

Focus Business Turkey left behind its **1st year** with nearly 14,000 subscribers!
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NEWS

President Erdoğan Meets Italian Investors, Calls for More Investment



President Recep Tayyip Erdoğan addressed a delegation of Italian investors at an executive roundtable meeting hosted by Investment Support and Promotion Agency of Turkey (ISPAT) and the Pirelli Group, in collaboration with the Italian think tank - Institute for International Political Studies (ISPI) in Rome. Senior representatives of major Italian companies with operations across a wide range of sectors attended the meeting to get the latest updates on Turkey's investment environment, business opportunities in the

pipeline, and economic reforms. Reminding that Turkey and Italy have privileged investment bonds that have evolved over the years into grand projects, Erdoğan said that more than 1,400 Italian companies currently do business in Turkey and that they have injected more than USD 3.1 billion into the country since 2002.

Inviting more Italian companies to invest in Turkey, Erdoğan called on investors to directly contact ISPAT for anything having to do with investment projects in Turkey, as ISPAT stands out as the embodiment of the government's efforts to institutionalize reforms in the way of assisting investors during their entire investment process in Turkey.

For more information, please click [here](#).

Partnership Call from Brazil to Turkish Exporters

The "Export Compass" event held by Turkish Exporters' Assembly (TİM) focuses on promoting new target markets to the exporters with the assistance of COFACE. "Route: Brazil" was the second event of 2018. During his opening speech; Consulate General of Brazil, França underlined that "Turkey and Brazil should sign a free trade agreement and act as strategic partners through third countries. Especially construction and engineering sectors can be an example for such partnership. Turkey has a strong influence in Middle East, Caucasus and Africa markets while Brazil is strong in South America and Africa."

For detailed information, please click [here](#).



Georgia and Turkey Expand Free-Trade Agreement

Georgia and Turkey had agreed to expand the coverage of their existing free-trade agreement which entered into force in 2007. The FTA originally liberalised trade in industrial goods and selected agricultural products including wine, oranges, apples and fruit juices. The expanded free-trade agreement includes additional agricultural products important to Georgian producers, such as live cattle, sheep, goats, honey, lemons, kiwifruit, grapes and dry fruit. The agreement will now also cover services, which were not previously included.

For detailed information, please click [here](#).

What Did the World Trade in 2017?

The rise of artificial intelligence, political changes and severe weather conditions all contributed to changes to trade in 2017.



To allow its clients keep abreast with the latest export and import trends, the International Trade Centre has so far made available on its [TradeMap.org](https://www.trademap.org) portal yearly trade data for 2017 covering more than 30 countries. This represents more than 40% of world trade flows providing us with some indicators of what actually happened with trade last year.

For more information please visit [ITC website](https://www.trademap.org).

Turkish as a Foreign Language

Developed by the Open Education Faculty, Anadolu University, the online learning platform Ana-Dil: Türkçe offers opportunities for learning Turkish anytime-anywhere for a wide range of audience including: nearly 90 thousand international students arriving annually at Turkey, over 3 million refugees located in Turkey with limited financial resources for education, individuals residing in Turkic countries and Turkish immigrants scattered all over the world, and everyone wishing to learn the Turkish language and culture in their own pace having fun, through utilizing today's innovative and connective learning technologies.

Designed in a simple and user-friendly interface, Ana-Dil: Turkish is an online platform that can be utilized as an open educational resource for teaching and learning Turkish as a foreign language. On the platform, learning materials designed for A1 and A2 levels (CEFR) are presented. E-courses, video

lessons, audio records and texts and games are developed in ways to help learners have fun while learning Turkish. The platform allows learners to learn in their own pace and control, and does not require high levels of computer literacy at all. Alongside Turkish, the platform also gives multiple language support including English, Arabic and Russian. Although designed for learning Turkish individually at a distance, Ana-Dil: Türkçe offers educational materials for those instructors involved in teaching Turkish as a foreign language in face-to-face educational environments. Anyone wishing to learn or teach Turkish as a foreign language can register and start using the platform right away for free at <https://turkce.anadolu.edu.tr>.

Launch video: <https://goo.gl/jZai2g>

Promotional Guide (pdf): <https://goo.gl/YxZcfo>

SECTORS

Upcoming Production Revolution

Technological advances have driven dramatic increases in industrial productivity since the dawn of the Industrial Revolution. The steam engine powered factories in the nineteenth century, electrification led to mass production in the early part of the twentieth century, and industry became automated in the 1970s. In the decades that followed, however, industrial technological advancements were only incremental, especially compared with the breakthroughs that transformed IT, mobile communications, and e-commerce. Today, the world is now talking about Industry 4.0. In other words, the heartbeats of a new system in which the machines talk about each other are heard at every stage of the production process of the technology.



According to the Boston Consulting Group (BCG) analysis, Germany has begun to implement Industry 4.0, achieving productivity gains in industrial production, while reducing total production costs by 5 to 8 percent. This decline shows that Germany will have a cost advantage of 90-150 billion euros over the next 10 years.

The new platform for the scientific process that takes us to this reconnaissance adventure is undoubtedly "Data Science". This new scientific discipline with mathematical and informatics technology involves finding and using the methods necessary to collect, compile, analyze and reach the results of a large and broad digital world. This new scientific discipline with mathematical and informatics technology involves finding and using the methods necessary to collect, compile, analyze and reach the results of a large and broad digital world.

For more information, please see the [Turkish Perspective](#) magazine March 2018 issue.

EVENTS

Take The Chance To Reach New Trade Partners - Buyers Missions

You can take the chance to reach new trade partners by participating in buyers mission programs.

Within these programs, foreign visitors participate in B2B meetings in Turkey **without any accommodation expenses**.

Buyers mission programs are organized in a wide range of sectors from food and agriculture to machinery and textiles under the coordination of the Ministry of Economy.

Choose the most suitable program for you from the table below, contact our [commercial representative](#) in your country and **let us host you in these events**.

EXHIBITON / EVENT	CITY	DATE	SECTORS	PROGRAM
Middle East 8 th Construction Fair 2018	Diyarbakır	Mar 15-18, 2018	Construction Materials, Construction Technologies, Natural Gas, Heating, Cooling, Air Conditioning Services	Mar 14: Arrival, Mar 15: B2Bs and Briefing, Mar 16: Visit to Fair, Mar 17: Departure
2 nd Istanbul Hardware Fair	İstanbul	Mar 15-18, 2018	Hardware Products and Technologies	Mar 14: Arrival, Mar 15: B2Bs and Briefing, Mar 16: Visit to Fair, Mar 17: Departure
Win Eurasia CeMAT 2018	İstanbul	Mar 15-18, 2018	Materials handling, intralogistics and logistics	Mar 14: Arrival, Mar 15: B2Bs and Briefing, Mar 16: Visit to Fair, Mar 17: Departure
Konya Agriculture 2018 16th Agriculture, Agricultural Mechanization and Field Technologies Fair	Konya	Mar 20-24, 2018	Agricultural Mechanization and Field Technologies	Mar 19: Arrival, Mar 20: B2Bs and Briefing, Mar 21: Visit to Fair, Mar 22: Departure
Co-Matching Bilateral Business Talks Event	Kocaeli	Mar 21-22, 2018	Automotive, Machines, Electronics and Construction	Mar 20: Arrival, Mar 21: B2Bs and Briefing, Mar 22: Visit to Fair, Mar 23: Departure
Turkcoat & Paintistanbul 2018	İstanbul	Mar 22-24, 2018	Paint and Paint Raw Materials	Mar 21: Arrival, Mar 22: B2Bs and Briefing, Mar 23: Visit to Fair, Mar 24: Departure
EKSPOMED EURASIA	İstanbul	Mar 22-25, 2018	Medical Analysis, Diagnosis, Treatment, Rehabilitation, Equipment	Mar 21: Arrival, Mar 22: B2Bs and Briefing, Mar 23: Visit to Fair, Mar 24: Departure

46 th İstanbul International Jewelry, Watch & Equipment Fair	İstanbul	Mar 22-25, 2018	Jewelry, Watch & Equipment	Mar 21: Arrival, Mar 22: B2Bs and Briefing, Mar 23: Visit to Fair, Mar 24: Departure
Marble 24 th International Natural Stone And Technology Fair	İzmir	Mar 28-31, 2018	Marble and Natural Stones	Mar 27: Arrival, Mar 28: B2Bs and Briefing, Mar 29: Visit to Fair, Mar 30: Departure
13 th International Ideal Home	İstanbul	Mar 29-Apr 1, 2018	Housewares, Glasswares, Decorative Products and Dowry	Mar 28: Arrival, Mar 29: B2Bs and Briefing, Mar 30: Visit to Fair, Mar 31: Departure
11 th International SOLAREX	İstanbul	Apr 5-7, 2018	Solar energy and technologies	Apr 4: Arrival, Apr 5: B2Bs and Briefing, Apr 6: Visit to Fair, Apr 7: Departure
Automechanika İstanbul	İstanbul	Apr 5-8, 2018	Automotive Manufacturing, Distribution and Repair	Apr 4: Arrival, Apr 5: B2Bs and Briefing, Apr 6: Visit to Fair, Apr 7: Departure

Find Reliable Trade Partners Through Turkish Delegations In Your Country

Within the scope of foreign promotion activities, Republic of Turkey Ministry of Economy organizes various trade mission programs abroad. Please see the table below for a list of future trade delegations and contact our [commercial representative](#) in your country for detailed information.

PLACE	DATE
Ho Chi Minh - Vietnam	Mar 11-16, 2018
Moscow – Russian Fed.	Mar 12-16, 2018
Hamburg - Germany	Mar 19-22, 2018
Lodz - Poland	Mar 25-27, 2018
Dubai – UAE Kuwait - Kuwait	Apr 1-6, 2018
Dubai - UAE	Apr 3-5, 2018
Melbourne - Australia	Apr 5-12, 2018

Turkey's National Participations at Exhibitions - March 2018

Turkish companies from various sectors will participate in exhibitions from all around the world in March 2018 as listed below:

EXHIBITION	DATE	PLACE	SECTORS
THE BIG SHOW AND INTERION DESIGN OMAN	Mar 12-14, 2018	Muscat-Oman	BUILDING AND CONSTRUCTION
DUBAI WOOD SHOW / DIFAC	Mar 12-14, 2018	Dubai-UAE	WOOD AND WOODWORKING MACHINERY

APLF Leather & Materials+	Mar 14-16, 2018	Hong Kong-China	LEATHER AND MATERIALS
CHIC - China International Clothing and Accessories Fair	Mar 14-16, 2018	Shanghai-China	FASHION, READY WEAR, LEATHER AND CONFECTION
8. EGY STITCH AND TEX EXPO	Mar 15-18, 2018	Cairo-Egypt	TEXTILE, TEXTILE MACHINERY AND ACCESSORIES
COSMOPROF	Mar 15-18, 2018	Bologne-Italy	COSMETICS
LIGHT + BUILDING	Mar 18-23, 2018	Frankfurt-Germany	LIGHTING, HOME AND BUILDING AUTOMATION, ELECTRICAL ENGINEERING
CIFF GUANGZHOU	Mar 18-21, 2018	Guangzhou-China	FURNITURE
CARTHAGE	Mar 19-25, 2018	Tunis-Tunis	CONSTRUCTION TECHNOLOGIES
50. TEXTILLEGPROM	Mar 20-23, 2018	Moscow-Russian Fed.	TEXTILE, CLOTHES, FOOTWEAR, HOME TEXTILE
SAUDI FOOD, HOTEL&HOSPITALITY	Mar 20-23, 2018	Jeddah-S. Arabia	FOOD PRODUCTS AND INDUSTRY, HOTEL, RESTAURANT AND KITCHEN EQUIPMENT
INTERBUILDEXPO	Mar 20-23, 2018	Kiev-Ukraine	CONSTRUCTION TECHNOLOGIES, MATERIAL AND EQUIPMENT, INSTALLATION, AIR CONDITIONING
HORECA	Mar 20-23, 2018	Beirut-Lebanon	FOOD, FOOD PROCESSING, PACKAGING AND HOTEL EQUIPMENT
ANUGA FOODTECH	Mar 20-23, 2018	Cologne-Germany	FOOD TECHNOLOGIES AND PACKAGING INDUSTRY
IPLS 2018 MOSCOW	Mar 21-22, 2018	Moscow-Russian Fed.	PRIVATE LABEL
FEA FUR EXCELLENCE IN ATHENS	Mar 23-25, 2018	Athens-Greece	FUR, FUR CONFECTION, ACCESSORIES, MACHINERY AND PAINT
NAPEC	Mar 25-28, 2018	Oran-Algeria	OIL, GAS
THE BIG 5 HEAVY	Mar 26-28, 2018	Dubai-UAE	CONSTRUCTION MACHINERY, EQUIPMENT AND CONSTRUCTION TECHNOLOGIES
INDEX DESIGN SERIES	Mar 26-29, 2018	Dubai-UAE	FURNITURE, DESIGN, DECORATION
SHANGAI INTERNATIONAL HOSIERY PURCHASING EXPO	Mar 26-28, 2018	Shanghai-China	HOISERY INDUSTRY
3 rd NIGERIA PLASTPRINTPACK & AGROFOOD	Mar 27-29, 2018	Lagos-Nigeria	AGRICULTURE, FARMING AND TECHNOLOGIES
INTERZUM GUANGZHOU	Mar 28-31, 2018	Guangzhou-China	FURNITURE, FURNITURE SUB-INDUSTRY
MOROCCO STYLE	Mar 28-31, 2018	Casablanca-Morocco	TEXTILE, READY WEAR, LEATHER AND LEATHER PRODUCTS, FUR, FOOTWEAR AND ACCESSORIES

Send Us Your Inquiry

For your inquiries about Turkish exports,
please contact << ihticari@economy.gov.tr >> by indicating
the Harmonized System (HS) Code of the product/sector of your interest.