

Welcome to the first issue of Focus Business Turkey Newsletter!  
This newsletter is intended to inform you about Turkey's economy, business and trade world on monthly basis. Here, you can find out about the latest economic developments, trade opportunities, sectoral information, upcoming events in Turkey.

## NEWS

### Foreign Trade Figures in 2016



Turkish Exporters Assembly (TİM) announced the export figures for December and the 2016 financial year. According to the figures, Turkish exports increased in the last month of 2016 by 9.3% to 12 billion 817 million USD. Whole-year exports in 2016 has decreased by 0.8%, reaching 142 billion 610 million USD. Turkey's share of world trade hit a record and increased to 0.89 percent last year from 0.87 in 2015.

Evaluating the foreign trade figures of last year, Minister Zeybekci stated that Turkey's foreign trade volume in total realized at 341.2 billion USD, while the trade deficit narrowed by 11.7% and the coverage ratio of imports by exports rose to 71.8%. Minister Zeybekci pointed out that Turkey accomplished to narrow its trade deficit three years in a row. He added that quantity-based exports also increased by 3% in 2016 when compared to 2015.

Minister Zeybekci noted that the top export sectors in 2016 were automotive, ready wear, chemicals and jewelry. Zeybekci underlined that last year Turkey exported to 250 countries and customs territories, referring Iran as the leading country which recorded the most serious increase among the 126 countries in exports, with an increase of 36% (1.3 billion USD).

Source: Ministry of Economy

## TURQUALITY® Supports The Success of Turkish Brands In The International Arena



TURQUALITY® is an ambitious project associated with bringing “Turkey” and “Quality” concepts together. TURQUALITY® is basically an accreditation system, which is designed not only for elevating the beneficiary companies to the level of international benchmarks, but also creating awareness on the internationally accepted values like quality and novelty that are actually carried by these brands. To support companies in their brand-building efforts, TURQUALITY® helps them to develop essential capabilities, competences, skills and resources necessary to fulfil such a complex commitment through both group and individual activities. The objectives of the Project are as follows:

- ✚ Support companies in their brand-building efforts via helping them to develop essential capabilities, competences, skills and resources
- ✚ Undertake PR activities abroad for creating and enhancing awareness on Turkish brands
- ✚ Create awareness on the internationally accepted values like quality and novelty
- ✚ Ease access to the market intelligence in order to help companies brand-positioning
- ✚ Act as an incubator and catalyzer for selected Turkish brands.

*For more information, please visit the Ministry of Economy website.*

## Turkey and Sudan Initiated Negotiations for a Trade Agreement

Turkey and Sudan initiated negotiations towards concluding a “Trade and Economic Partnership Agreement”. In this respect, 1st round of negotiations took place in Ankara on December 27 and 28, 2016. Turkey has an export level of 424,5 million US Dollars in 2015 to Sudan, while the import level from Sudan is 24,6 million US Dollars. Trade volume between the two countries amounts to 450 million US Dollars. The agreement is expected to be completed in a near future, and is expected to contribute to the further development of bilateral commercial and economic relations.

*Source: Ministry of Economy*

## Doing Business 2017: Equal Opportunity for All



Doing Business 2017: Equal Opportunity for All, a World Bank Group flagship publication, is the 14th in a series of annual reports measuring the regulations that enhance business activity and those that constrain it. Doing Business presents quantitative indicators on business regulations and the protection of property rights that can be compared across 190 economies and over time.

Doing Business measures regulations affecting 11 areas of the life of a business. Ten of these areas are included in this year's ranking on the ease of doing business: starting a business, dealing with construction permits, getting electricity, registering property, getting credit, protecting minority investors, paying taxes, trading across borders, enforcing contracts and resolving insolvency. Doing Business also measures labor market regulation, which is not included in this year's ranking.

In the "Ease of Doing Business" section of the report, Turkey is listed among countries which makes reforms to ease doing a business by reforming its systems of starting a business and paying taxes.

Source: <http://www.doingbusiness.org/reports/global-reports/doing-business-2017>

## Trade Restrictive Measures 'Worryingly High,' Says WTO



The World Trade Organization's latest trade monitoring report shows WTO members introduced 182 new trade-restrictive measures including trade tariffs and taxes in the 12-month period to mid-October 2016, the WTO announced on December 9.

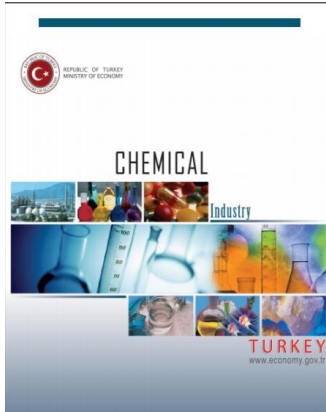
At an average of 15 new trade restrictive measures per month, this represents a decline on the 20-per-month average seen in 2015. However, the WTO said that the number of new trade-restrictive measures being introduced remains "worryingly high given continuing global economic uncertainty and the WTO's downward revision of its trade forecasts."

"Trade restrictive measures can have a chilling effect on trade flows, with knock-on effects for economic growth and job creation," WTO Director General Roberto Azevedo said. "In the context of a challenging economic scenario, it is more important than ever that WTO members adopt policies which will support trade and ensure that its benefits reach as many people as possible."

Source: <http://antidumping.vn/trade-restrictive-measures-worryingly-high-says-wto-n15964.html>

## SECTORS

### Sectoral Reports: Chemical Industry In Turkey



Turkey has been manufacturing chemicals for very long time, being a producer of many basic and intermediate chemicals and petrochemicals. Turkish chemical production includes petrochemicals, inorganic and organic chemicals, fertilizers, paints, pharmaceuticals, soaps and detergents, synthetic fibers, essential oils, cosmetics and personal care products. The majority of chemicals production is done by the private sector. In chemical industry, 30 % of the production has been directly used by the consumers whereas 70 % of production has been benefited in other sectors as intermediate goods and raw materials. Turkish Chemical industry has been seen as a sector dependent on imports as regards to raw materials and technology. However, Turkey is among one of the leading countries in the world

that has boron, chrome, soda ash and trona reserves. In 2015 the chemical industry was one of the most important sectors among total industrial exports. The value of chemical exports was about US \$ 16.5 billion in 2015, or about 11,6 % of total Turkish exports.

For the full report, please visit the [Ministry of Economy](http://www.economy.gov.tr) website.

### Hazelnut Production in Turkey



According to a research at Oregon University, Turkish hazelnut was chosen as the most delicious hazelnut all over the world.

As Turkey's one of the most important agricultural export products, hazelnut was discussed in the "Hazelnut with Health" event that was organized by Turkish Food & Beverage Industry Association (TÜGİS) and Hazelnut Promotion Group (FTG). Speaking at the event, the director of Turkish Food & Beverage Industry Association, Mr. Necati Buzbaş, emphasized the importance of hazelnut production for Turkey, " Turkey holds 70 – 75 percent of world's hazelnut market. Hazelnut is the second most produced hard-shelled products in the world after almond. In Turkey, hazelnut can grow in 43 provinces but due to the cabinet

decree, it limited with 16 provinces. In 16 provinces, the hazelnut agriculture is being cultivated with 700 thousand hectare and over 600 tons of hazelnut is being harvested. Turkey is controlling 80 percent of the hazelnut trade. Within 500 thousand tons of hazelnut export, Turkey is earning 3 billion dollars and it equals 20 percent of the automotive industry's export revenue. We sell 80 percent of the produced hazelnuts abroad. 75 percent of hazelnut exports are being made to the European market."

Extracted from the "Turkish Hazelnut Must Be A Trademark" article published in the [Turkish Perspective](#) magazine December 2016 issue.

## EVENTS

### National Participations at Exhibitions - February 2017

Turkish companies from various sectors will participate in exhibitions from all around the world in February 2017 as listed below:

EXHIBITION	DATE	PLACE	SECTORS
Pure London (February)	12-14.02.2017	London - UK	Textile & Ready wear
The Micam	12-15.02.2017	Milano - Italy	Shoes
48. Textillegprom	14-17.02.2017	Moscow- Russia	Textile & Ready wear Home textile
Africa Build Lagos	14-16.02.2017	Lagos - Nigeria	Construction Materials
Middle East Electricity	14-16.02.2017	Dubai - UAE	Electrical Supplies
Biofach 2017-World Organic Trade Fair	15-18.02.2017	Nuremberg - Germany	Organic Food
15. Int'l Exhibition Of Accessories & Furniture's Machineries, Equipment & Related Industries	15-18.02.2017	Tehran - Iran	Furniture
CPM-Collection Premiere Moscow	20-23.02.2017	Moscow - Russia	Textile & Ready wear
Magic	20-23.02.2017	Las Vegas - USA	Textile & Ready wear
Lineapelle	21-23.02.2017	Milano - Italy	Leather
Turkmenistan 8 <sup>th</sup> Turkish Export Products Fair	21-23.02.2017	Ashgabat - Turkmenistan	General Trade
Sencon	22-25.02.2017	Dakar - Senegal	Construction Materials
Egy Stitch And Tex 2017	23-26.02.2017	Cairo - Egypt	Textile & Accessories
Acorex 2017	23-25.02.2017	New Delhi - India	HVAC
Your Home Odessa	23-25.02.2017	Odesa - Ukraine	Building Materials
Gulfood	26.02-02.03.2017	Dubai - UAE	Food
Equipauto Algeria 2017	27.02-02.03.2017	Algeria - Algeria	Automotive & Spare Parts
Saudi Print, Pack, Plast&Petrochem	27.02-02.03.2017	Jeddah – Saudi Arabia	Plastics & Chemicals
Climateworld 2017	28.02-03.03.2017	Moscow - Russia	HVAC
Iran Hardware And Tools 2017	28.02-03.03.2017	Tehran - Iran	Hardware

## Take The Chance To Reach New Trade Partners

The global economy is still struggling to gain momentum and risks to the global outlook are still downside. Under these circumstances, one of the most important driver for the world economy is "global trade" and a large number of economic instruments are being used to promote trade by developed and emerging economies. Undoubtedly, one of the mentioned economic instruments is the "international fairs" which gets more important day by day.

Within this scope, as in the whole world, various policies and support mechanisms are being developed in Turkey in order to get more efficient outputs in the field of international fairs. For instance, buyers mission programs which are integrated with international fairs are supported by the Ministry of Economy. The support covers the accommodation expenses of foreign visitors who are the part of buyers mission program. With the help of buyers mission program, foreign visitors have the chance to find reliable trade partners by participating in B2B meetings.

Within the framework of this support, in February and March 2017, buyers mission programs will be organized in various sectors under the coordination of the Ministry of Economy. Buyers mission programs will be organized in a wide range of sectors from food and agriculture to machinery and textiles. Choose the most suitable program for you from the table below, contact our [commercial representative](#) in your country and take the chance to reach new trade partners.

EXHIBITON / EVENT	CITY	DATE	SECTORS	PROGRAM
ANFAS FOOD PRODUCT-International Trade Exhibition for Food and Beverage	Antalya	15-18 February 2017	Food Processing, Food and Beverages	13 Feb: Arrival, 14 Feb: Briefing-B2Bs, 15 Feb: Visit to Fair, 16 Feb: Departure
Mersin Agrodays-International Agriculture and Horticulture Fair	Mersin	22-25 February 2017	Food and Agriculture	20 Feb: Arrival, 21 Feb: Briefing-B2Bs, 22 Feb: Visit to Fair - 23 Feb: Departure
İstanbul Stationery Office 2017 School, Stationery, Paper	İstanbul	22-26 February 2017	Office Equipment, Stationery	21 Feb: Arrival, 22 Feb: Briefing-B2B's, 23 Feb: Visit to Fair, 24 Feb: Departure
Motobike İstanbul-International Trade Fair for Motorcycles, Motorcycle Accessories and Bicycles	İstanbul	23-26 February 2017	Bicycles and Motorcycles	22 Feb: Arrival, 23 Feb: Briefing-B2Bs-Visit to Fair, 24 Feb: Visit to Fair, 25 Feb: Departure
R+T Turkey-Leading Turkish trade fair for roller shutters, doors / gates and sun protection systems	İstanbul	1-4 March 2017	Building and Construction	27 Feb: Arrival, 28 Feb: Briefing-B2Bs, 01 Mar: Visit to Fair, 02 Mar: Departure
Modeko-Furniture and Interior Decoration Exhibition	İzmir	1-5 March 2017	Furniture and Interior Decoration	28 Feb: Arrival, 1 Mar Briefing-B2Bs 2 Mar: Visit to Fair, 3 Mar: Departure
EURASIA RAIL-Eurasia Rolling Stock, Infrastructure and Logistics Exhibition	İstanbul	2-4 March 2017	Traffic, Transportation, Storage, Logistics	28 Feb: Arrival, 1 March: Briefing-B2Bs, 2 March: Visit to Fair, 3 March: Departure
CPI İstanbul-International Exhibition on Pharmaceutical Ingredients and Intermediates	İstanbul	8-10 March 2017	Pharmaceuticals	6 Mar: Arrival, 7 Mar: Briefing-B2B's, 8 Mar: Visit to Fair, 9 Mar: Departure

EXHIBITON / EVENT	CITY	DATE	SECTORS	PROGRAM
Eurasia Window Fair 2017	İstanbul	8-11 March 2017	Building and Construction	6 Mar: Arrival, 7 Mar: Briefing-B2Bs, 8 Mar: Visit to Fair, 9 March: Departure
WIN EURASIA OTOMASYON 2017 – WIN EURASIA ELECTROTECH 2017 – WIN EURASIA HYDRAULIC & PNEUMATIC 2017 – CeMAT EURASIA 2017	İstanbul	16-19 March 2017	Electrical Engineering, Material Handling, Automation and Manufacturing Technology	15 Mar: Arrival, 16 Mar Briefing-B2Bs, 17 Mar Visit to Fair, 18 Mar Departure
ISTANBUL JEWELRY SHOW-Istanbul International Jewellery, Watch and Equipment Fair	İstanbul	16-19 March 2017	Jewelry, Goldware, Silverware and Watches	15 Mar: Arrival, 16 Mar: Visit to Fair, 17 Mar: Visit to Fair - 18 Mar: Departure
Exposhipping Expomaritt Istanbul-Shipbuilding & Supply Industry Exhibition	İstanbul	21-24 March 2017	Shipping, Shipbuilding, Port Equipment	20 Mar: Arrival, 21 Mar: Briefing-B2B's, 22 Mar: Visit to Fair, 23 Mar: Departure
Première Vision Istanbul-International Fabric Show	İstanbul	22-24 March 2017	Textiles, Fabrics, Home Textiles, Yarns, Fibres	21 Mar: Arrival, 22 Mar: Briefing-B2B's, 23 Mar: Visit to Fair, 24 Mar: Departure
MARBLE-International Marble, Natural Stone and Technologies Fair	İzmir	22-25 March 2017	Marble and Natural Stones	21 Mar: Arrival, 22 Mar: Briefing-B2Bs, 23 Mar Visit to Fair, 24 Mar Departure
Antalya City Expo-Antalya International City Planning and Technologies Fair	Antalya	23-26 March 2017	Public Services, Municipal Equipment, Town Planning	21 March: Arrival, 22 March: Briefing-B2Bs, 23 March: Visit to Fair, 24 March: Departure

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