



PRESS RELEASE

Art Meets History: The 5th Aizanoi Short Film Festival Welcomes Cinema Lovers with Gürok Group as Main Sponsor

Organized under the auspices of the Kütahya Governorship, with the support of the General Directorate of Cinema of the Republic of Türkiye Ministry of Culture and Tourism, in partnership with the Turkish Cinema and Television Producers Association (TESİYAP), and hosted by the Aizanoi Cinema Association (ASİFSAD), the 5th Aizanoi Short Film Festival will take place on June 12–14, 2025 — with Gürok Group, one of Turkey’s largest private sector organizations, as the main sponsor.

Set in the enchanting and historic Aizanoi Ancient City, the festival will feature a rich program of screenings and events focusing on themes such as the climate crisis and gender equality. This year’s main themes are:

- **Nature’s Cry** (Environment & Climate Crisis)
- **Focus the Camera on Equality** (Gender Equality)
- **Small Stories, Big Echoes** (Free Topic)

In addition to film screenings, the festival will include talks, workshops, and opportunities to connect with industry professionals.

Ebru Özoğul, Corporate Communications Director of Gürok Group, shared her thoughts on the sponsorship:

“Supporting art and creativity while raising awareness on social and environmental issues is very important to us. The Aizanoi Short Film Festival offers a unique platform to achieve these goals. It brings together history, art, and social consciousness. As Gürok, we’re also proud to have been the excavation sponsor of the Aizanoi Ancient City since 2020. We are honored to be a part of such a meaningful event.”

For more information about the festival and how to participate, please visit:
<https://filmfreeway.com/AizanoiFilmFest>

You can also follow the festival on Instagram for detailed updates:
<https://www.instagram.com/aizanoifilmfestivali/>

AI-Powered Business Models Drive Efficiency and Agility

As part of the transformation, Gürok Group has actively implemented artificial intelligence and advanced data analytics technologies—particularly within the LAV and GCA brands. At LAV, an AI-supported quotation system was developed, eliminating manual workflows and enabling real-time, dynamic pricing. This enabled a fast and flexible commercial process, allowing the company to respond to customer expectations immediately.



The integration of ERP systems and the transformation model powered by Salesforce increased the traceability and automation of all processes. With this transformation, Gürok Group has significantly improved operational speed and efficiency while taking major strides toward realizing innovative business models for the future. The Group remains committed to continuous improvement and will continue building a sustainable and innovative future through this transformation vision.

About Gürok Group

As Gürok Group, since our journey began in 1948 in Kütahya, we have undertaken projects that add value to Turkey in the industries of manufacturing, tourism, construction, and fast-moving consumer goods. With our innovative approach and distinctive business model, we have become one of Turkey's largest private sector groups. Today, with LAV, the world's 5th largest glassware manufacturer; GCA, the name of trust, innovation, and quality in glass packaging; Ali Bey Hotels & Resorts, for about 35 years of experience in the tourism sector; JOALI Maldives and JOALI BEING, ultra-luxury resorts operating on two separate islands in the Maldives; BIJAL, the Mediterranean's first villa hotel; Gürok Kiremit, known for its patented coating technology; AVOYA, sparkling mineral water with the highest magnesium level in Turkey; and Lapis Yapı, which brings these projects to life—we provide employment to 5,000 people across 3 continents and export our products to 140 countries. Through our innovative and pioneering products and services in every sector we operate, we proudly represent our country on the international stage.

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