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Press Release

Social Media targets Techenomics Turkey

Techenomics Turkey has delved into social media, launching its official facebook page, 'Techenomics Turkey'. The page will provide a social media avenue for clients to be updated with all the latest news and events including staff news, press releases and case studies.

The Facebook page already has 732 likes and is updated weekly with posts containing news from Techenomics Turkey and other Techenomics offices and laboratories world-wide including Australia, Indonesia, Mongolia, East Africa, Mongolia and Thailand.

According to Yasemin Fadil, who will be managing the page and is a Chemical Engineer at Techenomics Turkey, "We are really excited to launch our own facebook page. It helps gives us a corporate identity and with social media being so prevalent in society today it was important for Techenomics Turkey to have a presence on facebook and also Instagram."



Yasemin Fadil, Techenomics Turkey

"Facebook also enables our clients and friends to keep up to date with all of our news at any time and place via their phones, tablets or desktops." Continues Ms Fadil.

Leading Condition Monitoring experts, Techenomics International set up operations in Turkey only in May this year, offering services including oil analysis. The operation is based in Istanbul and is headed up by Yasemin Fadil, a Chemical Engineer with a Master's Degree in Process Engineering from University of New South Wales.



TECHENOMICS LEADERSHIP E-BOOK

Techenomics are offering a free Leadership E-Book comprised of interviews with the Techenomics leadership team - [CLICK HERE TO RECEIVE YOURS](#)

According to Techenomics International CEO, Chris Adsett the decision to set up operations in Turkey was an easy one "With Turkey's huge population of 74 million people, we saw it as a great opportunity and investment. Being in Turkey also gives us access to 1.5 billion customers in Europe, Eurasia, the Middle East and North Africa. This is a great way to increase our market share."

'So far the Turkey operations have exceeded our expectations and we plan to be in Turkey for a very long time.' Adds Mr Adsett.

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