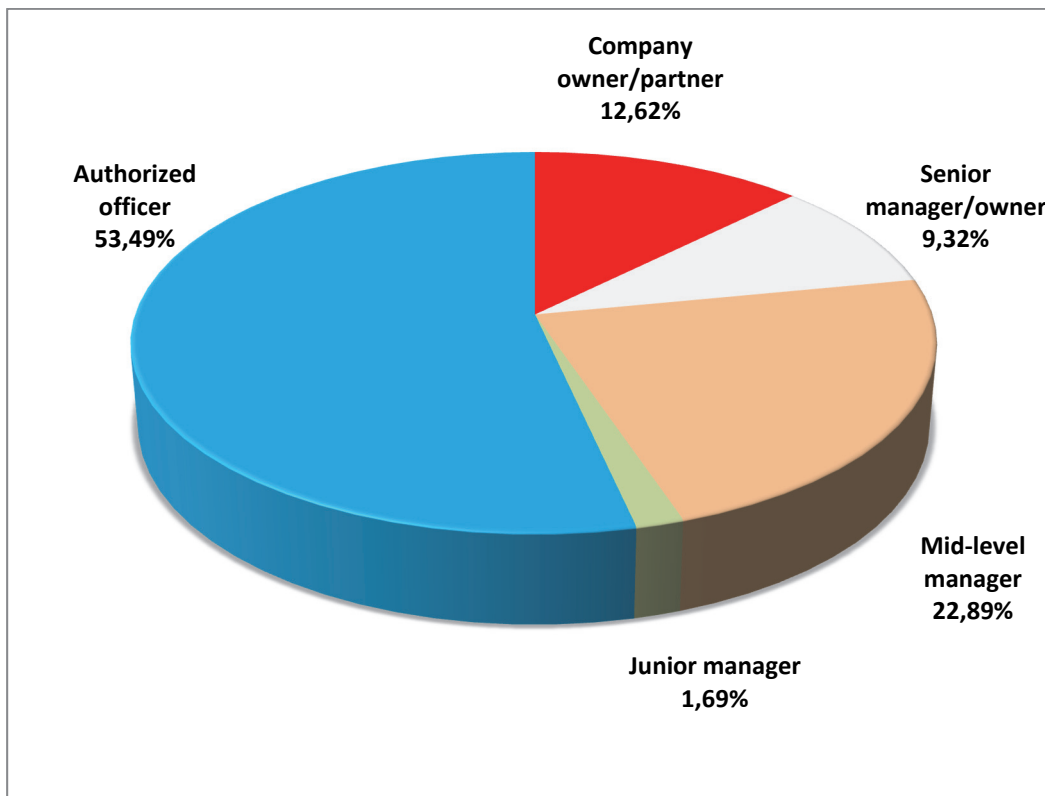
In the research, at the first contact with the companies, the secretary or the switchboard operator was requested to get connected to the most authorized person related to the



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subject. At the end of the research, a group containing 13 percent company owner or partner and 32 percent middle or senior manager was interviewed. The majority part was the responsible person in charge of the subject (53 percent). These people were at different levels and had roles such as engineers, quality control officers and even a production supervisor.

Chart 6
Titles of the Interviewees





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PRODUCT SAFETY AND MARKET SURVEILLANCE



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Do they know the relevant legislation and standards?

The research audience was asked “Do you know the relevant legislation and standards within the scope of your company activities?” Ninety-one (91) percent of the audience know these legislation and standards, at least in part. Of note, the level of full knowledge (the ones who answered “yes, I know”) is naturally higher in large-sized companies. The fact that the Istanbul companies are behind in the ranking is remarkable in that respect.

Chart 7

Do they know the relevant legislation and standards?

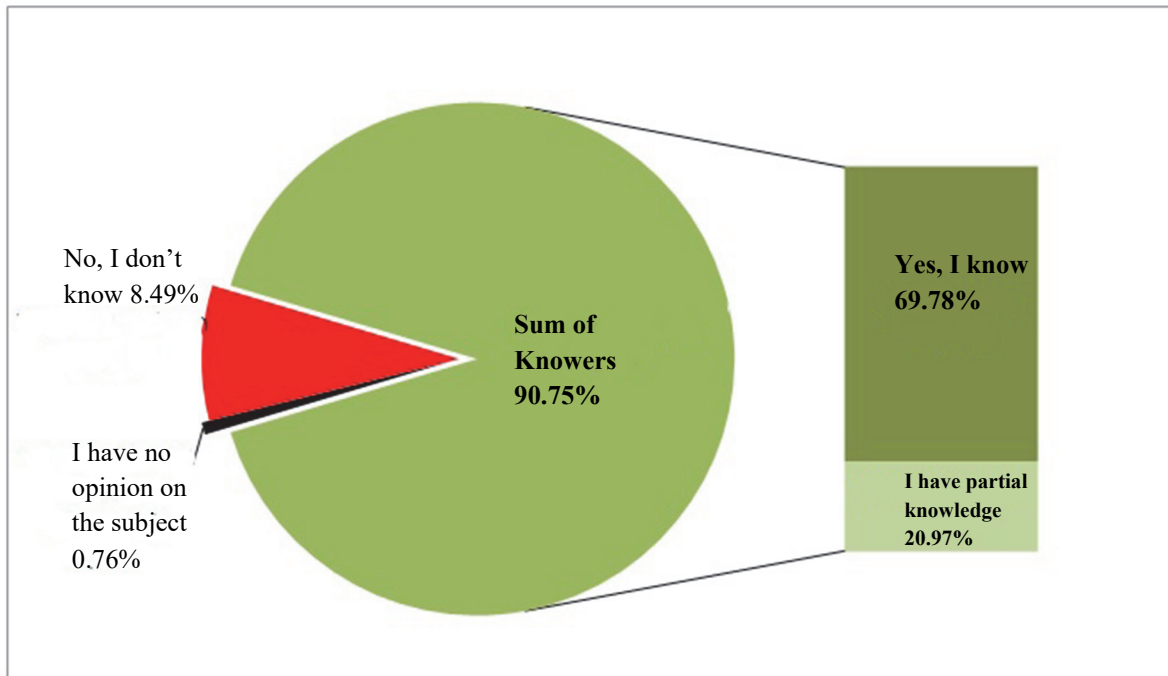


Table 6

Do they know the relevant legislation and standards?

	Yes, I know	I have partial knowledge	Sum of Knowers	No, I don't know	I have no opinion on the subject	TOTAL
By Business Size:						
Small	67.23%	23.18%	90.41%	8.94%	0.65%	100.00%
Medium	78.16%	12.98%	91.14%	7.47%	1.39%	100.00%
Large	83.82%	12.82%	96.64%	3.36%	0.00%	100.00%
By Region;						
Istanbul	58.80%	26.34%	85.13%	13.32%	1.54%	100.00%
Marmara (Other)	74.15%	18.41%	92.56%	6.61%	0.83%	100.00%
Aegean/Mediterranean	75.19%	19.09%	94.28%	5.17%	0.55%	100.00%
Black Sea/Anatolia	73.81%	18.54%	92.35%	7.51%	0.14%	100.00%
GENERAL	69.78%	20.97%	90.75%	8.49%	0.76%	100.00%



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Do they believe they are carrying out their activities in accordance with these legislation and standards?

Ninety-one (91) percent of the audience who claimed they knew the relevant legislation and standards were asked “Do you believe that you are carrying out your production/distribution/sales activities in accordance with the relevant legislation and standards?” It is observed that almost all of those who are knowledgeable believe that they comply with the legislation and standards.

Chart 8

Do they believe they are carrying out their activities in accordance with those legislation and standards?

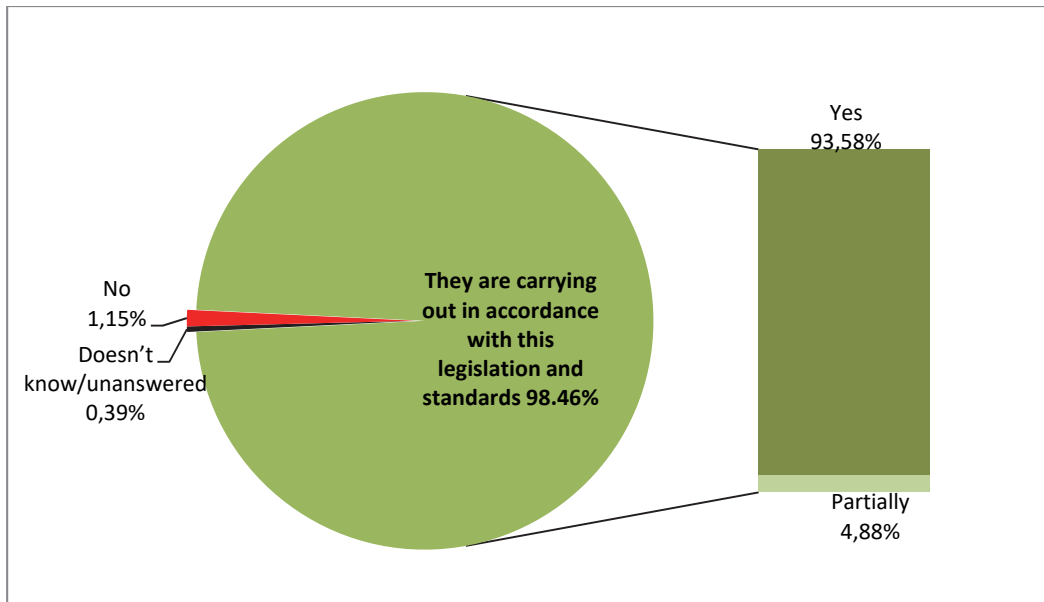


Table 7

Do they believe they are carrying out their activities in accordance with those legislation and standards?

	Yes	Partially	Complier Sum	No	Doesn't know No opinion	TOTAL
By Business Size:						
Small	92.28%	6.05%	98.33%	1.41%	0.26%	100.00%
Medium	98.13%	0.70%	98.83%	0.31%	0.86%	100.00%
Large	98.51%	0.70%	99.21%	0.00%	0.79%	100.00%
By Region;						
Istanbul	91.62%	5.44%	97.06%	2.10%	0.84%	100.00%
Marmara (Other)	93.39%	5.42%	98.81%	0.89%	0.30%	100.00%
Aegean/Mediterranean	96.27%	3.31%	99.58%	0.00%	0.42%	100.00%
Black Sea/Anatolia	93.06%	5.50%	98.56%	1.44%	0.00%	100.00%
GENERAL	93.58%	4.88%	98.46%	1.15%	0.39%	100.00%



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Have they ever received a warning or penalty for not complying with these legislation and standards?

Ninety-seven (97) percent of the economic operators claim they have not received any warnings or penalties relating to this matter.

Chart 9

Have you received any warning/penalty, etc., for not fulfilling your manufacturing/distribution/sales activities in accordance with the relevant legislation and standards?

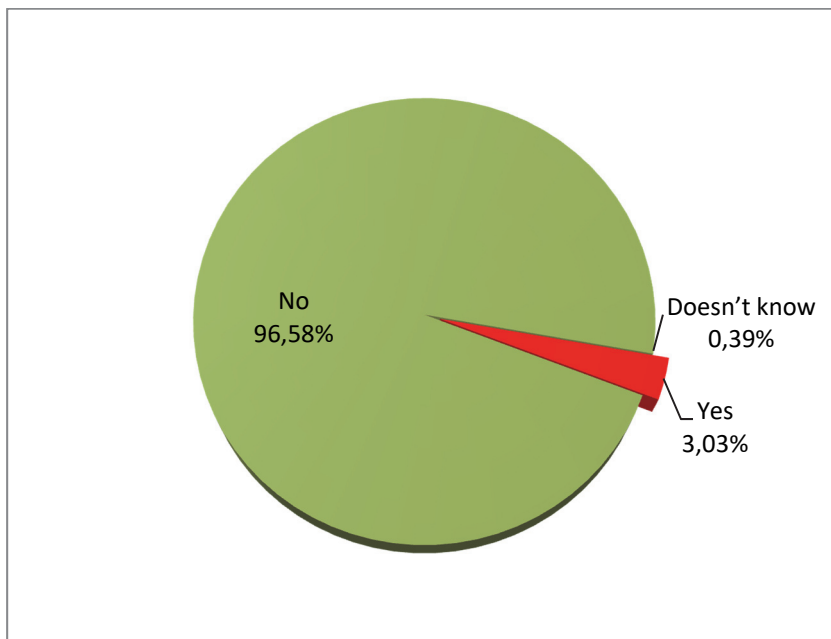


Table 8

Have you received any warning/penalty, etc., for not fulfilling your manufacturing/distribution/sales activities in accordance with the relevant legislation and standards?

	Yes	No	Doesn't know	TOTAL
By Business Size:				
Small	2.79%	96.98%	0.23%	100.00%
Medium	4.33%	94.98%	0.69%	100.00%
Large	1.74%	95.86%	2.40%	100.00%
By Region;				
Istanbul	1.43%	98.30%	0.28%	100.00%
Marmara (Other)	3.48%	95.05%	1.47%	100.00%
Aegean/Mediterranean	2.89%	96.98%	0.12%	100.00%
Black Sea/Anatolia	4.53%	95.26%	0.21%	100.00%
GENERAL	3.03%	96.58%	0.39%	100.00%



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How important is it for the economic operators to manufacture or sell products in accordance with the requirements of the technical legislation and standards?

When asked “How important do you think it is to manufacture/sell products in accordance with the technical legislation and standards?” almost all of the economic operators emphasized that it is important. In terms of finding it important, almost all economic operators have a similar tendency; however, the “large-sized” companies are one step head when it comes to the degree of importance.

Table 9
How important is it for you to manufacture or sell products in accordance with the requirements of the technical legislation and standards?

	%
IMPORTANT	99.25%
Very important	83.48%
Important	15.77%
NEUTRAL	0.20%
NOT IMPORTANT	0.55%
Not important	0.07%
Not important at all	0.48%
TOTAL	100.00%

Table 10
How important is it for you to manufacture or sell products in accordance with the requirements of the technical legislation and standards?

	Very important	Important	TOTAL IMPORTANT	MEDIUM	Not Important	Not important at all	TOTAL NOT IMPORTANT	TOTAL
By Business Size:								
Small	82.13%	16.97%	99.10%	0.20%	0.09%	0.61%	0.70%	100.00%
Medium	87.70%	12.06%	99.76%	0.24%	–	–	–	100.00%
Large	92.00%	8.00%	100.00%	–	–	–	–	100.00%
By Region;								
Istanbul	80.22%	19.25%	99.47%	0.53%	–	–	–	100.00%
Marmara (Other)	90.45%	9.05%	99.51%	–	0.49%	–	0.49%	100.00%
Aegean/Mediterranean	83.60%	14.57%	98.17%	–	–	1.83%	1.83%	100.00%
Black Sea/Anatolia	83.18%	16.67%	99.85%	0.15%	–	–	–	100.00%
GENERAL	83.48%	15.77%	99.25%	0.20%	0.07%	0.48%	0.55%	100.00%



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Economic operators think that responsibility falls with the manufacturers

When the managers participating in the research were asked “Who do you think is responsible for ensuring that the products made available to the market are safe and comply with the relevant technical legislation 91 percent of the audience lays the burden on the manufacturers, while 4 percent believes “There is no such requirement. The consumer should make sure the product is safe and examine it before purchasing.” This thought is most common among the large-sized companies.

Chart 10

Who Do You Think Is Responsible for Ensuring That the Products Placed on the Market Are Safe and They Comply With the Relevant Technical Legislation?

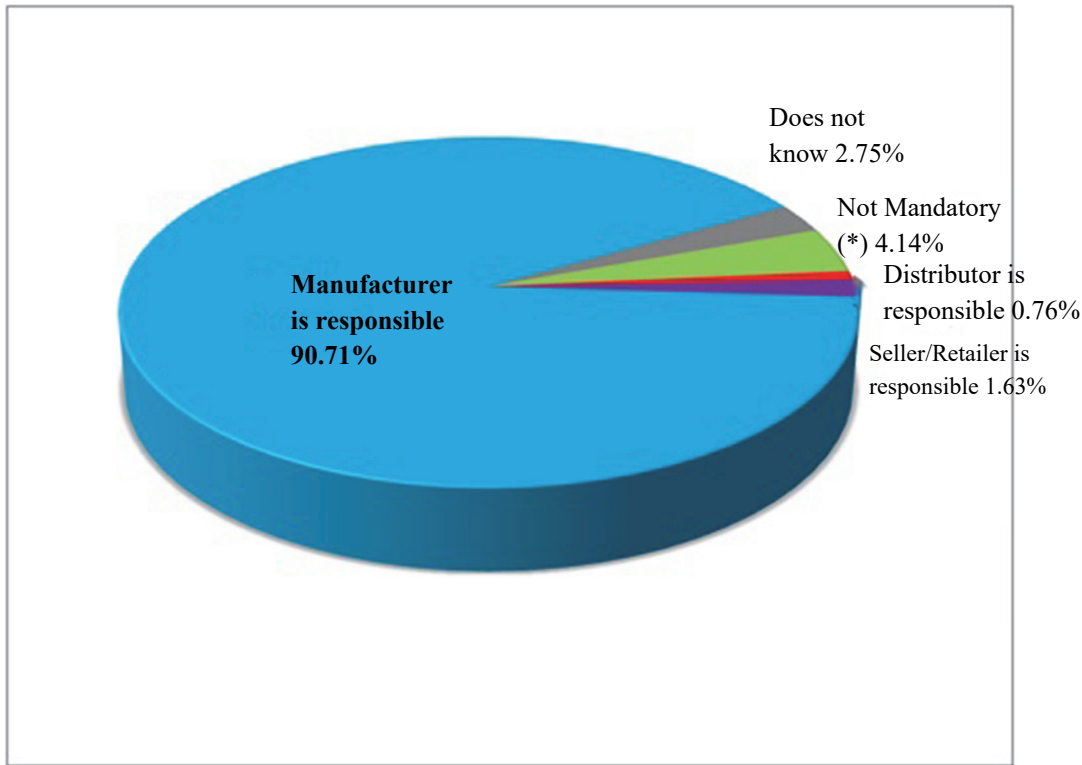


Table 11

Who Do You Think Is Responsible for Ensuring That the Products Placed on the Market Are Safe and They Comply With the Relevant Technical Legislation?

	Manufacturer	Distributor	Seller/ Retailer	Not required (*)	Doesn't know/unanswered	TOTAL
By Business Size:						
Small	90.90%	0.60%	1.96%	4.12%	2.41%	100.00%
Medium	91.38%	1.57%	0.31%	2.89%	3.85%	100.00%
Large	82.59%	0.00%	1.27%	11.56%	4.59%	100.00%
By Region;						
Istanbul	92.11%	0.27%	1.98%	2.14%	3.50%	100.00%



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Marmara (Other)	90.00%	1.23%	0.86%	4.63%	3.28%	100.00%
Aegean/Mediterranean	88.06%	0.56%	2.91%	6.57%	1.90%	100.00%
Black Sea/Anatolia	92.00%	1.20%	0.55%	3.77%	2.49%	100.00%
GENERAL	90.71%	0.76%	1.63%	4.14%	2.75%	100.00%

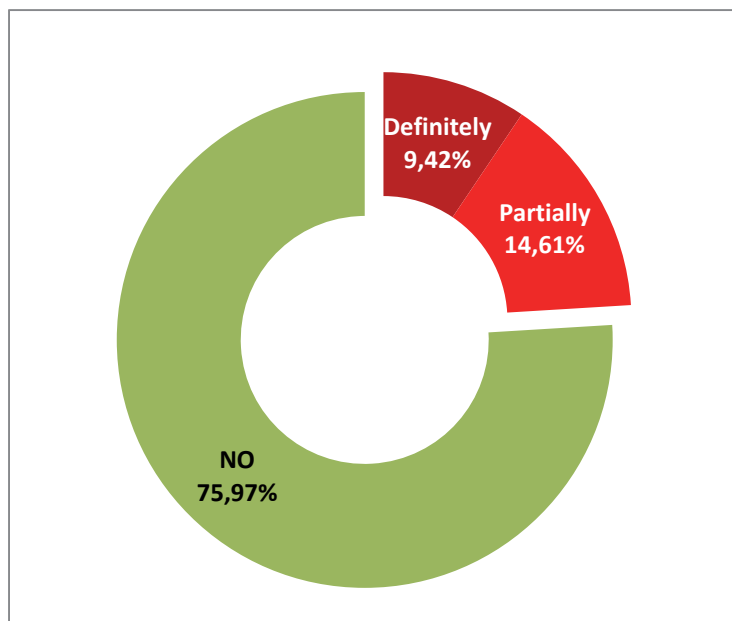
(*) There is no such requirement. The consumer should make sure that they purchase a safe product and they should examine the product.

Do the economic operators see their own industries as dangerous?

The managers participating in the research were asked “Do you think that the products made available to the market in the industries in which you operate can pose a danger to human health and the safety of life and property, animal or plant life or environmental health?” They were then asked to assess their own industries. The majority of the managers believe that their industries are “clean” in that respect (75.97 percent). The percentage of managers who think they can be partially or completely dangerous is 24 percent.

Chart 11

Do you think that the products made available to the market in the industries in which you operate can “pose a danger to human health, safety of life and property, animal or plant life or environmental health”?



Naturally, those who regard their own field of activity as dangerous are predominantly the “manufacturing of chemicals and chemical products” and the “construction, building materials, etc.” industries. The “textile” group sees their industry as the least dangerous.

In terms of region and business size, there was no significant difference between the companies.



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Table 12

Do you think that the products made available to the market in the industries in which you operate can “pose a danger to human health, safety of life and property, animal or plant life or environmental health”?

	DANGEROUS			Definitely not	TOTAL
	Definitely	Partially	Total		
By Business Size:					
Small	9.88%	14.51%	24.39%	75.61%	100.00%
Medium	7.80%	14.67%	22.47%	77.53%	100.00%
Large	7.66%	16.52%	24.18%	75.82%	100.00%
By Region;					
Istanbul	11.60%	12.29%	23.89%	76.11%	100.00%
Marmara (Other)	10.22%	15.30%	25.52%	74.48%	100.00%
Aegean/Mediterranean	5.56%	16.09%	21.65%	78.35%	100.00%
Black Sea/Anatolia	10.26%	15.27%	25.53%	74.47%	100.00%
By Industry:					
Chemicals and chemical products manufacturing	16.41%	20.92%	37.33%	62.67%	100.00%
Construction, building materials, etc.	4.96%	26.26%	31.21%	68.79%	100.00%
Furniture/Decoration	19.65%	8.87%	28.52%	71.48%	100.00%
Other machinery and equipment manufacturing	9.48%	16.77%	26.25%	73.75%	100.00%
Automotive, auto spare parts, etc.	12.94%	11.74%	24.68%	75.32%	100.00%
Food	9.19%	14.14%	23.33%	76.67%	100.00%
Base metal industry	4.73%	16.84%	21.58%	78.42%	100.00%
Textiles, ready-made clothing, leather	2.91%	9.02%	11.93%	88.07%	100.00%
Other	12.35%	11.50%	23.85%	76.15%	100.00%
GENERAL	9.42%	14.61%	24.03%	75.97%	100.00%



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Which activities are covered by the “market surveillance” according to the economic operators?

Which activities are covered by the “market surveillance” according to the managers? First of all, “product quality inspections,” “product compliance/safety inspections” and “domestic market inspections” are taking the lead. The price was noted as the last ranking attribute in that respect.

Chart 12

Which of the following activities are covered by the market surveillance?



In terms of business size and regions, large companies generally mentioned all these areas more than the others.



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Table 13

Which of the following activities are covered by the market surveillance?

By Business Size:	Small	Medium	Large	GENERAL
Product quality inspections	77.31%	73.30%	81.99%	76.73%
Product compliance and safety inspections	76.14%	74.71%	85.85%	76.20%
Domestic market inspections	76.40%	73.74%	83.39%	76.14%
Customs inspections	68.72%	70.40%	78.75%	69.36%
Enforcements imposed for the elimination of the non-conformity/insecurity detected in the product.	65.87%	73.25%	77.91%	67.62%
Price inspections	47.78%	47.11%	47.76%	47.65%
Doesn't know, no opinion, no answer	6.24%	5.56%	5.07%	6.08%

By Region:	Istanbul	Marmara (Other)	Aegean/Mediterranean	Black Sea/Anatolia	GENERAL
Product quality inspections	78.65%	75.92%	77.16%	74.86%	76.73%
Product compliance and safety inspections	77.56%	77.30%	76.33%	74.19%	76.20%
Domestic market inspections	72.98%	79.13%	75.87%	78.06%	76.14%
Customs inspections	69.10%	70.75%	67.61%	70.49%	69.36%
Enforcements imposed for the elimination of the non-conformity/insecurity detected in the product.	69.02%	70.53%	66.64%	65.68%	67.62%
Price inspections	45.87%	47.71%	52.21%	45.41%	47.65%
Doesn't know, no opinion, no answer	3.61%	6.26%	6.86%	7.75%	6.08%



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Which authorities are responsible in their industries?

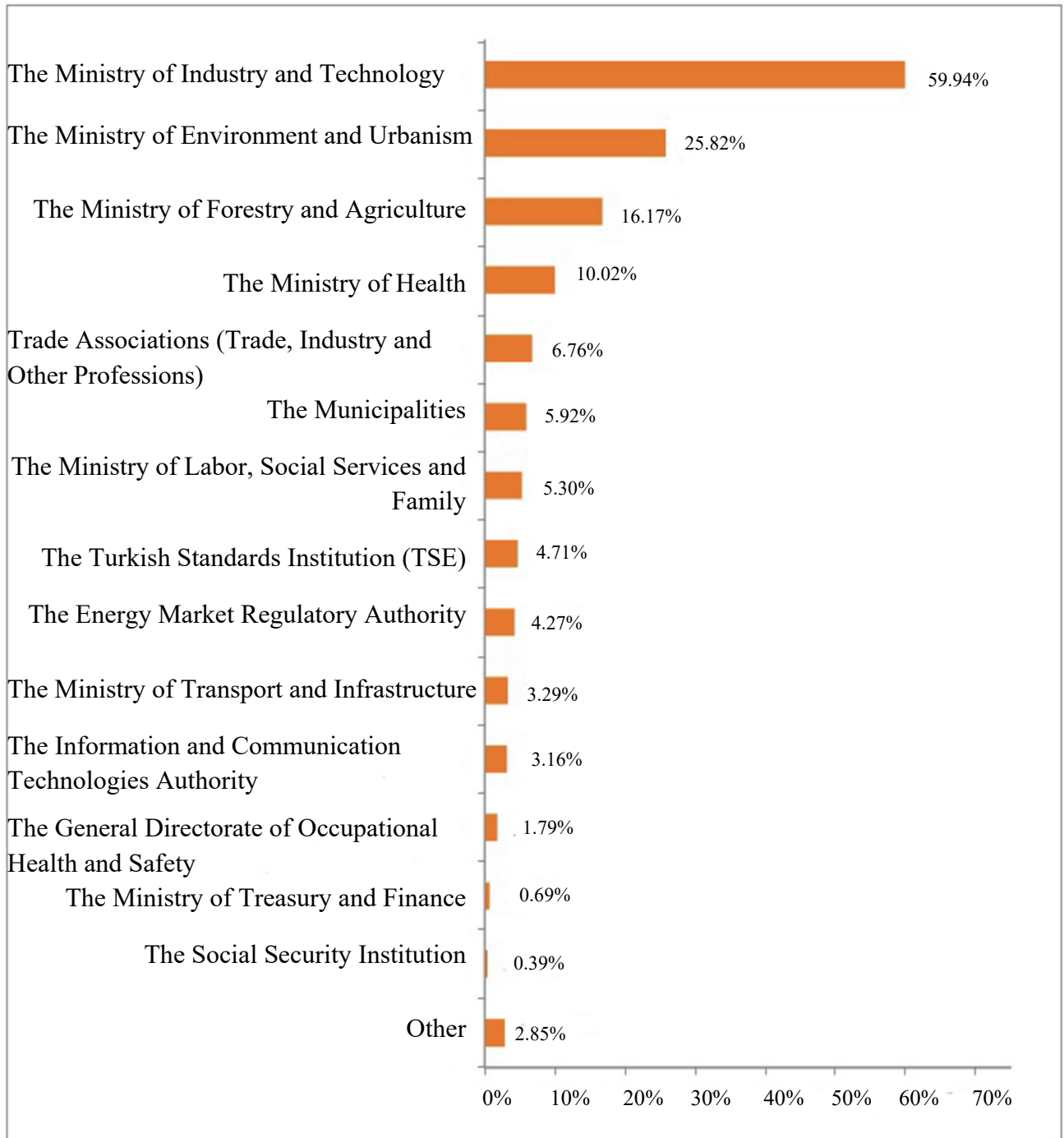
When asked which authorities are responsible in the industries they operate, most managers responded “the Ministry of Industry and Technology.”

Chart 13

Which authority/authorities are responsible in your industry?



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Do they find the market surveillance conducted within the scope of product safety adequate?

Nearly three out of every four managers believe the current market surveillance is “adequate.” In this regard, it is predominantly small-sized companies that draw attention to the inadequacy.



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Chart 14

Do they find the market surveillance conducted within the scope of product safety adequate?

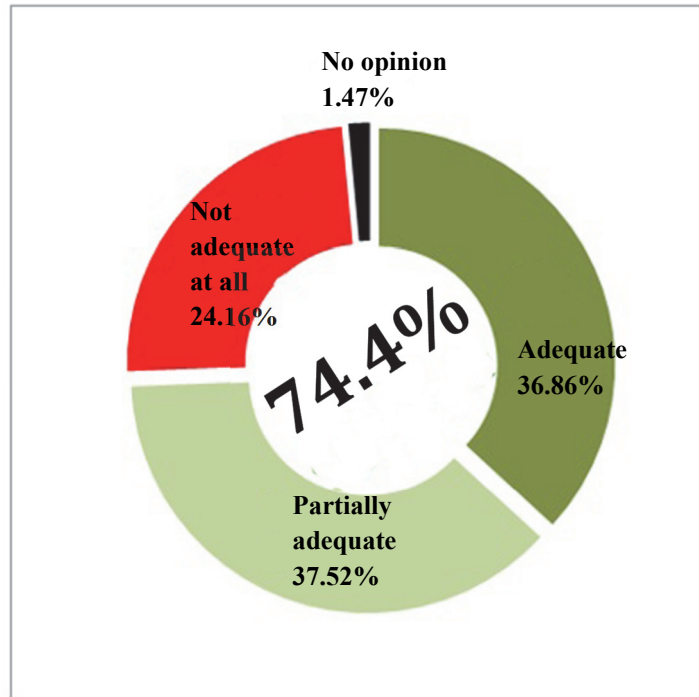


Table 14

Do they find the market surveillance conducted within the scope of product safety adequate?

	Adequate	Partially adequate	Total Adequate	Not adequate at all	TOTAL
By Business Size:					
Small	35.55%	37.67%	73.23%	25.54%	100.00%
Medium	41.16%	37.43%	78.58%	19.91%	100.00%
Large	43.92%	34.41%	78.33%	14.80%	100.00%
By Region;					
Istanbul	31.83%	43.35%	75.18%	23.34%	100.00%
Marmara (Other)	45.19%	30.17%	75.36%	22.00%	100.00%
Aegean/Mediterranean	40.89%	35.63%	76.52%	22.03%	100.00%
Black Sea/Anatolia	34.23%	36.99%	71.22%	27.89%	100.00%
GENERAL	36.86%	37.52%	74.38%	24.16%	100.00%

From the point of view of the industry in which they operate, the industry where such audits and inspections are seen as the most adequate was raised by the managers of the textile industry.



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Table 15
Do They Find the Market Surveillance Conducted Within the Scope of Product Safety Adequate?

	Adequate	Partially Adequate	Total Adequate	Not adequate at all	TOTAL
By field of activity:					
Textiles, ready-made clothing, leather	33.11%	49.29%	82.40%	16.94%	100.00%
Automotive, auto spare parts, etc.	46.02%	32.63%	78.65%	15.49%	100.00%
Base metal industry	40.69%	34.97%	75.66%	23.11%	100.00%
Chemicals and chemical products manufacturing	39.76%	35.38%	75.14%	22.75%	100.00%
Food	48.71%	24.64%	73.34%	26.66%	100.00%
Construction, building materials, etc.	29.38%	41.18%	70.56%	29.44%	100.00%
Furniture/decoration	22.74%	46.94%	69.69%	29.53%	100.00%
Other machinery and equipment manufacturing	22.75%	41.66%	64.40%	34.57%	100.00%
Other	40.42%	34.18%	74.60%	22.56%	100.00%
GENERAL	36.86%	37.52%	74.38%	24.16%	100.00%



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Can they distinguish the market surveillance from the import controls?

Managers of the participating companies were asked “Do you know the difference between the market surveillance and import controls?” Forty-three (43) percent claimed they know the difference in part. This rate is 47 percent among managers of large-sized companies. The rate that say they do not know is close to 54 percent.

Chart 15

Do you know the difference between the Market Surveillance and the import controls?

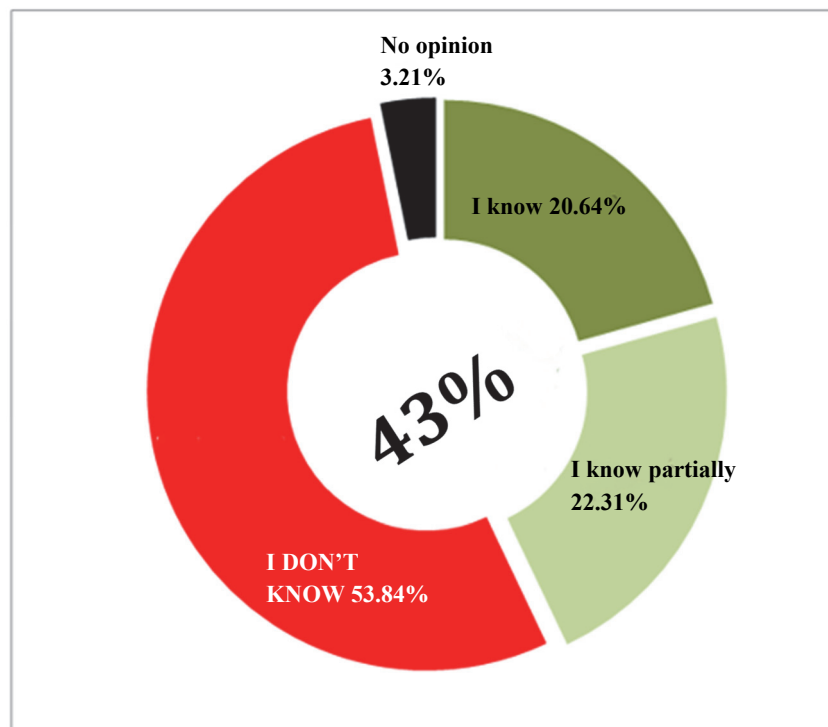


Table 16

Do you know the difference between the Market Surveillance and the import controls?

	Knows	Partially knows	Sum of Knowers	Doesn't know at all	TOTAL
By Business Size:					
Small	20.32%	21.67%	41.99%	55.04%	100.00%
Medium	21.40%	24.93%	46.33%	49.35%	100.00%
Large	23.94%	22.78%	46.72%	50.35%	100.00%
By Region;					
Istanbul	19.53%	21.99%	41.52%	56.15%	100.00%
Marmara (Other)	20.70%	23.27%	43.97%	52.29%	100.00%
Aegean/Mediterranean	23.65%	21.72%	45.37%	48.32%	100.00%
Black Sea/Anatolia	19.07%	22.66%	41.73%	57.14%	100.00%
GENERAL	20.64%	22.31%	42.95%	53.84%	100.00%



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What deterrents should be used according to the managers?

The company managers were asked “What methods should be used in the scope of market surveillance to deter economic operators from launching unsafe products in the market?” The high fines is the first deterrent method that comes to mind. Approximately 60 percent of the managers suggested this method. The large-sized economic operators are more likely to underline the high fines and exposure.

Chart 16

According to you, what methods should be used in the scope of market surveillance to deter economic operators that launch unsafe products in the market?

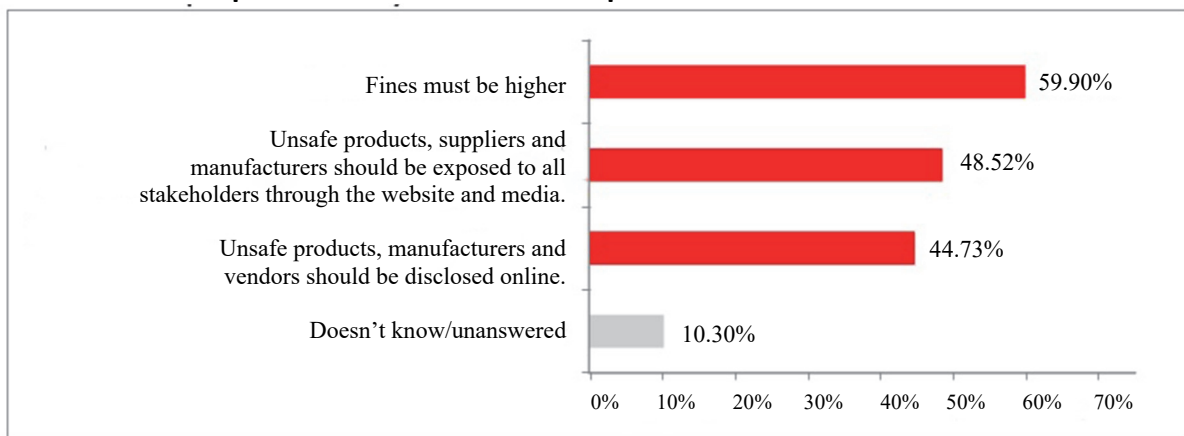


Table 17

According to you, what methods should be used in the scope of market surveillance to deter economic operators that launch unsafe products in the market?

By Business Size:	Small	Medium	Large	GENERAL
Fines must be higher	59.01%	61.59%	71.62%	59.90%
Unsafe products, suppliers and manufacturers should be exposed to all stakeholders through the website and media.	47.96%	48.71%	60.81%	48.52%
Unsafe products, manufacturers and vendors should be disclosed online.	44.87%	43.50%	48.29%	44.73%
Doesn't know/unanswered	11.04%	8.46%	2.73%	10.30%
TOTAL (*)	162.89%	162.26%	183.45%	163.45%

By Region:	Istanbul	Marmara (Other)	Aegean/ Mediterranean	Black Sea/ Anatolia	GENERAL
Fines must be higher	59.21%	62.46%	59.14%	59.99%	59.90%
Unsafe products, suppliers and manufacturers should be exposed to all stakeholders through the website and media.	46.58%	46.71%	49.55%	50.43%	48.52%
Unsafe products, manufacturers and vendors should be disclosed online.	38.82%	45.20%	45.03%	50.12%	44.73%
Doesn't know/unanswered	12.56%	8.00%	10.18%	9.27%	10.30%
TOTAL (*)	157.17%	162.37%	163.90%	169.81%	163.45%



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Their thoughts on the exposure of products and manufacturers that are considered unsafe.

The company managers were asked “What do you think about sharing information about unsafe products and manufacturers with the public?” Ninety-one (91) percent of the managers are for “exposure” for a variety of reasons. Only 4 percent of them drew attention to the negative side. On the other hand, 7 percent of people do not agree about exposure. It is observed that they believe exposure may cause serious damages to the companies. This is predominantly accepted by the large-sized companies.

Chart 17

What do you think about sharing product and manufacturer information that is found to be unsafe with the public?

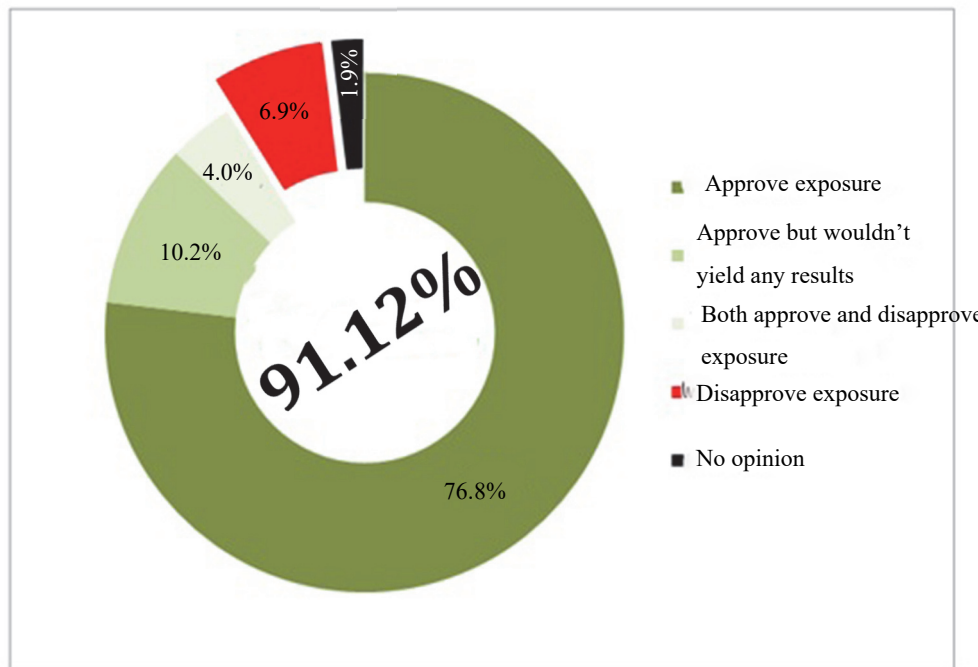


Table 18

What Do You Think About Sharing the Product and Manufacturer Information That is Found to Be Unsafe with the Public?

	Approve exposure	Approve but wouldn't yield any results	Both approve and disapprove exposure	SUM OF APPROVERS	Disapprove exposure	TOTAL
By Business Size:						
Small	76.51%	10.85%	4.10%	91.46%	6.87%	100.00%
Medium	76.44%	7.89%	4.31%	88.64%	8.33%	100.00%
Large	87.10%	8.22%	1.37%	96.70%	1.07%	100.00%
By Region;						
Istanbul	75.03%	9.69%	4.15%	88.87%	8.61%	100.00%
Marmara (Other)	75.70%	10.03%	5.42%	91.15%	6.85%	100.00%
Aegean/Mediterranean	77.08%	12.35%	3.65%	93.08%	6.04%	100.00%
Black Sea/Anatolia	79.00%	8.99%	3.62%	91.61%	6.13%	100.00%
GENERAL	76.85%	10.22%	4.05%	91.12%	6.95%	100.00%

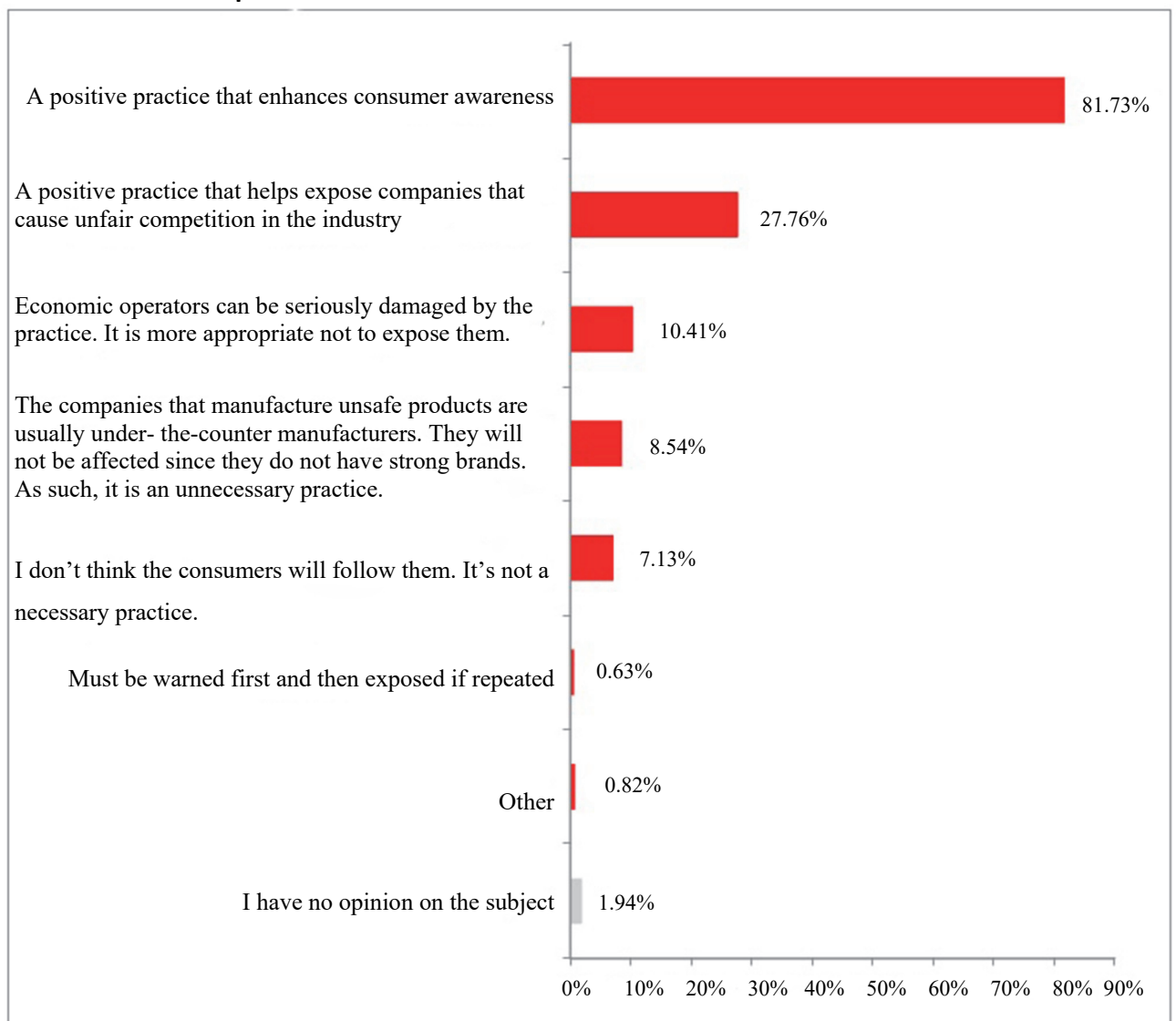


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Eighty-two (82) percent of managers approve of “exposure” as it would raise awareness among consumers. Twenty-eight (28) percent believe that the exposure of the companies would cause unfair competition within the industry. On the other hand, 10 percent do not approve of exposure as they believe it may cause serious damage to companies. Since more than one answer is given, the sum of the rates below exceeds 100. The “approve-disapprove” classification presented in the chart above was made by looking at all the responses given by the managers (more than one can be specified).

Chart 18

What do you think about sharing product and manufacturer information that is found to be unsafe with the public?





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Table 19

What do you think about sharing product and manufacturer information that is found to be unsafe with the public?

By Business Size:	Small	Medium	Large	GENERAL
A positive practice that enhances consumer awareness	82.33%	78.23%	86.88%	81.73%
A positive practice that helps expose companies that cause unfair competition in the industry	29.00%	23.22%	23.61%	27.76%
Economic operators can be seriously damaged by the practice. It is more appropriate not to expose them.	10.57%	11.25%	1.75%	10.41%
The companies that manufacture unsafe products are usually under- the-counter manufacturers. They will not be affected since they do not have strong brands. As such, it is an unnecessary practice.	9.38%	5.61%	4.87%	8.54%
I don't think the consumers will follow them. It's not a necessary practice.	7.16%	7.70%	3.35%	7.13%
I have no opinion on the subject	1.67%	3.03%	2.23%	1.94%
Must be warned first and then exposed if repeated.	0.71%	0.41%	0.00%	0.63%
Other	0.74%	1.19%	0.69%	0.82%
TOTAL (*)	141.55%	130.65%	123.39%	138.95%

By Region:	Istanbul	Marmara (Other)	Aegean/ Mediterranean	Black Sea/ Anatolia	GENERAL
A positive practice that enhances consumer awareness	83.04%	77.20%	84.69%	80.06%	81.73%
A positive practice that helps expose companies that cause unfair competition in the industry	27.74%	25.81%	30.04%	26.74%	27.76%
Economic operators can be seriously damaged by the practice. It is more appropriate not to expose them.	11.43%	12.12%	9.13%	9.66%	10.41%
The companies that manufacture unsafe products are usually under- the-counter manufacturers. They will not be affected since they do not have strong brands. As such, it is an unnecessary practice.	9.86%	8.16%	8.58%	7.39%	8.54%
I don't think the consumers will follow them. It's not a necessary practice.	5.55%	5.80%	11.23%	5.76%	7.13%
I have no opinion on the subject	2.52%	2.00%	0.88%	2.26%	1.94%
Must be warned first and then exposed if repeated	0.15%	0.20%	1.81%	0.27%	0.63%
Other.	1.07%	1.28%	0.55%	0.57%	0.82%
TOTAL (*)	141.36%	132.57%	146.91%	132.73%	138.95%



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THE QUESTIONNAIRE



This project is co-financed by the European Union and the Republic of Turkey.

1. How long has your company been in business?

- 1() 1–3 years
- 2 () 3–10 years
- 3() 10+ years

2. In which industry is your company operating?

- 1() Woodworks, paper and paper products
- 2() Glass, cement and soil
- 3() Electronics and electrical
- 4() Energy
- 5() Food
- 6() Construction
- 7() Chemicals, petroleum, rubber and plastics
- 8 () Mining
- 9() Automotive
- 10() Agriculture, hunting and fishing
- 11() Textiles, ready-made clothing, leather
- 12() Metal works
- 13() Cosmetics
- 14() Medical devices
- 15() Toys, stationery products
- 16() Chemicals, petroleum, rubber and plastics
- 17() Machines
- () Other

3. What is the main field/fields of activity of your company? (YOU CAN SELECT MORE THAN ONE OPTION)

- () Manufacturer
- () Distributor
- () Importer
- () Exporter

4. What's your title in your company? (More than one option can be selected)

- 1 () Senior manager/owner
- 2() Production Supervisor
- 3() Engineer
- 4() Other

5. Do you know the relevant legislation and standards within the scope of your company activities?

- 1() Yes, I know
- 2() I know partially
- 3() No, I don't know →**MOVE TO QUESTION 7**
- 4() I have no opinion on the subject →**MOVE TO QUESTION 7**

6. Do you think your manufacturing/distribution/sales activities are carried out according to the relevant legislation and standards?

- 1() Yes
- 2() No
- 3() Partially
- 4() I have no knowledge on the subject



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7. **Have you received any warning/penalty, etc., for not fulfilling your manufacturing/distribution/sales activities in accordance with the relevant legislation and standards?**
- 1() Yes
 - 2() No
 - 3() I have no knowledge on the subject
8. **How important is it for you to manufacture or sell products in accordance with the requirements of the technical legislation and standards?**
- 5() Very Important
 - 4() Important
 - 3() Neither important nor unimportant
 - 2() Not important
 - 1() Not important at all
9. **Who do you think is responsible for ensuring that the products placed on the market are safe and they comply with the relevant technical regulations?**
- 1() Manufacturer
 - 2() Distributor
 - 3() Vendor/Retailer
 - 4() There is no such requirement. The consumer should make sure that they purchase a safe product and they should examine the product.
 - 5() Doesn't know/unanswered
10. **Do you think that the products made available to the market in the industries in which you operate can "pose a danger to human health, safety of life and property, animal or plant life or environmental health"? (We do not ask for the products manufactured by the company, but generally for the products in that industry)**
- 1() Definitely not
 - 2() Partially possible
 - 3() Definitely
11. **Which of the following activities are covered by the market surveillance? (YOU CAN SELECT MORE THAN ONE OPTION)**
- 1() Customs inspections
 - 2() Domestic market inspections
 - 3() Product quality inspections
 - 4() Product compliance and safety inspections
 - 5() Price inspections
 - 6() Enforcements imposed for the elimination of the non-conformity/insecurity detected in the product.
 - 7() Doesn't know, no opinion
12. **Which authority/authorities are responsible in your industry? (YOU CAN SELECT MORE THAN ONE OPTION)**
- 1() The Ministry of Trade
 - 2() The Ministry of Industry and Technology
 - 3() The Ministry of Health
 - 4() The Ministry of Environment and Urbanism
 - 5() The Ministry of Labor, Social Services and Family
 - 6() The Ministry of Forestry and Agriculture
 - 7() The Ministry of Transport and Infrastructure
 - 8() The Information and Communication Technologies Authority
 - 9() The Energy Market Regulatory Authority
 - 10() The Municipalities
 - 11() Other



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13. Do you find the market surveillance conducted within the scope of Product Safety adequate?

- 1() Adequate
- 2() Partially adequate
- 3() Not adequate at all
- 4() I have no opinion on the subject

14. Do you know the difference between the Market Surveillance and the import controls?

- 1() Yes, I know
- 2() I know partially
- 3() No, I don't know
- 4() I have no opinion on the subject

15. According to you, what methods should be used in the scope of market surveillance to deter economic operators that launch unsafe products in the market? (YOU CAN SELECT MORE THAN ONE OPTION)

- 1() Fines must be higher
- 2() Unsafe products, manufacturers and vendors should be disclosed online.
- 3() Unsafe products, suppliers and manufacturers should be exposed to all stakeholders through the website and media.
- 4() Doesn't know, no opinion

16. What do you think about sharing product and manufacturer information that is found to be unsafe with the public? (YOU CAN SELECT MORE THAN ONE OPTION)

- 1() A positive practice that enhances consumer awareness
- 2() A positive practice that helps expose companies that cause unfair competition in the industry
- 3() Economic operators can be seriously damaged by the practice. It is more appropriate not to expose them.
- 4() The companies that manufacture unsafe products are usually under- the-counter manufacturers. They will not be affected since they do not have strong brands. As such, it is an unnecessary practice.
- 5() I don't think the consumers will follow them. It's not a necessary practice.
- 6() I have no opinion on the subject
- 7() Other



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