**5th May 2016**

**EXCELLENCE AND INNOVATION**

**BEKO PLC COLLABORATES WITH UK R&D TALENT**

Leading appliance manufacturer, Beko Plc, introduced itself to the UK and Cambridge innovation community at a networking event hosted by its Research and Development Centre at Pembroke College last night.

The new Beko Plc R&D Centre, focused on developing advanced and sustainable technologies for consumer products in the home environment, is targeting talent from world renowned Cambridge University, as well as start-ups, SMEs and universities across the UK to integrate leading innovations into its appliances of the future.

As well as developing technologies such as advanced sensors to enable smart appliances, Beko Plc is also investing in advanced new materials which increase cost efficiencies and reduce energy consumption; with sustainability at the core of its ethos.

Teresa Arbuckle, Managing Director for Beko Plc in the UK said last night: “It is great to be able to welcome so many of the University and business community here in Cambridge. We are also delighted to announce our partnership with The Cambridge Network with whom we are working to tap into the expertise that Cambridge has to offer.

“The UK is a hub for excellence and developing breakthrough technology, and we are excited about working to help shape the future of the appliance industry. The R&D Centre in Cambridge is part of our global strategy and ambition to be at the forefront of developing product innovation in the kitchen and more broadly, connected technology throughout the home.”

Cem Kural, Director of R&D at Arçelik A.S, adds: “We remain committed to our continued investment in R&D and our new home in Cambridge is an exciting expansion for us. As a company, last year we completed 301 patent applications and we look forward to building on this here in the UK, and further develop usable innovative technologies for the home.”

“In an ever competitive world, it is vital to stand out and offer product differentiation when developing technologically advanced goods. Sustainability must play a role too, and as part of our R&D programme, we are currently looking at the use of advanced and sustainable materials.

“There are over 1,500 technology firms in the Cambridge cluster alone. This gives us a real pool of talent with whom we can invest in and work with to further strengthen our credentials as innovators in the white goods market.”

The innovation being developed in the Beko Plc R&D Centre in Cambridge will be key in showcasing the company’s capabilities and enabling it to enter new markets. Arçelik A.S currently has a dedicated workforce of over 1,000 researchers and engineers in 10 R&D centres – eight in its home country of Turkey, as well as one in Taiwan, and now one in the UK.

Heading up the team at the Cambridge R&D Centre is Dr. Bekir Özyurt, Senior Manager of R&D Technology, and Cambridge PhD graduate Dr. Natasha Conway, who has more than 20 years’ experience in the R&D, technology and engineering industries.

As part of its commitment to working with the Cambridge community, it was also announced last night that Beko Plc is an official sponsor of the Cambridge University Boat Clubs (CUBCs). Beko Plc will be providing branding on team kits and installing Beko appliances in the CUBC’s boat houses, including the brand new state-of-the-art boat house at Ely which opens this summer.

-Ends-

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**About Beko Plc:**

Established in the UK in 1990, Beko Plc is a subsidiary of large multinational group - KOÇ Holdings and Arҫelik. KOÇ Holdings is ranked as one of the top 350 companies in the world whilst Arçelik, the parent company of Beko, is the third largest company in the home appliances industry in Europe. The group has over 50 years’ experience manufacturing home appliances and continues to heavily invest in Research and Development (R&D) for product innovation in the home environment.

True to its company vision, ‘Respects the globe, Respected globally’, Arçelik strives to respect the planet, by consistently looking to reduce the energy consumption arising from its production processes and minimising its carbon footprint.

Last year, Arҫelik completed 301 patent applications in new innovation and technologies. With all this R&D work, the company works on international platforms to provide sustainable solutions. Examples of Arçelik’s successes in this field, include:

* A reduction of direct greenhouse gas emissions by approximately 20%, indirect greenhouse gas emissions down by 71%, and total greenhouse gas emissions reduced by approximately 45% since 2010
* Achieving an A grade performance score, which is the highest level of CDP Performance Ranking – it is now included in the “A List: CDP Climate Performance Leadership Index 2014” that includes companies with the best performance worldwide

**About the Cambridge University Boat Club sponsorship:**

Beko Plc’s R&D Centre in Cambridge is a proud sponsor of the Cambridge University Lightweight Rowing Club, Cambridge University Boat Club and the Cambridge University Women’s Boat Club, as part of our commitment to the local Cambridge community.

Together we share core values: high performance, the desire to be number one, commitment to continuous development and innovation, desire to inspire the next generation, and support of the local communities in which we operate.

As well as providing branding on team kits, the company will also be installing appliances in the organisation’s Boat Houses, including the brand new state-of-the-art boat house at Ely. The company and rowing clubs are also working on a number of community projects to inspire and support Cambridge kids – further details to be announced in due course.