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REPUBLIC OF TÜRKİYE  
MINISTRY OF TRADE

# FOCUS BUSINESS TÜRKİYE

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## NEWS

### Türkiye Ranks 4<sup>th</sup> in Europe for Foreign Direct Investment Attractiveness

Türkiye has surged to the 4<sup>th</sup> position in Europe as the most attractive Foreign Direct Investment (FDI) destination in 2023, according to the latest issue of the EY Europe Attractiveness Survey. This remarkable achievement comes as a testament to Türkiye's strategic positioning and robust investment environment, solidifying its status as a prime destination for investors.



From ranking 7<sup>th</sup> in 2020 to securing the 5<sup>th</sup> spot in 2022, Türkiye's impressive climb to the 4<sup>th</sup> position among the top 10 countries, with 375 FDI projects in 2023, marks a significant milestone. This achievement is further accentuated by a remarkable 17 percent increase compared to the previous year, positioning Türkiye at the forefront of growth among its peers.

Investment Office President A. Burak Dağlıoğlu, highlighted the significance of this milestone, emphasizing Türkiye's pivotal role as an attractive investment hub. Dağlıoğlu emphasized Türkiye's consistent rise in attracting international investment projects, particularly in the aftermath of the Covid-19 pandemic. Despite challenges such as economic slowdown, high inflation, and geopolitical risks, Türkiye has maintained its upward trajectory, demonstrating resilience and adaptability in the face of adversity.

"Despite slowing investment trends across Europe, Türkiye has become an attractive center for international investors by strengthening its infrastructure and diversifying its economy. We consider our advancement to the 4<sup>th</sup> place, surpassing Spain and following France, the United Kingdom, and Germany, extremely positive for the upcoming period as well," Dağlıoğlu remarked.

Dağlıoğlu reiterated Türkiye's dedication to providing top-notch investment experiences to international investors, leveraging its strategic location and robust infrastructure. Moreover, Türkiye's leadership position in manufacturing investments across Central and Eastern Europe (CEE), the Middle East, and North Africa (MENA) regions further solidifies its status as a global investment hotspot. With Türkiye consistently attracting a significant share of manufacturing investments, it stands as a frontrunner in expansion-type investments, reaffirming its appeal to investors worldwide.

*For the source of information, please click [here](#).*



## Global Economic Fracturing and Shifting Investment Patterns

Over the past two decades, transformative shifts driven by technological advances, policy developments, and sustainability demands have reshaped globalisation. FDI patterns have adapted in three key aspects. First, the growth of FDI (and that of Global Value Chains or GVCs) has lost pace with GDP and trade – their growth paths have disconnected. Second, there is a widening gap in investment trends between manufacturing and services sectors. Third, investment patterns in China have delinked from the rest of the world.

In recent years, geopolitical differences and global crises have led to a transition from divergence to fracturing. This disruption of historical investment patterns is marked by high levels of uncertainty and limited possibilities for countries to strategically benefit from diversification. Geopolitical factors are increasingly driving the location decisions of investors, at times overriding economic considerations.

The sustainability imperative and the drive to stimulate investment in the Sustainable Development Goals (SDGs) have opened new opportunities for investment-driven industrial development, particularly in environmental technologies. However, these new opportunities can only compensate in part for the lack of FDI growth in other industrial sectors. Many smaller developing countries, and especially the least developed countries (LDCs), are experiencing growing marginalisation and vulnerability. The sectoral shifts and geographic rebalancing that are affecting global FDI patterns offer potential benefits mostly to larger developing economies equipped to compete for investment in the burgeoning services sector. Other developing countries face declining manufacturing investment and a shrinking pool of efficiency-seeking, lower value-added projects to leverage for GVC participation. Heightened uncertainty and fracturing are eroding the predictable and open global investment environment upon which they rely to effectively support their development objectives. This necessitates a re-evaluation of traditional strategies to harness FDI for inclusive and sustainable development.

For the full report, please visit [UNCTAD website](#).

## SECTORS

### Türkiye Leads Southern Europe as Top Developing Tourism Destination

Türkiye has emerged as the best developing country in southern Europe for travel and tourism, according to the Travel and Tourism Development Index (TTDI) 2024 report. The latest index, published by the World Economic Forum (WEF) in collaboration with the University of Surrey, ranks Türkiye 29<sup>th</sup> out of 119 countries, up eight places. With a score of 4.39 percent, it surpassed the global average by 10.6 percent and the European average by 3 percent, positioning itself as one of the best performing countries in both the world and Europe. With this rise, Türkiye became the leading country in the southern Europe category, which also includes Croatia, Italy, Malta and Spain.





Türkiye also made a notable 14 percent improvement in the travel and tourism prioritisation indicator, jumping 18 places to become the world's second-highest in this metric. The country also showed substantial progress in air transport infrastructure, rising 10 places to rank 8<sup>th</sup> globally. Türkiye maintained its 13<sup>th</sup> place in the report's cultural assets indicator and moved up seven spots in non-leisure resources, reaching 16<sup>th</sup> place. In the natural resources criterion, Türkiye surged 24 places to rank 32<sup>nd</sup>.

The WEF updated the index in 2022, changing its name from the Travel and Tourism Competitiveness Index (TTCI) to the Travel and Tourism Development Index (TTDI), with a stronger emphasis on sustainability. Price competitiveness, tourist services and infrastructure, safety and security, human resources and labour market, demand sustainability and business environment are reported as indicators where Türkiye has room for improvement.

*For the source of information, please click [here](#).*

### **Double Investments in Power Distribution or Lose Europe's Race to Net-Zero**

Europe's distribution grids need to be urgently modernised to enable massive electrification of transport, heating and industry, integrate renewables and withstand more frequent extreme weather and cyber threats. Eurelectric's Grids for Speed study shows that distribution grid investments should increase from an average €33 billion to €67 billion per year from 2025 to 2050, roughly 20% of what the EU spent on fossil fuel imports in 2023. Getting the grid up to speed will create more than 2 million jobs, bring greater energy savings and deliver more reliable power supply while accelerating the decarbonisation of Europe's economy.



Societal shifts are changing Europe’s energy system at a disruptive speed. By 2050, electricity will make up 60% of final energy use compared to 23% today, renewable capacity will have increased six-fold from 2020 with 70% of renewable generation and storage connecting at distribution level. Connection requests are increasing faster than grid modernisation and will continue to grow as electrification of end-use sectors progresses. These developments put a strain on the grid.

To relieve the strain and enable the energy transition, annual investments into new and modernised infrastructure, as well as digitalisation should reach €67 billion from 2025 to 2050, around 0.4% of EU GDP. Emerging forward-looking grid strategies such as anticipatory investments, optimal asset management and grid-friendly flexibility could lower this figure to €55 billion per year if properly implemented. Failure to achieve such investments would jeopardise 74% of prospective connections in key decarbonisation technologies such as electric vehicles (EVs), heat pumps and renewables.

For the full article, please visit [Eurelectric website](#).

## EVENTS

### Türkiye’s National Participations in Exhibitions

Turkish companies from various sectors will participate in the exhibitions listed below:

EXHIBITION	DATE	SECTOR	PLACE
SIPSA-FILAHA AND AGRO FOOD	May 20-23, 2024	Agriculture, Poultry	Alger, Algeria
MEAT AND POULTRY INDUSTRY RUSSIA & VIV	May 20-22, 2024	Food and Food Technologies	Moscow, Russian Fed.
THE SAUDIFOOD SHOW	May 21-23, 2024	Food and Food Technologies	Riyadh, Saudi Arabia
ERBIL BUILD EXPO	May 21-24, 2024	Climatization	Erbil, Iraq
CONSTRUMAT	May 21-23, 2024	Building and Construction Products	Barcelona, Spain
FI AFRICA	May 26-28, 2024	Food and Food Technologies	Cairo, Egypt
PROJECT QATAR	May 27-30, 2024	Building and Construction Products	Doha, Qatar
MEBELEXPO UZBEKISTAN	May 28-30, 2024	Furniture and Technologies	Tashkent, Uzbekistan
UZTEXTILE EXPO SPRING	May 28-30, 2024	Textile, Fashion	Tashkent, Uzbekistan
THAIFEX ANUGA ASIA	May 28-Jun 1, 2024	Food and Food Technologies	Bangkok, Thailand
SIAL CHINA	May 28-30, 2024	Food and Food Technologies	Shanghai, China
COMVEX EXPO	May 28-31, 2024	Automotive	Moscow, Russian Fed.
PLMA.S WORLD OF PRIVATE LABEL	May 28-29, 2024	Private Labeled Products	Amsterdam, Netherlands
CTT EXPO	May 28-31, 2024	Building and Construction Products	Moscow, Russian Fed.



ARBS - AIR CONDITIONING REFRIGERATION & BUILDING SERVICES EXHIBITION	May 28-30, 2024	Climatization	Sydney, Australia
THE BIG5 CONSTRUCT ETHIOPIA	May 30-Jun 1, 2024	Building and Construction Products	Addis Ababa, Ethiopia
JCK LAS VEGAS	May 31-Jun 3, 2024	Jewelry Industry	Las Vegas, USA
POSIDONIA	Jun 3-7, 2024	Shipping	Athens, Greece
THE HOTEL SHOW DUBAI	Jun 4-6, 2024	Hospitality	Dubai, UAE
EXPO PACK MEXICO	Jun 4-7, 2024	Packaging	Mexico City, Mexico
INDEX DUBAI	Jun 4-6, 2024	Decoration, Furniture, Home Textile, Lighting	Dubai, UAE
CASTFORGE	Jun 4-6, 2024	Casting and Forging Technologies	Stuttgart, Germany
KIDSPACE SHOW	Jun 4-6, 2024	Furniture, Furnishing, Technology and Apparel for Kids and Babies	Dubai, UAE
ELEKTRO	Jun 4-7, 2024	Mechanical and Electrical Machines and Appliances	Moscow, Russian Fed.
INTERZUM FORUM ITALY	Jun 6-7, 2024	Forestry Products	Bergamo, Italy
JAKARTA SURFACE SHOW	Jun 6-8, 2024	Natural Stone and Floor Coverings	Jakarta, Indonesia
AFRICA HEALTH EXCON	Jun 7-9, 2024	Medical and Healthcare Devices	Cairo, Egypt
IRAN AGROFOOD	Jun 8-11, 2024	Food and Food Technologies	Tehran, Iran
SIEE POLLUTEC	Jun 10-13, 2024	Water and Environment	Alger, Algeria
TEXSTYLE EXPO	Jun 10-12, 2024	Textile, Fashion	Alger, Algeria
FOOD & BEVERAGE WEST AFRICA	Jun 11-13, 2024	Food and Food Technologies	Lagos, Nigeria
SEOUL FOOD AND HOTEL	Jun 11-14, 2024	Food and Hotelier Technologies	Seoul, South Korea
EXPO RIVA SCHUH & GARDA BAGS	Jun 15-18, 2024	Footwear	Riva del Garda, Italy
ROSMOULD, ROSPLAST	Jun 18-20, 2024	Building and Construction Products	Moscow, Russian Fed.
ALIMENTEC	Jun 18-21, 2024	Food and Food Technologies	Bogota, Colombia
PRSE - PLASTICS RECYCLING SHOW EUROPE	Jun 19-20, 2024	Plastic Recycling	Amsterdam, Netherlands

**Send Us Your Inquiry**

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

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