

“Made in Türkiye” or “Made in Turkey”

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Since 2020, the Turkish government has been pushing the international community to refer to its country by its Turkish language name of “Türkiye” rather than the official translations accepted and understood in those countries.

When the programme started, Made in Türkiye was a similar branding campaign to some of these with an attractive logo and branding.



However, since then, the intention has morphed into attempts to force countries to accept labelling with “Made in Türkiye”, Hergestellt in Türkiye, Fabriqué en Türkiye instead of “Made in Turkey”, “Hergestellt in Türkei”, “Fabriqué en Turquie” etc which are the accepted norms in those countries.

The rules on garment labelling in most countries including the UK require that, where it is deemed necessary, “Made in” labelling and other compulsory fibre and warning information must be in the official language(s) in use in those countries.

In the UK, whilst the “Made in Türkiye” label in and of itself would not be a problem on a garment made in Turkey (it can appear), this labelling alone would not be acceptable as a description in English for consumers in the United Kingdom for customs or trading standards as Türkiye is not the official name by which the country is officially known in the UK.

The US has already confirmed that it will not accept “Türkiye” instead of Turkey on product labelling. France and other countries in the EU including Spain are likely to make similar decisions. UKFT has contacted UK government for clarification and has suggested that UK should do likewise.

As we await clarification, **UKFT’s recommendations to garment importers and brands are as follows:**

- All goods placed on the UK market should be labelled in accordance with UK laws using the English language in this instance “Made in Turkey” (where required).

- If any goods use the words “Made in Türkiye” or the logo on any part of the labelling or packaging, they should also be correctly labelled for the UK market with the English “Made in Turkey” or the officially recognised language versions of any other countries being exported to.
- All goods placed on any other market should be labelled in accordance with local laws with “Made in” and “Turkey” (where required) translated into the officially accepted language of that country.

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