

Final Case Study Document**Türkiye's Digital and Sustainable Manufacturing Transformation****Reference: McKinsey & Company****Prepared by: Sukruth M****Introduction**

This document presents my analytical study of McKinsey & Company's case on how Türkiye is transforming into a digital and sustainable manufacturing hub. The initiative is led by MESS and supported by MEXT, with McKinsey providing structured frameworks and transformation expertise.

Background

Türkiye aims to strengthen its manufacturing competitiveness by scaling Industry 4.0 technologies, improving sustainability, and building future-ready workforce capabilities. Increasing global competition and environmental expectations have created urgency for transformation.

Objective

The transformation focuses on accelerating digital maturity, strengthening sustainable practices, improving productivity, and developing workforce capability at scale.

Key Challenges

Limited digital readiness, fragmented technology adoption, workforce skill gaps, rising sustainability expectations, and lack of structured transformation roadmaps.

Approach and Methodology

The initiative uses digital-twin simulations, real factory models, maturity assessments, capability academies, and cross-sector partnerships. McKinsey supports companies through structured frameworks, impact tracking, and implementation guidance.

Impact

Companies adopting the program saw improved productivity, reduced waste, increased operational reliability, and stronger sustainability performance. Workforce capability increased significantly through structured learning.

Insights

Transformation accelerates when ecosystems collaborate, sustainability is integrated early, and employees gain hands-on exposure to new technologies.

Personal Learnings

Digital transformation requires mindset change, structured capability-building, and national-level support systems. Türkiye's approach shows how emerging markets can become global leaders in advanced manufacturing.

Summary

Türkiye, supported by MESS, MEXT, and McKinsey & Company, is becoming a strong digital and sustainable manufacturing hub through capability-building, Industry 4.0 adoption, and structured transformation programs.

Credit

This analysis is based on the case study published by McKinsey & Company.