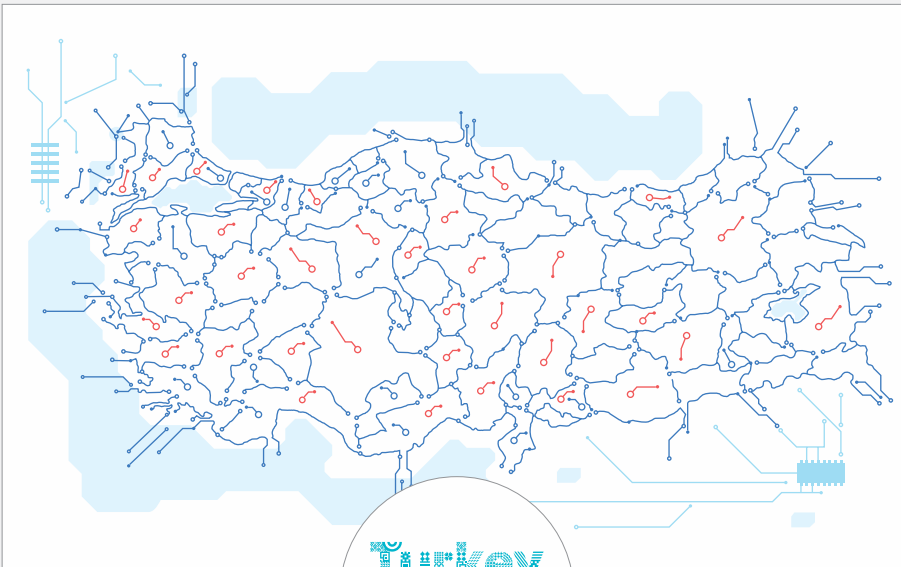


# The Turkish Perspective

OCTOBER 2018 ISSUE 63

ECONOMY | BUSINESS | FOREIGN TRADE | ANALYSIS



Turkey  
Discover  
the potential



## Republic of Turkey

*The Intersection of East and West*

Prioritizes high added-value oriented production and export for reaching its goals; hence R&D, innovation, design and brand.

See More

DISCOVER TURKEY

FACTS & FIGURES

EXTERNAL SOURCES

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Strategy & Approach  
Legal Framework  
Institutions  
Programs

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Academic Network  
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R&D Performance  
Innovation Culture  
Supports & Incentives  
Production & Export  
NGOs

## THE HIGH-TECH CLUSTER PROFILE OF TECHNO TURKEY

Turkey aims to become a high added-value production and export country. In this journey, the strongest tool in its inventory is the high-tech cluster system. Take a look at Turkey's technology development profile.

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Online Footprint of Your  
Company

**IN DEPTH** Esport: The  
New Generation Market

**BRANDS** Innovation On  
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**Discover the potential of Turkey,  
now on social media!**



**Discover  
the potential**

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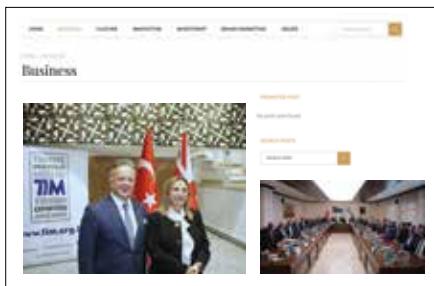
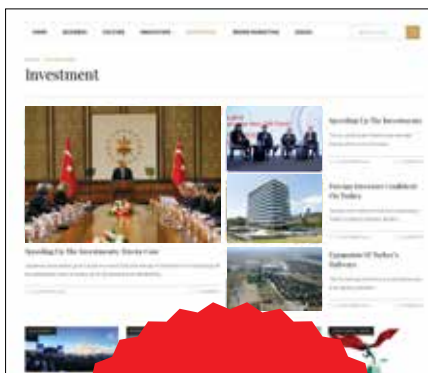
# Online

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## THE TURKISH PERSPECTIVE DIGITAL

The Turkish Perspective website is to be launched soon.

A NEW MEDIUM TO LEARN, ANALYZE AND MONITOR EVERYTHING ABOUT TURKISH ECONOMY AND BUSINESS, IS BORN. THE TURKISH PERSPECTIVE DIGITAL WILL SHARE THE LATEST NEWS, INTERVIEWS WITH DECISION MAKERS, PROVIDE IN-DEPTH ANALYZES AND WILL BE THE FOREIGNER'S GUIDE IN TURKEY REGARDING REGULATIONS AND LEGISLATIONS.



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The **Turkish Perspective**

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# Editorial



İSMAİL GÜLLE  
CHAIRMAN (TİM)

## THE ESSENCE OF THE NEW ECONOMIC PROGRAM: “EXPORT”

We are all witnessing the pressure on Turkey and our currency in the international markets. Both financially and politically Turkey is facing difficult times for the last couple of weeks.

**WE WITNESSED THE DAYS** when the pressure on Turkish lira and the trade wars continued to increase as a threat to our trade and economy. In these days, we were looking forward to the New Economic Program (YEP), which will be the road map of our economy for the next 3 years.

Considering the situation of the world trade and Turkey's economy, I think that the program, based on 3 fundamental merits, including balance, discipline and change, is highly realistic in terms of main macroeconomic objectives. It is consistent with the realities of our country.

We can see that the program was prepared to make our economy resistant to crises, to permanently reduce its dependence on foreign liquidity, to keep the central management budget deficit at low levels and to strengthen our export structure.

YEP, aims to restore price stability in the short term, to stabilize the economy and to ensure budget discipline. In the mid-term, it is the most important goal to establish sustainable growth.

At this point, we always specify that the best way to establish sustainable growth and reduce the current deficit is value-added exports. In particular, we are focusing on market and commodity diversification, deepening the existing market, integrating our companies with global value chains and increasing the share of high-technology products within our exports.

Since we were involved in the technical preparations of the new program, we are



very happy to see that the new strategy is built on exports. As Minister of Treasury and Finance explained, while improving our macroeconomic conditions such as growth, reducing the current deficit and lowering unemployment, every step will be established on exports. Every policy change will be focused on value-added fields to increase exports. I believe this strategy will overcome the difficulties of this period and start giving its rewards in the recent future.

While the number of exporters and the quality of our exports are increasing, we predict that our export figures will surpass 170 billion dollars at the end of 2018. Regarding to our forecast contribution of net exports will continue to be positive to the end of the year. I believe that arrangements to be made under YEP will offer new opportunities to continue growth. The

decline of economic growth expectation to 2.3% in 2019 is not a situation we are accustomed to; but the 182 billion-dollar export expectation shows that there will be 7.1% export increase annually. In this way, the contribution of net exports to growth is becoming more pronounced.

We know the strengths and weaknesses of our economy. We are closely interested in the problems of our exporters and looking for immediate solutions. With the policies to be implemented, we will make our economy strong as long as the growth is settled in a sustainable and healthy line. Thus, our resistance to global economic and political developments will be more solid. We, as the exporters, will continue to work to achieve higher figures, enter new markets and create better brands for Turkey. Since the New Economy Program forecasts the future growth with exports our responsibility is higher than before.

# More than 60,000 companies have INVESTED IN **TURKEY**



## how about you?

average annual real  
GDP growth rate

**5.7%**

2002-2017

**13<sup>th</sup>** largest  
economy in  
the world

GDP at PPP prices, 2017

**800,000**

university graduates  
per year

average annual real GDP  
growth rate forecast in OECD

**4.9%**

2015-2025

**\$851** billion  
of GDP at  
current prices  
2017

**80.8 million**

of population  
with half under the age of 31



**INVEST IN TURKEY**

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**Editor:** Serap Kaya

# First

ECONOMY, FINANCE, ENERGY, BUSSINES, WEXPORT, E-COMMERCE, TOURISM, FTA, DEFENCE, ...



EXPORT

## TURKISH AIRLINES TOPS TURKEY'S FORTUNE 500 LIST

Turkey's national flag carrier Turkish Airlines topped Fortune 500 list for Turkey, based on export volume.

**TURKISH AIRLINES** has been leading Turkey's Fortune 500 list since 2008, and ranked first again with exports volume of \$8.05 billion in 2018, the statement read.

"Our efforts being deemed worthy of such precious awards give us courage while

preparing to reach our new targets," said Murat Şeker, CFO of Turkish Airlines.

Şeker also added that with the Istanbul New Airport, the national flag carrier will make bigger dreams come true.

The Fortune 500 Turkey list includes publicly and privately

held companies for which revenues are publicly available.

Turkish Airlines, founded in 1933, flies to more than 300 destinations in over 120 countries. By the end of Aug. 2018, the airline had 326 aircraft - 92 of them wide-body along with 216 narrow-body aircraft and 18 cargo

planes.

Last year, the airline carried 68.6 million passengers with a 79.1 percent seat occupancy rate.

According to the airline's year-end targets, the company expects to carry 75 million passengers - including 33 million on domestic routes and 42

million on international routes - with around an 81-percent passenger load factor.

The airline - staffed with 25,000 people, including more than 4,500 pilots, - earned some 24.4 billion Turkish liras (\$5.9 billion) of total revenue in the first half of this year.

## TOURISM

TOURISM  
BOOM FOR  
TURKEY

Canada's weekly tourism magazine Travelweek said that Turkey is a rising destination for the 2018-2019 period with many riches offered by the country

Occupying the magazine's cover with the headline "Tourism in Turkey soars," the report stressed that the recent developments in the country's economy have raised the interest of tour operators and tourists.

The magazin was also noted that as per July 2018 figures, tourist arrivals in Turkey increased by 11.74 percent compared to July 2017, reaching 11.6 million.

Accordingly, in the January-July period of 2018, the number of tourists, including 59,893 Canadians, point to an increase of 33.78 percent compared to the same period in 2017.



## ECONOMY

The New Economic  
Program is Introduced

Berat Albayrak, Minister of Treasury and Finance, has introduced new economic program for the new fiscal strategy.



**G**LOBAL AND LOCAL markets had been eagerly waiting for Turkey's Medium Term Program (MTP), which was renamed the New Economic Program (NEP), since the government took office in early June. Against existing problems in the Turkish economy, including currency volatility, running inflation and a double-digit deficit, the government's new plan was presented as a framework with a vision to battle these problems and set targets that are based on Turkey's macroeconomic realities, hence reassuring market confidence in the Turkish economy.

In his address during the presentation of the NEP, Ministry of Treasury and Finance Berat Albayrak stressed that the new program hinges on three principles: balancing, discipline and change. "We have devised a road map for economic rebalancing for the period of 2019 to 2021. As part of the rebalancing scheme,

the government expects a 2.3 percent gross domestic product (GDP) growth in 2019," Albayrak said. For this year, the government foresees economic growth at 3.8 percent. The growth, Albayrak said, will start taking off when Turkey successfully implements the other principles of discipline and change and the new approach will institute an understanding of sustainable growth. According to the NEP, the Turkish economy is expected to grow 3.5 percent in 2020 and 5 percent in 2021. The Turkish economy registered a 7.4 percent expansion in 2017. In the first and second quarters of this year, it grew by 7.3 and 5.2 percent, respectively.

The concept of discipline corresponds to immense support for rebalancing via fiscal discipline. The last principle change aims at concentrating on increasing long-term production capacity and exports of Turkey, Treasury and Finance Minister Albayrak explained.

## E-COMMERCE

YANDEX  
SEALS THE  
DEAL WITH  
TURKEY'S  
HEPSIBURADA

Yandex.Market, a concern of Russian tech giant Yandex, has signed an agreement with Turkey's largest e-commerce site, Hepsiburada.

The deal will provide access to Turkish goods on a cross-border online retail service Yandex. Market is planning to launch, confirmed Alex Vasiliev, director of international development at Yandex.Market.

Hepsiburada is Turkey's largest multi-category e-commerce platform. It features products from Turkey's 20,000 leading sellers and cooperates with more than 2,000 brands. In April, Yandex and Sberbank signed a deal to establish Yandex.

Market - a retail online site. In May, the internet company announced the launch of an open beta marketplace called, Beru. The official launch is planned for this fall.



## BUSSINES



## GERMANY TOP IMPORTER OF TURKISH TEA

Germany was the top importer of Turkish tea, purchasing 128 tons in the first eight months of this year.

Turkey earned \$770,000 through tea exports to Germany from January to August, according to the data compiled by Anadolu Agency.

Follow the Turkish Republic of Northern Cyprus (\$634,000) and the U.S. (\$576,000).

Overall, Turkey exported nearly 1,439 tons of Turkish tea to 96 countries worth \$5.7 million.

Şaban Turgut, deputy chairman of the Eastern Black Sea Exporters Association (DKIB), said the volume of tea exports grew thanks to the increase in brand recognition and promotional activities abroad.

Turgut added that tourism contributed positively to tea exports.

"We received significant demands from the Middle Eastern countries due to the higher number of tourists," Turgut said.

## FINANCE



## Central Bank Hosts OIC Monetary Authorities

Meeting's main theme was global economic and financial developments, and financial inclusion

**THE CENTRAL BANK** of the Republic of Turkey (CBRT) hosted the meeting of the central banks and monetary authorities of the Organization of Islamic Cooperation (OIC) member countries, according to the bank on Monday.

"Opened by the CBRT Governor Murat Çetinkaya, the meeting addressed issues related to global economic and financial developments, and financial inclusion," the bank said in a statement.

The bank noted that the meeting was held in the Mediterranean resort city of Antalya.

"Governors of central banks of the OIC member countries discussed global economic and financial developments and elaborated on how to design appropriate policies to build resilience and make growth more sustainable, balanced and inclusive over time," the CBR said.

The bank said that annual meetings enhance cooperation and collaboration and sharing experiences in central banking issues, and offer benefits to member countries to improve the functioning of the active mechanisms of communication in international platforms.

The CBRT added that it initiated and hosted the meeting to discuss the impact of the global economic crisis on the OIC member countries in 2009, following the global financial crisis.

Last year, the meeting was held in another Turkish resort city Muğla under the theme of "fostering strong, sustainable, balanced and inclusive growth in a challenging global environment."

Currently, the OIC has 57 member countries around the world -- the second largest inter-governmental organization after the United Nations.

## DIPLOMACY

## TURKEY TO HOST 593 TRADE FAIRS IN 2019

According to the Union of Chambers and Commodity Exchanges of Turkey, there will be 465 national and 128 international trade fairs will be held over 2019.

Continuing a trend which has been growing steadily in recent years, Turkey will again host a number of national and international trade fairs for different sectors in 2019. The sectors include defense, textile, agriculture, technology, tourism and health.

Turkey will host some 465 fairs, of which 128 will be international, according to the 2019 Fair Calendar released by the Union of Chambers and Commodity Exchanges of Turkey.

The most intensive fair program will be during the spring and autumn months. The month of February will see 62 fairs. Sixty-seven fairs will be held in March and 76 will be held in April. Another 38 fairs will take place in September next year, while 76 and 54 fairs will be held in October and November, respectively.

Turkey's most populous city, Istanbul, will lead the way with 211 fairs, followed by Izmir with 43, Ankara with 28, Bursa with 23, Antalya with 20, Adana with 15 fairs.

## FTA

## TURKEY AND UKRAINE TO SPEED UP THE FTA NEGOTIATIONS

Ukraine expects early signing of a free trade agreement (FTA) with Turkey, Ukrainian economy minister said on Wednesday.

Speaking at the opening ceremony of Turkey-Ukraine Business Forum organized by the Turkish Foreign Economic Relations Board (DEIK), Kubiv said Ukrainian and Turkish businessmen established a platform with active participation of the chamber of commerce of both countries, which aims more quick and effective solution of the trade-related problems.

Gonca Isik Yilmaz Batur, the deputy minister of trade, said the amount of Turkish businessmen's investment in Ukraine is around \$3 billion, adding that the Turkish businessmen participated in Ukraine's 159 "prestigious projects" worth \$6 billion.

Batur also noted that the private-public sector cooperation will bring a new dimension to the bilateral trade relations.

"We aim to increase the trade between Turkey and Ukraine to \$10 billion by 2023," Batur said.

## ENERGY

## Turkey Holds Prime Location For Energy Diplomacy

The Turkish economy can cope with economic difficulties because of its many geopolitical advantages, the president of BP Turkey said.

**MICK STUMP'S REMARKS** came during his speech at a meeting of the Turkish National Committee of the World Energy Council (WEC).

As one of the 20 developing economies worldwide, Turkey, located in an area of geopolitical importance, remains vitally important for BP considering its long-term potential, Stump said.

Turkey enjoys an enviable position in the field of energy diplomacy, Stump said, referring to its location close to Mediterranean, Caspian and Middle Eastern energy sources while adjacent to the European market's energy consumers.

Stump explained that the rich hydrocarbon resources in the Caspian could only gain access to world markets from Turkey.

Currently, 2.5 percent of the world's oil production passes through the Turkish straits and via pipelines such as the Baku-Tbilisi-Ceyhan (BTC) pipeline that delivers 1 percent of the world's oil.

Stump argues that taking into account the volume of global oil trade, this significant percentage makes Turkey strategically important for BP.

"We have investments both in the upstream and downstream, and we want to continue to grow in Turkey where we have been operating for 106 years," Stump said.

"Over this time, we have made major contributions to the Turkish economy and the energy sector, as well as to society. For BP, Turkey is one of our strategic five markets in fuels worldwide. Today, there are seven hundred service stations in Turkey and we are continuing to add new sites every year," he said.

Stump declared that BP's work over many years with Turkey's giant companies included Turkish Petroleum and BOTAŞ for both the BTC project and for the Shah Deniz giant gas field, one of the world's largest gas-condensate fields off Azerbaijan's coast in the South Caspian Sea.



## TECHNOLOGY

## AMAZON STARTS OPERATIONS IN TURKEY

Amazon.com Inc. said it had launched activities in Turkey, offering products across 15 categories to customers across the country.

"We are committed to building our business in Turkey in the coming months by expanding our selection and delivery options," Sam Nicols, country manager for Amazon.com.tr said in a written statement.

"Starting today, customers across Turkey can visit [www.amazon.com.tr](http://www.amazon.com.tr) to shop from a selection of millions of products, with the benefit of everyday low prices and reliable free delivery for orders above 50 Turkish liras," the statement added.

"Amazon.com.tr features a vast selection of products across 15 categories, such as books, consumer electronics, sports, outdoor, tools, toys, home improvement, and baby, including products from over 1,000 local Turkish businesses," it said.

The Turkish e-retail market was worth 42.2 billion Turkish liras (6.72 billion dollars) in 2017, a 37-percent increase over the preceding year, according to local information technology union TÜBISAD.

## BUSSINES

## GLOBAL CARGO GIANTS TO OPERATE IN ISTANBUL'S NEW AIRPORT

Three of the world's largest cargo services, UPS, FedEx and DHL, have applied for rental spots at Istanbul's new airport.

Istanbul will become the center of global cargo transportation.

"We will provide a great competitive environment, especially for large companies that provide air cargo services globally", Transport and Infrastructure Minister Cahit Turhan told.

He added that with the first phase complete, the new airport will welcome 90 million passengers annually - with 3,500 daily take-offs and landings.

The minister said it will also offer a 100,000 square meter area of living space, a 25,000-vehicle parking lot, a 42 kilometer-long baggage conveyor system, as well as 143 boarding bridges.

The new airport will offer flights to more than 300 destinations, with an annual passenger capacity of up to 200 million



THE PROJECT WILL  
CREATE MORE THAN

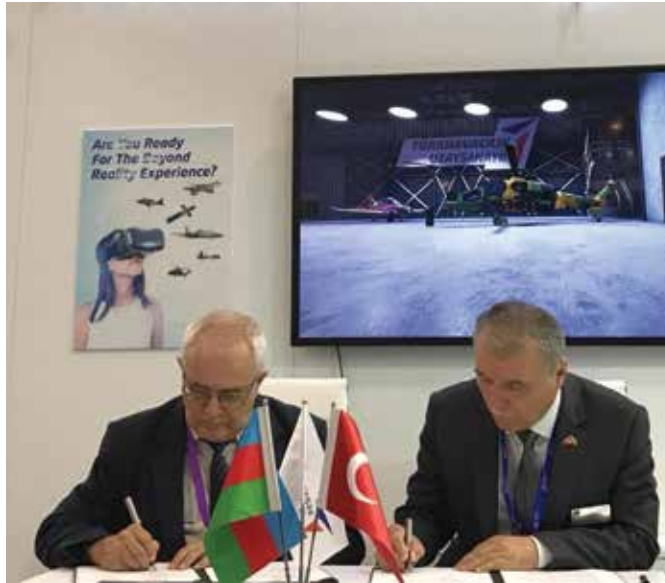
# 225,000

JOB

## DEFENSE

## Turkey and Azerbaijan Cooperation in Defense

TAI and Azerbaijan Academy of National Science signed a new protocol to improve cooperation in defense technologies and aviation.



The protocol aims to establish a mutual sustainable cooperation in the defense and aviation area through the academic programs of AMEA, to accelerate research and development activities through knowledge sharing, as well as boosting the mutual exchange of ideas.

"The cooperation is not limited to an academic framework, but covers a wide range of the science and technology ecosystem," TAI Human Resources Vice President Mustafa Akkurt told state-run Anadolu Agency.

Akkurt said TAI desired to adopt Azerbaijan's knowledge, especially in fundamental sciences, which will contribute to the development of the aerospace industry, and to share its design, production, quality and certification

capabilities with the Azerbaijani academy.

He also added that the protocol with the AMEA paved the way for cooperation with various universities in Azerbaijan.

The signing ceremony took place on the sidelines of the third Azerbaijan International Defense Exhibition (ADEX) between Sept. 25-27, a three-day event to showcase the force and power of Azerbaijan's military and industrial complex, as well as modern weaponry and equipment.

TAI exhibited product models for the aerospace industry in the ADEX, such as the TF-X aircraft, HÜRKUŞ basic trainer, ANKA-S medium altitude long endurance unmanned aerial vehicle, T625 multi role helicopter, as well as the GÖKTÜRK-1 and Türksat 6A satellites.

## EXPORT

## TURKISH INDUSTRIAL PRODUCTS PENETRATE EU MARKET

EU keeps its profile as Turkey's main export market as 53.1% of Turkish industrial product export goes to European countries.

Turkish enterprises in the industry sector exported mostly to the European Union with 53.1% of their total exports last year, according to TurkStat.

The Turkish Statistical Institute (TurkStat) said that exports of enterprises in the industry sector totaled \$88.8 billion in 2017 - some \$47.1 billion of them to the EU - accounting for 56.6% of Turkey's total exports. The Near and Middle Eastern region was the second-largest export market for Turkish industrial products with around \$14.7 billion, followed by the countries in the North America with nearly \$6.5 billion.

Last year, the country's total exports amounted to nearly \$157 billion - including industry, trade, and other sectors - while Turkey's total exports to the EU were \$73.9 billion. 63.8 % of exports to the EU were performed by industry sector and 34.4 percent of exports to the EU were performed by the trade sector," TurkStat said.



## ENERGY

## NEW CONTRACTOR TO JOIN AKKUYU PROJECT

A new company has joined the construction project of the Akkuyu Nuclear Power Plant (NPP) Rosatom announced.

According to a Rosatom statement, the new contractor, Titan-2 Concern, will act as a contractor for Atomstroyexport (ASE) - Rosatom's engineering division.

The cooperation with Titan-2 Concern at the Akkuyu NPP is the next step in the company's (ASE) strategy to have reliable partners in construction and assembly at all construction facilities, Valery Limarenko, head of ASE said.

The plant will have a working life of 8,000 hours per year and will produce 35 billion kilowatts of electricity at full capacity, which will meet about 10 percent of Turkey's electricity needs.

The Akkuyu NPP holds the records for the highest investment in a single project in Turkey, with an estimated cost of \$20 billion. The nuclear plant deal is part of wider energy projects with Russia, including the TurkStream pipeline that will deliver Russian gas to Turkey and southern Europe.

## INVESTMENT

## Godiva Chocolates' Japanese Business Attracts Investors

Once Belgium's leading chocolate brand, now a star of Turkey's Yıldız Holding Godiva Chocolates' Japanese business is drawing the attention of investors with its \$350 million annual revenue.

**T**URKISH conglomerate Yıldız Holding is eyeing the sale of Godiva Chocolates' Japanese business, which could fetch around \$1.5 billion., Yıldız Holding, owned by Murat Ülker, is one of Turkey's largest companies and has been quite active in global acquisitions over the past decade or so. The sale of the high-end chain's Japanese business, which has revenue of around \$350 million a year, is expected to kick-off in the upcoming weeks and will most likely appeal to companies in Japan that have experience within the unique market.

Yıldız has previously acquired assets from various global companies, including Belgium's world renowned Godiva Chocolates, the U.K.'s United Biscuits Holdings Plc. and the U.S.' DeMet's Candy Co.

The Turkish conglomerate,

which also owns Istanbul-based biscuit maker Ülker, agreed to refinance \$5.5 billion in debt earlier this year.

Ülker and its related companies achieved record high growth in Turkey based on production, sales and exports, as 2017

financial data prepared in accordance with the Tax Procedure Law showed.

In 2014, the acquisition of United Biscuits, the world's sixth-largest biscuits producer, made Yıldız

Holding the third-largest biscuit producer in the world. It is also the largest international acquisition made by a Turkish firm.

Yıldız acquired Belgian Godiva in 2008 with an \$850-million investment. It now enters more than 8,000 supermarkets in Turkey, with three different products to appear on shelves: The Dark Ganache Heart, Belgian Lion and Open Oyster.



## DIPLOMACY



## GUTERRES COMMENDS TURKEY'S 'EXCELLENT COOPERATION'

U.N. Secretary-General Antonio Guterres "commended the excellent U.N.-Turkish cooperation."

"The Secretary-General and President Erdoğan discussed the situation in Syria, with the Secretary-General welcoming the agreement reached on 17 September to create a demilitarized zone in Idlib," the U.N. said in a statement.

Turkey and Russia also signed a memorandum of understanding on that date calling for the "stabilization" of Idlib's de-escalation zone, in which acts of aggression are expressly prohibited.

Under the pact, opposition groups in Idlib will remain in areas where they are already present, while Russia and Turkey will do joint patrols in the area to head off renewed fighting.

The theme of this year's general assembly meetings is Making the United Nations Relevant to All People: Global Leadership and Shared Responsibilities for Peaceful, Equitable and Sustainable Societies.



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# Briefing

FTA, ENTERTAINMENT, ENTREPRENEURSHIP, APPAREL, EVENT, DIGITAL, INVESTMENT....

## EXPORTERS DIARY

# EXPORTERS STRIKE THE GONG IN İSTANBUL STOCK EXCHANGE

The index consists of the top 1000 exporters listed by TİM each year, with a public market value above a certain level.



**TİM EXPORT INDEX**, which was jointly formed by Turkish Exporters Assembly (TİM) and İstanbul Stock Exchange (BİST), now to be traded on İstanbul Stock Exchange. The gong ceremony was organized in the headquarters of Stock Exchange, İstanbul. TİM Chairman İsmail Gülle and BİST General Manager and Board Member Murat Çetinkaya made the opening speeches after the ceremony.

The index consists of the top 1000 exporters listed by TİM

each year, with a public market value above a certain level.

Gülle stated that they have created TİM Export Index with BİST in order to show the success performance of exporting companies and gave information about the certain conditions for being listed in this index.

"Basically, in order for a company to be listed in TİM Export Index, it must be one of the top 1000 exporters of TİM and also must be listed in the "BİST Stars Market" or "BİST Main Market" in the stock exchange.

However, we also thought our firms whom are not directly exporting but also doing export registered sales. If the export registered sales of these companies are as high as the export revenues of the top 1000 companies, we will take them to this index. Finally, 3 month average of the market value of the share of this companies have to be over 50 million.

Gülle stated that 55 exporters now provide these conditions and listed in the TİM Export Index and this

number will increase with the new IPO's. "If we had established this index in 2013, the total yield would be 160 percent, which is far better than the other indexes such as BİST100 and BİST Industrial. This is why TİM Export Index is very important" he added.

In the index, 10 percent weight limitation will be applied. In the first working days of February, May, August and November, the weights within the index will be revised to a maximum limit as 10 percent.



# MAJOR CONTRIBUTION OF NET EXPORTS TO GROWTH

İsmail Gülle, Chairman of TİM, made a statement regarding to the growth rate of the second quarter of 2018. He said that net exports contributed 1 point to the growth rate.

## EXPORTERS DIARY



**Chairman of TİM,** İsmail Gülle stated that “Turkish economy grew by 5.2% in the second quarter of this year compared to the same quarter last year. Thanks to the increase in private investments and the acceleration in the tourism sector, as it was expected, net exports contributed by 1 point to the growth. The share of exports in quarterly GDP was 22.5 percent.”

Gülle, stressed that Turkey continued disintegration from the world economy, in a positive way, as it did in last

year and continued his words as following:

“Among G7 countries, which are the largest advanced economies, our growth rate is the highest.

“Moreover, Turkey displayed a performance above the average on its own league. Among the emerging markets, Brazil grew 0.1%, Mexico 1.6% and Australia grew 3.4 in the second quarter of 2018.

“International rating agencies has been skeptical about the growth forecast for Turkey in the last period. However, the investments

grew 3,9%. Within the scope of the announced data, I think that we will witness a positive progression and our increasing export trend will continue to its contribution to the growth rates. At the end of the year, our export figures will reach more than \$ 170 billion and we will break another record.”

Despite the growing trade tensions in 2018 Turkey's exports of goods and services are on the rise continue to grow and export will be one of the key factor for Turkish economic policies.

# TURKISH TRADE CENTER OPENING IN LONDON

We have activated 12 trade centers in 5 different cities in four countries, including in London, Chicago, New York, and Emirates.

**L**ondon Ceramic Turkish Trade Center (TTM), Trade Minister Ruhsar Pekcan, TİM President İsmail Gülle and guests were opened in a ceremony attended. TİM President Gülle, “We have opened 12 Trade Centers in 5 different cities in 4 countries. this number reached 13 with our Ceramic Office in London.”

TİM President İsmail Gülle, who made a speech at the opening, “We are proud of opening the Office of Ceramics TİM in London, which is one of the most important trade and financial centers in



the World” said. Until today, We have activated 12 trade centers in 5 different cities in four countries, including in

London, Chicago, New York, and Emirates.

TİM President scheduled to open around the world to

increase efficiency in target markets with offices TİM, he stressed that the aim is to broaden the product range and the introduction of the brand of Turkey, and In line with Turkey's Export Strategy Goals 2023, we spent our first trade center into operation in 2017. Today we are in a new opening in London. Britain is one of our largest buyers in the European ceramics industry “he said.

In the coming period, Gülle stated that the fashion, furniture, food and jewelry sectors will be included in the London TİM.

## IT'S TIME TO SET A NEW RECORD TOGETHER

TİM's President İsmail Gülle addressed to the banks and exporters during the event hosted by TİM.



### Turkey Exporters Assembly (TİM)

Chairman İsmail Gülle told about the difficulties of firms in accessing finance and demanded the support of the managers of the banks that that they had been hosted in the TİM.

Turkey Exporters Assembly (TİM) welcomed Directors of Banks Association of Turkey (TBB). took part in the meeting, the delegation headed by Chairman of the Board of TBB and General Manager of Ziraat Bank

Hüseyin Aydın, General Manager of İş Bank Adnan Bali, General Manager of Halk Bank Osman Arslan, General Manager of Vakıflar Bank Mehmet Emin Özcan, General Manager of Turkish Economy Bank Ümit Leblebici, General

Manager of Türk Eximbank Adnan Yıldırım, Executive Vice President of Akbank Levent Çelebioğlu, Executive Vice President of QNB Finansbank Ömür Tan, Executive Vice President of Burgan Bank Kerem Sözüğüzel and Secretary-general of Banks Association of Turkey (TBB) Ekrem Keskin took place.

Gülle stated that they work to produce solutions to the financial problems of the 71 thousand exporters they represent and recalling that they have signed some protocols with banks on this issue, “What we would expect from our banks in this period is that financial relief firms by concentrating export-oriented on loans about support the manufacturing industry and exports, access to finance. In this way, the companies will contribute to the increase of the country's exports by searching for new markets”.





## THE ROUTE: PHILIPPINES

“The Route” event organized by Turkish Exporter’s Assembly (TİM) for the 15th time this year focused on Philippines, one of the South-East Asian Countries.

**Chairman of TİM**  
Mr. İsmail GÜLLE stated that “There is a change and transformation process in the world. Trade wars between the USA and China putting the international trade in a tough atmosphere. As Turkey, we always supported free trade which created a win win situation in our bilateral trade relations.”

Turkish Exporter’s Assembly analyzed The Philippine Market in the Route Event, before the upcoming Philippines Trade Delegation (2-4 October, 2018) which aims to bring Turkish Exporters together with the potential trade partners in target markets.

The opening speech of the meeting made by H. Bader ARSLAN, PhD, Secretary General of TİM. Arslan said that the 15th Route Event made a significant



contribution to both the companies and the country’s exports. Arslan commented on the recent turmoil on Turkish Lira and added: “We have a request from export companies. Please do not see the increasing exchange rates as an opportunity in competition and lower your prices.”

İsmail Gülle, Chairman of TİM stated that: “Turkey’s exports to the Philippines

are 133 million dollars, while our imports from these countries are 146 million dollars; it can be seen that Turkey’s share remained fairly low, considering that the Philippines has \$ 105 billion worth of imports. We must further expand our trade volume with the Philippines, the gateway to the heart of Asia. We export products such as wheat flour, tobacco,

motor vehicles and medicine to this country. We meet 36 percent of the Philippines’s flour needs. Trade volume between two countries should be increased to billion dollars. It may look like being an exporter is a tough choice, however the world has become a trillion dollar market”. Also he pointed out the importance of delivering the right product to the right markets at the right price. Using incentives and supports, it should be our duty to increase exports, which are our only way out.”

### PHILIPPINES ARE ENTERING THE GOLDEN AGE IN INFRASTRUCTURE INVESTMENTS

Philippine Ambassador to Turkey, H.E. Maria Rowena Mendoza Sanchez said the Philippines has remarkable growth rates in the last 20 years despite crises. Sanchez, who stated that they are preparing to enter the golden age in point of infrastructure investments, specified that “New roads and airports will open. 4 months ago, with an agreement signed by President Rodrigo Duterte the bureaucracy in our country was reduced, corruption was prevented and the private sector will be further supported”

Emphasizing that Philippines is a gateway to Asia, Sanchez clarified that there are many business opportunities between Turkey and the Philippines. “We will continue to work on free trade agreement between the two countries. Furthermore, we will develop relations between the two countries in tourism, agricultural products, Islamic finance, automotive, aerospace, pharmaceutical, information technologies and textile sectors. Thus, it is aimed to increase the trade volume between the two countries to 1 billion dollars in



# agility

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noun

The productive and dynamic business culture of Turkish exporters which allows them to work with many of the world's leading brands.



Discover  
the potential

## INTERNATIONAL TRADE

# New Agreement For Stronger Economic Ties

Qatar and Turkey signed a commercial and economic partnership agreement, in the Turkish capital Ankara, on September 4<sup>th</sup>.

BY SERAP KAYA



**TURKEY, WHICH HAS** a well-established friendship with Qatar, improved of relations in all fields with its counterpart. Commercial and political interactions between the two countries have contributed greatly to the mutual relations. Intensive bilateral visits at all levels and in all fields add a major impetus to bilateral relations between Turkey and Qatar.

Both countries also closely coordinate and cooperate on regional issues. The coherence of the policies implemented by the two countries in the region has brought them closer. "The Supreme Strategic Committee" between Turkey and Qatar was established in 2014 as a bilateral mechanism for high-level dialogue and cooperation. The first meeting of this Committee was convened in Doha on

*As a result of the  
aforementioned three  
meetings of  
The Supreme Strategic  
Committee, a total of  
40 agreements were  
signed.*

2 December 2015, while its second meeting took place in Trabzon on 18 December 2016 under the co-chairmanship of H.E. President Recep Tayyip Erdoğan and the Emir of Qatar H.H. Sheikh Tamim bin Hamad Al-Thani. The Third Meeting of the Supreme Strategic Committee was held in Doha on 14-15 November 2017, again under the co-chairmanship of H.E. President Recep Tayyip

Erdoğan and the Emir of Qatar, H.H. Sheikh Tamim bin Hamad Al-Thani. During those meetings, various agreements, protocols and memoranda of understanding were signed, further strengthening Turkey's relations with Qatar.

As a result of the aforementioned three meetings of The Supreme Strategic Committee, a total of 40 agreements were signed.

One of the agreements is that The bilateral Money Swap Agreement was signed between the Central Bank of the Republic of Turkey and Qatar Central Bank in a ceremony held in Doha. The agreement aims at enhancing bilateral cooperation between two banks through setting a two-way currency exchange line.

The agreement was signed in the Turkish Lira and Qatar Riyali within an extent of \$3 billion. The main objective of the agreement is to facilitate trade through local currencies and to create a mutual defense line against global financial fluctuations.

It will provide liquidity to two countries' financial markets, along with stimulating stock exchange between Turkey and Qatar. The agreement will also contribute to enrichment of reserves of both countries.

The first step of the resolution, which includes Qatar's \$15 billion investment package for Turkey, was taken in order to improve bilateral co-operation on August 15th with this agreement.

As the second step, Qatar's Economy and Commerce Minister Sheikh Ahmed bin Jassim bin Mohammed Al Thani and Turkey's Trade Minister Ruhsar Pekcan signed a commercial and economic partnership agreement, in the Turkish capital Ankara, on September 4th. The purpose of this agreement is to promote



*The main objective of the agreement is to facilitate trade through local currencies and to create a mutual defense line against global financial fluctuations.*

mutual stock exchange and ease restrictions on investments, trade in services and electronic commerce, education, R&D, real estate, organizations. The agreement which covers several subjects such as telecommunications and financial services also aims to enhance economic relations and reduce costs especially in petroleum products and natural gas.

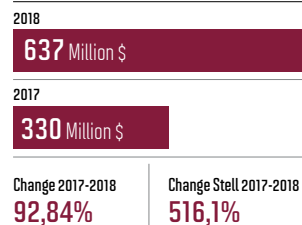
The representatives from the both countries attended to the event and reviewed the bilateral relations between the two countries, and aspects of joint cooperation, especially those related to the field of economics, trade, investment, while they also discussing the means of enhancing them.

Sheikh Ahmed said that the Qatari-Turkish relations witnessed a growing development and continuous

cooperation in various fields especially in trade, economic and investment fields. He also added that this agreement will increase the volume of trade and facilitate the flow of goods, services and investments between the two countries.

Pekcan said that two countries signed a special agreement to cement two countries' friendship and economic relations.

#### **TURKEY- QATAR EXPORT NUMBERS (JAN-AUG)**



Source: TİM

It is worth noting that Qatar and Turkey have economic and trade relations, which have reflected positively on the volume of trade exchange, which during the past five years, has reached more than 24 billion QR.

#### **INCREASE IN EXPORTS TO QATAR**

Turkey's exports to Qatar in January - August 2018 period rose by 93% to \$330 million, to \$636 million.

The iron and non-ferrous metals sector took its place at the top with \$118 million export volume. The electric-electronic sector and the chemical sector became the runner up with \$75 million in exports. Ready-made and apparel sector exported \$45 million. The value of the projects undertaken by the Turkish construction firms in Qatar has also increased.



## ENTERTAINMENT EXPORT

# TURKEY **ON AIR** TV SERIES EXPORT

As the the viewer habits of global audience shifts, and the global market keeps growing, Turkey becomes one of the entertainment-exporting powerhouses with its \$350 million worth of TV series export.

BY ILHAN ALPAY OGAN

**I**T HAS BEEN ALMOST 75 years since then President of 20th Century Fox Darryl F. Zanuck stated that “Television won’t be able to hold on to any market it captures after the first six months. People will soon get tired of staring at a plywood box every night.” in 1944. Proving him ironically wrong the

television revolutionized the entertainment business, in which 20th Century Fox has become a paramount player; to an extent that the industry is now constantly evolving.

Thanks to the digitalization sub-channel of the information era, this evolution has become observably distinct with

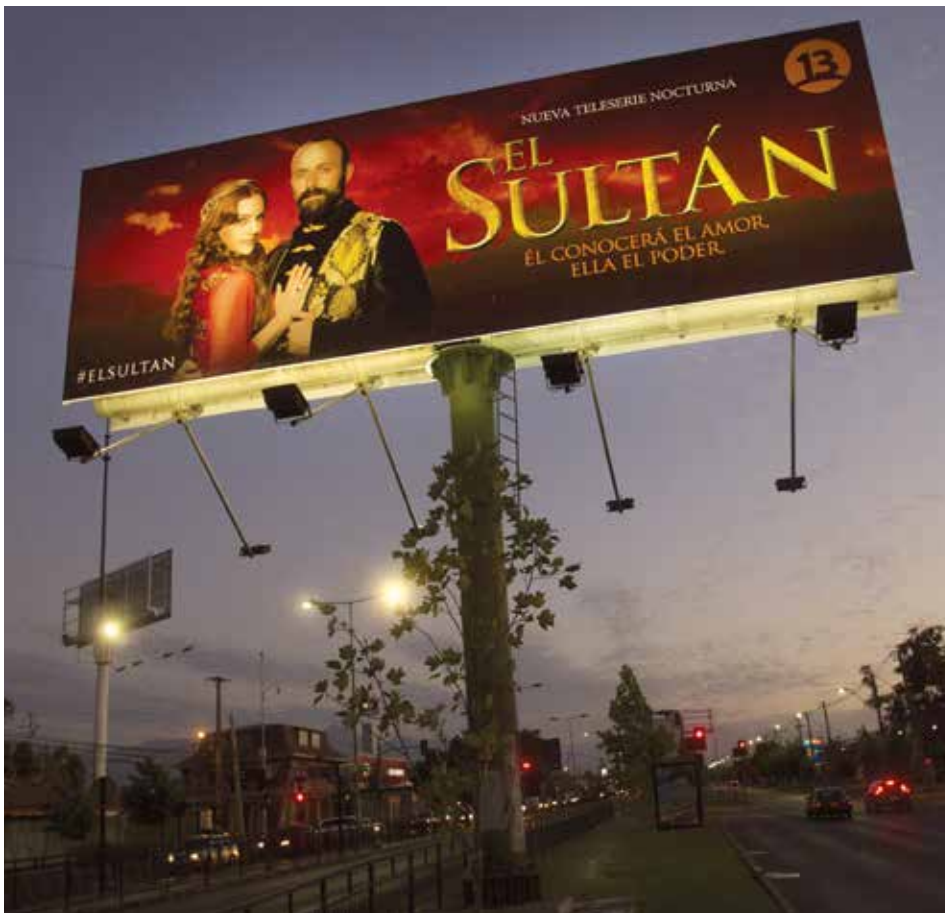
regards to trends, approaches and developments. The contemporary international entertainment setup is enabling the most of the world’s population to reach any content created for any kind of audience in the world and the means of this reach’s development is developing with a strong acceleration.

This trend’s most recent and glamorous sprouts are new tech giants like Netflix, Hulu, Amazon Prime, Sling and similar streaming service providers. Furthermore the pre-dominance of social media on entertainment habits also redesigned mediums like Youtube and Vimeo, which are becoming more and more significant in the entertainment business with their tremendous reach capabilities and diversified content archives.

## AN ENTERTAINING PROFIT

Today the new generation service providers are easily surpassing their elder counterparts –conventional stations and broadcasters– with regards to reach and revenue. To put it in figures, BBC, one of the most respected and renowned broadcasters in the world, has generated a revenue of circa \$6.4 billion in 2017, whereas Netflix, a company started as a DVD rental franchise in 1997 and turned into a streaming service provider in 2010, has made around \$11.7 billion in the same period. In the scope of interaction, BBC is estimated to reach around 375 million people world-wide with its 7 TV channels, radio stations, websites and 15 studios in 2018. On the other hand Netflix, an online-streaming service provider with a standalone medium, has reached a subscriber number of 130 million. Considering the interaction multiplier of each subscription, the real number of reach is estimated to exceed 500 million.

**Currently more than 400 million people are watching Turkish TV series, which is corresponding to a \$350 million export.**

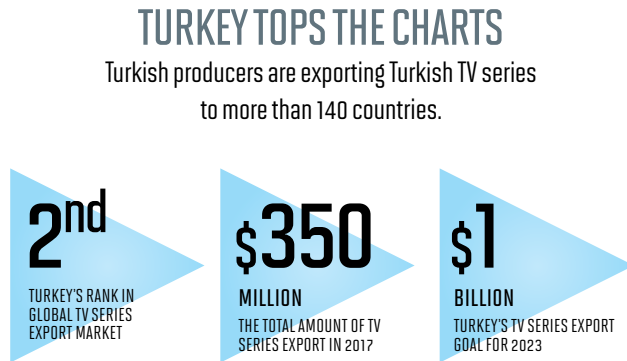




However the macro numbers make these figures look fractional. The global entertainment and media industry's volume, which was some \$1.4 trillion in 2011, is now exceeding \$1.9 trillion mark as of 2018. The estimations show by 2021 the industry will have an economic volume of \$2.2 trillion.

Of course this profile is consisting of many components such as movies, series, documentaries, TV shows, sports, music and many other various content formats. Among these formats, TV series are the new champions of the entertainment world with their dramatic stories, visual attributes, Hollywood and Broadway originated casts and huge marketing campaigns.

Although it's impossible to pinpoint the exact size of any content format's slice in the entertainment pie, even some numbers give a solid insight regarding TV series industry. The parameter that is used to measure a TV program's influence is called the "average demand expression", which represents the total audience demand being expressed for a title within a country, on any platform. Considering that the US is the largest market in terms of production and audience, thus the global benchmark source, the top 5



series by demand expressions are "Game of Thrones" with 11.28 million, "The Walking Dead" with 11 million, Pretty Little Liars with 7.61 million, "Prison Break" with 6.8 million and "Vikings" with 6.1 million. Of course these numbers don't include the illegal screening and piracy.

Game of Thrones is the reigning king of the business. Where the production budget is around \$10 million per each episode, the annual revenue generated by the series is estimated to go above \$1 billion. The Walking Dead is the hero of AMC's soaring revenues. Surpassing the \$5 billion mark in revenue as of 2017, AMC credits shows like series like Breaking Bad, Mad Men, and particularly The Walking Dead.

Hollywood is of course the boom machine for entertainment but the real success story goes to a totally different country; Turkey.

#### CHANGING THE CHANNEL

Turkey used to be a simple consumer in the entertainment market. There were local adaptations of famous series like Nanny, Married with Children and many more. On the other hand the total export of TV series export in 2008 was roughly \$10 million. Today Turkey's TV series exports exceed \$350 million to more than 140 countries globally. You can watch on a Turkish series that tops the local rating charts on a network in South America, in Russia or in Middle East.

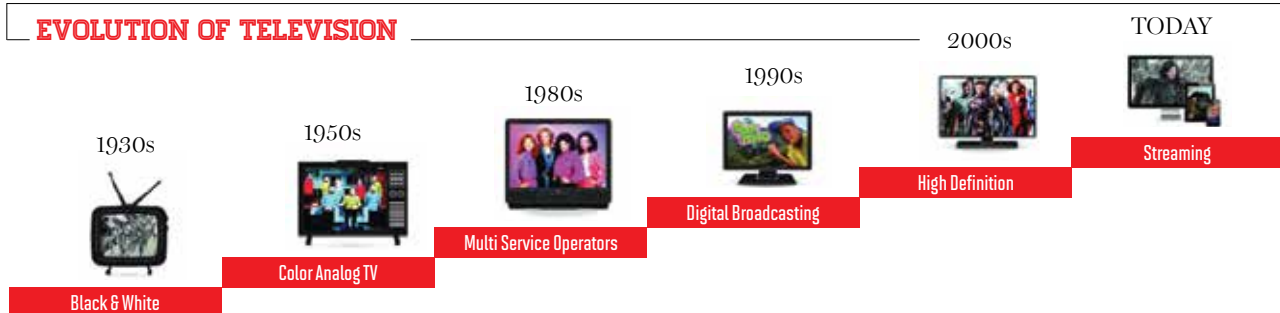
Mediametrie, another French audience measurement and survey company, released a report stating "Turkey is the country that has produced the highest number of fictions ranked among the best-performing programs outside its home country. Nothing less than 23 occurrences of Turkish

fictions were found in the national top 10 programs in 11 foreign countries." This statement doesn't only imply a temporary position but a sustainable and strong presence in the market.

Global Agency, the leading series and program exporter in Turkey is one of the key figures in Turkey's success story. Global Agency started exporting TV programs in 2006 with a bride and mother-in-law TV program format. It was basically a two-person TV show with a content of conventional family conflicts occurring in everyday life. The program penetrated Italian market, which was a rather interesting start, then reached out to 10 more countries, Middle Eastern countries in particular. Now Global Agency is exporting more than 80 scripted and more than 60 non-scripted productions to 100 countries.

Acun Medya is another powerhouse for TV program exports. The production company is exporting the program dominated the Turkish TV, "Survivor", which is originally a UK originated program, to Romania, Greece, Colombia and Latin America. The special format created by Acun Medya "Exathlon", which topped the charts in Mexico, was such a big hit that producers considering the initiation of a sports tournament based on the format, and Acun Medya

#### EVOLUTION OF TELEVISION



undertook all the content production operations of Mexican TV station Azteca, which airs Exathlon. U.S. Hispanic version of the program is currently being aired on Telemundo, Florida based American TV channel. And two more versions are to be delivered for Hungary and Argentina next year.

### A NEW TYPE OF SOFT POWER

The influence of Turkish soap operas are actually contributing in the soft power of Turkey at all levels, from leaders to businesses, from tourists to people who will probably never be able to visit Turkey. When you see Turkish flags, TV series posters and hear songs from the shows on the streets of Chilean city or an old French couple watching a Turkish series on Netflix, it means your influence is significant. And Turkey's influence is reached to this point.

İzzet Pinto, Founder & CEO of Global Agency was elected as one of the four people influencing the global TV sector in an international TV format fair held in Cannes. It signifies a development that is beyond numbers. The production capabilities may help industries to make temporary leaps. Rolling with a current trend may offer an opportunity to do one-hit-wonder type of business. But becoming a brand and a renowned figure in a business means that you have gravity, hence a remarkable mass.

And Turkish TV series export's mass is a subject of conversation even for leaders. Turkish Exporters' Assembly's Secretary-General Bader Arslan stated he witnessed President Recep Tayyip Erdoğan and various leaders of South



*The influence of Turkish soap operas are actually contributing in the soft power of Turkey at all levels, from leaders to businesses, from tourists to people.*

America were using Turkish TV series as conversation subjects during official visit he joined.

The TV series are also great means for promotion of Turkey. The contribution of programs to tourism

is acknowledged by the Ministry of Culture and Tourism and it has been declared that there is a new regulation in progress for Turkish producers to benefit from special incentives. The reason behind it is the series are drawing tourist from the Balkans and Middle East as well as from South America and Europe. The effect goes to an extent that people are having Turkish soap opera nights in Chile, Brazil, Venezuela, and Middle East. The common motives in terms of culture and values are building organic interaction over thousands of kilometers.

### ON THE NEXT EPISODE

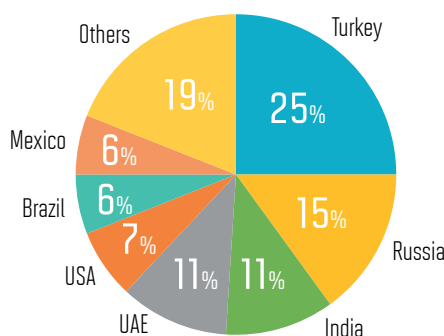
Turkey is currently giving weight on TV series exports. Various organizations including TİM, Ministry of Culture and Tourism, Ministry of Trade are working to improve the conditions of producers, market penetration capabilities and export volume. While the Ministry of Culture and Tourism working on an incentive program, TIM and its sub association Turkish Electro Technology Exporter's Association are supporting Turkish production companies and Ministry of Trade is working on an agenda regarding the TV series export.

Currently more than 400 million people are watching Turkish TV series, which is corresponding to a \$350 million export. The target set is \$1 billion TV series export by 2023 and reaching out to \$1 billion global audience. Will Turkey be successful on its TV series export journey? Will the robust growth of industry grow? What will be the next big hit? You can find it on the next episode of "Turkish TV Series Export Saga".

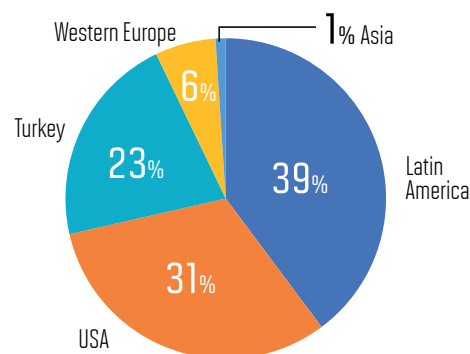
## TURKEY'S SHARE IS INCREASING

Turkish TV programs gets the lion's share in the global market scripted and unscripted content exports.

WORLDWIDE - 2017



LATIN AMERICA - 2017



TİM-TEB

segmentify

# THE SHOPPING MATCHMAKER

## FINDING THE ONE PRODUCT FOR YOU

Segmentify can help, with e-commerce personalization based on proprietary advanced machine learning technology. In simple terms, Segmentify algorithms analyze products and customers, and match them accordingly.

BY SERAP KAYA

**E-COMMERCE AND** retail professionals spend a lot of money driving traffic to their online stores. But what they often seem to overlook is how to direct their visitors to relevant products, which is an essential element for conversion and sales. According to a Gartner study, only 2 out of every 100 online visitors end up purchasing a product on an e-commerce website. This results in low conversion rates and even lower ROIs for e-commerce businesses. Online stores often end up failing to recoup the money they spend on acquiring customers, and also end up missing out on profits. This happens because online customers who are unable to find the products they're looking for on e-commerce websites

often leave the store without making a purchase. The best way to avoid this problem is to present each customer the exact products they're most likely to buy. Segmentify can help, with e-commerce personalization based on proprietary advanced machine learning technology. In simple terms, Segmentify algorithms analyze products and customers, and match them accordingly.

E-commerce personalization is about recommending the most relevant products to each visitor in order to increase the probability of a purchase. This is done through tracking and learning customers' behaviors, and then matching those behaviors with suitable products.

This is exactly what Segmentify strives to do for more than 150 e-commerce

businesses in more than 10 countries with its 60 member team in offices in Berlin, Paris, London, Dubai and Istanbul.

Expertise in machine learning paired with an entrepreneurial spirit

Prior to Segmentify being born in April, 2014, Soysal was working on his PhD in machine learning technology while working at TUBITAK. By that time, Eroğlu had already tried and failed several times as an entrepreneur, making him a seasoned partner for building a startup. One of Eroğlu's failed companies was an e-commerce store for babies' and kids' clothing. From this experience, he realized there was an opportunity to address the challenges of online





retailing with personalized product recommendations, which he viewed as a key to success in the e-commerce world. Soysal, on the other hand, had spent ten years working as Chief Researcher at TÜBİTAK, gaining experience in recommendation systems supported by machine learning technology.

When Eroğlu's enthusiasm for starting a company and his computer engineering skills were combined with Soysal's strong background in machine learning and recommendation systems, the idea presented itself. And Segmentify was incorporated in July, 2015.

And Segmentify, the Turkish company that has now expanded throughout Europe, was founded on these two principles. Based on their skills and experience, Segmentify founders identified the right problem, and converted that into an opportunity by coming up with an innovative solution.

### ANGEL INVESTMENT FROM BUBA PAVED THE WAY

Once the problem was identified, Soysal and Eroğlu needed the capital and the workplace to begin figuring out a solution. In 2014, they entered 'Hayal Et', a business project contest, and won first place. As a prize, Segmentify was given a workspace inside Boğaziçi Teknopark, and also received its first angel investment from BUBA (Boğaziçi University Business Angels) which paved the way for the success that was yet to come.

N11 and Hürriyet were the first two clients

A start-up's first clients are always important for finding the right product-market



fit. They are also valuable as a way to earn the trust of additional prospects.

Before Segmentify was founded in July, 2015, Eroğlu and Soysal were already working on project-based software solutions for Hürriyet and N11, Turkey's largest newspaper and an online retailing giant, respectively. Their quality of work had forged good relationships and trust with both companies. Using this as an opportunity, they took their new idea to N11 and Hürriyet.

Soon after, the company was established, and N11 and Hürriyet officially became

### *A start-up's first clients are always important for finding the right product-market fit.*

the first two clients to use Segmentify personalization solutions for providing the most relevant results for their more than 200 million customers.

By the end of 2016, the company had already reached more than 50 clients, and employed more than 30 people. Due in part

**By the end of 2016,** the company had already reached more than 50 clients, and employed more than 30 people.

to the numerous awards they've won throughout the years, such as being named one of the Top 10 startups in Turkey for two years in a row by Startup 100, as well as finishing in the Top 10 in the Global Seedstars competition in 2017, Segmentify had built a reputation as a leading technology company and a trusted solution partner for e-commerce companies. It was now time to expand and start looking for opportunities in foreign markets.

In February 2016, two new offices were launched in Berlin and Paris, followed by the London and Dubai offices in 2017. With new offices across Europe and MENA, the number of employees grew to 60. The company's first two foreign clients were Pepperpark in Germany and BestPysanky in the US. Both companies put their trust in Segmentify's personalized product recommendations and personalized engagement solutions for creating customer loyalty and increasing online conversion rates.

**Solutions**

Increase your online sales with ecommerce personalization powered by artificial intelligence

Personalized Recommendations

Personalized Email

Real-time Conversion Analysis

Personalized Recommendations

SUMMER '18 COLLECTION

SPECIAL FOR YOU

DISCOUNT!

30% off on all these products you were interested in

Real-time Conversion Analysis

Top converting

We will see you

## SOYSAL HAS HIS SIGHTS ON A 300% GROWTH RATE FOR THE UPCOMING YEAR

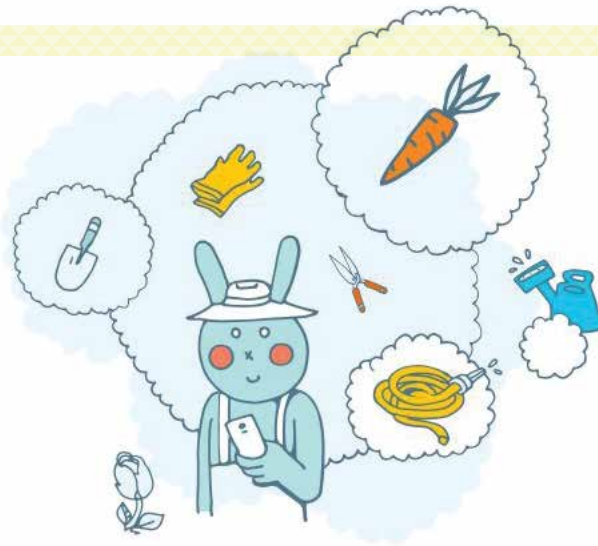
With investment from ACT Venture Partners, Canadian-based TRPE and German-based ESOR Investment Fund, total venture capital funds raised by Segmentify have exceeded €2.5 million. Upon closing the second investment round back in November, 2017, Soysal stated, "We are planning to grow by 300% in the upcoming year, both in terms of revenue and customer base. With our resources, as we expand our operations, we will also continue to improve our personalization platform."

Segmentify's vision is to create a better online shopping experience through personalization for each visitor, thus increasing online sales for e-commerce businesses. Simply put, Segmentify is an offline shop assistant for online stores. The company offers three different solutions for e-commerce businesses.

## PERSONALIZED PRODUCT RECOMMENDATIONS

Through machine learning technology, Segmentify allows e-commerce businesses to track, recognize, and target each visitor in their online store, and recommend products that are most likely to appeal to them based on their unique interests. Personalized product recommendations make it easier for online shoppers to find the products they're looking for, thereby improving their experience.

Segmentify guarantees integration with any online store within five days, in order to begin offering personalized recommendations to their



visitors. In just two weeks, clients will notice an average increase of 10%.

Segmentify allows e-commerce businesses to retarget their customers at just the right time with engaging, personalized emails on specific campaigns



***Segmentify's vision is to create a better online shopping experience through personalization for each visitor, thus increasing online sales for e-commerce businesses.***

and promotions that will appeal to them the most. These recommendations are based on visitors' previous onsite behaviors, including their clicks, views and purchase history. Online customers are tired of receiving so many emails. That's why open rates for bulk mailings have decreased over time. With Segmentify's targeted approach, e-commerce companies can send relevant products and campaigns to customers, which will have higher open and click rates and will, in turn, result in higher conversion levels and increased sales.

## REAL-TIME CONVERSION ANALYTICS

Segmentify's real-time conversion analytics solution includes Trendify, Bannerify, and Insights. These tools help e-commerce managers see everything that's happening in their online stores, so they can

make data-driven business decisions.

Trendify provides real-time detailed performance reports on products, brands, categories and marketing channels. This enables e-commerce managers to stay on top of everything in their online stores.

Bannerify allows e-commerce businesses to monitor the performance of onsite banner promotions, so they can prioritize and display the right banner promotions.

Insights is a dashboard that provides real-time reporting on an online store's performance, so that e-commerce businesses can take immediate action when necessary.

## AN IRREPLACEABLE TOOL FOR E-COMMERCE COMPANIES

Segmentify has been working with Turkish retail giant Koton since 2016. Since the launch of koton.com.tr back in 2015, the website has become one of the largest online stores in Turkey, reaching a total of three million unique monthly visitors and 60 million monthly page views. With a product range of more than 20,000 items, Koton E-commerce & CRM executive Mustafa Şarbak states that koton.com has actually become Koton's largest store.

Today, Koton utilizes Segmentify's personalized product recommendations as well as their real-time conversion analytics tools, Trendify and Bannerify. Şarbak says that along with Segmentify's smart recommendations, Trendify and Insights are also an integral part of their work together.

APPAREL

# Where Fashion Meets Business

*New collaborations between  
fashion designers and the  
business community*

*The Core had  
experienced the  
thrill of changing  
concept and  
content with  
MBFWI's 12<sup>th</sup>  
season.*



**THE TWELFTH SEASON** of Mercedes-Benz Fashion Week Istanbul, Turkey's most prominent fashion event, took place on September 11-14, 2018 at the Zorlu Performance Arts Center.

In the twelfth season of Mercedes-Benz Fashion Week Istanbul, there are mixed fashion shows that bring together young and talented designers as well as experienced names of the fashion industry in the event calendar. Selen Akyüz ve Sezgi Tüzel in KARMA 1 fashion parade, Tuğçe Özocak's brand Third and Şebnem Günay's Spring / Summer 2019 collections in KARMA 2 fashion parade exhibited on MBFWI podium.

Each season, Mercedes-Benz Türk, the title sponsor of the event, selects one designer to support and presents their show. This season, Mercedes-Benz Türk supported a menswear brand as a first. Brand Who, the fashion brand of designers Volkan Güzelce and Koray Arıcı, and known for its successful men's collections in the recent years, was on the runway to showcase its Spring/Summer 2019 collection with the "Mercedes-Benz presents Brand Who" show. Brand Who was founded in 2012 by Volkan Güzelce and Koray Arıcı in 2012. The design duo combined their strong personalities and industry experience to create Brand Who, a young and dynamic fashion brand that reflects a new style in menswear. Brand Who creates the stories that can be worn and worn with the motto of "Dressing is Sharing" motivates us to rethink about the usual pattern of style. With their slogan "Wear & Share", Brand Who creates wearable stories and invites us to rethink our



*Brand Who, a young and dynamic fashion brand that reflects a new style in menswear.*



stereotypes about style.

Mercedes-Benz Fashion Week Istanbul once again hosted an international designer this season. In the first leg of the Mercedes-Benz International Designer Exchange Program of this season, before the Sudi Etuz Spring/Summer 2019 collection is presented at Mercedes-Benz Fashion Week Tbilisi, Georgian designer Ani Datukishvili brought her Spring/Summer 2019 collection to the MBFWI catwalk with the "Mercedes-Benz presents Ani Datukishvili" runway show.

Mercedes-Benz Lounge, the popular meeting point of Mercedes-Benz Fashion



Week Istanbul, hosted over 5,000 guests throughout the week. While guests found the opportunity to take a break and enjoy the offerings by Mercedes-Benz in between runway shows and presentations, Mercedes-Benz Lounge also featured a photo printer at the entrance, where the guests instantly printed out the photos they posted to their social media accounts with the #mbfwi hashtag and immortalized their fashion week memories. In addition, the share of foreign guests during the week reached more than 1.7 million individual users on social media.

International journalists who came to Turkey from around the world as the guests of Mercedes-Benz found the opportunity to discover the Spring/Summer 2019 collections of Turkish brands and designers. Foreign journalists met with Turkish designers in person and also visited stores to see Turkish fashion industry up close.

Şükrü Bekdikhan, Mercedes-Benz Türk Passenger Cars Group Executive Board Member, expressed his thoughts about the twelfth season, "Mercedes-Benz Fashion Week Istanbul left behind its twelfth season with great success. We are proud to sponsor Turkey's most important fashion event in the international fashion calendar for twelve consecutive seasons. This season, we at Mercedes-Benz Türk, were delighted to host members of international media and buyers that follow the event, as well as a group of foreign journalists who came to Istanbul as our guests. The foreign journalists from around the world said that they were inspired by Istanbul's rich historic and cultural heritage as well as the works of our young and



*Each season, Mercedes-Benz Turk, the title sponsor of the event, selects one designer to support and presents their show.*

talented designers. In our third participation in the Mercedes-Benz International Designer Exchange Program, our 'Mercedes-Benz presents' project included two runway shows this season as we also presented an international designer. We continue to support different players of the industry each season, and offer an integrated platform that provides promotion and communication, as well as sales opportunities for brands and designers."



Aiming to be a center for new collaborations between fashion designers and the business community The Core had experienced the thrill of changing concept and content with MBFWI's 12th season. In addition to 35 well-established and emerging designers, The Core Istanbul has transformed the 12 New Gen designers into a creative platform, offering different and new design solutions to the fashion industry. Within the scope of The Core's new concept,

**The share of foreign guests during the week reached more than 1.7 million individual users on social media.**

participating designers had the chance to come together with the leading players of the Turkish textile industry to discuss possible collaborations and projects on value-added textile products.

MBFWI this season also enriched with panels and speeches. The present and future of the fashion industry discuss in detail through these events in Turkey. In parallel with global trends, new approaches and innovative approaches to the future of the industry came to the agenda. WGSN, one of the world's leading trend forecasting agencies, shared the trend predictions of the upcoming seasons with the guests. One of the main sponsors of TENCEL™ brand, Lenzing, one of the biggest suppliers of botanical cellulose fiber in the world, processed sustainability in fashion and textiles in the sector with a "Sustainability Panel" moderated by Ferhan Istanbul. Another main sponsor of the event, DHL, hosted a panel on the future of e-commerce. One of the supporters of MBFWI, the Istanbul Fashion Academy, will mirror the new generation of Turkish fashion designers with a panel that brings together young designers.

Mercedes-Benz Fashion Week Istanbul is supported by Istanbul Istanbul Apparel Exporters' Association (IHKIB), Moda Tasarımcıları Derneği (MTD), United Brands Association Board (BMD) ve Istanbul Fashion Academy (İMA).





## THE TECHNOLOGY FESTIVAL FOR THE UP-AND-COMING TECHNOLOGY HUB: TURKEY

Teknofest, inspired by Turkey's experience in aviation and space science, was held at İstanbul New Airport and has reached a record with 550 thousand participants

BY İBRAHİM AVCI

**T**HE FESTIVAL featured air shows, aviation demonstrations, technology competitions, seminars on cutting-edge technology, and an international entrepreneurship summit, along with other activities. By providing competition teams with technical equipment support to design and develop their own projects during the preparation

process, the event aims at supporting young innovators' technological developments. The festival's notable participants include İstanbul Governor Vasip Şahin, İstanbul Mayor Mevlüt Uysal, Board of Trustees Chairman Selçuk Bayraktar, the Turkey Technology Team Foundation Chairman and Deputy Minister of Industry and Technology Mehmet Fatih Kacır, Trustee Haluk Bayraktar, and senior

managers of stakeholder organizations.

"More than half-a-million people visited the four-day Teknofest, conducted with the indigenous technological advance targets for the independent, prosperous and powerful future of Turkey," said Selçuk Bayraktar, the chairman of T3 Foundation. Bayraktar noted that the locomotive industry of high technology is related to aviation and space. Mehmet Fatih Kacır, the deputy minister of Industry

and Technology and CEO of T3 Foundation, said the foundation wants the indigenous technological advance along with space, technology and science to come in the forefront agenda of Turkey. Stressing the importance of Turkish history's biggest aerospace and technology festival, Kacır said: "We are a nation that rapidly adapts to innovations."

President Recep Tayyip Erdoğan arrived September 22th at İstanbul New Airport to attend Turkey's first aerospace and technology





festival Teknofest. “In today’s world, the first condition of real freedom, independence and development is to design, produce and export technology. Turkey will not be able to ensure its security in all areas until it produces its own technologies,” Erdoğan said. Turkey is using 65 percent of indigenous products in the defense industry, the president added. “In the field of technology you cannot just consume, you have to produce,” he said.

Organized in 12 different categories, the technology competitions aim to incentivize young people to develop and to create their own technology projects. In total, 750 Teams and over 2000 contestants attended the technology competitions.

### ROCKET COMPETITION AT LAKE TUZ, TURKEY’S SECOND LARGEST LAKE

Organized with the support of Roketsan and the Turkey Technology Team Foundation, Teknofest’s Rocket Competition kicked off in Lake Tuz, the country’s second largest lake located in the Central Anatolian region,



*“More than half a-million people visited the four-day Teknofest, conducted with the indigenous technological advance targets”*



between September 11<sup>th</sup> and 14<sup>th</sup>. Turkey took its place as the world’s second country to organize a successful rocket competition after the U.S. 28 high school and university level teams, among 152 applicants in total, were selected to compete at the rocket competition, which requires strong technical skills. Technical reports, designs and algorithms were evaluated at the competition by an Advisory Board consisting of academics and Roketsan experts. The winners of both categories were announced and were awarded with TRY 40,000 each, second place teams awarded with TRY 30,000 each and third place teams awarded with TRY 20,000 each.

### HACKISTANBUL 2018

“The HackIstanbul 2018 Capture the Flag” contest took place on September 20<sup>th</sup>, the first day of the Teknofest. Thousands of hackers from 132 countries attended the contest, where well-known experts also delivered their speeches. With the guidance of numerous experts, contestants showcased their skills in uniquely designed



cyber-attack scenarios and attempted to hack the systems that were specially designed for them. The winning, second and third teams was awarded \$15,000, \$10,000 and \$5,000, respectively. The contest was also followed closely by the European Cyber Security Organization (ECSO) and Romania’s Science and Technology Ministry.

### WORLD DRONE CUP

The WDC, which breaks the record as the competition in which the highest number of countries are participating for the first time, determined the best in the world among drones which can reach a speed of up to 250 km/h (155 mph).



"In today's world, the first condition of real freedom, independence and development is to design, produce and export technology."



The competition, specially organized through the efforts of the Drone Racers Sports Club for those who are interested in drones, involves pilots that competed with drones which they designed and montaged themselves.

A total 64 sportsmen from more than 25 countries – including China, Japan, Brazil and the U.S. – participated in the WDC organization. The winner of the World Drone Championship was Minchan Kim(14) from South Korea.

### TAKE-OFF INTERNATIONAL STARTUP SUMMIT

The summit focused on qualified technology startups from five strategic sectors,

*Organized in 12 different categories, the technology competitions aim to incentivize young people to develop and to create their own technology projects.*



including energy and environmental technology, health and wellness, logistics, space technology and defense, education, and agriculture and food. The three-day summit united more than 200 startups, 100 venture capitalists and 150 corporations and offer visitors various keynote speeches, thematic panels and live interviews. Turkish startups that make it to the top 10 was awarded with a week-long trip to Silicon Valley in southern San Francisco Bay Area of California, the home of many startup and global technology companies. Foreign startups in the top 15 was awarded with year-long office support in Istanbul.







## SOCIAL MEDIA

# DISCOVER #theonlinefootprint OF YOUR COMPANY

Since a rapidly increasing part of world's population uses Social Media in their all-day lives, the data of this is being analysed via different analysing tools in different ways. And the outcomes may help companies to resolve the habits, preferences and reactions of any target audience with a profitable precision.



BY MARINA ROBAK, CIN CONSULT SENIOR CONSULTANT

**O**PEN SOURCE DATA, collected from social media platforms (Facebook, Instagram, Twitter etc.) and online media sources (blogs, forums, comments on articles etc.) is being stored on miscellaneous servers

and fed to databases. This enormous amount of data can be used as a valuable and helpful instrument for companies.

The set of social media instruments has become an important factor for

viewing a company's brand reputation, optimizing marketing campaigns and uncovering customer insights. Social media is changing the business world as we know it and altering the way companies

are handling the digital strategies. The situation makes social media intelligence invaluable for business decisions.

Which hints does Social Media contain for the companies?



*Without determining social media analytics and assessing the performance of your company's social profiles and posts, you are just playing a guessing game.*



# AVIATION

## Turkish Airlines Brings A New Elegant Style To The Skies With Its New Cabin Crew Uniforms

In celebration of 85 successful years, Turkish Airlines has unveiled a fresh look with a new uniform specially designed for its cabin crew. The launch of Turkish Airlines' new look will coincide with the opening of Istanbul New Airport, the "new home" of the flag carrier airline.

**T**URKISH AIRLINES, flying to more countries and international destinations than any other airline, paired up with Milan-based Haute Couturier Ettore Bilotta to create the dynamic new uniform design heralding a new era and brand identity for the national flag-carrier.

Inspired by many classic elements of Turkish design and culture, the new uniforms incorporate traditional

patterns found in artisanal glassware, ceramics and calligraphy with contemporary textures and details. The collection combines shapes and colours found in Istanbul Bosphorus with a new 'flow detail', created to symbolise the effortless and dynamic energy flowing through Turkey's most dynamic city as an intersection between East and West.

Celebrating its almost a century long story of flying

around the world, Turkish Airlines has unveiled a fresh and chic look with new uniforms specially designed for its cabin crew. The new uniforms will begin to be used following the opening of the Istanbul New Airport, due to become operational on October, 29 this year.

Unique and recognisable with a deep red and anthracite grey palette, the collection includes hats, gloves, dresses,

bags and accessories. Another key aspect of the project is that the uniforms of cabin, cockpit, flying chefs, and ground services will be streamlined under a single design approach to offer the passengers a holistic brand experience. Bilotta's designs bring together the form and function, an essential consideration for an airline that flies to most international destinations in the world.



"While maintaining traditional elements of Turkish design and culture, our new uniforms are professional and stay true to a culture of hospitality, just like our airline."

**M. İlker Aycı**

*Chairman of the Board and the Executive Committee, Turkish Airlines*

New designs were not only conceptualised in consultation with fashion leaders and Turkish Airlines' own team of cabin crew, but tested rigorously on long-haul trial flights in different climates.

M. İlker Aycı, Turkish Airlines Chairman of the Board and the Executive Committee, commented, "Turkish Airlines is always thrilled to collaborate with such creative and distinctive talents which blend elegant and practical design. While maintaining traditional elements of Turkish design and culture, our new uniforms are professional and stay true to a culture of hospitality, just like our airline."

Ettore Billotta, the fashion designer behind the uniforms said, "When I started to design for Turkish Airlines, the first thing that inspired me was Istanbul. This city has been a melting pot for art and civilisation for centuries and has a rare richness as a common heritage of many cultures. I wanted to bring elements from traditional calligraphy and mosaics together with the new interpretations of Turkish motifs, which emphasize modern lines, into foulards and ties to reflect a contrast and duality."

To launch the new look, the national carrier teamed up with globally renowned British photographer and



artist, Miles Aldridge to shoot the new Turkish Airlines cabin uniform collection in Istanbul's unique spots.

Rich in culture and history, and vibrant in colour and texture, Istanbul, spanning

two continents, provided a stunning backdrop to the uniforms. Drawing on his ability to combine a meticulous approach and rare flair for drama and narrative, Miles Aldridge shot

**Rich in culture and history,** and vibrant in colour and texture, Istanbul, spanning two continents, provided a stunning backdrop to the uniforms.

the collection using the city to create a selection of bright and distinct images, ready for the launch of the uniforms. A moment that just happens to coincide with the airlines 85th Anniversary. "I was really inspired when I saw the uniforms as they hark back to a golden age of couture fashion from the 1950's, but with a very contemporary twist. Again, it's very much like my own work which is always referencing the past but very much being in today."





## INVESTMENT

# PRESIDENT ERDOĞAN MEETS EXECUTIVES OF US COMPANIES IN TURKEY

**O**n September 19, President Erdoğan received Turkish executives of 25 US companies at the Presidential Complex in Ankara. The executives came from various sectors such as finance, ICT, pharmaceuticals and medical devices, chemicals, agri-food, and insurance. Among the companies represented were

Boeing, Citibank, Coca-Cola, Dow Chemical, General Electric, Google, Microsoft, and Pfizer.

During the meeting, which was organized by the Presidency of the Republic of Turkey Investment Office in cooperation with the American Business Forum in Turkey (AmCham/ABFT) and the International

Investors Association (YASED), President Erdoğan asked each of the executives to express their opinions about Turkey's current investment environment and their expectations from the government.

"Turkey's strategic cooperation with the US will be further strengthened through investment

and trade. We will not compromise on free market principles and we will continue to take every step so that businesses will not be harmed by trade measures vis-a-vis US tariffs," said Erdoğan. He made it clear that Turkey will continue to be proactive in implementing regulations, taking into consideration the



needs of industry and the everchanging conditions in the business environment. He stated that Turkey has always welcomed international investments and will continue doing so.

Erdogan also extended his support to organizing future business workshops under the coordination of the Investment Office. Industry and Technology Minister Mustafa Varank, Trade Minister Ruhsar Pekcan and AK Party Deputy Chairman Lütfi Elvan were also present at the meeting, which convened prior to Erdogan's scheduled visit to US in late September.

## NEW TURKISH CITIZENSHIP RULES TO ENCOURAGE FOREIGN INVESTMENT

Foreigners who meet any of the following conditions would be eligible to acquire Turkish citizenship

**invest at least  
USD 2 million**

**acquire an immovable  
asset of at least  
USD 1 million**  
\*with a title deed restriction of not to sell for at least 3 years

**employ at least  
100 people**

**deposit at least  
USD 3 million  
in Turkish banks**  
\*with a condition of not to withdraw for at least 3 years

**hold at least  
USD 3 million  
in government bonds**  
\*with a condition of not to sell for at least 3 years

Source: Turkey's Official Gazette dated Jan 12, 2017

## NEW TURKISH CITIZENSHIP RULES ENCOURAGE FOREIGN INVESTMENT

**As per the new regulations** published in the Official Gazette on September 18, 2018, foreigners who meet any of the following conditions may be eligible for Turkish citizenship, subject to the decision of the President of the Republic of Turkey:

- Proven by the Ministry of Industry and Technology to have made a minimum fixed capital investment of USD 500,000 or equivalent foreign currency or Turkish lira.
- Proven by the Ministry of Environment and Urbanization to have acquired a real estate

worth a minimum of USD 250,000 or equivalent foreign currency or Turkish lira with a title deed restriction on its resale for at least three years.

- Proven by the Ministry of Family, Labor and Social Services to have created jobs for at least 50 people.
- Proven by the Banking Regulation and Supervision Agency to have deposited at least USD 500,000 or equivalent foreign currency or Turkish lira in banks operating in Turkey with the condition of not to withdraw for at least three years.

- Proven by the Ministry of Treasury and Finance to have bought at least USD 500,000 or equivalent foreign currency or Turkish lira worth of government bonds with the condition that they cannot be sold for at least three years.
- Proven by the Capital Markets Board of Turkey to have bought at least USD 500,000 or equivalent foreign currency or Turkish lira worth of real estate investment fund share or venture capital investment fund share with the condition that they cannot be sold for at least three years.

## SAYEM TO EXPAND HIGH-TECH PRODUCTION IN TURKEY

**Industrial enterprises,** R&D centers, SMEs, entrepreneurs, and universities will be supported with TRY 500 million through the Industrial Innovation Network Mechanism (SAYEM), Technology and Industry Minister Mustafa Varank

announced. SAYEM has been developed to increase the share of high-technology production in the country's exports. "With SAYEM, we took the first step to produce high-tech products locally. By making value-added products — as a result of R&D and

innovation activities — the country's current account deficit will be narrowed," said Minister Varank.

Project applications will be evaluated by the ministry and the Scientific and Technological Research Council of Turkey (TUBITAK).

## Qatar's Major Conglomerates Turn To Turkey For Investments

**F**ive major conglomerates of Qatar's private sector are looking to invest USD 300 million in Turkey after Doha pledged USD 15 billion in direct investments to Turkey. As part of this decision, Turkey and Qatar inked a partnership deal on September 4, the Economic and Trade Partnership Agreement, to boost trade and attract investments. Turkey's Trade Minister Ruhsar Pekcan and Qatar's Economy and Trade Minister Ahmed bin Jassim bin Mohammed Al-Thani closed the deal that will attract Qatari capital to Turkey.

## EBRD Supports Renewable Energy In Turkey

**T**he European Bank for Reconstruction and Development (EBRD) will provide a financing package of up to USD 102 million to the renewable energy arm of the Turkish conglomerate Akfen Holding. "The new financing demonstrates EBRD's commitment to the Turkish economy and confidence in the fundamental momentum behind the global shift to renewable energy," EBRD noted.

## France's Renault Ramps Up Investments In Turkey

**C**ooperating for almost 50 years with Turkey's Oyak, French automotive producer Renault declared that they will continue their manufacturing and

distribution operations in Turkey without any change in plans following recent fluctuations in exchange rates. Oyak Renault received a TRY 493 million incentive

package for hybrid car investment under the Project-Based Incentives System announced by President Recep Tayyip Erdoğan in April.



## Teknofest Istanbul Firms Up Turkey's National Technology Initiative

**T**EKNOFEST, Turkey's first aerospace and technology festival, took place at the Istanbul Grand Airport on September 20-23, bringing together about half a million technology enthusiasts from across the globe.

Invest in Turkey was one of the various sponsors of the event that included rocket and hacker competitions, speed races of some of the fastest vehicles, aeronautical shows, the World Drone Cup—a drone speed race

with participants from 25 countries—, the Take Off International Startup Summit— attracting over 2,000 competitors— and exposing the attendees to never seen-before technologies.

Speaking at TEKNOFEST on September 22, President Recep Tayyip Erdoğan emphasized the importance of technology, stating that the first condition of independence in today's world is to become a country that designs, develops,

produces, and exports technology. Following his speech, President Erdoğan presented awards to the winners of the technology competitions.

The head of Invest in Turkey Arda Ermut participated as a panelist in the "Role of Governments and International Organizations in Empowering Youth Entrepreneurship

Towards Sustainable Growth" session at the Take Off International Startup Summit.



# New Board of Directors of Türkiye Wealth Fund Hold Its First Meeting



**P**resident Erdoğan received at the Presidential Complex the Board of Directors of the Türkiye Wealth Fund, including Treasury and

Finance Minister Berat Albayrak, Investment Office President Arda Ermut, Banks Association of Turkey Chairman and Ziraat Bank CEO Hüseyin

Aydın, TOBB President Rifat Hisarcıklıoğlu, BIST board member Prof. Dr. Erişah Arıcan, DEİK Board Member Fuat Tosyalı, and Türkiye Wealth Fund General

Manager Zafer Sönmez. Investment Office President Arda Ermut was appointed a board member of the Türkiye Wealth Fund on September 11.

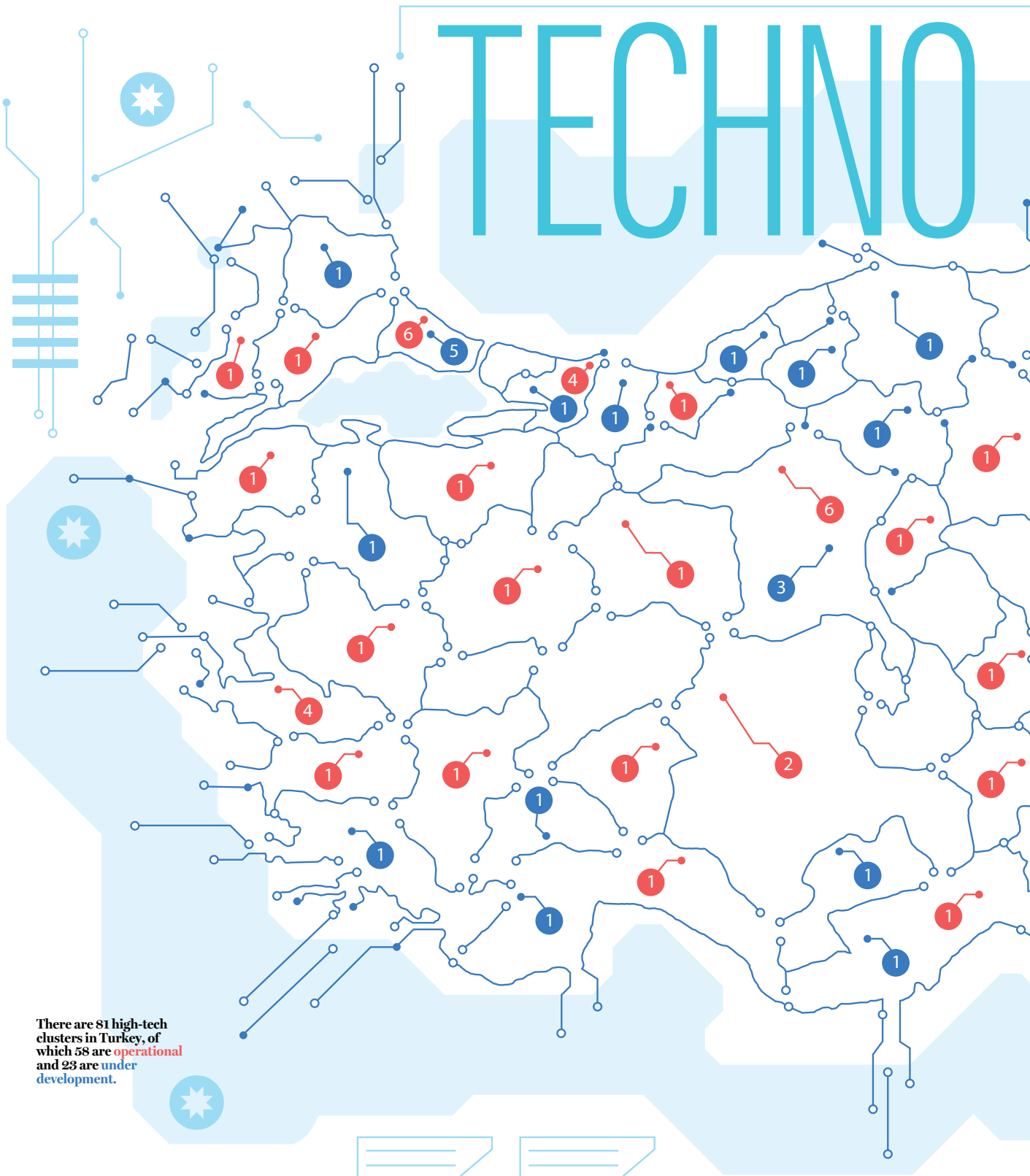
## ISPAT Attends A Couple of Events In Asia



Necmettin Kaymaz of Invest in Turkey attended "HSBC's BRI Summit 2018 | MENAT's Position in the New Silk Road" in Beijing, where he highlighted to potential Chinese investors Turkey's ease of doing business, investment climate, and available investment opportunities. Kaymaz also talked about Turkey's investment climate and recent

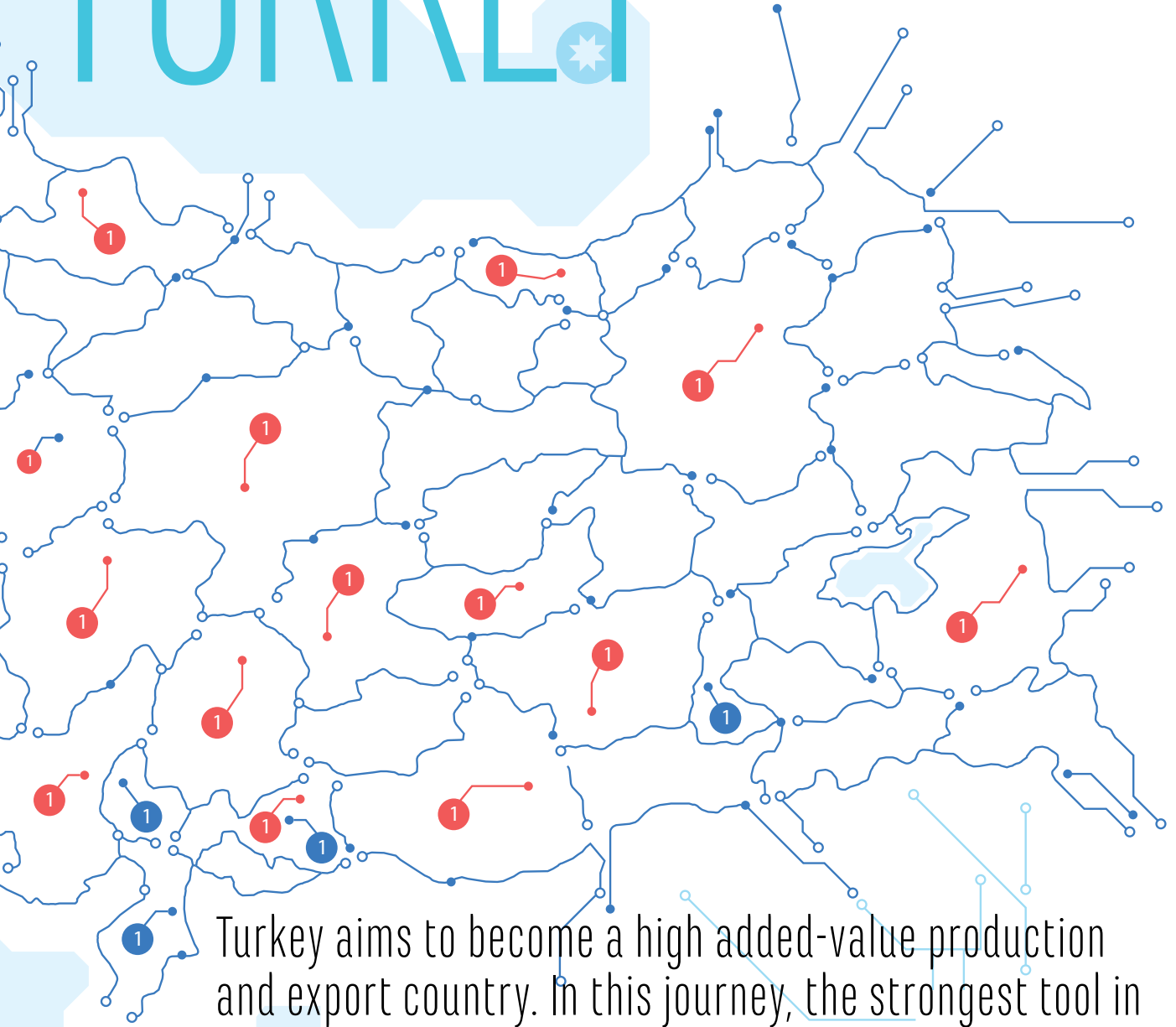
developments at the Global Assets and Wealth Forum in Singapore. Ahmed Emre Büyükkılıç of Invest in Turkey presented at the 3rd Thai-Turkish SMEs B2B Meeting and Seminar on Exploring Business Opportunities in Thailand and Turkey, which was held in commemoration of the 60th anniversary of Thailand-Turkey diplomatic relations.

# THE HIGH-TECH TECHNO



There are 81 high-tech clusters in Turkey, of which 58 are **operational** and 23 are under development.

# CLUSTER PROFILE OF TURKEY



Turkey aims to become a high added-value production and export country. In this journey, the strongest tool in its inventory is the high-tech cluster system.





# “How can you stimulate technologic development and entrepreneurship?”

This is the million-if not the billion or even trillion dollar- question in minds of every developing country's decision makers. Since it is the ultimate omni-solution to the most critical challenges like how to create jobs, to increase welfare, to build a more competitive economy or in other words join the league of developed countries, it's not surprising that there are lots of different approaches devised to meet unique specifications.

On the other hand if the problem and the goal are common, and the basic parameters -like human resources, industrial infrastructure or investment opportunities- are consistent, the logic dictates that the approaches should share a certain notion too. The technology and entrepreneurship case is no exception to this argument. Last few decades showed that incentives, regulations, tax-exemptions or similar implementations are not the answers by themselves but steps towards the right way.

It has been seen that you cannot create a game changer company with synthetic interferences; the atom, which the liberal business world is made up from, is the private entrepreneur, and it is impossible to build an entrepreneur even if you have all the resources. What should be done is to build the environment, in which the entrepreneur “grows” organically.

## ONE CAN'T SIMPLY FOUND APPLE

Stanley Miller and Harold Urey conducted the famous Miller-Urey experiment in 1953. The ambitious experiment was aiming at understanding the emergence of complex organic compounds, which the living organisms are made of, and require for surviving. In this context they added inorganic compounds to a flask half-full of

water. The experiment environment was exposed to electricity and heat for a week. The findings were significant; the chemical reactions were able to turn inorganic compounds into organic compounds -even to amino acids, of which the proteins are made- and the environment was probiotic; eligible for organisms to reproduce and live.

Not as scientifically fancy but converging in the context of approach, the entrepreneurship's hot topic of the last decades was to create the pro-entrepreneur environment. The direct interference can only have a limited effect, is against the liberal market's nature and the most importantly not sustainable. On the other hand building an ecosystem, in which the start ups can reach out the required “organic” compounds such as funding, regulatory supports, incentives etc. is efficient, self-sustaining and improvable.

Yes, offering exquisite governmental support to establish industrial giants was working, as seen in the South Korea case. But the key word here is “was”, because this approach was devised to work for the economical setup of a world long gone. Furthermore, the current international trade and economy metabolism would show a drastic allergic reaction to this kind of approach.



And even if you somehow manage to the bypass international regulations or the codes that protect local free market competition, the “x factor” that will deliver the game changing results for a start up is the human factor; because you can't compensate the ambition and skills of Steve Jobs or Mark Zuckerberg -or Elisabeth Holmes in a really different and interesting way- with all the money in the world. Although the human factor is affected by education, genetics, social environment and such variables, there is constant in the equation; that particular set of skills requires a certain competitive system to be developed.

## BUT ONE CAN CREATE THE ECOSYSTEM

The entrepreneurship ecosystem approaches streamline around a term introduced by world renowned Harvard Business School's respected Professor Michael Porter in 1990; the cluster. The clusters are basically centers, in which interconnected businesses, suppliers and associated institution concentrate. Being agglomerated, they interact with each other to an extent that they both compete and cooperate, thus the conditions and competitiveness of companies and sector in general improve. Elaborating



this effect, Professor Porter argues that clusters help companies to increase their productivities, innovation culture to become more prevalent and new businesses to start.

The cluster was actually a new exposition of the term agglomeration economies, going back to the founding of classical economics. As the world changes so do the words and their meanings, and the things they correspond to. When you go back, the word cluster would bring up the Motor City in people's minds. The Motor City was the nickname of Detroit, in which the automotive sector flourished, reaching to a point of international market domination. It was one of the most influential and successful sector clusters in the history of economics. It was subjected to numerous articles, researches and reports before the fall of American automotive industry. But the world and the word changed and now when you talk about clusters, actually a subsection is coming front; high-tech clusters. Although different countries use varying terms like science park, research park, technopole, technopolis or even grunderzentrum (enterprise center in German) they refer to the same thing with slight differences.

These centers can be classified by the type of comparative advantages they present as; high-tech clusters, historic know-how-based clusters, factor endowment clusters, low-cost manufacturing clusters and knowledge service clusters. The hype class is obviously the high-tech clusters. High-tech clusters, as the name itself refers, are technology-based clusters, focusing on innovation and R&D to create new software, hardware, products and services. Silicon Valley is the most attractive name followed by technology centers like Shenzhen Hi-Tech Industrial Park, East London Tech City and Samsung Digital City.

There are more than 4000 technology clusters and business incubators in the world, on which 83% are non-profit

*There are more than 4000 technology clusters and business incubators in the world.*

organizations. Starting from late 1980s, around 70% of these centers are established by government funding. The distribution of the companies operating under a high-tech cluster or a business incubator is approximately 51% for service sector, 18% for industries and 26% for R&D. In terms of business fields 26% of the companies are IT firms, 20% biotech firms and 19% of the enterprises are electronics businesses. The smaller shares go to environment technologies firms with 8%, agriculture firms with 9% and 5% to chemical companies, where 89% of the total number of businesses are SMEs.

Just like the companies these centers vary in terms of scale and attributes, they have to grow organically, and you can't establish an all-out state-of-the-art technology center even if you have unlimited resources. They are fully developed versions of the "entrepreneurship environments" and may be the most important factor for the development is culture and time. But in order to let the time brew the culture, you have to put the right ingredients and ensure the right conditions.

### CORE OF A TECH-CLUSTER

Of course in an ideal world, these environments emerge with out any need interference. However especially for developing countries, it requires an ad-hoc set of strategy, planning, investment and implementation. But the good news is that unlike game changer companies, they can be founded.

There are lots different models, some proto-models dating back to 1980s. Although the approaches have significant differences in terms of type of model and abstraction technique, the common approach is to build cluster around a core institution. There are 8 main core institution alternatives; universities, communities, industrial, governmental, venture capital, consortium, corporate and NGOs.

Each core institution brings a different set of specification, advantages and requirements, and answers to different needs. The university approach is the most common for developing countries since it is highly R&D oriented where technologic know-how accumulation and transfer means are rather interactive.

## THE TURKISH CASE – “TEKNOPARKS”

Turkey is one of the countries that adopted the university-leading model. In terms of the components of economy, human resources and infra structure it is the most fitting model. Turkey's youth population is larger than the population of 20 EU member countries, where the youth population ratio is 16.1%, almost one and a half fold of the EU average of 10.9%. This youth population is getting higher education as the number of university students in Turkey is exceeding 7.5 million as of 2018. Of course this number require a vast higher-education network similar to that of Turkey's; there are 206 universities in Turkey, in which each of the 81 cities have at least one university. The SMEs are the back-bone of economy as they account for 55% of total exports, 73% of employment and 62% of GDP.

So Turkey has a dynamic population with university education, it has a large network of universities and SMEs play a key role for the economy. And in order to reach the goals set regarding export, GPD, GDP per capita etc. high value-added production is a must for the country. When you look at the picture you actually see the basis of the legal regulation started the establishment of technology cluster system in Turkey.

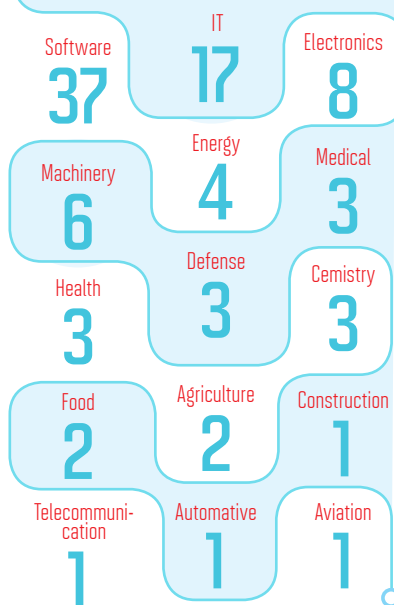
Turkey's first attempt for systemizing the technology cluster system was the enactment of “Technology Development Zones” act in 2001. Although it initially had a rather generic framework –linking industry and academy, stimulating innovation, increasing efficiency and production capacities, developing new technologies etc.- after its revision in 2016, the framework became rather more effective for ‘teknopark’s (the name for high-tech clusters Turkey adopted, the other common name in Turkey is ‘teknokent’ –which means techno city-), universities and companies alike. It was an application of the Triple Helix concept introduced by Stanford scholar Henry Etzkowitz. The concept is focusing on building a sustainable interaction between government, sector and academy. In the context of this tri-lateral model; the effectiveness of interaction is based on the driving force in the model. If the government is on the driver seat the model integration and interaction is stronger. In the sector dominant approach the ties are looser but institutions become

more independent in comparison. On his later work, Etzkowitz argues that in the contemporary paradigm, the universities have higher gravity with their know-how accumulation and scientific capabilities and the helix is more balanced.

In Turkey academy and government are co-piloting the flow of model, in which sector looks semi-internal. Although all the sectors are supporting teknoparks in various ways, they adapt to new implementations rather than directing them. And they tend to create their own business incubators that are in cooperation with teknoparks. It is not a difference of vision but a result of SME dominant economic structure and a strong competition climate in teknoparks. More value-oriented start-ups are not always complying with high-tech research environments, but they present a commercial added-



### DISTRIBUTION OF COMPANIES OPERATING IN CLUSTERS (%)



Source: Ministry of Industry and Science

value. In this scenarios sectors are covering the gap with their business incubation environments. But it can't be summarized as business incubation centers are excluding tech start-ups. On contrary some business incubators are highly competitive in R&D and innovation like TİM-TEB Girişim Evi (TİM-TEB Start Up Business Houses), ENDEAVOR and Yıldız Kuluçka (Yıldız Technical University Incubator).

### THE DYNAMIC DUO

Overall, the cluster system in Turkey works on two axes; teknoparks –government and university cooperation- and business incubators –mostly private sector organizations-. These two axes are converging in some points like in the ITU ARI Teknokent (Istanbul Technical University's technology center) and ITU ÇEKİRDEK (Istanbul Technical University's business incubator). There are also enterprise acceleration programs and advanced stage business centers offering different services and advantages to businesses, mostly under the setup of a teknopark or business incubation center.

With their official names defined in the according act, ‘technology development zones’, they operate under





**Technology development zones** offer exquisite R&D research, entrepreneurship and corporatization environments to start-ups and developed businesses.

the Secretariat of R&D Incentives of Ministry of Industry and Technology. Each teknopark is actually a joint venture of the Ministry and a university, under which cluster operates.

Teknoparks are the main driving force with advantages they present. They offer various opportunities under three sections; administrator companies, entrepreneurs and academicians.

Administrator companies –the companies running the clusters–, are getting financial support for expenses like office establishment, programs, operations and infrastructure. They get tax exemptions from official paperworks and income. Furthermore companies are granted rent-free property up to five years, and a fixed rent, which can't exceed 0.2% of real estate value, and government does not claim revenue share from the income generated from the facilities.

Entrepreneurs are exempted from income and corporate taxes for the revenue they generate from R&D and software development operations, and from VAT of IT services they give until 2024. All of the R&D staff's wages are also tax free along with support staff; with the limit by which support staff can't exceed 10% of the total employees.

Academicians' incomes are also exempted from revenue share of universities and they are granted the right to start or cofound a company in teknokents, and take part in the boards.

On the other hand business incubators are rather diversified in terms of the advantages they present but basically they are getting consultancy for corporatization, fund raising, R&D processes and commercializing. Some business incubators are able to offer perks like office zones, IT support, investor network relations and marketing. There are also open innovation programs to support the start-ups.

The number of teknoparks in Turkey is a stunning 81, of which 58 are operational and 23 are under

development. The oldest brothers of the family are; one of the international leaders, ODTÜ Teknokent (Middle East Technical University Technology Development Zone), and only non-academy member of the family TUBITAK Marmara Research Center Teknopark, which is the technology development zone of Turkey's rooted and globally renowned research institution TUBITAK (The Scientific and Technological Research Council of Turkey). When the establishment process of new technology development zones are concluded, there will be at least one teknokent in 52 different cities of Turkey.

Looking at the profile of the business incubators, the number is around 40 –some incubation centers are semi-operational or inoperational– and keeps growing. Most the incubation centers are located in the big three of Turkey; Istanbul, Ankara and Izmir. Unsurprisingly the start-ups prefer to be close to the hot spots of business as the cluster model suggests.

## THE TEKNOPARKS IN NUMBERS

The developing countries require qualified human resources, projects, patents, high added-value production and a sustainable innovation environment, which would build the culture of innovation. The teknoparks are contributing to almost each and everyone factor significantly.

The human resource is the key factor; and teknoparks are up-and-coming in terms of R&D staff. There are current 49.004 employees working in Turkish teknoparks, of which 40.000 are working in R&D operations. The overall number of human resources working in R&D is around 140.000 in Turkey. Considering that 28.5% is supplied alone by teknoparks is a good indicator about the gravity of teknoparks.

As of August 2018, 4.987 companies are operational under a teknopark setup. This number includes 281 foreign owned or partnered businesses and 1.052 companies, in which academicians are shareholders. There are 28.983 projects finalized and 8.387 projects ongoing. The revenue generated from the projects exceeds 61 billion TRY and export revenue generated is over \$3.6 billion.

## TURKISH TECHNOLOGY DEVELOPMENT ZONES' OVERVIEW

Total Number of Companies

4.987

R&D Personnel

39.757

Project Number (Ongoing)

8.387

Proje Number (Completed)

28.983

Total Sales (TRY)

61,2  
Billion

Total Export (USD)

3,6  
Billion

Source: Ministry of Industry and Science

In terms of patents the number of patents approved internationally is 1.009 and there are 2.241 patents pending. This particular area is one of the most visible contributions of teknoparks to Turkey's R&D and innovation ecosystem since, thanks to the teknoparks, the total number of patent applications in Turkey, which was 4654 in 2014 increased to 7994 in 2017. It means the number of teknopark originated pending patents equals to 29% of the total number of patent applications in 2017. The innovation performance of teknoparks is showing an upwards trend and approved innovation patents sum up to 461 with 180 is pending currently.

Additionally the teknopark companies created patented industrial designs and developed copyrighted software. There are 91 internationally approved original industrial design patents and 58 more designs are in the approval process, where the companies managed to develop 106 copyrights for software.

Three business branches are located in the origin; software, computer and IT, electronics. Naturally the software companies cover the highest percentage of the businesses in teknoparks as they account for 37% of the start-ups in teknoparks. The runner up is computer and IT companies with 17% and the third place goes to electronics businesses with 8% of total companies. The spectrum is quite wide with 22 different sectors ranging from aviation to agriculture.

## THE HIGH-TECH COMPETITION

The teknoparks are evaluated under to 3 main groups; early stage, developing and developed teknoparks. Since the establishments have significant gaps regarding their founding date, resources and organization. As expected it is rather impossible to compare a teknopark, which is 17 years old with a newly established one.

The big-guys league are consisting of 4 leading teknoparks of Turkish entrepreneurship ecosystem, Bilkent CYBERPARK, ITU ARI Teknokent, ODTÜ Teknokent and İZİT Teknopark İzmir. Aside from being the most rooted institutions of R&D in Turkey, the academies behind them are also international brands of higher education; Middle East Technical University, Istanbul Technical University, Bilkent University

and İzmir Institute of Technology.

They usually are in the top of the performance index created by the Secretariat of Science and Technology. The index evaluates the performances on 3 sections input, operations and output; 9 subsections and 25 parameters. ODTÜ Teknokent is the champion by claiming the title 6 consecutive times from 2011 to 2016. ITU ARI Teknokent is giving ODTÜ a good running for the title, as it took the first place for the first time in 2017 while Bilkent CYBERPARK and İZİT Teknopark İzmir are following them at breakneck pace.

In the developing teknoparks category Yıldız Teknopark (Yıldız Technical University), Entertech (Istanbul University) and AU Teknokent (Ankara University) are the leading the charts as Yıldız University snatched the title in 2017.

In the scope of the early stage teknoparks Antalya Teknokent (Mediterranean University), DEPARC (Dokuz Eylül University) and Bilimpark (İzmir Economy University) were in the spotlight in this year's index awards as they got the top 3 spots in the rankings.

The big rivalry of ODTÜ Teknokent and ITU ARI Teknokent is the equivalent the UEFA Champions League final for the Turkish technology development zones. As ODTÜ Teknokent is leading with 6 performance index titles and exports exceeding \$1.3 billion is leading the run. Where ITU ARI Teknokent following ODTÜ Teknokent with \$700 million for the first time claimed the leader title in 2017 for performance

index awards. While OpsGenie, an ODTÜ Teknokent startup has recently made one of the biggest exists of startup ecosystem with \$295 million while ITU ARI Teknokent's Gram Games purchased by global giant Zynga Games with a stunning \$250 million. While ODTÜ received 4 awards with 3 projects in Designnobis International Design Awards held in the US, İTY Çekirdek (ITU ARI Teknokent's business incubation center) became 2nd in Europe and 3rd in the world in the scope of UBI Global's "Academy Based Incubation Centers". It apparent that Turkish entrepreneurship ecosystem is the real winner of this competition.

## HIGH-TECH TURKEY

The ultimate goal of Turkey is to create an industrial structure in which academy, government and private sector are highly interconnected. This interconnection is the key for reaching targets like \$1 trillion GDP and \$500 billion export. And of course Turkey needs to fulfill various requirements in order to become the high added-value production country it aims to be.

However neither Rome nor Silicon Valley was built in a day. The most important part of a sustainable R&D and innovation environment is culture, and building a culture, which can endure and improve itself, requires time, effort, resources and human spirit as well. But with a well-devised strategy and elaborate planning the time requirement can be reduced dramatically enough to catch up with technology ecosystems of developed countries, and a quantum leap in terms entrepreneurship becomes more possible. More the entrepreneurship and business environment improves more the chance of having a game changer company increases.

Turkey's enthusiasm and ingredients in terms of creating an ecosystem are quite promising. The approach, the codex, the university network, the human resources, and all the other factors are forming a synergetic environment, which will flourish in a time sooner than anticipated. Seeing that the senior teknoparks have already started to reap the benefits of their efforts, it is only fair to say that Turkey is on the right path: a path leads to becoming a high-tech country.

## INTELLECTUAL PROPERTY

Total Number of  
Patents Approved

1.009

Total Number of  
Patents Pending

2.241

Innovation Patent

461

Industrial Design  
Copyright

91

Industrial Design  
Copyright Pending

58

Software Copyright

106

Source: Ministry of Industry and Science





# *The Sport of Future:* **THE NEW GENERATION MARKET**

ESPORT MARKET IS ESTIMATED TO EXCEED \$1.6 BILLION BY 2021. THE NEW GENERATION MARKET'S BOOMING PERFORMANCE OFFERS SURPRISING INVESTMENT OPPORTUNITIES.

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BY SERAP KAYA

**Famous video game**  
DOTA 2's 2018 main event, The International 8, broke the video game prize pool record with \$26 million.



# E

**SPORT IS ARGUABLY THE BIGGEST TREND AMONG THE YOUNG POPULATION ALL OVER THE WORLD,**

and the esport communities are one of the most active global audience groups in the world with an approximate population of 400 million. It has been expected that esport market will test \$900 million limit in 2018, where estimations tend to be rather ambitious as they show the market volume is likely to reach \$1.6 billion by 2021.

Furthermore it is also becoming a carrier option for youngsters, which can change their entire life in the early stages of their life. For example winning the last DOTA 2 (a prominent video game with approximately a hundred million audience) The International tournament, the five players of the team's roster become millionaires by claiming a prize of \$11 million.

As the casual child's plays turn into multi million dollar markets and video gamers become rockstars, the market transforms into a very profitable and dynamic investment option. We have interviewed Can Gürsu, one of the co-founders of Turkey's leading esports team Royal Bandits and Sina Afra, President of 1907 Fenerbahçe Esports –the esports team of prominent sports club Fenerbahçe-.



**SİNA AFRA**  
President of 1907 Fenerbahçe Esports

## **What is an electronic sport? How did it develop?**

Esports can be defined as a video game but which is played on a professional level. It is a very new sports branch, the first esports event happened at Stamford University in 1972.

At the turn of the millennium, major international tournaments such as the World Cyber Games and the Electronic Sports World Cup were launched, followed by the Major League Gaming (MLG) in 2002, being the current largest esports league today. In the later of the decade, the rise of Defence of the Ancients (Dota), a mod originating from Warcraft 3: Reign of Chaos, would result in the true birth of the MOBA genre. Now popular games such as League of Legends continue on the MOBA formula and have huge followings as well as players on a daily basis. Esports has come a long way and will continue to grow to serve the booming gaming market.

## **How big is the esports community? Which are prominent numbers that can explain esports' global profile?**

esports revenue is projected to hit 1.5 billion by 2020 and shows no sign of slowing down

any time soon. According to 2018 Global Esports Market Report, in the coming year, the global Esports Economy will grow to \$905.6 million. Brands will contribute 77% of this, or \$694 million, a 48% increase since last year. The global esports audience will reach 380 million this year.

## **The 2020 Summer Olympics Games will be held in Tokyo. It is known that there will be esports category. Will the esports be taking place at the Olympics?**

When we consider the potential of esports and financial power of it, taking place at the Asian Games is not a surprise. One of the primary drive towards the inclusion of esports appears to be an attempt to attract a wider audience, particularly younger generations, to view the Olympics.

## **How about the business aspect? How did video games turn into a billion dollar market? How did a great sports club Fenerbahçe decided to join into the ecosystem?**

According to Marketing Tech News, esports is known as the fastest-growing sector in entertainment. That means revenue from branding and sponsorship is only going to increase as the market



**CAN GÜRSU**  
Co-founder, Royal Bandits

becomes more popular and widespread. Esports, is becoming a prime way for brands to reach youth, free-spending demographic that can be hard to reach through other channels. According to market intelligence firm Newzoo, the revenues are predicted to double by 2020.

I believe that a sports club which is not active in esports cannot be alive after 10 years. The esports team was established by the 1907 Fenerbahçe Association in 2016. We have achieved great success in a short time. There are multiple reasons for this success. First of all, we attached importance to be a team. Everybody takes the talented gamers and, of course, we do the same. You have to find the right coach, the right gamer. But for us the team is more important instead of individual success. We all win and lose together.

#### **Can we say that esports is an investment option?**

We are at the beginning of everything, there are many ways to go. One advantage is that there is a high young population in Turkey. But the infrastructure is insufficient. If necessary investments are made for infrastructure of this sector, Turkey can be one of the first five

countries in the world. I think it is a great opportunity for brands aiming to invest for young consumers. This market is new, dynamic and young-driven.

#### **How can you get into esports business? If someone is interested in investing in esports where should they start?**

In this decision, as much as esports itself, my love for Fenerbahçe and those colors have a role. In the future esports will be considered an Olympic branch in the world. The tendency of young people is also in this direction. I'm the president of the team, but in the background, we've done this job as the 1907 Fenerbahçe Association and it's really a story of entrepreneurship. When I entered into that, I saw that there was a great soul in this sector. You are creating a gaming house and you are thinking about who will cook for team at this house. Just like a start-up; you should focus on collecting the right team, branding and communication with the customers.

#### **Anything would you like to add?**

Turkish sport clubs will sell their jerseys one day in China with their esports teams. The future is just beginning.

**H**ow can you get into e-sports business? If someone is interested in investing in esports where should they start? And your team, Royal Bandits, what is the story behind this successful brand? Where it all began, where it is now, where will it be?

As 3 High School friends and entrepreneurs, we always loved to play games since back then. We are always passionate about esports and video games. That's why me, Ruşen Ekşi and Çaka Bademli decided to turn our passion into a startup and then a fully developed esports club. We established our club 2

*"As families loves to remind us, no one will ever pay you to play video games! Well, we hate to disappoint them but for the last decade there have been plenty of **gamers who make a living** and enjoying their hobby at the same time."*



years ago. Now Royal Bandits hosting 4 different teams in different games and more than 30 players from all around the world.

There is a huge opportunity in Turkey for esports. Turkey has a huge young population which comes 1st in Europe. The new generation is not consuming conventional sports like soccer, basketball, and others. Esports is trending between the ages of 10-30. One of the esports game finals reached 36 million online viewers in 2016 and passed the NBA finals at online viewership. Esports ecosystem will become one of the leading sports ecosystems in the world in the next 5 years.

It is important to invest in this area before the prices increase. As an investment option, investors can invest in esports clubs, social media, event management, broadcasting. A great example is Twitch which is an online broadcasting platform for gamers, just bought by Amazon for more than 1 billion dollars. That's why it is the right time to invest in the market especially in Turkey.

#### **What was your vision and motivation when you decided to be an e-sports team owner?**

We start discussing creating an esports brand 2.5 years ago. Then we established our club 2 years ago in Istanbul. It was born out of a need for creating a great esports club from Turkey, playing different video games on the global scale. It continued to grow from there. When we join the ecosystem there are only a few teams and they are focused on just one video game. That's why we decided to establish a club, not a team. We believed that we can present Turkey in global games and give courage to the young population in Turkey to draw an unusual career path.

We started establishing a League of Legends team and then a Counter-Strike team. Since then we've continued to add teams and players. Now we have more than 4 teams on different games and we are holding a world champion title on Hearthstone.

#### **What does the future have to offer? What will come next for e-sports, what will be the next big thing?**

Esports has come a long way. All around the world esports is drawing too much



*Esports is expected to grow from \$696 million in 2017 to nearly \$1.5 billion by 2020, according to market researcher Newzoo.*

attention. NBA, NFL owners started buying esports clubs or investing in them. Big clubs like PSG, Schalke 04, Fenerbahçe, Roma from different countries joining in the ecosystem both by gathering teams or making joint operations with merging with already existing esports clubs.

A lot of people playing video games and watching them also. People enjoy watching a game as much as they do playing it. With the cost of bandwidth went down and the technology in games advanced the more people started watching. Now we see that many esports stadiums getting built in all continents and game tournaments that were being seen by millions of people both online and offline.

We will be seeing esports at Olympics in near future. The more the technology grow the more the esports viewers increase. With the integration of VR and AR, more people get attracted to the ecosystems.

#### **Developed countries are giving great support to e-sports, even the superpowers like China, USA and Russia. What is the approach of Turkey in this context?**

Developed countries giving amazing support to esports. They are hosting global games, tournaments they are building massive stadiums just for esports. They understand the value that the ecosystem is providing. There is a huge potential because of the demography of both players and viewers. Mostly the young population forms the audience. And countries and corporations understand the huge value coming out of it.

This year U.S Air Force become a sponsor to a Counter-Strike tournament and also become a sponsor of an esports club from the United States. At their press release, they said that "they are aiming to highlight the 'strategy and skills recruits take on' when they join. Armed Forces see the possibility to attract potential recruits out of the pool of people watching esports events. Just this issue shows how important esports is.

In Turkey, things are going pretty quickly also. A lot of conventional soccer clubs decided to join the ecosystem. Many investors and corporations are also interested in the different areas of the market not only on teams. Turkish esports federations have established in June which shows the direct interest of the Turkish Government. A lot of esports stadiums started building; 2 in Istanbul, 1 in Antalya.



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# *Peruvian Economy* *Turkey-Peru* *Relations*

BY MELİKE HOCAOĞLU, LATIN AMERICA BUSINESS COUNCIL COORDINATOR, DEİK






The official visit of President Recep Tayyip Erdoğan to Peru in February 2016 was the first visit of a Turkish leader to the country since 1952, the beginning of the diplomatic ties between both nations.

**W**ith a strategic position on the Pacific Ocean coast, Peru is a very rich country in terms of agriculture, mining and energy resources.

It is the third largest country in South America in terms of surface area. Supplying about 60% of its total exports from its mineral products, Peru has significant amounts of silver, copper, tin, mercury and gold resources. The agricultural sector, which provides employment for 7.6% of the workforce, also has an important share in the exports of the country. Seafood fish oil, cotton, sugar cane, coffee, and soybeans are main export products. The official visit of President Recep Tayyip Erdoğan to Peru in February 2016 was the first visit of a Turkish leader to the country since 1952, the beginning of the diplomatic ties between both nations.

#### MACROECONOMIC OUTLOOK

Over the past decade, Peru has been one of the region's fastest-growing economies, with an average growth rate 5.9% in a context of low inflation (averaging 2.9%). Peruvian economy advanced 5.4% year-on-year in the second quarter of 2018, quickening from a downwardly revised 3.1% in the previous period. It was the fastest growth since the last quarter of 2013 with 6.3%. The manufacturing industry has made great progress in recent years. Rubber, food processing and chemistry are the most important industrial sectors. The construction sector is one of the most developing sectors, and hydroelectric power plant projects have become increasingly important in recent years. The mining sector provides about 60% of exports and 30% of tax revenues. Tourism constitutes 6.8% of the total workforce in the country and 7.7% of the GDP. Peru is home to 12 cultural assets on the UNESCO World heritage list. The ancient city of Machu Pichu, which was admitted in 2007 as one of the Seven Wonders of the World, is located in this country. Peru, which is a WTO member, has Free Trade Agreements with the USA, Canada, Chile, the EU, China, the European Free Trade Association (which includes Iceland, Liechtenstein, Norway and Switzerland), Honduras, Japan, Mexico, Panama, Singapore, South Korea, and Thailand. Peru is a member of the Andean Customs Union. Colombia, Venezuela, Ecuador, Peru and Bolivia are the Andean Countries. In addition to these, partial preferential trade agreements exist with Cuba, Argentina and Brazil. Peru is a Pacific Alliance member along with Chile, Colombia and Mexico. As well, Peru is also an associate member of MERCOSUR together with Peru, Chile, Bolivia, Colombia and Ecuador. Peru aims to be an OECD member by 2021.





## TURKEY-PERU ECONOMIC RELATIONS

Turkish bilateral trading volume with Peru has been generally on an upward trend, except during periods of crisis, and our trade volume, which was \$16 million in 2000, was approximately \$147 million in 2016. Turkish exports to Peru in 2016 reached approximately \$87 million while imports from Peru amounted to approximately \$59 million. Between 2000 and 2009, there was a trade deficit between Turkey and Peru against Turkey. Since 2010, bi-lateral trade has been in favor of Turkey. It is observed that the foreign trade surplus, which was approximately \$81 million in 2010, rose to \$213 million in 2014. Iron, steel, motor vehicles, fish oil, fiberboard sheet, cotton yarn, parts and accessories of road vehicles, non-electric furnaces and ovens, mechanical devices, machines and tractors are the main Turkish exports to Peru. Zinc, seeds and fruits used for sowing, other oily seeds and fruit, unsorted tin, meat, offal, sea animals, fountain pens, animal and vegetable dyestuffs, buckwheat, millet and legumes are the main items Turkey imports from Peru. Peru has bilateral or regional trade agreements with 17 countries, especially with the MERCOSUR bloc. Moreover, approximately 73% of exports are made to these countries, while 76% of imports are from these countries. Since 2007, Peru has signed a free trade agreement with 14 countries. Canada, China, EFTA, EU, Japan, Korea, Mexico, Singapore, Thailand, and the USA, among the most important players in regard to world trade. Peru seeks to attract more investment in the country, particularly in terms of upgrading its transport infrastructure, and it has significant opportunities for our country in the areas of construction materials, machinery and components and contracting. The average customs tax in Peru is below 5%. It is a market that should be evaluated for our businessmen because of its strategic position. In addition to all these, it is of utmost importance for Turkey to initiate the Free Trade Agreement signing process with Peru as soon as possible. Food, building materials, the automotive supplier industry, pumps and compressors, chemicals, ventilation and cooling devices, yarn, plastic and cosmetics are potential export items to Peru for Turkish firms. Turkish



## SINCE 2007, PERU HAS SIGNED A FREE TRADE AGREEMENT WITH 14 COUNTRIES SUCH AS CANADA, CHINA, EFTA, EU, JAPAN, KOREA, MEXICO, SINGAPORE, THAILAND, AND THE USA.

contractors in Peru have completed 2 construction projects which cost \$12 million. Sila Integral Servicios SAC, a Peruvian firm with Turkish capital, signed MOU with the Peruvian government to build St. Moyobamba Airport at the entrance of the Amazon forests in the Martin region.

## PRESIDENT ERDOĞAN'S RECENT VISIT TO PERU

President Recep Tayyip Erdoğan paid an official visit to Peru in February 2016. This was the first time a Turkish leader paid an official visit to Peru since both nations established diplomatic ties in 1952. State ministers, legislators and more than 100 businessmen accompanied President Erdoğan.

During this visit, the two leaders discussed military, defense, trade, and infrastructure, in addition to political, cultural and educational cooperation. President Erdoğan stated that Peru has many opportunities in the mining

and energy sectors and that the two leaders talked about how they will initiate collaborative work in these areas. Peru's then-President Ollanta Humala stressed that Erdoğan's visit to Peru was of great importance because he is the leader of a country that hosted the G20 Summit in 2015 and Turkey boasts one of the world's top 20 largest economies. He said that Erdoğan's visit will also support the finalization of a free trade agreement between the two countries. Humala said that Peru is scheduled to host the Pan-American Games in 2019, adding that they will construct the "Peruvian Olympic City" where more than 8,500 young athletes will participate in the games. He added that Peru is seeking funds for sports projects, into which it will invest nearly \$20 billion, Humala invited Turkish companies to invest in the country as well. The two leaders participated in the PeruTurkey Business Forum, which is paving the way for mutually profitable investments to be made in both countries along with third-party ones. According to Erdoğan's statements, the leaders discussed military, defense, and trade, as well as infrastructure, political, cultural and educational cooperation. President Erdoğan said that Peru has many opportunities in the mining and energy sectors and that the two leaders talked about how they will initiate collaborative work in these areas.

# PERU HAS GREAT POTENTIAL FOR TURKISH EXPORTERS

“The Route” event organized by Turkish Exporter’s Assembly (TİM) for the 14th time this year, focused on Peru.

Chairman of TİM  
Mr. İsmail GÜLLE

**T**HERE IS A CHANGE AND transformation process in the world. Free trade agreements are canceled, new barriers are put in front and trade wars are started by increasing taxes. In trade bilateral benefit is important. So unilateral measures will always damage international trade. Peru is a growing market for Turkish exporters and has an important economic potential in this sense. Turkey and Peru carry good advantages on their bilateral trade. Turkish currency is facing a tough era these days. The major fact is lying behind the diplomacy



between Turkey and US. Therefore, Turkey has to make an opening in trade within new markets. In this aspect, Peru is a country that pursues proactive trade policy and has an important economic potential. Peru

exports \$ 40 billion, imports \$ 39 billion, annually. Our export to Peru are only \$ 100 million, when the import is around \$ 75 million. We have to expand the trade potential between two countries.

Commercial Attaché of Peru  
Fernando Albareda

**N**ATIONAL INCOME PER CAPITA in Peru are 6,570 dollars and inflation rate is 3.2%. In the last 18 years, Peruvian economy has grown an average of 5.1 per cent and this has been achieved thanks to private sector investments. In 2017, Peru had 7 billion dollars of foreign capital inflows. As Peru we are trying to know well Turkey and Turkey market. As Peruvians, we are trying to know Turkey thanks to Turkish TV Shows. They are loved in Peru. But apart from that, Turkey seems like far away country. I think the issue about the distance can be solved with a couple of meetings and projects among two countries.







# Marathon of Innovation

InovaLIG is offering the companies to leave their competitors behind by strengthening the organizational innovation management.



**Content:** Brisa: Innovation on The Road **P55** Dimes:Sustainable Taste of Nature **P58** Teksan: The Representative of Uninterrupted Power In The World **P60**  
**Editor:** Serap Kaya

# Brands

AUTOMOTIVE, BEVERAGE, ENERGY...

## AUTOMOTIVE



# INNOVATION ON THE ROAD

*The company's brands meet with vehicle owners through nearly 1.400 branded sales points in Turkey and through 6.000 sales points in 70 countries in the international arena.*

*Brisa, which is the leader of the Turkish tyre industry with Bridgestone and Lassa Tyres brands, is helping the industry with firsts from the day it was founded based on its sustainability and innovation strategy.*

**TURKEY'S TYRE MARKET** leader Brisa's foundation goes back to 1974, when Sabancı Holding and its partners took the initiative to set up the company with our Lassa Tyres brand. The establishment of the Brisa brand, and the joint journeys of Lassa Tyres and Bridgestone brands started with the Sabancı Holding and world tyre and rubber industry leader Bridgestone Corporation partnership in 1988.

Brisa aims to meet the demands of both its corporate and individual customer along their journeys with products like Lassa Tyres, Bridgestone, Bandag, Dayton, Kinesis as well as with innovative sales channels and services like Otopratik, Propratik, Lastiğim, lastik.com.tr, Probox, Bridgestone Box, Profleet, Mobilfix, Filofix. Brisa aspires to be the choice of every vehicle since 43 years with its manufacturing plant in Izmit and starting from this year this aspiration has grown further with the addition of its second manufacturing plant in Aksaray, located right in the middle of Anatolia.

The company's brands meet with vehicle owners through nearly 1.400 branded sales points in Turkey and through 6.000 sales points, of which 600 are branded,

in 70 countries in the international arena. In the fast fit maintenance services area, our innovative business model Otopratik is spreading wide in Turkey with a franchise model.

The company received the Industry Leader and the Digitalization Pioneers awards in the Accenture Digitalization Index for the past 3 years. Brisa is offering easy to reach digital services through Lastik.com.tr in order to simplify the lives of its customers while also supporting the digitalization process of its business partners by including them in its Google project.

Brisa is not only the leader of the tyre industry with its strong brands, value

added products and with its innovative services but is also the leader of innovation in its industry. Investing in the "innovation leadership of the journey experience" area, which is rooted in and built up on Brisa's understanding of "closeness to people", Brisa grew its national net sales revenue by 46% and its international net sales revenue by 81% resulting in a

total of 54% net sales revenue growth overall during the last 5 years. During the same period, the dealer network of Brisa grew by 50%.

*Investing in the "innovation leadership of the journey experience" area.*







### BRISA IS BREEDING TECHNOLOGY IN TURKEY

Brisa is positioned as the leader of the total journey experience, and sees its R&D Centre and engineering efforts for the design of products and processes as a means to focus on its customers in the market. With the operations of its R&D Centre, Brisa is localizing products and supply, and is also designing products according to the needs of the market with innovative raw materials and local development.

The Turkish native engineers of the company developed run flat tyres reinforced with Nano materials in addition to realizing a 17 million USD worth special mixture technology in 2017 that no other manufacturer possesses. Brisa is gearing up its export activities with innovative process and development technologies to increase its international competitiveness with the help of its R&C Centre.

Brisa's investments are over 1,3 billion USD since its establishment in 1988, and is currently starting the operations of its smart manufacturing plant located in the foothills of the Aksaray Hasan Mountain worth 300 million USD in addition to its manufacturing plant located in Izmit.

Brisa is competing with global players in line with its balanced growth strategy nourished through its exports. The 2017 international sales of the company reached an all time high in terms of sales quantity and revenues. At the end of 2017, compared to the same period of the previous year, the export revenues of the company increased by 33%.

Lassa Tyres continued to grow more than the overall market in the contracting European markets in 2017. In the non-European markets, compared to the previous year, Lassa tyres grew 5 times in Russian Federation, 2 times in Moldova, and 50% in Ukraine. In Tunisia, where

*Brisa is gearing up its export business and getting ready to increase its export revenues over \$200 million in 2018.*

import restrictions are applied for many popular tyre sizes in the market in order to protect the domestic industry, Lassa Tyres sales grew by 7%.

Value added production capabilities of the company are playing an important role in this rapid increase of the company's export business. Brisa developed special tyres for China in 2017 in addition to offering innovative tyres according to the needs of the European market. In 2018, Brisa is planning to add 95 new branded sales points to its already existing 600 branded sales points in 70 countries.

The company is implementing its plans that extensively reviews the world markets from product, price, sales network and communication perspectives and as a result the awareness of the Lassa Tyres brand is increasing everyday internationally. The "Official Global Tyre Partnership" agreement Lassa Tyres signed in 2015 with FC Barcelona, one of the most popular clubs of the globe, and the rights arising from this agreement allowing Lassa Tyres to include its name in the titles of the indoor sports teams of the club also plays an important role in the increase of this awareness. This partnership continues to enable the brands with advantages in terms of awareness and competitiveness.

Brisa is targeting a strong growth in the international markets to reach over 200 million USD by the end of 2018 for its export revenues with the help of products designed by Turkish engineers.





## BEVERAGE

# SUSTAINABLE TASTE OF NATURE

DİMES features the largest portfolio of squeezed and hundred percent fruit juices, with over a dozen variants, closest to natural taste and flavors of Turkey's delicious fruits.

İBRAHİM AVCİ

**T**urkey's first domestic investment to fruit juice, DİMES is founded with the patriotic vision of M. Vasfi Diren, who was an idealist agriculturist with a firm commitment to be beneficial to his country and society. DİMES is today Turkey's largest producer and principal exporter of fruit juices and nectars, as well as a leading brand in soft drinks industry and market. Furthermore, DİMES pioneers fruit juice innovation in with the industry's first ever certified R&D Center in Turkey.

As stated by its core value of uncompromising respect for the nature and the humanity, and with its corporate culture shaped with its deep-rooted legacy, DİMES is committed to support the development of Turkey's agriculture-based industry with value-added products. In this respect, DİMES is in a relentless pursuit of better practices for higher value for people, and the company's philosophy to see a different side of life; to see the major impact towards better than can be achieved by seemingly simple choices in everyday lives is summarized in its brand motto "Fresh Side of Life", which goes beyond words and defines the corporate character.

A believer in the miracle of fruits, DİMES is committed to make this miracle available for all consumers, overcoming time and distance obstacles. The first brand to introduce the squeezed fruit juice

category in Turkey, DİMES features the largest portfolio of Squeezed and 100% fruit juices, with over a dozen variants, closest to natural taste and flavors of Turkey's delicious fruits. DİMES has a firm commitment for the growth of these categories of high value-added products.

Another relentless commitment that DİMES has, is towards product quality, the roots of which can also be found in its founding philosophy. The words pronounced by M. Vasfi Diren, back in 1963 when the first bottle was ready to be filled, still sets a moral compass and a quality standard: "We do not process any fruit which we would not put on our table, neither we produce any fruit juice which we would not allow our children to drink."



*DİMES supports fruit producers with millions of saplings for fruit trees.*

DİMES pursues its founding promise with a rare vertical corporate process structure, with which the company manages the entire ecosystem. Each choice is made with sense of responsibility, in every aspect of production, including selection of suitable fruits for DİMES, transportation of that fruits to factories by DİMES-owned trucks within a period of 24 hours.

DİMES supports fruit producers with millions of saplings for fruit trees. These saplings are grown in DİMES' farm which is located in Tokat where DİMES was born and named after its founder. A pioneering and exemplary public / private sector enterprise, the farm serves as an incubator for many best practices for Turkish agriculture. DİMES cares

about people and nature; and knows that it creates a sustainable value chain with our farmers, business partners, and consumers.

DİMES' excellent relations within its ecosystem literally echoes in fruit farmers around the country, since "Fruit suitable for DİMES" and "DİMES assurance" are commonly used expressions. DİMES is the first brand to use domestically grown oranges in 100% orange juice manufacturing, through its production-line investments. These investments extend to R&D studies, as DİMES is committed to use locally grown oranges in its entire production, replacing imports with domestic raw materials acquired from Turkish farmers.

DİMES is a brand in close association with its consumers, meticulously following trends, expectations and demands. DİMES R&D Center, a first for fruit juice industry in Turkey, supports the brand's ability meet these demands, to exceed expectations and to set new directions for trends with innovative products. Another focus area of the R&D Center is to increase the amount and the diversity of Turkey's fruits evaluated in fruit juice industry. The Center has another, long term goal: To export know-how to the global industry.

DİMES' philosophy, its seamless diversity of products that meets consumer expectations, as well as highest quality standards, resonate well with consumers. Market studies position DİMES as a leader in product categories that it finds crucial, while independent research results indicate that DİMES is the mothers' most trusted brand in the entire soft drink industry. Another recent independent research shows that consumers position DİMES as the best performing brand, again in the



**400**  
Million TRY

Total Sales Yearly



entire soft drink industry, in helping for the reach of a Good Life.

Today, DİMES is placed at Turkish fruit juice industry's summit, as top producer. This position reflects to 400 million TL total sales yearly; while the company's exports in 2017 have been 32 million TRY with a 10% growth from the previous year. DİMES has an ambitious goal of increasing its export by 30% in 2018.

DİMES exports its products to a vast geography, which includes around 100 countries. DİMES' large

*DİMES is committed to support the development of Turkey's agriculture-based industry*



product diversity, especially in squeezed and 100 % fruit juice categories, combined with the brand's uncompromising commitment to quality, are the main drives of the company's competitive growth in its export markets.

Fruit juice exports are especially beneficiary to the national economy, since they result in 90+ % in foreign trade surplus with value added goods produced from locally grown natural products. In addition, according to the fruit type, fruit juice products are capable for up to 400 % added value generation, compared to the fruit itself.

DİMES, a brand dedicated in pursuance sustainable ideals, by making consumers' lives more enjoyable and delivering added value for farmers and national economy through innovative products, continues to grow its leadership in domestic market, to enlarge its global footprint and to forever improve its positive impact on the elements of its core value: The nature and the humanity.



## ENERGY

# THE REPRESENTATIVE OF UNINTERRUPTED POWER IN THE WORLD

Thanks to the qualities of its Turkish made high-tech generators, Teksan exports to 128 countries from Nepal to Greenland, charging the world up.



## SERAP KAYA

**T**eksan managed by the partnership of Ata, Başeğmezler and Teksan families has been providing services to the energy sector for about quarter century.

Founded by Abdulkadir Teksan and Özdemir Ata, the company started to operate as a small workshop in İstanbul. Abdulkadir Teksan and Özdemir Ata who were schoolmates came across when Mr. Teksan left a generator set manufacturing company in which he had been working as an engineer for 11 years. Abdulkadir Teksan aimed to assess his knowledge and experiences in the generator set sector in a new formation. He founded "Deniz Mühendislik Ltd. Şti" of which title would turn into Teksan Generator with Özdemir Ata. The company then came to the fore in the market within a short time and became the name of quality and reliability. In 1998, Özcan Başeğmezler joined the partners of Teksan Generator.

Thanks to its founders' imagination and entrepreneurship, they are in the position of a global company which exports its energy solutions to 128 countries today.

Although, the company has entered the market with diesel

generator sets, but in time, tekstan innovated various new products and systems. Today, natural gas and biogas driven generator sets, cogeneration and trigeneration packs, lighting towers, and hybrid power systems, the very first of its kind in Turkey, have an important place in product range, as well as diesel generator sets.

Tekstan's products have the latest technology properties such as remote monitoring, smart battery management system, and hybrid power. The company develops project-specific solutions that called

as "tailor-made" in all its products in line with the needs of customers. In addition to diesel generator sets with and without canopy in the standard product ranges, Tekstan provides solutions designed for the needs of the companies.

The company exports

# 60%

of the production

Tekstan is a 100 percent Turkish company growing with its own capital. So far, company has reinvested what the company earned from the business for maintaining growth, upgrading production infrastructure and IT systems distinguish among competitors. Adding value and providing employment to country has always been the company's priority. Since the capacity of facility in İstanbul was not adequate to meet the strong demands, Tekstan decided to found a second facility and started to build it in





Kocaeli Free Zone in 2014. The company commissioned the first phase of facility with total 50 thousand square meters of area in 2017. Teksan continues to invest the second facility that company commissioned with an investment over 25 million Euro with machinery, equipment, and new infrastructure.

The company's facility in Kocaeli mostly focus on production for export. Teksan is planning to commission the second phase in parallel with growth and demands in the future periods.

Export has always been in the first place in activities and growth plans of company. The company founded its international operations and targets on own vision to be a global company. The company manage an enormous market network and send the products to every corner of the world from.

Greenland to Nepal. Today, company provide energy to 128 countries with Teksan Generator branded power solutions.

Teksan has stable two digit growth trend, which is above the industry average. Despite of all difficulties, 2017 was the year when company continued to grow and increased sales and export. The company exports 60 percent of the production. In the year company left behind, Teksan achieved to increased export thanks to market diversity in the face of all problems gone through across the world. The company completed 2017 with 400 million TRY of consolidated turnover and 25 percent of growth. During the same period, company reached 200 million TRY of export. Growth of the company in 2017 mostly resulted from export. Teksan starts each year with the aim of entering at

*Teksan has stable two digit growth trend, which is above the industry average.*

least five new markets. It is undoubtedly said that Teksan has proceeded in line with targets of company so far. Teksan entered into markets in which firm had not been before such as South Africa, Central Africa, Maldives, Sierra Leone, Haiti and India in 2017.

Teksan are not only one of the leading exporters but also one of the Top 50 Fastest Growing Companies of Turkey. Furthermore, Teksan is rated as of the "Top 500 Industrial Enterprises" by Istanbul Chamber of Commerce.

As Teksan Generator, firm aims to sustain this two-digit growth rates and enter into the new markets in which firm has never sold its products before in 2018.

Teksan defines itself as a technology and engineering company. Company makes important investments in R&D, innovation and technology. The company is registered as an R&D Center by Ministry of Science, Industry and Technology, Turkey. The company R&D Center continues to contribute to growth by innovating new technologies. Teksan especially focuses on the field of sustainable energy solutions. At this point, the hybrid technology, which firm has developed in cooperation with TÜBİTAK, is the first of its kind in Turkey. Teksan is one of the companies using this technology in the world. With a variety of its usage areas, hybrid technology has a significant potential in export



**200** million TRY  
company reached of export.

**Burak Başgömezler,**  
Member of The Board of Directors in  
Charge of Sales and Marketing



markets; therefore, plays an important role in growth of the company objectives.

Today, while purchasing a product, customers consider the expertise and quick response in after-sales services as well as the quality of the products. Companies with a strong after-sales team and widespread service network distinguish amongst their competitors by differentiating at this point. Teksan is not being preferred by customers not only because the quality of products but with expertise in after-sales services. Teksan has 8 regional directorates and 20 dealers. Through these locations, thanks to company's competent after-sales services teams, firm provides technical support to nearly 50 thousand points per year. One of strengths of company is being an accessible brand. customers reach the firm and share their request and problems for 24/7. Teksan's teams intervene the problems and solve them shortly. Thus, beyond business cooperations, company establishes fiduciary and everlasting relations with their customers.

As it has always been so far, we, Teksan Generator, will continue to provide its reliable energy solutions to anywhere that uninterrupted power is needed.

# Agenda

FAIRS, EXHIBITIONS, SUMMITS AND MEETINGS IN THE NEXT MONTH



03 - 06 OCTOBER 2018

## 3<sup>rd</sup> INTERNATIONAL ROADS, BRIDGE AND TUNNELS FAIR

ISTANBUL CONGRESS CENTER- ISTANBUL

“Where the Continents Meet” is the motto that best describes the goal of the Expo which will be held in Istanbul, a city that serves as a bridge between Asia and Europe. Being the largest metropolitan city of Turkey and located right at the heart of the country, Istanbul joins many cities to Europe via roads, bridges and tunnels. The Expo to take place in Istanbul, Turkey where the continents actually meet will host an important organization covering all service sectors that brings together public bodies, contractors, subcontractors, universities, NGOs and material, machinery and equipment suppliers.

BURSA  
AGRICULTURE 2018  
TÜYAP BURSA  
09 - 13 OCTOBER



Bursa Agriculture and Stock Breeding Fairs, which sector enthusiasts arrange their calendars accordingly, is the sole events, among other agricultural fairs organized in our country, where product ranges are exhibited in line with 7 climate zones. The Fairs are a platform where domestic and foreign visitors can find all the products they seek in their own area of interest and climate under the same roof.

PREMIÈRE VISION ISTANBUL  
ICC ISTANBUL CONGRESS CENTER  
10 - 12 OCTOBER

For 40 years, Première Vision, a subsidiary of the Association Première Vision and the GL Events Group, has been organising shows and events for professionals in the international fashion and textile industry. By constantly adapting to the needs of international markets, the Première Vision shows remain true to the same high goals: to provide its visitors a selective, quality and creative offer and services, and unique fashion information.



OCTOBER  
11-14

ISTANBUL JEWELRY SHOW  
EDİRNE FAIR CENTER



Istanbul Jewelry Show is used to be a comprehensive marketplace for international jewelry community and professionals. The ever growing number of participants and attendants accompanied with the value added trade show services have created a unique business environment in one of the fastest developing regions of the world.

OCTOBER  
16-18



ROBOT INVESTMENTS FORUM  
WOW CONVENTION CENTER- ISTANBUL

Robot Investments Forum is a business platform where professionals in the industry who give advertisements to ST Magazines throughout the year and readers who are in charge of the production, investment and purchasing processes of factories come together annually. Robot Investments Forum is organized annually with the collaboration of ST Alternatif Fuarçılık and Automatica, the largest robotic automation exhibition worldwide.

# Figures

## BRICS, TURKEY MEET OFFERS OPPORTUNITIES

BRICS annual summit to be attended by Turkish President Recep Tayyip Erdoğan with special invite from group

BRICS is made up of **40%** of the world's population



BRICS countries account for more than **20%** of the total global economy



BRICS countries have around **17%** percent of international trade



BRICS countries manufacture one-third of industrial products and half of the agricultural products worldwide

Their foreign trade with the rest of the world (2017) \$5.9 trillion

Turkey's trade with BRICS countries (2017) \$60.7 billion

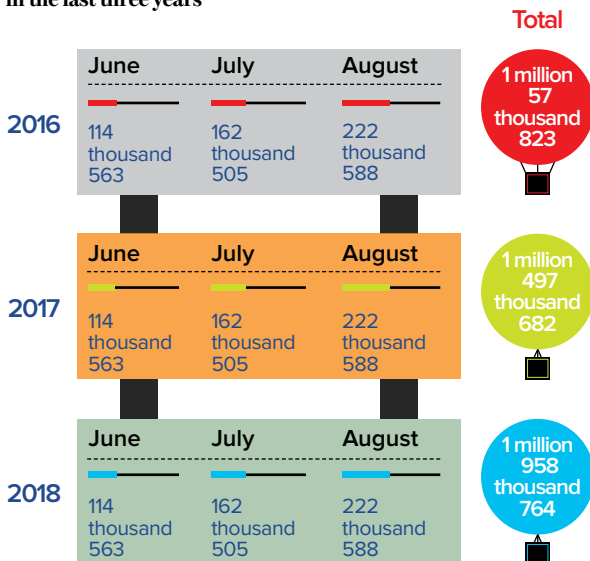
Turkey's exports to BRICS \$ 7.3 billion

Source: ANADOLU AGENCY

### TOURISTS FLOW TO CAPPADOCIA

In Cappadocia, the number of tourists increased by 85 percent compared to the same period of 2016, and by 31 percent compared to the same period last year.

Total number of tourists visiting Cappadocia in the last three years



Source: Anadolu Agency

### SHINING SECTORS

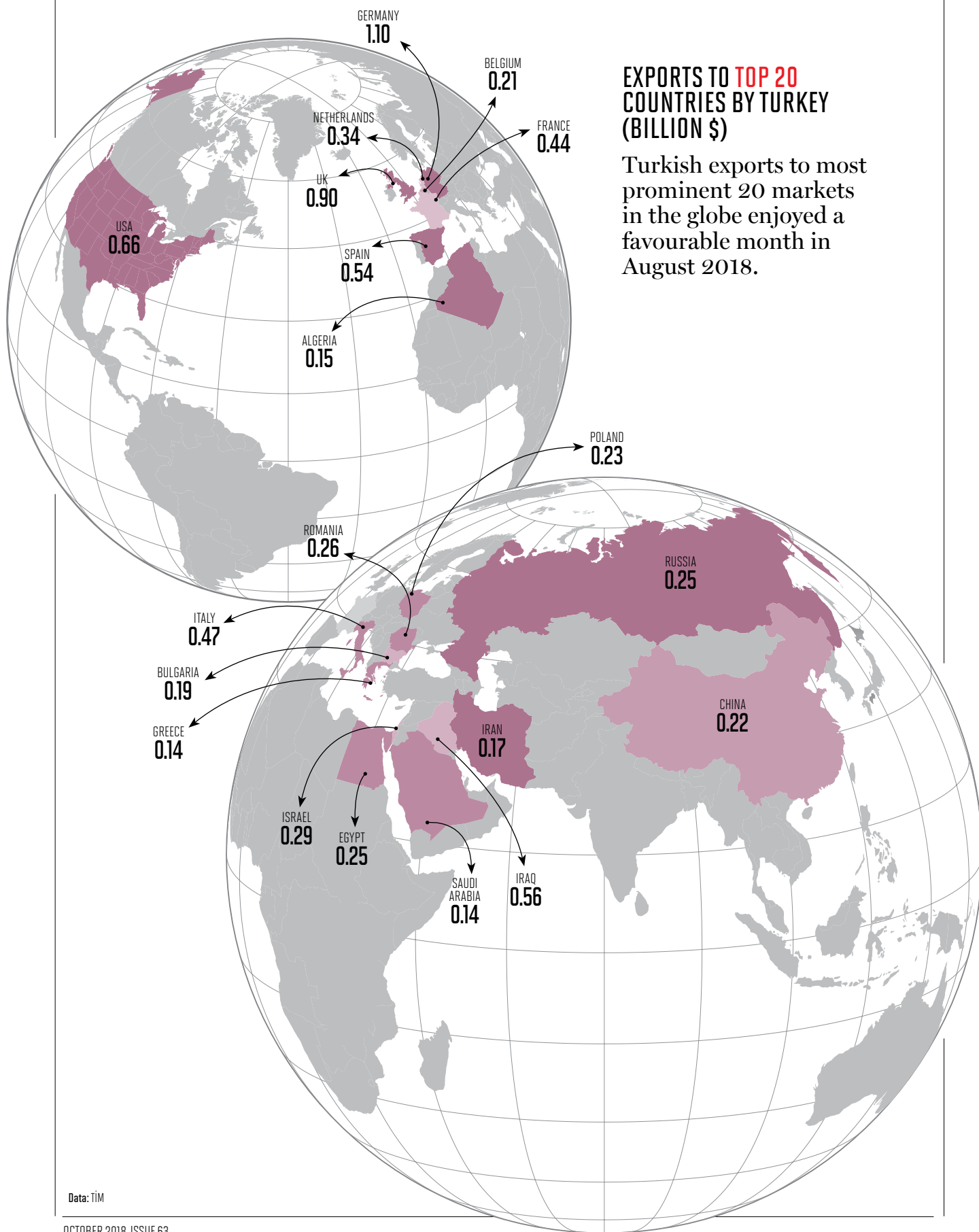
The top 10 sectors that increased exports the highest rate are maintaining their performance.

SECTOR (Thousand\$) 2018 1 - 31 AUGUST

Automotive Industry		1.611
Ready Wear and Apparel		1.391
Chemical Materials and Products		1.375
Steel		1.209
Jewellery		0.896
Electric Electronics and Service		0.804
Textile and Raw Materials		0.617
Iron and Non-Ferrous Metals		0.601
Machinery & Accessories		0.552
Cereals, Pulses, Oil Seeds and Products		0.508

Source: TİM







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AIRLINES**


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