

Semih Yüzen

Petfor



“ I saw an opportunity to build a state-of-the-art recycling business. ”

COUNTRY	Turkey
INDUSTRY	Industrials
EMPLOYEES	65
YEAR SELECTED	2006
WEBSITE	www.petfor.com

COMPANY SNAPSHOT

One person's trash really can be another person's treasure. Semih's rapidly growing recycling business, Petfor, is proof. Since starting the post-consumer PET plastic bottle recycling company, Semih can barely keep up with global industry demand for his high-grade PET flakes. The PET flakes that Petfor produces are clean, recovered PET (plastic) chips ready to use as raw material for manufacturing new PET products. In Turkey, the sixth-largest PET consumer in Europe, Semih and his firm are leading the way.

In addition to Petfor, Semih has gone on to launch two new businesses: Ekosistem, a sorting facility for the Asian landfill in Istanbul, and another for PET collection at Bodrum.

ENDEAVOR AND PETFOR

In addition to receiving support from several prominent local mentors and introductions to potential investors, Semih has benefited from the Global eMBA program, multiple Immersion Tours, and an Entrepreneur Summit.

He has demonstrated commitment by serving as a local panelist, reviewing candidates, and speaking at Endeavor events.