

The Turkish Perspective

FEBRUARY 2017 ISSUE 43

ECONOMY | BUSINESS | FOREIGN TRADE | ANALYSIS

TURKEY'S TOP



SERVICE EXPORTERS

Explore the achievements of Turkey's service sector explained by the skilled workforce, cost effective service compared to international standards.





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The textile industry demonstrated to the whole world that it is "up and running" through fashionist.

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TURKEY'S TOP 500 SERVICE EXPORTERS

TURKEY'S UNIQUE GEOGRAPHICAL POSITION BETWEEN EUROPE AND ASIA, ALLOWS THE COUNTRY TO CREATE A LINK BETWEEN THREE CONTINENTS WITH **OVER 1.5 BILLION** AND **A GDP OF 25 TRILLION**. THE ACHIEVEMENTS OF **SERVICE SECTOR** IN TURKEY CAN BE EXPLAINED BY THE SKILLED WORKFORCE, COST EFFECTIVE SERVICE COMPARED TO INTERNATIONAL STANDARDS, EXPERTISE IN DIVERSE MARKETS.



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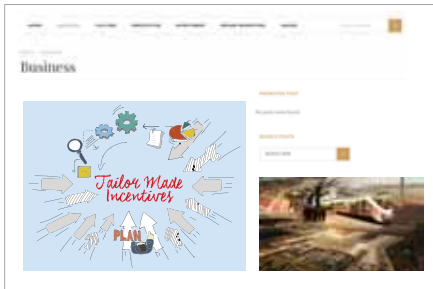
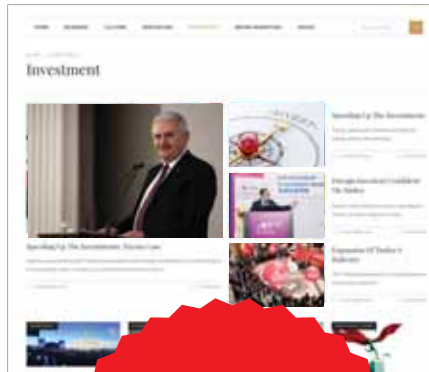
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THE TURKISH PERSPECTIVE DIGITAL

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.



More than a magazine, the Turkish Perspective will now be more interactive and responsive, as expected from Turkey's main voice for international audience.

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Editorial



MEHMET BÜYÜKEŞİ
PRESIDENT (TIM)

GLOBAL DEVELOPMENTS AND TURKEY'S IMAGE

We, as Turkish Exporters' Assembly, started a brand new campaign to improve Turkey's image.

THE WORLD BANK released 2017's first "Global Economic Prospects" update, further downgrading their estimate of global growth rate for 2016 to 2.3%, as well as lowering their expectations for 2017 from 2.8% to 2.7%. Weak performance of advanced economies, combined with declining investments and sluggish global trade were the main reasons for these downward revisions.

Also, the ongoing uncertainties are threatening global trade and growth. New US President, Donald Trump's decision to step out of Trans-Pacific Partnership deal and his remarks regarding NAFTA and how the deal is harming USA, caused anxiety about increasing protectionism in global trade. In addition to this, Brexit is another important matter which is still unclear.

When we look at Turkey, we also had our share from the World Bank's revisions; Turkey's expected growth rate for 2017 was lowered from 3.5% to 3%. Core factors were listed as political risks and high volatility in financial markets.

2016 was tough; low commodity prices, declining global trade, and the ongoing conflict in Middle East affected our exports negatively. In addition to these, the relations with Russia, Iran, EU and the USA, terrorist attacks, July 15th coup attempt and the state of emergency that followed, all had serious implications on Turkish economy.

As we enter 2017, once again we are

faced with a highly intense agenda. Naturally, both geopolitical and external influences are affecting Turkey's image and risk perception, causing changes in credit rating agencies' evaluations. However, despite all these, 2017 looks brighter for exports. Oil prices started to rise, thanks to OPEC's decision to limit the supply. With this decision, oil exporting country economies' –most of which are our trading partners– will start to bounce back. Our export expectations regarding 2017 are not without basis: improving relations with Russia and the steps taken by our government to encourage exporters will help us realize our goals.

In order to help Turkish economy reach these goals and beyond; we, as Turkish Exporters' Assembly, started a brand new campaign to improve Turkey's image. With this campaign, we are aiming to neutralize the effects of prejudiced news in foreign press about Turkey and Turkish economy. Foreign CEO's working in Turkey, or global Turkish CEO's of multinational companies will step forward and talk about their experiences in Turkey, tell their own stories, and call out to the world: "Come to Turkey, Discover your own story!"

I would like to thank everyone who took part in this campaign for continuing to believe in Turkish economy and helping us promote Turkey in the global arena. We believe, with the lessons learned in 2016, 2017 will be a year of opportunity for Turkish economy.



Turkey

Discover
the potential



More than 46,500 foreign companies have already invested in Turkey.
How about you?



INVEST IN TURKEY

- One of the fastest-growing economies in the world and fastest-growing economy in Europe with an average annual real GDP growth rate of 4.7% over the past twelve years (2003-2015)
- Expected to be one of the fastest growing economies of the OECD members with an annual average growth rate of 4.7% (2014-2025)
- A population of 79 million, with half under the age of 31
- Access to Europe, Caucasus, Central Asia, the Middle East and North Africa
- 17th largest economy in 2015, over \$1.6 trillion GDP at PPP (IMF 2016)
- Highly competitive investment incentives as well as exclusive R&D support
- Around 800,000 university and higher education graduates per year

REPUBLIC OF TURKEY PRIME MINISTRY
INVESTMENT SUPPORT AND
PROMOTION AGENCY



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IN TURKEY

invest.gov.tr

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Editor: Serpil Kasap

First

ENERGY, BANKING, AUTOMOTIVE, INVESTMENT, EMPLOYMENT, EXPORT, DEFENCE...



Turkey's total wind energy capacity reached 5,146 megawatt up until July 2016

ENERGY

Renewable Energy:

TURKEY INVESTS IN WIND ENERGY

Turkey's installed wind power capacity increased about 37 times to 5,500 megawatt thanks to 10 billion dollar worth of investments made in the past 10 years.

ACCORDING TO Turkish Wind Energy Association (TÜREB), wind power constitutes around 6-6.5 percent of the energy produced in Turkey, and the western province of Balıkesir leads the way making up 19 percent of the total installed wind

power capacity. 127 companies are actively operating in wind energy and 54 future projects are in progress. Of their operating wind power plants, 37.49 percent are located in Turkey's Aegean Region, while 37.33 percent can be found in the Marmara Region.

Balıkesir, the leading wind energy producer in Turkey, has a total installed wind power capacity of 969 megawatt and is followed by the districts of Izmir and Manisa with 963 and 574 megawatts respectively. Turkey's total installed wind energy capacity

reached 5,146 megawatt up until July 2016, TÜREB Chairman Mustafa Serdar Ataseven announced. He also estimated a total of 5,500 megawatts had been produced by the end of 2016, saying that data for the second half of the year is still to be evaluated.



BANKING

BANK OF CHINA TO ESTABLISH DEPOSIT BANK IN TURKEY

The Bank of China (BOC) has received permission to operate a deposit bank in Turkey through the investment of \$300 million.

In a statement, the country's Banking Regulation and Supervision Agency (BDDK) said BOC had brought the "required capital" and would apply to start operating shortly. BOC will become the second Chinese lender to operate in Turkey after the Industrial and Commercial Bank of China (ICBC), which purchased a majority stake in Tekstilbank last year. Meanwhile, the BDDK recently said three foreign banks had voiced a strong interest in Turkey and were likely to enter the Turkish market in 2017.

AUTOMOTIVE

TOFAŞ NAMED TURKEY'S LARGEST R&D INVESTOR

Tofaş, has been named Turkey's largest R&D investor by a European research unit.



T OFAŞ HAS BEEN RANKED 547TH with 182.5 million euros of R&D investment after it climbed up 27 places compared to a previous list. With our Fiat Egea project, we have offered competitiveness advantage globally," he said. Tofaş has started producing a new Fiat Sedan model, dubbed Fiat Egea, in the northwestern province of Bursa in September 2015. Ford Otomotiv, another joint venture between Koç and Ford, ranked 964th on the global list with an 87-million-euro investment, followed by Koç at 1,158th with 68.7 million euros and Aselsan at 1,228th with 63.2 million euros.

Koç's home appliances company Arçelik ranked 1,320th on the list with a 56.7-million-euro investment and Türk Telekom ranked 2,444th with 22.2 million euros of investment.

INVESTMENT

Turkey's second airport on sea to be completed by April

Turkey's second airport to be built on the Black Sea will be completed by April.

The minister said financial offers for the Rize-Artvin Airport off the coast of Rize and Artvin had been taken and that the project's winning firm for the tender would be announced within 15 days, alongside a groundbreaking process slated for completion by April. "We will complete



the airport, which will be able to serve 3 million passengers, by 2022. Four out of five (initially interested) firms have placed their bids." Once completed, the Rize-Artvin Airport will be the country's and Europe's second airport built on an artificial island after the Ordu-Giresun Airport.

ENERGY

TURKISH-RUSSIAN THAW TO GALVANIZE BLACK SEA REGION

Ankara and the Kremlin have been showing signs of strong collaboration.

Ankara asserted that it will do its best to strengthen the Black Sea Economic Cooperation (BSEC) organization during its term of presidency in the next six months.

Turkey and Russia stand out among the member states. Having improved relations following a downed Russian jet crisis in November 2015, Ankara and the Kremlin have been showing signs of strong collaboration both in diplomacy and the area of the economy.

While economic trade relations remain strong between Turkey and Russia, sanctions on over 80 companies have been recently lifted.



EXPORT

Turkey Increased Tea Export in 2016

Turkey earned revenues of over \$28.73 million after exporting tea to 86 countries in 2016, according to Eastern Black Sea Exporters Association data.



EMPLOYMENT

TURKEY PROVIDES EMPLOYMENT FOR 73,584 FOREIGNERS

Turkey provided employment to people from different countries across the world.

In 2016, 73,584 out of 86,467 foreigners who applied for a work permit in Turkey attained permission to work from the Labor and Social Security Ministry. Considering the nationalities of those who were granted permits, foreigners of Syrian origin rank first, with 13,298 successful applications.

Furthermore, among the successful ones, there were 1,134 United States nationals, 1,191 British, 1,165 German, 888 Italian, and 725 French.

With the approval of Labor and Social Security Ministry, 17,467 people were given permission to work in 45,834 in 2013, 52,304 in 2014, and 64,833 in 2015.



TURKISH TEA EXPORTERS' revenue soared by 20.4 percent last year compared to the previous year, read the data. The volume of tea exports from the country increased by 11.4 percent to stand at around 6.67 million tons in 2016 compared to the previous year, the association said. Turkey exported around 6 million tons of tea and earned around \$23.9 billion in return in 2015, according to the data.

Belgium topped the list of Turkey's tea exporting countries with more than 2.1 tons, worth \$10.56 million, read the data. "Turkey mainly exports to European Union member countries due to the vast majority of the Turkish population. Especially Turkish population in Belgium and Germany prefers Turkish tea," Ahmet Hamdi Gürdoğan, the chairman of the association, said.

Gürdoğan pointed out the impact of tea advertising activities helped the country to increase its tea exports. "One of the most important reason of tea export's upward trend every passing year is ÇAYKUR's, a leading tea producer company in Turkey, focus on advertisement activities. Also Turkish tea has an idiosyncratic taste increased the preferability of it," Gürdoğan added.

EXPORT

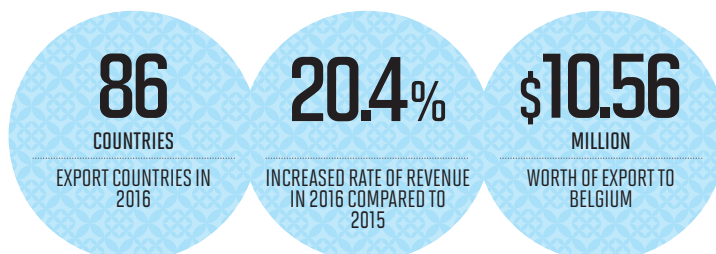
TURKEY'S TOBACCO EXPORTS EXCEED \$1 BILLION, IRAN AND US MAIN IMPORTERS

Tobacco exports, one of the main exports of turkey, exceeded \$1 billion in 2016

With an increase of 10 percent compared to the previous year, Turkey's tobacco exports amounted to \$1.01 billion in 2016, including \$652 million worth of tobacco-based products exported and \$358 million worth of tobacco leaves exported.

The Tobacco sector, with a 10-percent export increase, headed the list of sectors boosting export in Turkey in 2016 ahead of the automotive sector, among the 26 sectors represented under the roof organization of the Turkish Exporters Assembly (TİM).

The US was the main export destination for tobacco leaves produced in Turkey in 2016, followed by Belgium and Russia.



ENERGY

SAUDI ARABIA EYES MEGA SOLAR ENERGY PROJECT IN TURKEY'S KARAPINAR

Turkey has dedicated itself to investment projects that will increase the use of solar energy.

In recent years, Turkey has dedicated itself to investment projects that will increase the use of solar energy among its populace, as solar energy continues to be one of the fastest-growing energy lines. The capacity of solar energy in 2016 rose from 819.6 megawatts, increasing by 230 percent compared to last year. Karapınar, one of Turkey's most important solar energy projects with an energy capacity of 1,000 megawatts, will further enhance solar energy capacity in Turkey.

Paddy Padmanathan, the chairman and CEO of Saudi-based ACWA Power, recalled that Turkey will present a bid for 1,000-megawatt capacity in solar energy, saying: "Our goal is to generate a capacity from various resources in Turkey. We work very carefully on the 1,000-megawatt project (Karapınar, Konya) in solar energy."

DEFENSE

Defense and Aviation Industry Double in Past Five Years

Turkish defense and aviation industry exports almost doubled over the past five years, reaching a staggering \$7.6 billion.



THE NEWLY RELEASED DATA showed last year Turkey's defense and aviation industry exports experienced a 1.4 percent growth, as it increased from \$1.65 billion in 2015 to \$1.68 billion. Back in 2011, the country's defense and aviation exports were worth only \$883 million.

With the rise in the industry's export performance and rate of exchange, the export numbers of the defense and aviation sector increased by 12.65 percent on the basis of Turkish lira.

In 2016, the defense and aviation industry crossed the TL 5 billion (\$1.38 billion) threshold and exports reached TL 5.68 billion, following TL 4.5 billion in 2015. December 2016 saw the monthly highest in exports with \$212 million, while the lowest was in July with \$97 million.

According to data, one-third of last year's exports worth about \$587 million were received by the United States. The US was followed by Germany with \$185 million, Malaysia with \$99 million and Azerbaijan with \$83 million.

INVESTMENT



GERMAN INVESTORS SUPPORT TURKISH ECONOMY

Turkey deserves investments despite the current political situation.

In a statement for a German state radio, Jan Nöther, board member of the Turkish-German Chamber of Commerce and Industry, has said that Turkey deserves investments despite the current political situation. Nöther stated that he has no concerns that the measures taken as part of the state of emergency will last for much longer.

He indicated that international investors had behaved in a timid manner, and some medium scale investment plans had been postponed for a while, but added that despite the current situation the sense of trust in Turkey's economy would revive.



INVESTMENT

EBRD INVESTED 9.4 BILLION EUROS IN 2016

The European Bank for Reconstruction and Development invested a total 9.4 billion euros.

The top countries of EBRD investment included Turkey, Kazakhstan, Egypt, Poland and Bulgaria, while spending in Ukraine dropped sharply. The EBRD stepped up its financing in local currencies with 93 local currency projects in 2016 compared with 80 a year earlier. It also maintained a strong level of investment in small businesses that are seen as key to ensuring underlying economic strength and providing job opportunities, according to the statement.

In Turkey, the bank said it focuses on investing in energy efficiency and renewable energy.



EXPORT



Automotive Industry Leading Exports for 11 Years

Turkey's automotive sector was the biggest exporter last year with around \$23.9 billion in exports, up from \$21.3 billion in 2015.

THE TURKISH OVERALL auto sales market, including light trucks, hit a new record with nearly 1 million in auto sales in 2016, according to the latest release by the Automotive Manufacturers Association (OSD).

The country's automotive sector was the biggest exporter last year with around \$23.9 billion in exports, up from \$21.3 billion in 2015, securing a 17 percent share in the total volume of exports, which has placed the automotive industry as the leader of Turkish exports for the 11th year in a row.

The OSD said the overall auto sales market increased by 1.6 percent to reach 983,720 last year compared to 2015, marking the highest level of all times.

The 32 percent of overall auto

sales came from domestically produced vehicles, and 68 percent of the sales were imported vehicles. The world's prominent automotive producers, such as Toyota, Renault, Fiat, Ford, have manufacturing operations in Turkey, which is among the world's top auto sale markets.

According to the OSD data, Germany was the largest receiver of the Turkish automotive industry with a \$4 billion export volume. The exports to Germany increased by 20 percent, the data shows. Germany was followed by Italy, France, Spain and Slovenia with increases of 49, 19, 21 and 18 percent, respectively. The total volume of automotive exports to EU countries reached nearly \$19 billion.

INVESTMENT

JAPANESE COMPANIES RUSHING TO TURKEY'S IZMIR TO INVEST

Many Japanese companies have invested in Izmir, which is regarded as the gateway to the European, Middle East and North African markets.

According to the İZKA report, Izmir hosted a total of 2,237 foreign companies in the first half of 2016, and this figure has been on a significant rise, especially among Japanese investors, thanks to Izmir's natural port advantage and high living standards.

"Japanese companies can comfortably use Izmir as a hub to carry their products to the Middle East and North Africa region," Pigeon Corp Chair Norimasa Kitazawa said.

Japanese food giant Nippon Ham, spare automotive parts manufacturer Denso Corp, Yanmar Corp and Ajinomoto, recently bought a food company from Yıldız Holding in Izmir. Japan's Sun Chemical also started to manufacture packaging inks in a new factory in the Aliğa district in a \$30 million investment.



Turkey

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Turkey tells its story to the whole World!

We are the **East**. We are the **West**. We are the rhythm of the harmony that is strong and rich together in this **land where civilizations meet**. We are a country known for its **innovation**, with a young spirit **growing** passionately.

Turkey shows its power and tells its story to the whole World!

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Panorama



BY ŞABAN KÜÇÜK



Tailor Made Incentives FOR PROJECT BASED INVESTMENTS

Turkey is having diverse government incentive regime for new investments, R&D spending and technology in order to promote economic and social development.

INVESTMENT INCENTIVES USED TO BE DEPENDING ON the size, type and location in which the investment is planned to be built. It is always crucial to add contribution to deficit that Turkish economy cannot overcome.

Turkey announced a new "Incentive Regime" in 2016 with the new Law (nr. 6745) Turkish Government defined the new "tailor made incentives" for project based investments after this new Code. 2016/9495 Cabinet Decree which was issued on Official Gazette on November 26th, 2016, sheds lights on

the aforementioned incentives defining the purpose, scope, planned Government aids for this investments, application procedure, sanctions, execution and implementation. This Decree enters into force on the release date which is 26.11.2016.

Now, from economic point of view, we would say that investors have more flexible incentives which are designed to be cure to specific problems in economy and business. It is time for new investors including international investors to come and enjoy those new incentives.

GENERAL PURPOSE OF THE NEW INCENTIVES

General purpose of this new regime is to set out procedures and principles for state aids in innovative, R&D-oriented and high added value investments based on the project in accordance with development plans and goals set by annual programs in order to meet critical needs of the country in the present or in the future, to ensure security of supply, to reduce dependence on foreign sources, and to implement technological transformation. Those are the main frame for the new incentives.

THE ROLE OF THE MINISTRY OF ECONOMY

The Ministry of Economy is the main body to enforce these new incentives. The Ministry is authorized to set out procedures and principles for implementation, take necessary measures by considering macroeconomic policies and emerging conditions, and to make associated arrangements, require any additional information, documents, opinion, permission and license from the relevant persons, organizations and institutions, review and finalize any particular situations other than those required in the Cabinet Decree, deliver opinion, to take actions regarding incentive certificate in case of force majeure and extraordinary circumstances, and to resolve any conflicts that may arise out of implementation, or audit whether requirements set out in the incentive certificate are met, and take necessary measures based on the audit results. The provisions of the aforementioned Decree are executed by the Ministry of Economy.

GOVERNMENT INCENTIVES/AIDS

For the investments that are eligible for state aid based on the project under this new System, one or any of the following aids deemed appropriate may be provided:

- 1_ Customs duty exemption
- 2_ VAT exclusion
- 3_ VAT refund
- 4_ Tax reduction or exclusion
- 5_ Aid for employer's national insurance contribution
- 6_ Aid for income tax withholding
- 7_ Aid for qualified personnel (Qualified personnel is the key personnel that is supplied locally or internationally, employed by the investor for a certain fee, has specific knowledge and experience in the industry and qualifications required for the investment to achieve the committed goals, and is employed during the operating period of the investment subject to decree on state aids)
- 8_ Aids for interest or grant promotion
- 9_ Capital contribution
- 10_ Aids for energy
- 11_ Public guarantee of purchase
- 12_ Investment allowance (Investment allowance is applied in accordance with the procedures and principles set out by the Ministry of Finance)
- 13_ Aids for infrastructure
- 14_ Making exception for permissions, allowances, licenses and registration required by law, and other restrictive provisions, or making facilitating arrangements in the legal and administrative processes.

HOW TO GET THE BENEFITS?

Anything that is not contained in the new Decree or Decree on State Aids shall be finalized in accordance with provisions of applicable Decree for State Aids in Investments and/or provisions of other applicable legislations.

- **For** the aids for interest, the bank is responsible for the accuracy of the interest amount to be reported to the Ministry in due dates, and must ensure that the loan is used for the investment. The interest aid is executed in accordance with the protocol in force between the General Directorate of Incentive Implementation and Foreign Capital, Ministry of Economy and the intermediary company and the supplementary protocol to be signed.
- **With** regard to aids for energy, the amount of invoice paid in cash and issued by the organization or institution that supplies the energy is considered to calculate the cost of energy except for debts of past periods, delay interest, amount of penalty and VAT.
- **For** the projects that may use grant promotion with Decree on State Aids, if the investor submits a report issued by a certified public accountant on fixed expenditures for investment under incentive certificate to the Ministry in May and November following the start date of investment in accordance with the time and limits set out in the Decree, such expenditures will be evaluated under the Decree on State Aids and the amount identified for grant promotion will be transferred into the account of investor.
- **The aid for** wage is provided by considering the number of qualified personnel defined in the Decree on State Aids and the gross wage. This grant promotion may be used from the month following the completion visa. This grant promotion is calculated based on the records of the Social Security Institution.
- **If** the capital contribution is required, the aid is implemented by the institution described in the Decree on State Aids.
- **If** the public guarantee of purchase is required, the aid is implemented by the institution or organization described in the Decree on State Aids.

- **For** the projects where aids for infrastructure are required, the aid is primarily implemented by the organization or institution responsible for setting up the infrastructure and described in the Decree on State Aids.
- **If** it is allowed to make exceptions for permits, licenses, registration, approval and similar matters with regard to the investment described in the Decree on State Aids, the relevant public organizations and institutions are responsible for taking necessary actions.
- **For** importing machinery and equipment, customs tax exemption and VAT exception are applied by the Ministry of Customs and Trade.
- **The aid for VAT** exception contained in this Decree, and aids for tax reductions, tax exception, income tax withholding and VAT refund are applied by the Ministry of Finance if such aids are contained in the Decree on State Aids.
- **If** the Decree on State Aids require aid for employer's national insurance contribution, the aid will be implemented by the Directorate of Social Security Institute.

THE CONDITIONS OF THE PROJECTS TO BE ELIGIBLE FOR NEW INCENTIVES

The fixed amount of the investment shall be minimum 100 million US dollar for the projects to be evaluated under this Decree. The fixed amount of investment is the sum of land-parcel, building-construction, machinery-equipment, and other investment items.

In accordance with the general purpose of project based investment, the Ministry of Economy evaluates the applications by considering following criteria:

- 1– **Meeting** the critical needs of the country that may occur in the present or in the future,
- 2– **Ensuring** security of supply for the products with inadequate production capacity in the country,
- 3– **Improving** technological capacity of areas with technological deficit,
- 4– **Reducing** dependence on importation in areas with foreign trade deficit
- 5– **Having** high added value,

- 6– **Enabling** production using next generation technologies, which is not produced in Turkey,
- 7– **Ability** to give competitive power to the country in different industries,
- 8– **Accelerating** technologic transformation in the interacted industries and enabling positive externality in those industries,

9– **Innovative** and R&D-based investments,

10– **Investments** for production of processed products with high added value in the industries that negatively affect the current account balance and experience shortage of raw materials,

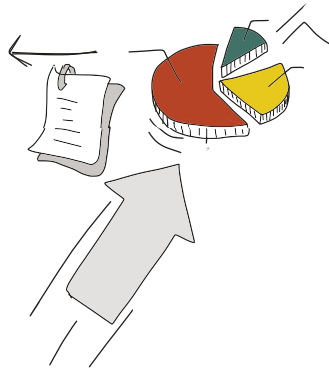
11– **Investments** for integrated production that allows making use of national potential of raw materials.

The project or projects that are deemed eligible as a result of the evaluation made according to the criteria package above are submitted by the Ministry to the Council of Ministers. The Cabinet Decision is declared by the Council of Ministers for the projects that are decided to be subsidized. The applications that are not deemed eligible for "Super Incentives" under the aforementioned Decree may be evaluated under the Decree for State Aids in Investments upon request by the investors. An investment incentive certificate is issued by the Ministry for the projects that are decided to be subsidized based on the project by the Cabinet Decision on providing state aids.

Investment incentive certificate is the certificate that includes characteristics, conditions and duration of the investment project which is resolved to be subsidized by the Cabinet Decision based on the project, and the required state aid.

CONCLUSION

World is going through a political and economic transformation process in the millennium. Countries setting the rules in economy, production, R&D and design designate the rules for rest of the world. Turkey has great potential to attract more investors including global companies to create value not only for the country but also the region and the World. This new incentive system in addition the many reforms and amendments made past year will be helping Turkey rise as a star in global economy.



Turkey has great potential to attract more investors including global companies to create value.



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Content: Turkish Bureaucracy Concentrates on Energy **P15** The Textile Industry Demonstrated Its Power **P17** The Agenda of World and Turkish Confectioners **P18**
Editor: Mustafa Yiğit

Briefing

ENERGY, FASHION, EXPORT, FAIR...

36TH ENERGY EFFICIENCY WEEK

ISTANBUL WOW
CONVENTION CENTER
11-12 JANUARY 2017



8th Energy Fair

TURKISH BUREAUCRACY CONCENTRATES ON ENERGY

The 8th Energy Efficiency Forum and Fair, which took place on the 36th Energy Efficiency Week, was held at the Istanbul WOW Convention Center on 11-12 January 2017.

BY MUSTAFA YIĞİT

Fatih Dönmez, Undersecretary of the Ministry of Energy and Natural Resources, stated that global and regional developments also exert pressure on Turkey. "However, despite all the pressures and conjunctural developments, our country will continue to develop and progress." In this

point, energy efficiency, sustainability, supply security, is becoming more important in the vicinity of competitiveness." said.

Speaking at the inauguration of Dönmez 8th Energy Efficiency Forum and Fair, he said that Turkey has to be a pioneer in the locomotive sectors in order to reach its targets and to

provide energy efficiency criteria.

Fatih Dönmez stressed that stabilization in the price range of 50-60 dollars in oil prices would reduce Turkey's current account deficit relatively, but energy diversity, supply security and energy efficiency activities should gain momentum in this period.



TRANSFERRING ENERGY EFFICIENCY TO A BEHAVIOR AND CULTURE

Dönmez said: “We are going through a period in which the fragility of the world economy continues, the rate of growth slows, the recession in the financial markets can not be sufficiently overcome, commodity prices are turbulent, global and regional developments are also suppressing Turkey, but despite all the pressure and conjunctural developments our country continues to develop and progress. At this point, energy efficiency, sustainability, security of supply, reduction of external dependence, and competitiveness are becoming more and more important.”

ENERGY SAVING PENS

Turning to the effects of technological progress on energy savings, Dönmez pointed out that the change in television technology could provide an annual energy savings of 540 million liras.

In the same way, as a result of reducing the interior temperature of the buildings by 1 degree, 150 liras are saved in a house where a natural gas bill is paid for an annual

Dönmez pointed out that the change in television technology could provide an annual energy savings of 540 million liras.

average of 500 liras. “If we take this to all the dwellings, we will be able to save about 1 billion liras annually.” He spoke.

Dönmez stated that the temperature in Turkey is 24-25 degrees Celsius but the World Health Organization explained 21 degrees as the ideal value for healthy life. “With 4 degree saving, we will be able to save a great amount of societies especially for the natural gas we import. Moreover, if we turn off our devices through the power button, we will have the opportunity to save about 500 million pounds a year. “ Used expressions.

SAVING 43.5 MILLION POUNDS A YEAR IS POSSIBLE

Abdullah Tanan, Deputy Undersecretary of the Ministry of Energy and Natural Resources, said energy efficiency and savings are an additional source of supply without cost, and the cleanest energy type.

Tanan reported that energy intensity should be reduced both at sectoral and macro level by increasing efficiency in processes from energy production to final consumption.

Noting the legislation and regulations that have been put into effect since 2007 to increase energy efficiency, Tanan has been evaluating the energy manager and study project certifications he has given in this sense.

Referring to the importance of improving the application of

energy identity documents to the buildings, Tanan said:

“Up to now, 65 productivity improvement projects have been supported successfully and 148 efficiency improvement projects have been implemented and 7 successful enterprises have been supported by the voluntary agreements. In the framework of productivity improvement project and voluntary agreements, approximately 5.4 million TL has been paid for the support. The annual savings provided by the implementation of the projects is around TL 32 million. It is expected to save around TL 43.5 million per year despite the support payment of around 15.8 lira with the completion of the projects still in implementation phase.

Tanan is a leader in energy efficiency, power generation, transmission, distribution and demand side productivity, onsite production options, transportation, freight and passenger transportation efficiency, energy efficiency in buildings, green buildings and areas, passive houses, Such as the use of vehicles and equipment, are needed.

Director General of Renewable Energy, Ministry of Energy and Natural Resources Oguz Can gave detailed information about the exhibition and gave information about applications and technologies for energy efficient and efficient use of energy sources.

Following the speeches, last year's Industrial Energy Efficiency Project Competition and the Renewable Energy General Directorate database were awarded to industrial enterprises that succeeded in reducing energy intensity from registered businesses.

.....

At this point, energy efficiency, sustainability, security of supply, reduction of external dependence, and competitiveness are becoming more and more important.



FASHION

THE TEXTILE INDUSTRY DEMONSTRATED ITS POWER

The Textile Industry Demonstrated To The Whole World That It Is “Up And Running” Through Fashionist.

BY KEMAL TUNÇSEL

Fashionist, organized by Patika Fair Inc. in collaboration with OTIAD (Osmanbey Textile Businessmen Association) on January 17-19 at Istanbul Congress Center, brought together local and international companies with buyers. The fair where thousands of new models were showcased has drawn attention especially of buyers from the Middle East.

90 brands and companies participated at Fashionist in its 4th year. Ezra+Tuba, Begüm Salihoğlu, Elif Tüfekçioğlu, Nalan Helvacı, Tuğba Atasoy, Pınar Yılmaz, Çiğdem Karavit, Maison Mona, Çiğdem Akın,

Fashionist is one of the most important fairs of the textile and readymade garment industry and it is expected that this year it will have brought in export figures at more than 250 million USD.

Fashion4you are some of the Turkish designers who were at the Designer's Lounge of Fashionist that attracted more than 15,000 visitors in 3 days.

Companies that export evening gowns, wedding dresses and suits to numerous countries around the world exhibited their new collections at Fashionist for the first time. Owing to the extensive fieldwork conducted in the Middle East, North Africa, Russia, Turkic Republics and Europe, purchase committees have started new collaborations with both wholesalers and boutiques.

Fashionist achieved the unachievable and made a

huge contribution to the industry...

Fashionist is one of the most important fairs of the textile and readymade garment industry and it is expected that this year it will have brought in export figures at more than 250 million USD. Taking the reinstated relations with Russia after the previous crisis into consideration, the export to this region this year is aimed to counterbalance the loss from last year.

Patika Fair Inc. CEO Didem Cilga pointed out to the fact that Fashionist has reached higher number of visitors than expected under current national circumstances and fruitful cooperations have been developed and said, “We have continued to work without wavering against all odds and strived to forge new sales channels in new markets for our participants. Our manufacturers have presented their new collections to buyers from Turkey and numerous countries around the world. It has been a promising fair for the textile industry. With the support from the Ministry of Economy and Istanbul Textile and Apparel Exporters' Association (ITKIB) both us and our participants have worked faithfully.”

OTIAD CEO Ilker Karatas said, “It has been a successful fair in spite of everything and more than 1000 professional purchase committees from the Middle East and Europe have come together with our manufacturers. This is an indication of the trust in Turkey. We have held the very first event of 2017. We do hope that life will go back to normal in no time and that economy will once again be the priority in an atmosphere of peace and trust. Let's keep the struggle going without losing vigor.”



EXPORT

The Agenda of World And Turkish Confectioners

World confectioners have been discussing and exchanging information on the agenda at the congress organized by International Sugar Organization (ISO) each year in London.

BY RAMAZAN GÜZYURDU

By November 2016, exports of sugar and sugar products, which are exported to 187 countries, exceeded \$ 1 billion 997 million dollars. Besides this, Ülker, Elvan and Şölen are the world's biggest producers of sugar products. Developments in the sugar sector, which is among the most important commodities of the world, are also closely related to Turkey. Industrialists and traders produce 180

million tons of sugar, beet and corn in total and they are gathering every year in London under the name of the International Sugar Organization (ISO). A group of members of the sugar foundations and parliamentarians and sector representatives in Turkey, including Rint Akyüz who is the President of the Starch and Glucose Genetics Association, participate in this activity and follow the developments in the world.

So what are the world confectioners talking about and what are the messages that are reflected on us?

We have to remember that sugar is not new to our lives. It is known that sugar is even invented by Islamic scholars according to some sources. However, sugar is neglected in the Ottoman period because some kind of were used instead of it products such as honey, molasses, dates, raisins etc. This production process, which began on the Ganges

coast, has created a global business opportunity with natural and abundant reeds in South America after America's discovery. The world is living with sugar for centuries. We can think that sugar is actually a source of energy. Sugar is the most discussed topics in recent years. It was one of the important points reflected in our meeting in London.








These discussions are being held at home, on the street, on the dietician, on the screens, in the newspapers, almost in everywhere you come your mind. Although sugar is not the only food discussed in relation to health. Many foods, especially fat, carbohydrate and salt, are included in these discussions.

Let's not forget that we are discussing something natural. And it is not possible to think of a life without sugar. Sugar, which has been used for centuries, has been emphasized as the reason of the old diseases and this is a great mistake. Another point that we need to know is cane sugar producers are dominating sugar production and consumption. It means that Brazil is playing a leading role. In recent years, India is also pursuing new attacks on cane sugar production. As a result, China wants to be active with a large consumer mass and consumption power in the market.

Before this year's meeting, with Fidel Castro losing his life, all the attention was gathered in the Cuban delegation. Cuba is a country, which has reached 8 million tons of sugar production capacity 20 years ago and has exported more than 5 million tons. Currently, production is only enough for them but they are waiting to return to their old days with the support of foreign investors.

Brazil, with the production

TURKISH FOOD INDUSTRY WITH FIGURES

	Number of Enterprises	42.560
	Employment	486.347
	Share in GDP (at current prices)	% 18,6 (371 billion TL)
	Export	\$ 12 Billion
	Import	\$ 5.7 Billion
	Foreign Trade Surplus	\$ 6.3 Billion
	Export Import Ratio	%209,1

of 35 million tons of sugar, is the leader of the sugar production in the world and wants to create new trends in sugar with the 'ethanol'. It expects countries to give tax relief to ethanol for sustainable energy supply. Therefore, Brazilian producers think that cane production can be made healthier and sugar prices will be stabilized.

Nevertheless, it was reminded that the three main components that determine sugar prices are climate, exchange rate and governments. World sugar production has been declining

With the competition of cane and corn sugar in the American market, the most important expectation in Europe is thought to be the rise of quota.



for a few years. Previously available stocks have melted for several years. For the first time in a long time, consumption will be more than production. 169 million tons of production and 171 million tons of consumption are expected this year. This has been one of the most prominent findings in London meetings.

India's strategy of opening up to the world, which is the second largest producer, and China's strategy of reducing consumption will be closely monitored in this sector.

With the competition of cane and corn sugar in the American market, the most important expectation in Europe is thought to be the rise of quota. In 2017, the EU will remove the sugar quotas and beet and corn sugar production is continuing in Europe.

It is a curious question how to prevent the production of sugar cane after the Transatlantic Free Trade Agreement, which is expected to be done with America.

In fact, the free trade agreement between the two giants can affect us as well. Turkey is negotiating with the United States and wants to be involved in this deal. Why does Turkey make such a deal with America?

One of the most critical conditions in this area is the revision of the Biosafety Law. Biosafety issue is expected to be addressed in EU harmonization negotiations. Health remains another important agenda item at International Sunar Organization.

Last year, Mexican members talked about the activities of the people in their countries. In Mexico, the government has imposed tax on sugar products but the increase in obesity continues to increase.

Richard Ham, President of the Mexican Sugar Chamber, talked about the activities of the people in his country. Ham said that they have been campaigning for three or four years to explain that obesity's reason could not be sugar. The proportion of people who think that sugar is healthy food is determined as 77 percent between 2013 and 2014. After this campaign, People who say sugar is a healthy food is up to 86 percent. In fact, the Mexican campaign needs to be considered as a separate case study.

They exemplified the athletes in the latest campaigns. They were eating sugar, but at the same time they were very healthy. They emphasized that sugar is a pleasing food. They use the slogan of "Sugar is natural. No harm from the natural."

Some states in the United States came up with a tax on sugar drinks this year. Despite the decrease in sugar consumption, obesity continues to increase. This leads to the interpretation that taxation will not solve the problem.

It should be noted that the sugar, which used in sugar beverages in America, is about 10 percent of the total sugar consumed.

Sugar consumption in Turkey is also falling but obesity is increasing. Sugar consumption in the UK has fallen by 9 percent but obesity has increased by 11 percent.

No food is harmful or useful. The dose of food is the key point of benefit or harm. You can't live without salt, so is sugar. This is called adequate and balanced nutrition. Every food is useful as long as it is not excessive. We have to remember that the sugar has not come out yet. It's been there for years. But obesity is new.



WHERE IS TURKEY IN THE DISCUSSIONS IN THE WORLD?

Within the scope of the Sugar Law, the production capacity of 33 sugar factories belonging to 7 companies that have been quota-capped is 3.1 million tons per year. 6 of 7 companies are private companies and one is the publicly owned and privatized Turkey Sugar Factories. According to Turkish Sugar Authority and Turkish Statistical Institute data, there is no change in the amount of beet sugar and the number of field beans.

Within the scope of the Sugar Law, the production capacity of 33 sugar factories belonging to 7 companies that have been quota-capped is 3.1 million tons per year.

This can be interpreted as the sector becoming more efficient. There are no significant differences in the production of beet sugar as the quota and demand are determined in the same way.

In the quota system applied in Turkey, there are A, B and C quotations in sugar beet. A quota is the amount produced for consumption in the country and C quota describes the production made by exporting and recording. B quota, it has a small share, represents the share held by the state for use in situations such as natural disasters and warfare.

Beet sugar production quotas have been fixed around 2 million 250 thousand tons in recent years, with variability since the beginning of the system.

According to the last report, Brazil, which is the world's biggest producer of straw sugar, is one of the fastest-growing costs to begin to fall again. This is making it hard for beet sugar producers who have had a chance to compete. Especially in Ukraine and Russia, many producers are talking about stopping production. In Russia, beet cultivation areas are estimated to decrease by 8.4%.

OPPORTUNITIES AND THREATS IN TURKISH FOOD SECTOR

OPPORTUNITIES

TURKEY'S GEOPOLITICAL POSITION

PROXIMITY TO THE MARKETS (TURKEY IS LOCATED IN A CENTER OF TRADE WITH APPROXIMATELY 1 BILLION POPULATION AND \$ 1.5 TRILLION)

PRODUCTION POTENTIAL

THREATS

INTERNATIONAL LEGISLATION COMPLIANCE

AGRICULTURAL POLICY COMPATIBLE WITH RATIONAL AND INTERNATIONAL FREE TRADE

POLITICAL EFFECTS, PRESSURES, DIRECTION

DISCONNECTION OF AGRICULTURAL COMMODITIES FROM WORLD PRICES

INFORMAL ECONOMY

EDUCATION

It is inevitable that this global effect will also affect the producers in Turkey. It is not possible to deal with high costs and global sugar prices. Therefore, it is considered that the privatization of loss-seeking enterprises and the removal of the quota system will increase the chances of competition. As we have already mentioned, the EU will fully implement the quota system it has implemented for years in 2017.

STARCH-BASED SUGAR

Other sugar types produced in our country are starch-based sugars. According to the Sugar Law, 5 factories of 5 companies that are quota-borrowed produce 1 million tons of starch-based sugar production capacity annually. Apart from this, starch-based sugar production capacity of 4 companies, which can produce starch-based sugar production without quota and no quota, is 237 thousand tons per year.

Approximately 6 million tons of corns are produced in our country. And approximately 1 million tons are used by starch and starch based sugar industry. The starch industry demands the best quality and healthy corn for its production. It also increases the quality standard of corn production every year.

The corn plant is a very high-added agricultural product that can be evaluated in every part (especially food and feed) as well as in many other sectors. For this reason, farmers are turning to this product. At the same time, progress in agricultural practices is increasing and even in the years when crop production has fallen, production records are being signed.

Corn sugar quotas are

calculated as about 10% of the sugar quota. In case of necessity, the quota of corn sugar production can be temporarily increased by the Council of Ministers for the year.

The quota increases determined by the Council of Ministers do not affect other quotas and increase the total sugar production.

PRIVATIZATION OF SUGAR FACTORIES

The privatization of sugar factories is a completely independent process from the sides of the sugar industry. Due to privatization of Turkey Sugar Factories, which is included in the process with other privatizations in other sectors, it has become impossible to carry out new investments in factories. This problem caused a loss of about 600,000 tons of quota over the past twelve years during the quota period as factories' past production performances determined sugar production quotas.

In privatizations, the value of the quota per ton is around

Food Industry is an area where Turkey has the potential to be the first and the leader. Sugar is also the most important raw material of the sector.

\$ 2,000. In other words, the total loss of Turkey Sugar Factories in this period is over 1 billion 200 million dollars. This is the loss of the country and all of us.

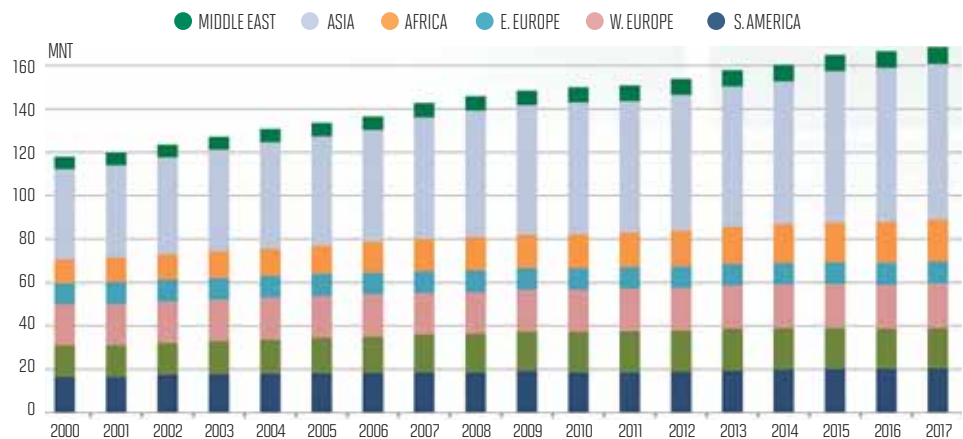
Another point recommended here is that only the factory and the equipment are sold out, with the factory sites being separated from the privatization. Ankara, Eskisehir, Malatya and other places of sugar factories in the city are seen as very valuable areas.

As a result, cane, beet and corn sugar producers can sit around the same table and talk about their problems and solutions together in the world. Unfortunately, discussions between producers of beet and corn in Turkey are taking place through the media.

Food Industry is an area where Turkey has the potential to be the first and the leader. Sugar is also the most important raw material of the sector. Let's hope that the accelerating sugar world in the world can't negatively affect the sector.

GLOBAL SUGAR CONSUMPTION KEEPS EXPANDING

For the first time in a long time, global sugar consumption will be more than production.





FAIR

ISMOb 2017

ISTANBUL FURNITURE FAIR

Organized this year by the Association of Turkish Furniture Manufacturers (MOSDER) for the 13th time, the Istanbul Furniture Fair (ISMOB) breathed a new life to industry with a variety network from 5 continents and 81 countries.

İSMOb, the first fair of 2017 in the furniture industry all the over world, was the first choice of the people who want to learn about furniture trends in 2017.

BY İBRAHİM AVCI

The Istanbul Furniture Fair (ISMOB), which is the largest furniture fair in Eurasia took place on 10-15 January 2017, hosted more than 500 companies and 120 thousand visitors at TÜYAP Fair and Congress Centre. Also, within the help of Turkish Minister of Economy, buying committees from 35 countries were attended to the fair. İSMOb, the first fair of 2017 in the furniture

industry all the over world, was the first choice of the people who want to learn about furniture trends in 2017. The event spread over 14 halls and 120,000 square meters of exhibition space and showcase more than 1000 brands. Thousands of groundbreaking products, from lounge furniture to children's rooms, bedrooms and office furniture, were on display for the first time at İSMOb 2017.

The industry exports furniture to many countries including Italy, famous for the design and quality of its furniture.

ISMOB is the meeting platform of the Turkish furniture industry. The industry exports furniture to many countries including Italy, famous for the design and quality of its furniture. ISMOB opens up new business opportunities thanks to the participation of over 100 countries from all over the world. There is significant interest in the fair, which host buyer groups from many countries of Europe, the Middle East and Africa.



ISMOB brings together the furniture industry with a different concept every year and offers new privileges to its participants.

important role for the Turkish economy. Ersözlü: “We are so happy to bring together the most important furniture companies of our country. We have visited a number of countries including Italy, Germany, Russia, Saudi Arabia and Iran before the fair. We developed great working relationships. As a result, the fair was extremely productive for the participants. After ISMOB 2017, we will start work for next year’s fair. Our aim is to reach wider masses every year with the fair and to create a larger trade volume.”

MOSDER Chairman İsmail Doğan noted that the share of foreign exhibitors increased from 10% to 30% this year, saying that the event was precious to the furniture industry. Doğan also said that the political problems in the Middle East causing issues to the furniture industry. Due to this reason, ISMOB focused on European countries for the fair. He also added: “Companies have found tremendous business opportunities to reach their 2017 export goals. With the fair, we had the goal of exceeding 750 million dollars, 25 percent of the 2017 export target of the furniture industry. We are very proud to reach this goal after this fair. Moreover, the fair strengthened our cooperation with many countries

including Iraq, Azerbaijan, Turkmenistan, England and Germany, which Turkey exports most in furniture sector. As a result, we made a good start to 2017.

Part of the exhibition space at İSMOB designated the “Trend Area” this year. The Trend Area is designed to be a fun gathering place for exhibitors and visitors, adding to the attraction of the fair. Viewers of the Trend Area witnessed exciting new approaches to the furniture of the present and the future. The area focused on changing priorities and emerging concepts introduced by the latest technologies, and host events that entertained and informed at the same time. Other activities in the trend area included interviews with experts in furniture and design, artistic events with prominent figures and discussions focusing on new approaches to decorating homes and new perspectives.

With the fair, ISMOB 2017 Design Contest awards were given. The designers were awarded according to the categories of the most trendy and well-designed products. In the contest, the most exclusive products of hundreds of furniture brands attracted great interest this year too.

ISMOB brings together the furniture industry with a different concept every year and offers new privileges to its participants. While the sales of furniture companies lacking the unity of a concept cause difficulties in logistics in many countries. Turkish companies offer dining room, bedroom and living room etc. concepts under a single brand, which also allows shipping a showroom of products in a single container. In this sense, ISMOB is a great opportunity to introduce the Turkish Furniture style and concept unity.

ISMOB is very important for the industry professionals and purchasing managers coming from over 100 countries to see and sell in their own countries the authentic products that reflect the “Turkish Furniture”. Displaying functional and authentic furniture, which is popular in various geographic regions for its design and quality, ISMOB is the largest meeting space for the Turkish and global furniture industry. Presenting the “Turkish Furniture”, which strengthens its global position with its authenticity. The fair turns into a design summit and attracts a flux of visitors because of the popularity of the “Turkish Furniture” both in the surrounding region and around the world.

TÜYAP Managing Director İlhan Ersözlü pointed out that the furniture sector and exhibitions have a very

14th
FURNITURE EXPORTER IN THE
WORLD IN 2014

1.4%
TURKEY'S SHARE IN
WORLD FURNITURE
EXPORT IN 2014

\$2.2
BILLION
EXPORT IN 2015

The inaugural flight from Istanbul got water cannon salutes in Havana.



AVIATION

Explore Havana and Caracas With Turkish Airlines

The airline flying to more countries than any other airline in the world, extends its reach even further.

TURKISH AIRLINES, “Europe’s Best Airline” for six consecutive years according to the recent Skytrax results, continues to grow by adding new destinations to its consistently expanding network.

With existing services to Buenos Aires, Sao

Paulo, Bogota, Panama, Toronto, Montreal, Chicago, Houston, Los Angeles, New York, Washington, Boston, San Francisco, Miami and Atlanta Turkish Airlines has just added Havana and Caracas as its 16th and 17th destinations in the Americas.

The inaugural flight from Istanbul got water cannon salutes in Havana with a ceremony graced by Mr. Mehmet Büyükeşçi, Member of the Board of Turkish Airlines and the senior bureaucrats from Republic of Cuba in the presence of diplomatic,

protocol and media representatives as well as Turkish Airlines’ officials.

Mr. Büyükeşçi said; “Our flag carrier considers Havana and Caracas to be essential points in its Latin America expansion and places itself at the forefront to shorten the distance between travelers and the biggest island in the Antilles. The opening of our Havana and Caracas gateways also means that we will now be able to deliver our award-winning services that will make the international travel easier and more convenient for both business and leisure travelers in this region.”

Flight TK183 operated by a Boeing 777-300ER landed in Simón Bolívar International Airport, Caracas at 14:04 local, after a three-hour flight

from Havana. The total flight time from Istanbul was 15 hours and 17 minutes. After the customary water canon salute an opening ceremony took place led by Marleni Contreras, Minister of Tourism of Venezuela, Şule Öztunç, Turkish Ambassador in Venezuela and Kerem Sarp, SVP of Sales (Region 2), at Turkish Airlines.

During a press conference held in the Airport, Öztunç highlighted the economic and cultural relevance of this new flight, which she considers to be part of a “new era in the diplomatic relations between Ankara and Caracas.”

Ricardo Molina, Venezuelan Minister of Transport and Public Works, praised the efforts of Turkish Airlines to materialize this flight in less than two months, after the official visit of Nicolás Maduro to Turkey last October.

Also launching with the new destinations, the “Bridging Youth” project, a corporate responsibility initiative by Turkish Airlines, kicked off with a fast start, as four university students from Turkey from varying backgrounds were given free tickets to Havana for a series of cultural activities



including guided tours of the city with their Cuban hosts. The visiting youths will share their memorable moments and photographs of their trip on Turkish Airlines’ social media accounts.

Beginning from December 20th, Havana and Caracas flights will be operated 3 times per week on Tuesdays, Thursdays, and Sundays in both directions.

Introductory round trip fares are available from Istanbul to Havana -the capital and the largest city of Cuba- and to the Caracas -the capital and the largest city of Venezuela-.

Additionally, for the first 6 months of operation to these new destinations, there is a special offer for Miles&Smiles members, with a 25% reduction in the miles needed

Award-winning Turkish Airlines services turns long-haul flights into an unforgettable experience.

to redeem either award tickets or upgrades.

Flying from Jose Marti International Airport and Simon Bolivar International Airport, the brand new services will also connect passengers departing from Havana and Caracas to 102 worldwide destinations including Paris, London, Madrid, Rome, Moscow, Barcelona, Beirut, Guangzhou, Porto, Frankfurt, Shanghai, Hong Kong, Beijing, Zurich, Amsterdam, Munich, Copenhagen, Berlin and Vienna.

SCHEDULE OF HAVANA AND CARACAS FLIGHT TIMES

Flight No.	Start	End	Days	Departure		Arrival	
TK 183	20.12.2016	09.03.2017	Tuesday, Thursday, Sunday	IST	02:10	HAV	8:00
TK 183	20.12.2016	09.03.2017	Tuesday, Thursday, Sunday	HAV	10:00	CCS	14:00
TK 183	20.12.2016	26.03.2017	Tuesday, Thursday, Sunday	CCS	15:30	IST	10:15 +1

All times are in local time.



Turkish Airlines has just added Havana and Caracas as its 16th and 17th destinations in the Americas.



INVESTMENT

ATTRACTION CENTERS IN TURKEY TO ENTICE USD 5.3 BILLION INVESTMENT

Turkey will attract new investments to eastern and southeastern regions through a new investment scheme.



Prime Minister Binali Yıldırım gives details of the Attraction Centers Program at the launch event.

of the Attraction Centers Program.

As per the program to be coordinated by the Ministry of Development, support will be provided in four areas: support for investment and manufacturing, support for relocation of manufacturing facilities, support for call centers, and support for investment in and energy usage of data centers.

Under the program, support will vary across a wide range of areas. It may come in the form of consultancy services, construction, land allocation, interest-free investment loans, and reduced-rate operating loans.

By supporting manufacturing via this program, eastern Turkey is being opened up to investment. Special incentives, like a 30 percent break on electricity bills, will be offered to investors who are willing to shift part of their investments to eastern and southeastern Turkey.

In addition to its influence on curbing the migration from eastern Turkey to bigger and more-developed provinces like Istanbul and Ankara, the program will also help empower young females to become entrepreneurs in the 23 regions.

Program would invigorate lesser-developed locales by undertaking long overdue investments. The program will create employment opportunities for more than 112,000 people and will curb migration away from these areas and will remove disparities between different regions of the country.

Company representatives seeking to benefit from the incentives scheme for their projects must apply to the Development Bank of Turkey or to regional investment support offices for evaluation of their projects. The applications and related projects should conform with the Council of Ministers' Decree No. 2016/9596 dated 28.11.2016 on Principles and Procedures for the Implementation

The Attraction Centers Program, published in Turkey's Official Gazette in November 2016, was officially inaugurated at a launch event held in Ankara on January 24, 2017. The program involves regional incentives for investments made in 23 eastern and southeastern provinces of Turkey. Since the announcement of the program, investors have made 1,200 initial applications worth a total of TRY 19.6 billion (USD 5.222 billion). The Attraction Centers

112,000
PEOPLE WILL HAVE
EMPLOYMENT
OPPORTUNITIES.



INVESTMENTS CONTINUE UNABATED IN 2017

Turkey passes a series of laws that attract additional foreign investment.

Leaving behind a tough year, Turkey headed full steam into 2017. The incentives that had been set aside for the improvement of the investment climate, and reforms that have been carried out, have begun to yield fruit. The law that facilitates Turkish citizenship for key foreign investors, the Intellectual Property Law guaranteeing individual and industrial rights, and the Centers of Attraction Incentives Scheme all aim to abolish obstacles impeding investors.

The Law on Intellectual Property Rights was published in the Official Gazette on January 10, 2017. Aiming at enhancing Turkey's investment environment, the law is

comprised of amendments to patents, trademarks, designs, utility models, and geographical indications. It will positively affect companies operating in the automotive, biotechnology, defense and aviation, information technology, chemical, and consumer products sectors.

Moreover, amendments to Turkey's current citizenship law were published in the Official Gazette on January 12, 2017. As per the new regulations, access to Turkish citizenship has been eased for foreigners who meet any of the following conditions:

- Proven by the Ministry of Economy to have made a minimum fixed capital investment of USD 2,000,000

The Laws on Intellectual Property Rights and on amendments to Turkish citizenship passed in Turkey in January 2017.

- Proven by the Ministry of Environment and Urbanization to have acquired real estate worth a minimum of USD 1,000,000 with a title deed restriction on its resale for at least three years
- Proven by the Ministry of Labor and Social Security to have created jobs for at least 100 people
- Proven by the Banking Regulation and Supervision Agency to have deposited at least USD 3,000,000 in banks operating in Turkey with the condition of not to withdraw for at least three years
- Proven by the Undersecretariat of the Treasury to have bought at least USD 3,000,000 worth of government bonds with the condition that they are not resold for at least three years.

Meanwhile, with the introduction of the Centers of Attraction Incentives Scheme for investors, the government has given a greenlight to pave the way for rapid improvements in Turkey's lesser-developed regions, particularly in 23 eastern and south-eastern provinces.

Fruitful results of all these amendments have already been observed in Turkey. Foreign investors, being well aware that Turkey is resilient to extraordinary shocks, continued to invest in Turkey during January 2017.

Brazilian food processor BRF SA and Qatar's sovereign wealth fund, Qatar Investment Authority (QIA), jointly announced the acquisition of Turkish poultry company Banvit.

Accordingly, BRF and QIA will have a 60 and 40 percent share in the joint venture respectively, while the deal is valued at TRY

915 million for acquiring 79.48 percent of the shares. A second phase involving a tender offer for the rest of the company will be held at a later date.

On the banking side, according to the statement released by the Banking Regulation and Supervision Agency (BRSA), the Bank of China completed the necessary legal pre-application process to be authorized to establish a fully-licensed commercial bank in Turkey. The bank deposited the USD 300 million paid-in capital to Turkish banks, and is expected to complete application procedures shortly.

Moreover, India's Mahindra & Mahindra acquired a 75 percent stake in Turkish farm-equipment maker Hisarlar. Under the terms of the transaction that is expected to close by April, Mahindra will invest TRY 71 million (around USD 19 million). With this acquisition, the Mahindra Group aims to expand in the farm equipment business in Turkey and Europe.

Turkey for many years now has been constantly introducing and implementing reforms to improve its investment and business climate. With modern management practices, a young and qualified work force, a stable economy, a reformist investment climate, developed infrastructure, a central location with easy access to 1.6 billion customers within a four-hour flight radius, low taxes, generous incentives, and a sizeable domestic market, Turkey awaits all investors with the many opportunities it has to offer.

10th ASIAN FINANCIAL FORUM

Dynamics, opportunities, and challenges of Asian markets were discussed in an international platform in Hong Kong.

The 10th edition of the Asian Financial Forum brought together in Hong Kong some of the most influential members of the global financial community to discuss developments and trends in the dynamic markets of Asia. During the event, high-ranking government officials and top executives of global companies contributed to panel discussions with their talks covering a variety of sectors, including finance, cyber security, infrastructure, health, and insurance.

During the Infrastructure Investment Event of the AFF

ISPAT Department Head Ahmet İhsan Erdem addresses the audience on Turkey's investment environment at the Asian Financial Forum.

Deal Flow Matchmaking Session held by the Hong Kong Monetary Authority (HKMA) and the Hong Kong Trade Development Council (HKTDC) on the second day of the forum, ISPAT Department Head Ahmet İhsan Erdem delivered a presentation on Turkey's economic outlook and investment environment. He talked to the community of potential investors about the mega infrastructure projects in the pipeline in Turkey and the financing opportunities that are currently available.



TURKEY'S T

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TURKEY'S UNIQUE GEOGRAPHICAL POSITION BETWEEN EUROPE AND ASIA, ALLOWS THE COUNTRY TO CREATE A LINK BETWEEN THREE CONTINENTS WITH **OVER 1.5 BILLION AND A GDP OF 25 TRILLION.** THE ACHIEVEMENTS OF **SERVICE SECTOR** IN TURKEY CAN BE EXPLAINED BY THE SKILLED WORKFORCE, COST EFFECTIVE SERVICE COMPARED TO INTERNATIONAL STANDARDS, EXPERTISE IN DIVERSE MARKETS.



İM's champions of "Turkey's Top 500 Service Exporters" research received their awards from Prime Minister Binali Yıldırım.

Turkey's service exports champions were awarded for the first time by TİM's "Turkey's Top 500 Service Exporters" research.

Mehmet Büyükeksi, President of Turkish Exporters Assembly, stated that they aimed to reach the target of export of \$ 150 billion in 2023 and said, "Our 500 companies in the research have exported a total of 18.5 billion USD in 2015. This figure corresponds to 40 percent of our country's service exports."

Prime Minister Binali Yıldırım gave the awards of the companies that received the first 10 rankings in Turkey where total 33 companies were awarded for the first three places in 11 sectors.

Ay Art Production and Production Company was awarded for their drama series export to the Middle East and neighboring countries such as Karadayı, Ezel and Aşk-ı Memnu. In addition, Taleworlds Entertainment has been awarded TIM Special prize because of the world wide success for the game they developed. The International Transport Association (UND) received an award of appreciation for its contribution to the research.

In the research "Turkey's Top 500 Service Exporters", while the first place was taken by Turkish Airlines' Joint Stock Company, it was followed by Pegasus Air Transportation, Çalık Enerji Sanayi ve Ticaret A.Ş., Sun Ekspres, Gap İnşaat Yatırım ve Ticaret A.Ş., Atlas Global, Yapı Merkezi Construction and Industry Inc., Netlog Logistics Group, Odeon Tourism Management Inc., Taha Kargo Dış Ticaret A.Ş.

Speaking at the opening ceremony of the award ceremony, TIM President Mehmet Büyükeksi said that the purpose of the research is to reach the goal of 150 billion dollar service export in 2023, said: "In the last 10 years, global service exports doubled to 4.9 trillion dollars. Our country's total service exports in 2015 is 46.3 billion dollars.. Especially in tourism, transportation and construction services we export more. 500 companies who joined to research in 2015 exported \$ 18.5 billion totally. This figure corresponds to 40 percent of our country's service exports."



TURKEY IS A LARGE, MIDDLE-INCOME COUNTRY WITH RELATIVELY FEW NATURAL RESOURCES. IT IS ALSO A CULTURAL CENTER LINKING THE ECONOMIES OF EUROPE, ASIA, THE MIDDLE EAST AND NORTH AFRICA. ITS ECONOMY IS CURRENTLY IN TRANSITION FROM A HIGH DEGREE OF RELIANCE ON AGRICULTURE AND HEAVY INDUSTRY TO A MORE DIVERSIFIED ECONOMY WITH AN INCREASINGLY LARGE AND GLOBALIZED SERVICES SECTOR.



Mehmet Büyükeksi stated that “We have very good examples in our country of service exports. A software company named Tale-Worlds has been 30 among the top 100 computer games of all time with the game they developed. On the other hand, Turkey ranked second after China with 43 companies among the world’s top 250 international contracting firms. So far, our companies have undertaken a \$ 333 billion project worldwide. Turkish Airlines is chosen the best airline in Europe for 6 consecutive years. THY, is the second largest airline in terms of passenger numbers in Europe.”

Mehmet Büyükeksi said that TIM declared 2017 as a breakthrough year for export, after the government gave export support on three subjects, changed the structure of the Credit Guarantee Fund to exporters, and gave green passports to exporters. Büyükeksi emphasized that they will not be satisfied with the present, but will continue to look for the better. Referring to the issue of updating the customs union, Büyükeksi, “The European Commission made a statement and asked parliament to authorize the negotiations. We all know that the Economy Minister regards this issue very seriously since the day he came to see it. With the update, services, public procurement and investments will be included in the deal. Hence, the service will also provide a significant competitive power for our exports. It will create a leverage effect.” he said.

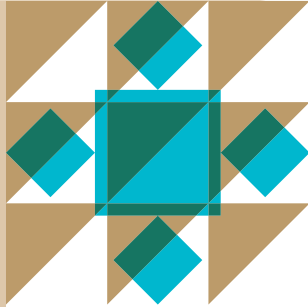
Prime Minister Binali Yıldırım said that after giving the awards to the champions of service exports, he said that service work is intellectual work, “We must increase our ability to earn more money with intelligence. This is the way of development. We present our gratitude on behalf of our government to exporters and expatriates who are promoting our country all over the world. I wish success will continue.” he said.

TURKEY’S TOP 500 SERVICE EXPORTERS

CATEGORIES		COMPANIES	
1	IT SERVICES	1	NETAS
		2	EKIN TECHNOLOGY
		3	P.I. WORKS
2	EDUCATION SERVICES	1	BAHCESEHIR UNIVERSITY
		2	İSTANBUL AYDIN UNIVERSITY
		3	İSTANBUL KEMERBURGAZ UNIVERSITY
3	AUDIO VISUAL SERVICES	1	DOĞAN MEDIA
		2	KREA
		3	GLOBAL COPYRIGHTS
4	FREIGHT TRANSPORTATION AND LOGISTICS SERVICES	1	NETLOG
		2	TAHA KARGO
		3	EKOL LOGISTIC
5	COMMUNICATION SERVICES	1	TÜRKSAT
		2	MILLENICOM
		3	TURKNET
6	CONSTRUCTION SERVICES	1	ÇALIK ENEJI
		2	GAP İNŞAAT
		3	YAPI MERKEZİ
7	HEALTHCARE SERVICES	1	ACIBADEM
		2	MLPCARE
		3	ANADOLU VAKFI
8	ENGINEERING SERVICES	1	FORD
		2	TURKISH TECHNIC
		3	ASELSAN
9	TECHNICAL CONSULTANCY SERVICES	1	YÜKSEL PROJE
		2	TEMELSU
		3	URAL ENGINEERING
10	TOURISM SERVICES	1	ODEON TOURISM
		2	KILIT GLOBAL
		3	ANTALYA PEGAS
11	PASSENGER TRANSPORT SERVICES	1	TURKISH AIRLINES
		2	PEGASUS
		3	GÜNEŞ EKSPRES
TIM SPECIAL AWARDS		AY SANAT PRODUKSİYON	
PLAQUE OF APPRECIATION		TALEWORLD ENTERTAINMENT	
		INTERNATIONAL TRANSPORT ASSOCIAT	

Minister of Economy Nihat Zeybekci stated that they will continue their support for the goods and services sectors and said: “We do not have enough exports. We have to change the method for this. We want to achieve a significant success in 2017. We started a mobilization for this. All our efforts are done one by one. We acted for growth based on exports. We have doubled the support to fairs with our Prime Minister. We have also tripled export support.”

Turkey is a large, middle-income country with relatively few natural resources. It is also a cultural center linking the economies of Europe, Asia, the Middle East and North Africa. Its economy is currently in transition from a high degree of reliance on agriculture and heavy industry to a more diversified economy with an increasingly large and globalized services sector. Turkey’s largely free-market economy is increasingly driven by its growing industry and service sectors.



142
COUNTRIES

Dogan Media's series are exported to



1st

AUDIO & VISUAL SERVICES

DOĞAN MEDIA

Leading Media Company of Turkey

Kanal D is Turkey's leading media company in production, entertainment, news, and information with wide audience.

Dogan Media Company which owns Kanal D, operates a valuable portfolio of news and entertainment networks, significant television production operations and a leading television stations group.

Having the most globally recognized names as Turkey's lead actors and actresses is a major plus for Kanal D. Skillful producers, experienced directors and creative programmers work jointly with these stars to produce high quality programs which are indispensable for the local and global audiences.

Being innovative and dynamic, Kanal D introduced many new formats and television programs such as series, talk shows, gameshows, children's, women's, sports, news and magazine programs.



Besides being the largest national TV channel in Turkey for the past 10 years, Kanal D has also earned a great success as a content provider to different regions. First in the Middle Asia then Middle East, expanding to new territories such as the Balkans and the Far East.

"Gumus" was the channel's very first step to a global adventure in 2007. As of August 2016, their series were aired in 142 countries with more than 80.000 hours and almost 56.000 episodes. This is the reason why they were chosen to be number 1 in Turkey's Top 500 Service Exporters under the category of Audio and Visual Services.

The World is going through hard times. The entertainment industry is affected negatively with all these global issues. Moreover, the industry is in a restructuring process especially in means of the shift in windowing models. The classic windowing process will probably die in a shorter period, especially in mature markets. As Kanal D, they are working very hard to reach the audience by all mediums such as Pay TV, OTT and TV everywhere distribution channels. Besides they are trying to keep the conventional Free TV clients as much profitable as they can with the help of the traffic that is generated by their high quality content. Nevertheless content owners such as Kanal D will be affected less as long as "Content is the King."

Despite all the global crisis Kanal D was able to continue its growth in 2016. As the leading media company of Turkey they were able to share their expectations about some new business lines such as digital and co-productions with the major media companies from different territories.

What differs them from their competitors is that they have really good content that people can relate to or dream about. As well as high video and sound quality draws the audience to them. Their series are dubbed in several languages so there are no barriers with the audience...

Since Turkish people are familiar with telenovelas nowadays Latin American people are watching Turkish series, giving their children names from our dramas. The company is very happy to be a part of this cultural bond.

2nd

IT SERVICES

EKIN TECHNOLOGY

More Secure Cities, More Secure Human

Since its establishment in 1998, Ekin, the leader in Safe City Technologies, has been leading the way to more secure cities all over the world from its headquarters in Istanbul and branch offices in Stuttgart, New York, Abu Dhabi, Ankara, Baku and Dubai.

Starting with developing safety technologies for NATO Summit 2004 and FIFA World Cup 2006 in Germany, Ekin had built over 500 "City Safety Control Centers" all around the world until today and became the pioneer in city safety technologies.

As the inventor of mobile surveillance systems in safe city technologies, Ekin services ultimate safety to the public with its products. Ekin Patrol, the world's first and only smart patrol that is capable of speed detection, face recognition, plate recognition continuously and simultaneously turns every vehicle into a smart patrol vehicle. Ekin Bike Patrol, the latest smart product of Ekin, is a high-tech mobile enforcement product designed for bikes performing number plate recognition, speed and parking violation detection on the move.

Ekin's mobile and fixed surveillance systems are totally compatible with the state-of-art software, Red Eagle - "Safe City Operation System." Red Eagle is an integrated operation system that manages all safe city systems such as surveillance systems, face recognition, plate recognition, speed detection, parking violation detection, smart intersection control, and system control software from a single point.

Ekin has won the world's prestigious awards with its pioneer mobile surveillance products; Ekin Patrol



2014 AWARD

"Game Changer" title in World Technology Awards

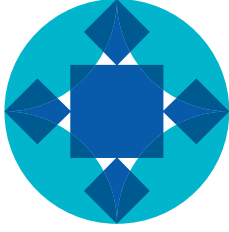
and Ekin Bike Patrol such as "Stevie Awards Best New Product-Bronze" two years in a row, German Design Award-Special Mention, A-Design Silver Award, CES Honoree Award and BestinBiz Gold Award. With its state-of-art solutions and products, Ekin had won "Game Changer" title in World Technology Awards 2014 and succeeded to be one of 5 finalists, with competitors like Google Glass and LinkedIn.

Ekin Red Eagle being the world's first and only operating system that manages different safe city systems from a single point made the company leader of its market in 2016 with its unique features. Within the scope of the Turkey's Top 500 Service Exporters research, Ekin achieved to be the second biggest software exporter company in Turkey with its software export share of %25 with the system. The success was rewarded by Turkish Exporters Assembly.

2016 had been a year of success for Turkey in terms of export despite slowdown in global trade and domestic disturbance. As the government foresees 2017 as 'The Year of Informatics', national technology is expected to be encouraged and rise this year. Localization and nationalization in software and hardware development are expected to contribute to national economy. Ekin, with its ever growing and leader products aims to keep its track in making cities safer in Europe and oversees within 2017 and being a worldly followed company in safe city technologies. Having newly introduced its products in France, Switzerland, Norway, Croatia, Netherlands, Latvia and Italy in the last three months, Ekin will be extending its network in Europe throughout the year.

EKIN HAS WON THE WORLD'S PRESTIGIOUS AWARDS WITH ITS PIONEER MOBILE SURVEILLANCE PRODUCTS; EKIN PATROL AND EKIN BIKE PATROL SUCH AS "STEVIE AWARDS BEST NEW PRODUCT-BRONZE" TWO YEARS IN A ROW, GERMAN DESIGN AWARD-SPECIAL MENTION.





6.000

TURKISH EMPLOYEES

will be employed in international projects in 2017

3rd

CONSTRUCTION SERVICES

YAPI MERKEZİ

Making A Difference To Gain Respect Worldwide

Yapı Merkezi, is a general contractor company founded in 1965, aims "to create and to perform construction projects that will serve humanity by creating happy environments".

Yapı Merkezi achieves projects of universal dimensions and always reaches its targets with the determination to complete every project by delivering products and services on time, within budget and with the specified quality. Through its specialized companies, Yapı Merkezi has completed numerous successful national and international projects within the fields of transportation systems, rail systems, tunnels, bridges, viaducts, industrial and general service buildings, water collection and supply systems, restoration, strengthening and repair works, and mass housing and city planning.

Yapı Merkezi is having different projects outside of Turkey. In 2016 its turnover was 1,25 Billion USD, with the total number of 14.500 blue and white collared employees who are working in the company. As of today, Yapı Merkezi is executing different projects in Morocco, Algeria, Senegal, Ethiopia, Qatar, Saudi Arabia and Turkmenistan. While executing these projects, it is trying to supply the required materials and equipment from Turkey as much as possible. These materials are such as mainly rail, rebar, structuring steel, steel culverts, cables, prefabricated units, glass, paint etc. Therefore, it is clear that exporting these materials creates a substantial value for Turkey.

Yapı Merkezi is a "world brand" in the field of rail systems. It has successfully completed projects in



Gulf Region (Dubai Metro, Haramain High Speed Railway-Mecca & Madinah Stations), Africa (Bir Touta - Zerelda Railway in Algeria and Casablanca Tramway in Morocco) as well as in Turkey (Ankara-Konya High Speed Railway, Izmir Metro, Istanbul Tramway).

In 2017 It will be continuing its railway projects in Morocco (The Second Part of Casablanca Tramway), Algeria (Sidi Bel Abbes and Setif Tramways), Senegal (Dakar - AIBD Railway), Ethiopia (Awash-Kombolcha-Hara Gebaya Railway), Qatar (Doha Metro Gold Line), Saudi Arabia (CTW 130 Railway), Turkmenistan (Different bridges). Its estimated turnover will be 1.1 Billion USD so it is foreseen that its export value will be at the same level of 2016.

Yapı Merkezi is currently following some railway projects in Macedonia, Kosovo, Tanzania, Romania and Denmark. Assuming some of these projects will be under the commitment of Yapı Merkezi; the export value will increase 15%. In 2017, Yapı Merkezi's turnover will come from abroad and also there will be approximately 6.000 Turkish employees will be employed in these international projects.

Yapı Merkezi, with a confidence originating from half a century of experience, is a rising value of Turkey with its investments, equity and thousands of family members, as well as its successful history. In the history of the modern civilization of Turkey, Yapı Merkezi always had a distinguished place and in the future will continue to have a privileged place in the history of world civilization as well.

2nd

EDUCATION SERVICES

İSTANBUL AYDIN UNIVERSITY

Istanbul Aydın University As a Pioneer of the Internationalization in Higher Education Sector

With its fast-growing economy, strong market value, and cultural and social attraction, Turkey has become a center of attraction for in many fields as well as education. .

For an international student, who would like to explore new cultures, receive a high quality education and have the ability to gain knowledge in a versatile and strong economy, Turkey is the best possible choice. Our universities offer a great variety of programs; provide great outlets for self-development and exploration. The programs are equipped to facilitate the needs of the students from all around the world and designed to prepare the students in many different fields, providing insight to the dynamics of global markets with a new perspective. Turkey, with its unique location and rich history, is the only country where an international student can experience and grow in many different levels. In 2016, the continued



growth in international students coming to Turkey for higher education has a significant economic impact. In a large scope, International students brings many benefits to the Turkey, which have been well articulated in recent years: they bring diversity to campus life and enhance the student experience for 'local' students; they support the provision of certain subjects, particularly at postgraduate level; and they provide a valuable source of income to universities and to local economies via expenditure on and off campus.

INTERNATIONAL STUDENTS BRINGS DIVERSITY TO CAMPUS LIFE AND ENHANCE THE STUDENT EXPERIENCE FOR 'LOCAL' STUDENTS; THEY SUPPORT THE PROVISION OF CERTAIN SUBJECTS.

As the biggest foundation university of Turkey, Istanbul Aydın University is one of the pioneer of the internalization in higher education sector. With more than 3.750 international students and international academic staff, IAU continues the growth in different branches. In 2016 - IAU Medical Faculty Hospital, which has a capacity of 350 beds, is

3.750 FOREIGNERS

International students and international academic staff





built on an area of 55 thousand square meters with an investment cost of 265 million TL. Here, they aim to train not only physicians but also scientists. Integrating their educational infrastructure with the world is the top priority to come to a level where Turkish Universities can compete with the world in education. They have made intensive presentations about the preference of students for studying abroad and the university continue to do so. The efforts of Istanbul Aydin University in this direction have been approved by the Turkish Exporters Assembly -Turkey's biggest economic non-governmental organization. Istanbul Aydin University was the second in the category of "Education Services", where the ranking of the "Turkey's Top 500 Service Exporters" research conducted by the Turkish Exporters Assembly for the first time this year, which was determined by the income obtained from international students.

As the university said: "We first introduced the concept of service exports in 2010. We are glad to see that our proposals and expectations in this area corresponded and these prizes were created. We are happy to be rewarded as one of the institutions that performs the most service exports in our field. As a university, we are already an institution that has put forward the vision of being an international university. Therefore, we regard this award as an important milestone in reaching our goals. So we're on the right track. However, we do not see enough of this point for ourselves. We will continue to work hard on the same path to gain more of our country's share of the international education sector worldwide, and we will be in a more effective position with more international students."

IAU's focus is: more technology, more research, more innovation, more education, more promotion and more integration. They aim to be among the top 5 universities in Turkey and the top 500 universities in the world as a university that believes and conducts studies on this field since the day they were established in collaboration with university-industry and university-public institutions. In 2017, Istanbul Aydin University aims to increase the brand value of our country by developing more cooperation with domestic and foreign institutions and establish a training structure based on Turkey's 2023 targets through technology transfer. They realize all the energy and the investments of the university in line with these goals.

Considering today's international student mobility market of 4.5 million, which is about 180 billion dollars in the world, global market will find 7 million students and a figure of 280 billion dollars in 2020; By 2023, as Turkey, They are targeting to reach 180,000 students, with a target of 7 billion 200 million. The fact that our government is in an approach that opens the way for the universities both at home and abroad will make a big contribution to Turkey becoming a brand in the international education sector.

3rd



EDUCATION SERVICES

ISTANBUL KEMERBURGAZ UNIVERSITY

Modern Education With Standards

Istanbul Kemerburgaz University is a non-profit foundation university founded by Mehmet Altinbas Education and Culture Foundation in 2008. Mehmet Altinbas Education and Culture Foundation is one of the most significant philanthropy projects of the Altinbas Group, which operates internationally with over 54 firms in Turkey and abroad.

%13,6 STUDENTS

International students share in all of the students



With its 3 campuses, the University is located in the heart of Istanbul, Turkey. At Istanbul Kemerburgaz University, aims to set an example as a center of excellence by making a difference in education with top quality academic staff and emphasis on internationalization and diversity. They strongly believe that international students from all around world are an important part of the University life. Their community is greatly enriched by our international students' culture, customs and perspectives. Currently, %13,6 of the total student body are international students and we expect to to welcome more and more international students every year and increase the cultural diversity on campus.

The university believes that their success in the field of international student recruitment stems from the fact that their utmost aim is to create the best learning environment for our international students where they can feel at home, comfortable and free from any kind of discrimination. They value internationalization greatly and they are dedicated to provide educational programs which meet the international standards, and modern technical infrastructure to support the teaching and learning environment. Thus, their internationalization philosophy and the quality of education that they provide constitutes the most important reasons why their international students preferred to study in Istanbul Kemerburgaz University.



ALİ ALTINBAŞ
CHAIRMAN OF
KEMERBURGAZ UNIVERSITY

Promoting Turkey as An Education Hub is a Collective Effort

Istanbul Kemerburgaz University is dedicated to recruit international students since the day one and kept growing stronger in the sector every year. I believe that our success in the field of education export in 2016 is the reward of our efforts in the past years. Furthermore, we have performed beyond our estimations this year due to the fact that the continuous economic growth in Turkey during the recent decade makes Turkey a point of attraction for international students. Together with the growth of Turkey, we plan to increase the number of international students on our campuses.

To this end, we plan to expand our promotional activities in the countries where Turkey is not known as a study destination yet and we aim to widen our global outreach. We believe that we have the potential to educate students outside our region and welcome the students from every corner of the world. Therefore, I am very hopeful not only to recruit more international students in 2017, but to further develop the cultural diversity among our students.

Promoting Turkey as an education hub is a collective effort that we undertook together with the other Turkish Universities and related government agencies. We have faced many challenges on the way and we expect to face even more in the future. However, I strongly believe that our quality in higher education and determination in international engagement will keep us going and make us a center of knowledge and education in our region. Therefore, I expect the Turkish education export grow rapidly and Istanbul Kemerburgaz University is determined to play a leading role in this process.

Consequently, we kindly invite all the international students to join our global society.

TIM SPECIAL AWARD

TALEWORLDS

Leading the Turkish Game Industry

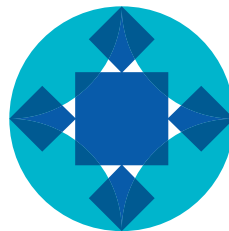
TaleWorlds released its first game, *Mount & Blade*, at the end of a long development process, in 2008. *Mount & Blade: Warband*, the independent expansion, was brought to gamers in March 2010, followed by *Mount & Blade: With Fire and Sword* and *Warband DLCs: Napoleonic Wars* and *Viking Conquest*..

The series reached seven million total sales, charting among the top sellers on popular distribution service Steam, a number of times.

Mount & Blade: Warband became the most popular entry in the series, with its well developed world and graphical quality. The addition of multiplayer attracted a wider audience and helped to reach a broader set of gamers, beyond the already established player base. Although seven years have passed since its release, *Warband* still maintains a position among the top 50 games on Steam, by concurrent players.

Looking back at the previous year, TaleWorlds' flagship title *Warband*, which was awarded best multiplayer indie game of the year, best RPG of the year, best modded game and editor's choice, took 30th place in PC Gamer's prestigious 100 Best Games of All Time list. In 2015, the company took the award for Export Density (highest exports divided by number of employees) in the Midsize Companies category at the METU Technopolis Success Awards. Moreover, they were granted the award "Original Product Champion", in the award ceremony, held by the Turkish Exporters' As-sembly and the Ministry of Economy; also the "Special Award" in the ceremony of the Champions of Turkey's 500 largest service exporters, that was held for the first time this year, by the same or-ganizations.

Their strategy of differentiation in the products they develop, has been the driving force which led to all these achievements. They managed to corner a specific segment of the market, by focusing on innovative game mechanics and themes in their games.



8.1%
GROWTH

Turkish games sector's annual growth rate

As a result of this, at every conference and panel the company attends, they always advise developers to enter the market with something original and previously unexplored. There are already many well established trademarks and prod-ucts that have held their positions, against fierce competition, for years, in existing genres.

The condition of the Turkish games sector is healthy, with an 8.1% rate of growth per year, which stands up well against other sectors. Additionally, as a country which arrived so late to the field of game development, reaching a \$400m export rate is a really positive sign for them. The ability to sell products in all corners of the world, digitally, without the risks and fees involved in shipping physical goods, and at the same time reaching a global market, whilst avoiding tricky customs legislations, is a really significant advantage for game developers.

Turkey's game developers receiving income largely from exports and reaching today's volume, through sustainable growth is reassuring in regards to the future, and fills the company with hope and excitement for 2017.



2nd

CONSTRUCTION SERVICES

GAP İNŞAAT

Gap Construction attaches great importance to quality and work safety

As one of the leading construction companies in Turkey, the company was established in 1990 to undertake the construction of textile factories of Çalık Holding that is planned to operate in Turkey and abroad and with the structuring that is carried out in 1996; Gap joined the companies in the contracting sector.

The company has provided infrastructure contracts, superstructures, residential and industrial plant projects and contracting services in the energy, oil and natural gas fields in Turkey and abroad and has more than 100 projects totaling over US \$ 3.2 billion to date. The aim is to increase productivity with the business and services that is offered by Gap Construction and the company continues to grow by offering services that will contribute to Turkey's trade volume.

Having a significant position in the contracting sector with its strong financial structure and equipment power, the company continues to provide contracting services in major projects carried out in Turkey. Gap Construction attaches great importance to quality and work safety and has the certificates of 'ISO 9001 Quality Management System Standard', 'ISO 14001 Environmental Management System Standard' and 'OHSAS 18001 Occupational Health and Safety System Standard'. Gap Construction successfully completed 2016 with 26 million men-hours of zero accidents. The company has its headquarters in Istanbul, as well as its offices in Ashgabat, Dubai, Baghdad, Astana and Tripoli. Together with the employees, in Turkey and in different geographies, on the path to building a better future with all of their strengths, Gap Construction believes that such organizations and awards like

\$ 3.2 BILLION

GAP's more than 100 projects totals over



**GAP
CONSTRUCTION
SUCCESSFULLY
COMPLETED 2016
WITH 26 MILLION
MEN-HOURS OF
ZERO ACCIDENTS.**

Turkey's Top 500 Service Exporters Awards increase the motivation and prestige of Turkish entrepreneurs both in the country and in international markets. More important than the turnover achieved by an entrepreneur is the documentation that the reputation and success of the work is supported by public and social institutions. In this context, this award is really important for Gap Construction. It is believed that the other Turkish entrepreneurs are sharing the same feelings as well.

Number of countries
ASELSAN exports

3rd

ENGINEERING SERVICES

ASELSAN

Turkish Sense of Security

ASELSAN is a global defense and advanced electronics company, that designs, develops, manufactures and integrates state-of-the-art products, systems and services for military, governmental and commercial customers. Headquartered in Ankara, Turkey,

ASELSAN is composed of five Business Sectors:

1. Communication and Information Technologies
2. Microelectronics, Guidance and Electro-Optics
3. Radar and Electronic Warfare Systems
4. Defense Systems Technologies
5. Transportation, Security, Energy and Automation Systems

ASELSAN's expertise cover a wide range of applications, including communications systems, radar systems, electronic warfare systems, electro-optics, navigation & avionics, C4ISR, naval systems, weapon systems, homeland security and traffic & toll collection systems. These activities are performed in three manufacturing facilities located in Ankara, Turkey with a workforce exceeding 5100 employees, over half of which are engineers. Dedicating utmost importance to R&D activities by allocating 7% of its annual revenue and through its technological know-how, ASELSAN has achieved the capability to undertake large-scale system integration projects and develop advanced products.

Today, Turkey is globally recognized as a major



player in the global defense industry - largely self-reliant in the domestic market and increasingly effective in the international market. The size of the Turkish defense and aerospace market has exceeded the 5 billion USD benchmark, with total exports approaching 1,8 billion USD and R&D expenditures on the order of 1 billion USD.

ASELSAN has historically been the locomotive of the Turkish defense industry, accounting for the largest shares in annual turnover, employee count, R&D expenditure and product diversity. Since its establishment in 1975, ASELSAN has grown steadily to become one of the largest defense companies in the region. Aside from that ASELSAN has proved its competitiveness also in the international arena, with its export to 63 countries and through active participation in joint research/development and production programs.

ASELSAN has also claimed a sustainable position among the top 100 defense companies worldwide, as listed by the Defense News, and was ranked at number 58 with respect to 2015 data thanks to its sales figure of 1,110 Million USD, 20% of which are exports.

The Turkish Armed Forces Foundation – an independent legal entity operating under the laws of the Republic of Turkey – is ASELSAN's major shareholder. The Foundation has historically facilitated close dialogue between ASELSAN and the Turkish Armed Forces – ASELSAN's major customer. ASELSAN has also enjoyed the support of SSM (Undersecretariat for Defense Industries), since its establishment in 1985 to function as the rudder of the Turkish defense industry, throughout the course of many national development programs.

Upon becoming a major defense industries actor at the international scale and steering the Turkish defense industry in evolving into a largely self-reliant power; ASELSAN has also sought the support of governments in its global operations over the course of the past decade. In the establishment of ASELSAN's joint ventures in Kazakhstan, Jordan, the United Arab Emirates and the Kingdom of Saudi Arabia as well as the incorporation of ASELSAN's branches in the Republic of South Africa and Azerbaijan, ASELSAN has proved its capabilities locally in these countries.

3rd

FREIGHT TRANSPORTATION AND LOGISTICS SERVICES

EKOL LOGISTICS

Connecting The World With Each Other

From the point it was started with the international transport organization, EKOL reached an integrated corporate structure that provides third-party logistics services. .

With years of experience, high-tech applications and over 6,000 multinational employees in 14 countries, they offer logistics and supply chain solutions to customers in different industries. Since its inception in 1990, it has always kept unconditional customer satisfaction and being the leading brand in the industry in Europe.

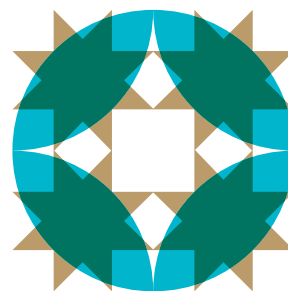
It has the latest technology distribution centers in Turkey, Germany, Italy, Romania, France, Greece, Ukraine, Bosnia, Hungary, Spain, Poland, Bulgaria, Czech Republic and Iran. In addition, with an environmental fleet of 5,500 vehicles, it works to serve all kinds of needs of the changing international markets. They are among the leading integrated logistics service providers in Turkey and Europe with end-to-end supply chain management solutions, the most advanced intermodal and transportation equipment and comprehensive warehouse and x-dock facilities.

AT THE DATE OF ESTABLISHMENT IN 1990, EKOL ADOPTED AN AMBITIOUS AIM TO BECOME A LEADING BRAND IN EUROPE.



EKOL was awarded with a prize in the category of “Freight Transportation and Logistics Services” in “Turkey’s Top 500 Service Exporters” researches, which were determined by the Turkish Exporters Assembly (TIM) for the first time in the past year. As the company, they think that it is pleasing for the service sector to begin such an investigation, which has an extremely critical prescription in the process of achieving Turkey’s export target.

Today, EKOL puts its mark on significant achievements with its pioneering role in raising human resources for the logistics industry and developing innovative business models. Leading multinational companies in EKOL’s portfolio, and the services it provides for these customers represent confident steps in the road to achieving brand awareness objectives.



5,5 THOUSAND

Number of total vehicles EKOL logistics

3000

Foreign students
educate every year.



1st

EDUCATION SERVICES

BAHÇEŞEHİR UNIVERSITY

Bahçeşehir University is the Winner of Exports in Education

Bahçeşehir University Board of Trustees President Enver Yücel, who received the award from Prime Minister Yıldırım made a statement.

Yücel said, "Considering the activities we have conducted so far, we are one of the leading universities that bring students from abroad, that is, foreign exchange, and I think that this is a very important contribution to the Turkish economy. Exports in education has increased compared to 10 years ago, but I do not think that this is enough."

Saying "I believe that 500,000 foreign students should come to Turkey and study here in the scope of year 2023 vision," Yücel continued as follows:

"This is a very important revenue item. Economists say that when a student goes abroad to any country for education, they leave there an average of \$ 40,000.



As Bahçeşehir University, we educate 3,000 foreign students every year. We would like to raise this number to 5,000. When you multiply 3,000 foreign students with \$ 40,000 each year, we bring in about 120 million dollars of foreign currency to our country. This is an important figure. Not only that, we are exporting our culture abroad at the same time."

Stating that there is still much work to be done, Yücel said "I think that education should be included in the scope of exports. Incentives should be given to increase the number of students from abroad and we would like to have an education unit within the Turkish Exporters Assembly."

Bahçeşehir University Rector Prof. Dr. Şenay Yalçın said that after such sad events in the recent days, such awards gave people morale and determination to work. "Since the day we were established, we have placed internationalization first among our priorities," Yalçın said, adding that they wanted to educate visionary students who recognize the world and who can work anywhere in the globalizing world. Stating that the students should be blend with the world for this to happen, Yalçın said, "We want students from different parts of the world to make friends with our students and act together with their friends while making moves that will contribute to the economy of Turkey." Saying that they have centers and universities in different parts of the world from America to Japan, from Russia to the farthest point of Africa, Yalçın stated "We created environments where our friends can study easily. This was very important for us. So we are very happy that we have received this meaningful award in such an environment today."



2nd

HEALTHCARE SERVICES

MEDICAL PARK

Healthcare for All

Medical Park Hospitals Group are continuing to add value to our country since the foundation in 1993. Today, they are one of the 6 biggest hospital chains worldwide, as evidenced by 25 hospitals located in many regions of Turkey.

Enabling all patients' access to healthcare services at international standards irrespective of socioeconomic status, Medical Park not only closely monitors all advanced technologies and therapeutic methods worldwide, but it also continues its work to serve as a model for the world's health sector which supports science and innovative practices.

While Turkey maintains its ambition in health tourism, the number of international patients increases every year thanks to the successful operations performed with more affordable prices compared to many countries. Medical Park sustained its growth in 2016 and hosted and treated more than 88.000 international patients in its hospitals. Till the end of 2017, Medical Park Hospitals Group will open 3 more hospitals in different strategic locations in Turkey and will be continuing its strategic international affiliation projects in different countries with the recognized medical institutions. Medical Park estimate that this development in business network will ensure approximately an 8% of contribution to their endorsement based on exportation.



Promoting Turkey as An Education Hub is a Collective Effort

Thanks to our successful physician staff and cutting-edge technology, Medical Park brand has reached an important awareness level in international area.

There is a huge interest in Medical Park Hospitals Group by foreign countries, especially for branches like cardiovascular diseases, organ transplantation, bone marrow transplantation, oncology, neurosurgery, orthopedics, in vitro fertilization, dental health, aesthetic surgery and hair transplantation. We render healthcare services for patients from European countries such as the Netherlands, Germany, Romania, Bulgaria, France, Belgium, from Turkic Republics such as Azerbaijan, Kazakhstan, Kyrgyzstan and Uzbekistan then Georgia, Middle East and Gulf Countries, Balkan countries and some African countries as well as Russia and Ukraine. When patients go back to their home countries contentedly after they receive treatment in our hospitals, they become our brand ambassadors by sharing their experience thus they contribute to recognition and prestige of Medical Park.

As Medical Park Hospitals Group we're honored for contributing health tourism in Turkey with more than 70 thousand international patients treated in 2015 in our group. Being one of the best 3 brands in healthcare sector according to the "Turkey's Top 500 Service Exporters" investigation of Turkish Exporters Assembly has flattered our pride.

70 THOUSAND

International patients treated
in 2015 in Medical Park Group



2nd

ENGINEERING SERVICES

TEMELSU ENGINEERING SERVICES

TEMELSU Broadening Its Knowledge

TEMELSU International Engineering Services Inc. is a well known Turkish consulting engineering company which provides multidisciplinary engineering services, locally and internationally, at all stages from reconnaissance survey to master plan, feasibility study, detailed design and construction supervision, since its foundation in 1969.

The companies' headquarters is located in Ankara. Temelsu building possesses a fully equipped working area with high-tech office and engineering tools and security systems. Turkey TEMELSU's main fields of specialization cover dams and hydroelectric power

plants; motorways, highways and railways; irrigation and drainage projects; water supply & environmental sanitation.

TEMELSU renders services for state agencies, local authorities and private sector companies for more than 40 years, with a professional approach in which an understanding of supreme quality and customer satisfaction is acknowledged as the ultimate goal. Total number of TEMELSU employees is about 350.

In 2016, TEMELSU was ranked 2nd in the "Technical Consultancy Services" category of the "Turkey's Top 500 Service Exporters" list prepared by the Turkish Exporters Assembly, and was honored with an award given by the Turkish government for its achievements and positive contribution to Turkish Economy.

The key aspect underlying this success is TEMELSU's ability to adapt itself to various customer profiles and geographical conditions without compromising quality and technical superiority. TEMELSU was one of the first consulting engineering companies in Turkey to undertake engineering projects abroad. Their international venture had started in early 80's with Saudi Arabia, and continued with Yemen and Jordan. Since the early 90's they have successfully been involved in many projects in Turkmenistan, Azerbaijan, Uzbekistan, Kazakhstan, Kyrgyzstan, Tajikistan, Georgia, Libya, Pakistan, India, Albania and Lebanon.

Since 2011, TEMELSU is being ranked every year in the "Top 225 International Design Firms" list prepared by ENR (Engineering News Record), one of the most reputable construction magazines of the world, taking into account only the annual international revenues of the technical consultancy firms.



2nd

TOURISM SERVICES

KILIT GLOBAL

Tourism is Rising Again

Kilit Global is a leading Travel Company in the tourism industry in Turkey which has been established in 2010 with hundred percent domestic capital. We are providing excellent services to our visitors beyond their expectation to have a pleasant holiday experience with our professional team who knows the dynamics of tourism in our country, well trained, experienced and friendly. We are working diligently to satisfy all our visitors and ensuring every visitors return back to their country a happy person.

The company believes that the satisfied visitors will nicely promote our country and provide benefits to the tourism industry. Due to their extensive experience they are welcoming over one million visitors each year from predominantly Russian Federation, Ukraine, Iran, Kazakhstan, Lithuania, Estonia, Latvia, Serbia, Albania, Macedonia, Romania and Bulgaria.

Year 2016 was very tough in terms of tourism business in Turkey for all travel companies. Current 'Territorial and global political crisis' are negatively affected tourism industry and they can consider that the tourism business' strength has been tested in year 2016. Kilit Global believes that the tourism business will recover rapidly in year 2017 with the President and Prime Minister's industrial precautions and government incentives for tourism industry. As is known, Turkey has high quality tourism products which are consisting of modern and comfortable facilities with spectacular natural, cultural and historical values. Additionally Turkish tourism companies are providing excellent service to the visitors competing other rival countries around. Due to all these reasons Kilit Global are expecting an increase in visitor numbers and significant growth in tourism business for year 2017.



2017 Will be the Year of Normalization

The total value of TEMELSU's international revenue in 2016 was quite low compared to those in 2013, 2014 and 2015. This decline in our annual international business volume is mainly due to the geopolitical problems in the potential markets and the fall in world oil prices which has negatively affected the financial resources and investments in oil exporter countries. Tensions with Russia and problems in the neighboring countries had adversely affected the overseas activities of all Turkish consulting engineering and architecture companies.

As for 2017, we believe that normalization of the relations with Russia as well as with the neighboring countries will progressively improve the international business environment of Turkish contractors and consulting engineering companies. In 2017 TEMELSU's determination and efforts in expanding its services to new sectors and geographies will continue with new projects. Due to the political and economic problems in the Middle East and North African countries as well as considerable decrease of investments in oil exporter countries, market diversification is the top item of TEMELSU's agenda.

There are huge investment opportunities in Africa, especially in infrastructure. In particular, Sub-Saharan Africa is forecast to be the fastest growing region in the world over the next five years. Africa's absolute and relative lack of infrastructure necessitates establishment of international and regional cooperation and strategic partnerships. In this regard, African countries will be among the main targets of TEMELSU for prospective projects financed by African Development Bank, as well as for PPP and EPC contracts to be implemented by investors and Turkish contractors.



1st

ENGINEERING SERVICES

FORD OTOSAN

The Values That Lead Ford to Its Present Status in Turkey and Worldwide

Turkish automotive industry continues to grow year on year. Having reached the 1-million units level in 2015, the market has captured significant momentum. Despite the difficulties Turkey went through in 2016, the industry maintained its consistent rise, the market reached over 1 million units.

As Ford Otosan expect to see significant changes across the world in 2017, they maintain their optimism for the



IN ADDITION TO TODAY'S AUTOMOTIVE PRODUCTION DYNAMICS, FORD OTOSAN IS ALSO COMPETING WITH THE DEVELOPMENTS IN THE GLOBAL AUTOMOTIVE AND TECHNOLOGY MARKET.

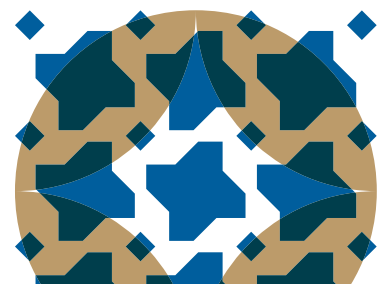
automotive industry as one of the strong cornerstones of Turkey's economy and for Ford Otosan as well. It is anticipated some decline in the domestic market as a result of the SCT (Special Consumption Tax) increase, the exchange rate and the strong performance of the last two years it is also predicted that the overall positive trend will continue this year.

In the first 9 months of 2016, Ford Otosan's export volumes were 188,735 up by 5% due to strong market conditions and rising demand, export revenues increased by 16%, reaching 8,720 million TL.

Ford increased its sales in Europe by 17% in the January - November 2016 period, and maintained its position as the leader of the commercial vehicles market. 81% of the Transit series vehicles and 73% of all Ford branded commercial vehicles sold in Europe are produced by Ford Otosan. Turkey is considered Europe's biggest commercial vehicle production base. Ford Otosan is Ford's leading commercial vehicle

17%

Increased its sales in Europe in the January - November 2016 period.



center in Europe, exporting 80 percent of the vehicles the company produce in Turkey. Empowered by the vehicles that made Ford the commercial vehicles market leader of Europe, they succeeded to become the export champion of 2015.

The new generation Ecotorq engine family, the fruit of four years' of intensive R&D work, rolled off the production line in March. Developing and producing Turkey's first and only truck engine and offering it to the global markets is a great source of pride for Ford Otosan. In June, Ford Otosan's new generation Ecotorq family was honored with the grand prize at the 12th Technology Awards organized jointly by The Scientific and Technological Research Council of Turkey (TÜBİTAK), Technology Development Foundation of Turkey (TTGV) and Turkish Industry and Business Association (TÜSİAD).

Another topic of great pride for the company this year was about Ford Trucks' vehicles developed with 100 percent Turkish engineering and launched in April. Ford trucks and tractors were tested for four years by 750 engineers in the hardest conditions in eight countries on three continents and then offered to the customers.

As the pioneer of the Turkish automotive industry in R&D, Ford Otosan exported over \$320 million in engineering in the last five years, and the company anticipates that this figure will continue to increase in the coming years. With \$80 million recorded in 2015, they were named Turkey's leading organization in engineering exports. Ford Otosan has the biggest R&D organization in the industry. They are the patent leader of the Turkish automotive industry. They continue to work on developing advanced technologies to offer products that will be competitive not only in Turkey but also in all potential export markets.

In addition to today's automotive production dynamics, Ford Otosan is also competing with the developments in the global automotive and technology market, and believes that innovation and digital transformation will be inevitable in the near future. Accordingly they have already included innovation among their key strategies as of 2015. Aiming to offer innovative products and services by focusing on creativity in the business processes, the company carries out several activities to ensure that all of the office and production staff adopt this culture. Their pioneering approach and motivation toward innovation has been confirmed in 2016 with the Leadership award in the Innovation Organization and Culture category at the İnovaLİG project organized by the Turkish Exporters' Assembly and AtKearney.

Ford Otosan believes that the Turkish automotive industry will continue to be the driver of the exports in 2017. And as the locomotive of the industry and with their superior engineering capabilities, they will continue to contribute to the Turkish economy in the coming period.



3rd

IT SERVICES

P.I. WORKS

Improving the Mobile Subscriber Experience Worldwide

This year Turkish Exporters Assembly (TIM) held a research for the first time to identify the most successful service exporters of Turkey in 11 categories.

P.I. Works has won Turkey's Top 500 Service Exporters in the IT Services category, as one of the most successful Turkish Service Exporters. The Turkish Prime Minister Binali Yıldırım, along with 10 other ministers, were present in the award ceremony. In the speeches given by the Ministers, the importance of the service sector and its role in the economic development of the country were emphasized. The Turkish government's increased focus on growing the export market and its support on businesses are important factors for the business growth in international markets.



30 OPERATORS

Find solutions in 28 countries.

P.I. Works successfully leveraging its global expertise in the area of next generation mobile network optimization and management solutions is the main reason for its winning this award. P.I. Works has been delivering solutions to the world's largest mobile operators, and continuously growing its customer base. To date, P.I. Works solutions have been deployed by more than 30 operators in 28 countries. Their headquarters is located in Turkey, Istanbul, and we have 5 other offices in the United States (2), United Kingdom (1), Singapore (1) and Romania (1).

The key to the success has been their continuous focus on research and development activities, along with having the best of breed software products in their portfolio of mobile network performance management and optimization solutions. These products along with the years of global field experience help them deliver comprehensive managed optimization services. P.I. Works also plays an important role as an independent software solution provider in the 3rd Generation Partnership Project (3GPP) SON (Self Organizing Networks) standardization forum.

P.I. Works has won the award as one of the top 3 successful exporters in the IT Services category. P.I. Works CEO Başar Akpınar accepted the award from Faruk Özlü, Minister of Science, Technology and Industry. M. Başar Akpınar, said: "We are very happy and honored to be recognized as one of the most successful service exporters of Turkey. We will continue providing 'best in class solutions' to our customers around the globe. We will work harder to distinguish ourselves with our knowledge and experience to gain new businesses, along with reinforcing our current successful business engagements."

During the award ceremony held on December 24, 2016, TIM President Mehmet Büyükeksi, indicated that service exports of 500 companies being subject to TIM 500 research in 2015, totaled \$18.5 billion. This figure corresponds to 40 percent of our country's service exports. He also added that that they aimed to reach the goal of \$150 billion service exports in 2023. P.I. Works expects to see a similar success compared to last years', in their exporting of the services in 2017 and beyond, as both Turkish Government and TIM are continuing to support exporters with financial initiatives.



1st

COMMUNICATION SERVICES

TURKSAT

From Earth to the Space

Turksat Satellite Communications and Cable TV Operations Company (Turksat) is one of the leading international satellite operators providing satellite communications (e.g. voice, data, internet, TV, and radio broadcasting) through communication satellites. Via its network of coaxial and fibre-optic cables, Turksat also provides cable broadcasting (digital TV, broadband internet, interactive multimedia, telephony etc.) for its domestic subscribers. Furthermore, Türksat operates the e-Government Portal (www.turkiye.gov.tr) within the scope of its information services and conducts projects for the provision of public services electronically.

Turksat was established to hold, manage and operate the rights for the satellite orbit positions covered by national sovereignty and meet any obligations in connection therewith, to lease or procure lease of the operation of satellites registered in its name including those satellites owned by other operators, to operate such satellites, to establish and operate any communication systems via satellites owned by national and foreign operators and to engage in trading activities thereof. In addition, Turksat is also authorized to engage in the development of national satellite programs and human resources.

With two satellites in operation at 42°E (Turksat 3A, Turksat 4A) and Turksat 4B at 50°E, Turksat is covering a wide area extending from Europe to Asia, Middle East and Africa. According to Euroconsult 2016 Report, the company reported a growth of 12% reflecting the full contribution of Turksat 4A.

Comparing to the market growth drop to 6% from two digit numbers in the last year, Turksat recorded a promising growth of 12% with the highest second measured growth rate. Even though this rate is affected with the new satellite (Turksat 4B) brought into the operation, it should also be noted that vast majority of



the Turksat 4A capacity was used to replace the Turksat 2A satellite which was in 42 oE.

Market survey results indicates that from 2011 global growth rate of regular capacity, which includes C and Ku band, significantly slowed down in major markets and the driving force for the market expansion is mostly carried out by Ka HTS capacity. In this context, Turksat implemented Turksat 4B to its fleet in 2015 just at the right time to create market share in HTS capacity.

Turksat 4B at 50 oE is targeted for Turksat's new broadband connectivity service in Ka band, as well as communication services Ku band to provide VSAT systems with its existing two Ku-band VSAT Hubs.

Under the brand name TurksatNet, an end user-oriented satellite communication services, it is aimed to be provided in Iran, Iraq, Syria, Afghanistan, Pakistan,

12th

In revenue ranking.

Kirghizia, Turkmenistan and Europe along with Turkey.


Turksat currently offering TV-Radio broadcasting, SNG and data services to more than 10 countries including England, Germany, Georgia, Iraq and Afghanistan. Turksat is among top five operators with its 9% MENA by market share and ranked as 12th globally by revenue ranking. This extensive market portfolio enabled Turksat to be awarded as one of top 500 of service export and leader at telecommunication services. The company with satellite coverage that extends from Europe to Asia has positioned itself at MENA, reached this successful position by implementing a market strategy of boundaries by the coverages. In this context, with the upcoming satellites of Turksat 5A and TURKSAT 5B in following years, the company aims to be a major service provider in Africa, Asia and gain more market share at Europe as well to keep high growth rate above the market standards.

In addition to existing infrastructure, Turksat is going to provide mobile satellite communication services as well.

Turksat is also preparing to add Turksat 5A (31oE) and Turksat 5B (42oE) to its fleet in 2019. By means of these new satellites the supply of satellite capacity and hence the revenues and new services are supposed to be increased and will complement Turksat's service areas while supplying a significant competitive edge in the market.

TURKSAT IS ALSO PREPARING TO ADD TURKSAT 5A (31OE) AND TURKSAT 5B (42OE) TO ITS FLEET IN 2019.





TRUMPONOMICS, TURKEY AND INFRASTRUCTURE INVESTMENTS

BESIDES PRIVATIZATION, THIRD ISTANBUL AIRPORT, CANAL ISTANBUL, HIGH SPEED RAIL LINES, NEW HOSPITAL COMPLEXES AND ENERGY DISTRIBUTION NETWORKS ARE SOME MEGA INFRASTRUCTURAL PROJECTS OF TURKEY.

BY PROF. ALİ ALP AND DR. YENER COŞKUN

Despite finance and business people, academia generally does not like short-term growth policies simply because they mostly focus on less productive industries. For example, the stock and housing market-based Keynesianism that occurred in the United States after 2000's was a bad idea from the perspective of sound economic policies. However, not only in the US but also everywhere else in the world, politically correct economic policies may not generally



fit the long run benefits of the society. Then, we feel better if policy makers may pursue the policies aiming to increase production, efficiency and competitiveness of the economy. This way of sound policies are connected to “development” instead of some short-term growth concerns in the growth-development terminology. Infrastructure investments provide long-term benefits to the economy. In this respect, McKinsey¹ suggests that infrastructure is a cornerstone of a stable and productive society. The right approach to delivering and maintaining transport, housing, energy, water, and communication infrastructure is essential to create a strong and competitive economy and provide social services. While infrastructure investments have unique challenges, they also offer opportunities for both the public and private sectors.

Trumponomics, Turkey and Infrastructure Investments

Infrastructure investments may mobilize public-private partnership with GDP, employment, and income increases in an economy. Therefore, it is not a surprise to see in both developed and developing countries have intensive investments towards infrastructures. For example, establishing a brand new ‘infrastructure bank’ is one of the top policy priorities of the Trumponomics.² According to the American Society of Civil Engineers, it will cost more than \$3.3 trillion to keep up with repairs and replacements in the US over the next decade.³ So, it seems that the new US president has his own New Deal policies based on the positive externalities of infrastructure economics.

Like similar emerging countries, Turkey has its own agenda to increase infrastructure investments.⁴ It is interesting to note that Turkey was one of the first countries to implement its own PPP legislation. Law No. 3996 was enacted in 1994 for various fields within the infrastructure sector such as transportation, energy, water supply and treatment. The PPP methods in Turkey are build-operate-transfer (the most commonly used PPP method in Turkey), build-operate, transfer of operational rights, and build-lease model.⁵

Why Turkey Has Ambitious for Infrastructure?

Besides privatization, Third Istanbul Airport, Canal Istanbul, high speed rail lines, new hospital complexes and energy distribution networks are some mega infrastructural projects of Turkey. It is estimated that total contract values of these projects are really high. For



INFRASTRUCTURE INVESTMENTS MAY MOBILIZE PUBLIC-PRIVATE PARTNERSHIP WITH GDP, EMPLOYMENT, AND INCOME INCREASES IN AN ECONOMY.

ACTUAL INFRASTRUCTURE SPENDING, 2008–2013 (% OF GDP)

China	8.8
Qatar	7.6
India	5.2
South Africa	4.7
Australia	4.7
Saudi Arabia	4.6
Russia	4.5
Japan	4.0
Turkey	3.6
Canada	3.5
Indonesia	3.1
Mexico	2.7
Brazil	2.5
Italy	2.4
USA	2.4
UK	2.2
France	2.1
Germany	2.0

Source: McKinsey.¹⁰

example, the 25-year tender was auctioned off for a record-breaking €22bn in May 2016 for the third airport of Istanbul.⁶ Moreover, the financial closure of seven projects of Turkey is a record \$44.7 billion, absorbing 40 percent of global private infrastructure investment in 2015 with two megadeals in transport: Istanbul's \$35.6 billion IGA Airport (including a \$29.1 billion concession fee to the government) and the \$6.4 billion Gebze-Izmir Motorway.⁷ These projects do not look so crazy taken into account the investments of the Chinese in the Europe, however we should note why Turks want to transform the country all over with some government debts. Besides the economic benefits, there is a national psychology in this action. Let us picture it.

2023 Targets of Turkey and Infrastructure Investments

The Republic of Turkey was established in 1923 after the collapse of Ottoman Empire. It was a hard time for Turkey with the demolished economy, Ottoman war debts, lack of capital and qualified workforce etc. The 1929 Crisis also hit Turkey. One thing that is common in 1920's and 2000's Turkey is that Turkey wants to develop a better economy with a big industry and infrastructural investments. So, large scale infrastructure investments is one of the important milestones of the 2023 Vision of the Turkish governments, marked as the 100th anniversary of the establishment of the Republic.

From a global perspective, infrastructure investments has actually declined as a share of GDP in 11 of the G20 economies since the global financial crisis, despite glaring gaps and years of debate on the importance of shoring up foundational systems. Cutbacks have occurred in the European Union, the United States, Russia, and Mexico. By contrast, Canada, Turkey, and South Africa increased investment.⁹ Actual infrastructure spending of Turkey is 3.6 % of GDP over the period of 2008-2013. Despite several negative shocks lately in the Turkish economy, it seems that the FDI level of the country is still good which protects the interests of foreign investors.

Is it a Good Idea to Invest in Turkish Projects?

Although, it is obvious that political and economic tensions are both high in Turkey, foreign direct



Ottoman Public Debts and Delegates in Izmir Economy Congress in 1923



and portfolio investors have always had a high risk appetite for Turkish assets. We actually do not know when it will come but all analysts agree on that Turkey has a positive long term outlook. This may be a good starting point to buy the idea of infrastructure investments, since it might be very profitable in Turkey.

FDI INFLOW TO TURKEY BY YEAR (USD, MILLION)

	2011	2012	2013	2014	2015
FDI Total (Net)	16,182	13,284	12,384	12,523	16,957
Equity Investments (Net)	14,145	10,126	9,310	8,315	11,595
Inflows	16,136	10,759	9,878	8,576	11,959
Liquidation Outflows	1,991	633	568	261	364
Intra-Company Loans*	24	522	25	-113	1,206
Real Estate (Net)	2,013	2,636	3,049	4,321	4,156

*Loans that companies with foreign capital are given by foreign partners.
Source: Central Bank of the Republic of Turkey 11



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Content: Cloud Media: Increase Your Sales by Using the Right Music **P60** Sky Atlas: Reaching the Clouds **P61**
Editor: Mustafa Yiğit

Brands

COSA, CLOUD MEDIA, SKY ATLAS...

Cosa was founded by Emre Erkin and Cem Gül in 2013 to provide the most comfortable state of energy saving thanks to its smart features.



TECHNOLOGY

ADDRESS FOR SAVING AND COMFORT

Cosa, an intelligent home assistant from Nuvia, is a smart room thermostat from the forerunners of smart home appliances in Turkey.

BY RAMAZAN GÜZYURDU

Cosa was founded by Emre Erkin and Cem Gül in 2013 to provide the most comfortable state of energy saving thanks to its smart features. Thanks to the Air Conditioning Package and the Combi Pack, you can control the temperature of your summer / winter home via mobile phones with one application and one device.

Cem Gül said that his friendship with his partner Emre started with his friendship with Üsküdar

Science High School, “We even prepared our project assignments. With Emre we had to go to different universities with a few points difference. I graduated Koç University and Istanbul Technical University. Later on, I went to Germany, which has much more advanced possibilities for R & D and innovation in order to consolidate my education. I worked at the Max Planck Institute in Mercedes’ R & D units, which we can then

define as the TUBITAK of Germany. Then I returned to Turkey. I worked in Microsoft and Vodafone. Emre, meanwhile, has an academic career at university. In 2012, he completed his Ph.D. in Energy Performance and Savings in Houses at the Energy Institute of the Istanbul Technical University Energy Planning and Management Department. He is currently a research associate at the ITU Energy Institute.

The fact that natural gas and electricity bills, which are a general problem in Turkey, are high is the biggest problem that everyone has experienced. My idea (Cem Gül) has become clearer in my mind with the reason of my home being away from the center, the uncomfortable warming and high natural gas bill. While we are experts in energy saving and we are experts in the communication of machines, we entered this path by combining Cosa with our business idea. It took 270 nights to grow this idea. Then we applied to Turkey's first energy-based technoculture and we started working with support from Tübitak. Ülker Marketing President Lale Saral Develioğlu and international investment firm Revo also believed in this project and became investors. So we started production of Cosa brand.

IMPROVING YOUR LIFE QUALITY

Cosa is the first and only domestic smart room thermostat in Turkey. The benefits are closely related to the combined heat-up in Turkey. That's because using the combination with a smart room thermostat in this way provides a significant fuel saving. And it saves 31% on natural gas bills. This means that while an average of 1,500 TL per household per year is paid, the average annual savings of each delegation is 450 liras, based on 31% savings. The total savings of 20 million dynas reach 4.5 billion liras. We have not spent this money on imports from the treasury. Thus, the State's inclusion of this issue in its strategic action plan also earns everyone. In other

words, Cosa can pay herself during a winter season.

Of course, it is a comfort to be able to manage the heat of your houses from everywhere. You can adjust Cosa according to the house temperature at home, sleep, on holiday or outdoors, you can control the temperature with your mobile phone remotely. With intelligent algorithms, you can also do weekly routine programming without having to reconfigure. Cosa even warms up the house before you come home, understands that you left the house and adjusts the heat accordingly.

In other words, cosa users are basically offering two benefits. Savings and comfort...

Looking at the housing sector, which is responsible for 22.9% of natural gas consumption, it makes unnecessary energy consumption due to the misuse of 72% of the approximately 10 million dwellings that use combo for individual heating, and 85% of the air conditioners due to improper use of boilers. With this misuse, the new generation smart home assistants can significantly reduce the increased electricity and gas bills.

The clearest benefit savings Cosa offers to consumers is definitely. However, there are many benefits and great comfort benefits to managing your combination remotely. First, with Cosa, there is no temperature fluctuation in our homes now connected to the outside air. Cosa allows our house to work so well that we keep the temperature at the temperature we set. The house offers a very easy-to-use interface when we think of thermostats that are often difficult to use



Cosa users are basically offering two benefits. Savings and comfort...

with sleeping and outdoor options. On top of that, we can maximize our comfort conditions with many intelligent features. Even more important is that we do not have to make any adjustments on the combi boiler, so we can intervene in your mobile phone instead of reaching in a day like a combination cold standing on a balkon when we do not have to intervene in the combination. Cosa is also compatible with all combos with on / off control room thermostat input.

We are very concerned with the issue of saving, natural gas consumption in the boiler houses used is 1129 m³ on average compared to the year 2015. In this way, together with Cosa, we see savings of 31% per year, saving an average of 350 m³ per house, while the monetary allowance is worth 440 TL. On this count, the total savings of 10 million dynasties reach about 4.5 billion liras and have the potential to make important contributions to the state treasury.

Cosa is the first and only domestic smart room thermostat in Turkey.



When the said amount of savings is considered from the environmental point of view, an annual average of 350 m³ of natural gas per residence is prevented and 630 kg CO₂ emission per year is prevented. When a tree is considered to absorb an average of 20 kg CO₂ per year, an equivalent effect of 32 sq per house can be achieved with the savings made.

All the products that we have developed and developed for Cosma are the systems that provide comfort that make energy saving and life easier by using energy efficient products with smart features. Therefore, the efficient use of energy in the sine qua non of sustainability is at the forefront. In doing so, we have aimed to develop devices suitable for Turkish conditions that everyone can take and use easily. Cosma Smart Room Thermostat, the first product we offer to the market in 2014, is the first and only smart room thermostat in the sector with more than a dozen users.

With the climate control feature we offered to the

market last summer, we have offered a solution that can be controlled from the same thermostat, which is a first in the world, both the combinator and the air conditioner. We are currently conducting research and development of intelligent thermostatic valves that can now be managed from a central heating system. In this regard, besides the houses where the individual heating and cooling system is used in Turkey, Cosma can be used in all the houses that are heated by the central system. The Cosma infrastructure allows other devices such as home lighting, sockets and security systems to be used over the same mobile application and cloud infrastructure. Therefore, today we are mindful of heating and cooling systems in a short period of time and other systems according to the needs of houses and users, and we are on our way to carry out the arge studies in parallel with our discussions.



The application follows you all over the world and starts to heat your home when you get close to it.

The Cosma infrastructure allows other devices such as home lighting, sockets and security systems to be used over the same mobile application



You may also set the Cosma device manually from your mobile application to have the right temperature at your home.

Thanks to Combi Pack, you can control the temperature of your summer / winter home via mobile phones with one application and one device.



TECHNOLOGY

Cloud Media:

INCREASE YOUR SALES BY USING THE RIGHT MUSIC

Music is a very important element in merchandising and commerce. Influence of the environment and the music played in the stores on customer preferences are proved.

BY SERPİL KASAP



Many companies accept the fact that music can provide up to 30 percent increase in turnover. Bülent Alkan Chairman of Cloud Media, stated that, “Research shows that the music reflects the spirit and the energy of the organization, making shopping experience pleasurable for customers as well as strengthening the customer’s commitment to the brand. With music, it is possible to boost revenues up to 30 percent. As long as there is music in stores, customers spend more time and get in contact with the sales representative much more easier. Quality of the music being played, whether it is fast paced or romantic, or even popular or not, directly affects sales. For example,

Mr. Alkan also emphasized that it is possible to increase sales while making customers focused on shopping by working with successful record brands and third party music licensing firms.

if slow music is played in supermarkets, consumers spend generally 38 percent more time in stores, so this also affects sales. Another research that supports this situation indicates that consumers spend 10 minutes more and extra 13 dollars in music stores. So music selections should be made professionally for the stores, and the companies have to leave this work to experts.”

Mr. Alkan also emphasized that it is possible to increase sales while making customers focused on shopping by working with successful record brands and third party music licensing firms. Continued by adding “It is not costly to use licensed and high quality music as it considered to be. Companies should

cooperate with right music firms to prevent facing with unintended consequences of using unlicensed music and position themselves correctly and establish corporate identity.”

“Using licensed music is not as expensive as it might seem’

Cloud Media Chairman Bülent Alkan said that he created a brand image and formed an emotional bond in the awareness of the consumer of quality music in commercial areas, and added, “There is a quality in music such like a qualified coffee or fashionable clothes. The places which are opened with big investments, can be closed. Of course there can be many reasons for this, but why customers do not feel comfortable on the floor is also one of the important reasons. We do not have the right to hurt our customers with the wrong music broadcasts used in public spaces. The brand image is all the elements that add meaning and value to the company. The influence of the ambience of the spaces and the music it uses on the brand image is huge. At this point, an enterprise that publishes the wrong music to pay the license fee is an operation that disregards the rights of the customer. Stores should not publish wrong music by choosing companies that rent third-class audio libraries.”

The use of unlicensed music has serious sanctions

Unlicensed music publishing can result in two to five years of imprisonment or fines. In addition, the rights holders can pay compensation up to three times higher than what is normally paid. For this reason, in order to reduce licensing costs for publicly traded companies, license fees are directed towards low-quality music.

TECHNOLOGY

SkyAtlas:

REACHING THE CLOUDS

First and Only Local Cloud Service Provider SkyAtlas on OpenStack Platform.

BY KEMAL TUNÇSEL

SkyAtlas, the one and only Turkish corporate sponsor of rapidly growing “OpenStack” cloud platform that is supported by thousands of developers worldwide, differs from competitors in Turkey with company’s innovative technologies.

OpenStack, an open source platform used by Rackspace Cloud and NASA as a cloud computing infrastructure, integrates distributed cloud computing technologies such as computing, data storage and networking.

SkyAtlas, Turkey’s first cloud service provider using the OpenStack platform of MENA region, is also the first company to provide Object Storage service in Turkey on cloud with its flexible and modular OpenStack architecture.

SkyAtlas, with its international patent pending innovative “Live Vertical Resizing Technology” also funded by Tübitak, provides real pay as you go flexibility to its customers and significantly reduces IT costs of companies. With great operational convenience, flexibility and cost efficiency provided by Live Vertical Resizing Technology, SkyAtlas differentiates from global players in Turkey as well.

To be compliant with the Law of Protection of Personal Data, all SkyAtlas



7/24

CUSTOMER SUPPORT PROVIDED BY SKYATLAS
TO ITS CUSTOMERS

infrastructure is located in Turkey and SkyAtlas provides 7/24 support.

Since many companies willing to outsource its IT operations and management, SkyAtlas also provides managed services such as installation, infrastructure operations and database

management

In addition to the Public Cloud Services, SkyAtlas offers installation, operation and consultancy for on-site or hosted Private Cloud infrastructures as well, to meet only Private Cloud or Hybrid Cloud demands in the market.

“With our Live Vertical Resize technology, we offer the industry Pay As You Go opportunity since we can upscale or downscale the allocated resources according to increasing or decreasing server traffic. The main advantage we provide to our customers is the modern IT management over OpenStack’s high-performance computing capabilities with Pay as You Go.” said SkyAtlas CEO Levent Kocatürk. “With this strength we aim to be leader not only in Turkey but also in our region. We have interest in Middle East, Africa and Europe regions. Our goal

here is to support traditional data centers’ cloud journey with real cloud standards provided by SkyAtlas technology and services.”

SkyAtlas won the second prize in the category of “Startup Service Provider of the Year” in Turkey’s Cloud Awards Competition, organized by EuroCloud Awards, the biggest organization in Europe in the field of Cloud Computing. Also the 1st prize was awarded in the Bilişim Yıldızları Inovasyon Competition in the category of “Productivity”, organized by Türkiye Bilişim Derneği.

ABOUT SKYATLAS:

SkyAtlas is a cloud service provider that provides real cloud infrastructures and services with its own technology. It was established in Istanbul in 2013 to bring a new approach to cloud computing technology.

With its “Live Vertical Resize” technology SkyAtlas provides quick and cost efficient solution to sudden server demand changes, which is major problem of companies and IT professionals. With this technology, developed only by SkyAtlas in the world, companies are able to manage additional server adding costs and various operations. With Live Vertical Resizing, that upscales or downscales the allocated resources according to increasing or decreasing server traffic, SkyAtlas offers real “Pay as You Go” to industry.

Having developed its technology on OpenStack, which is the leading open source cloud platform supported by leading IT vendors, SkyAtlas is first Cloud Service Provider of Turkey and MENA region on OpenStack.



Agenda

FAIRS, EXHIBITIONS, SUMMITS, AND MEETINGS IN THE NEXT MONTH



02-05 FEBRUARY

Gaming Istanbul 2017

ISTANBUL CONGRESS CENTER

The GIST is not a computer games exhibit. It is a “game” exhibit. Professionals or amateurs, interested in any type of games, will convene under the roof of the GIST. You could be playing FPS or football games or nostalgic 8-bit games or desktop FRPs. If you wish, you may animate game characters with your Cosplay skills. Come to join us because your seat is already booked up for you. Gaming Istanbul is an exhibit by players for players.

2nd INTERNATIONAL WATER AND HEALTH CONGRESS

Rixos Sungate Hotel / Antalya
13-17 FEBRUARY

“Water” is such a multilateral subject that a great deal of industries, organizations and institutions exert efforts for water. That is why water management is one of the most fundamental topics that call for a multi-stakeholder perspective. In cooperation with the Public Health Institution of Turkey, Karadeniz Technical University, Istanbul University and Erciyes University, the 2nd International Water And Health Congress will be organized.



HUMAN RESOURCE SUMMIT

Lütfi Kırdar Convention Center / Istanbul
15-16 FEBRUARY

HR Conference will give HR professionals a practical roadmap for re-imagining the role of HR in the new world of organisations – and a clear sense of what steps can be taken now to become the HR that will make a useful contribution in the future. The conference will have some of the world’s leading thinkers and practitioners.

IF WEDDING FASHION

Fuar İzmir / İzmir
07-10 FEBRUARY

11th Wedding Dresses, Suits and Evening Gowns Fair” will be open its doors to the world between February 7- 10 2017 at the largest and most modern exposition center, “fuairizmir”, in Turkey. As one of the largest fairs in the industry, IF Wedding Fashion İzmir will host regional and international industry professionals for the 11th time.



FEB.
11-19

11TH CNR EURASIA BOAT SHOW

CNR EXPO YEŞİLKÖY / ISTANBUL

More than a total of 100 thousand visitors are expected to visit the fair, including the foreigners invited within the scope of purchase committee program in coordination with T.R. Ministry of Finance. The objective of the fair is to introduce Turkish marine business which ranks the third in manufacture of mega yachts to the markets of Turkic Republics, the Middle East, Gulf Region and Arabian Spring.

IFAT
Eurasia

FEB.
16-18

IFAT EURASIA 2017

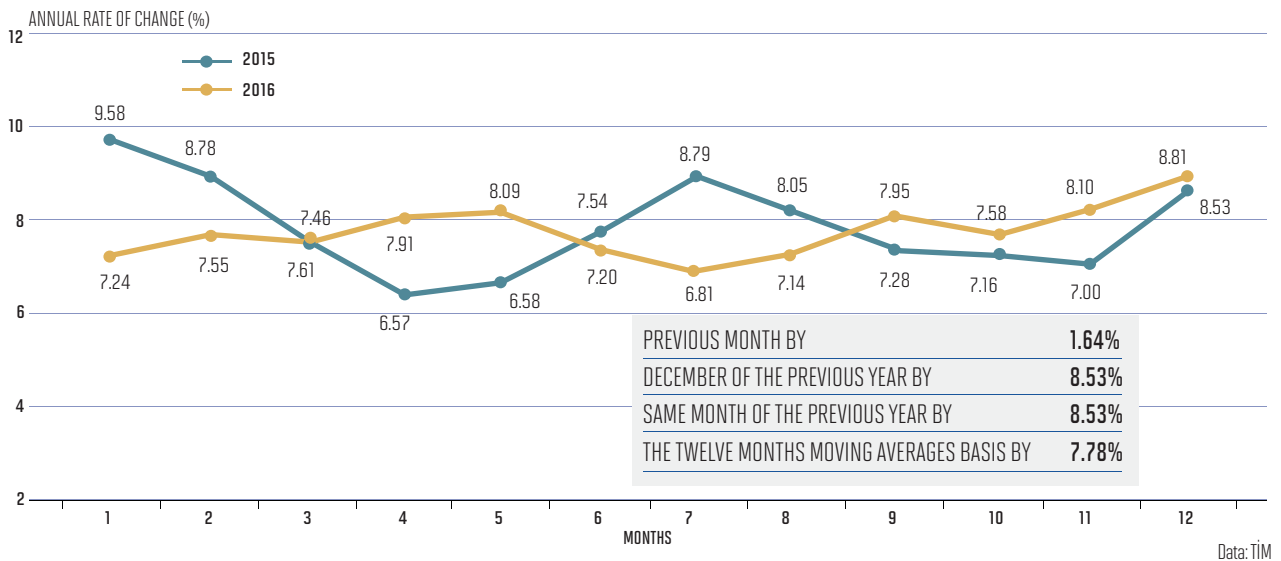
ISTANBUL EXPO CENTER

Messe München, one of the world’s leading trade show companies, brings together 2.000.000 visitors with more than 30.000 participants each year in approx. 40 trade fairs it organizes in Munich. IFAT is the world’s leading trade event for environmental technology. A total of 3,081 of exhibitors from 59 countries, and 135,288 visitors from 168 countries took part in the last event. IFAT is held every two years in Munich. IFAT Eurasia, which is held alternately with IFAT Munich every two years, will be hosting all interested parties from the region.

Figures

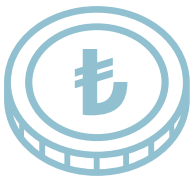
CONSUMER PRICE INDEX

Consumer price index (CPI) increased by 1.64% in December 2016.



CUSTOMS TAX

In December of 2016, taxes collected by the customs authorities increased by 3.04 percent compared to the previous month.



NOVEMBER 2016

8.234.000.000 ₺

DECEMBER 2016

8.484.000.000 ₺

INCREASE RATE

3.04%

TOTAL TAX REVENUES

419.095.000 ₺

SHARE IN TOTAL TAX REVENUES

18.24%

TAXES COLLECTED FOR THE CUSTOMS ADMINISTRATIONS

76.442.000 ₺

Data: TİM

COMPANY DATA

The total number of active firms was 1,892,286. In December 2016, 12,838 companies were established and 6,337 companies were closed.

REAL PERSON COMMERCIAL ENTERPRISES	6,352
LIMITED COMPANIES	3,731
BRANCHES	1,752
INCORPORATED COMPANIES	935
COOPERATIVES	67
COLLECTIVE COMPANY	1



Data: TİM

AUTOMATIVE EXPORT

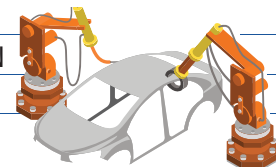
Tofaş, which achieved 25.8% of the automotive industry's production in 2016 and 24.48% of its exports alone, completed the year leader in both categories.

TOP 5 COMPANIES PRODUCED THE MOST IN 2016

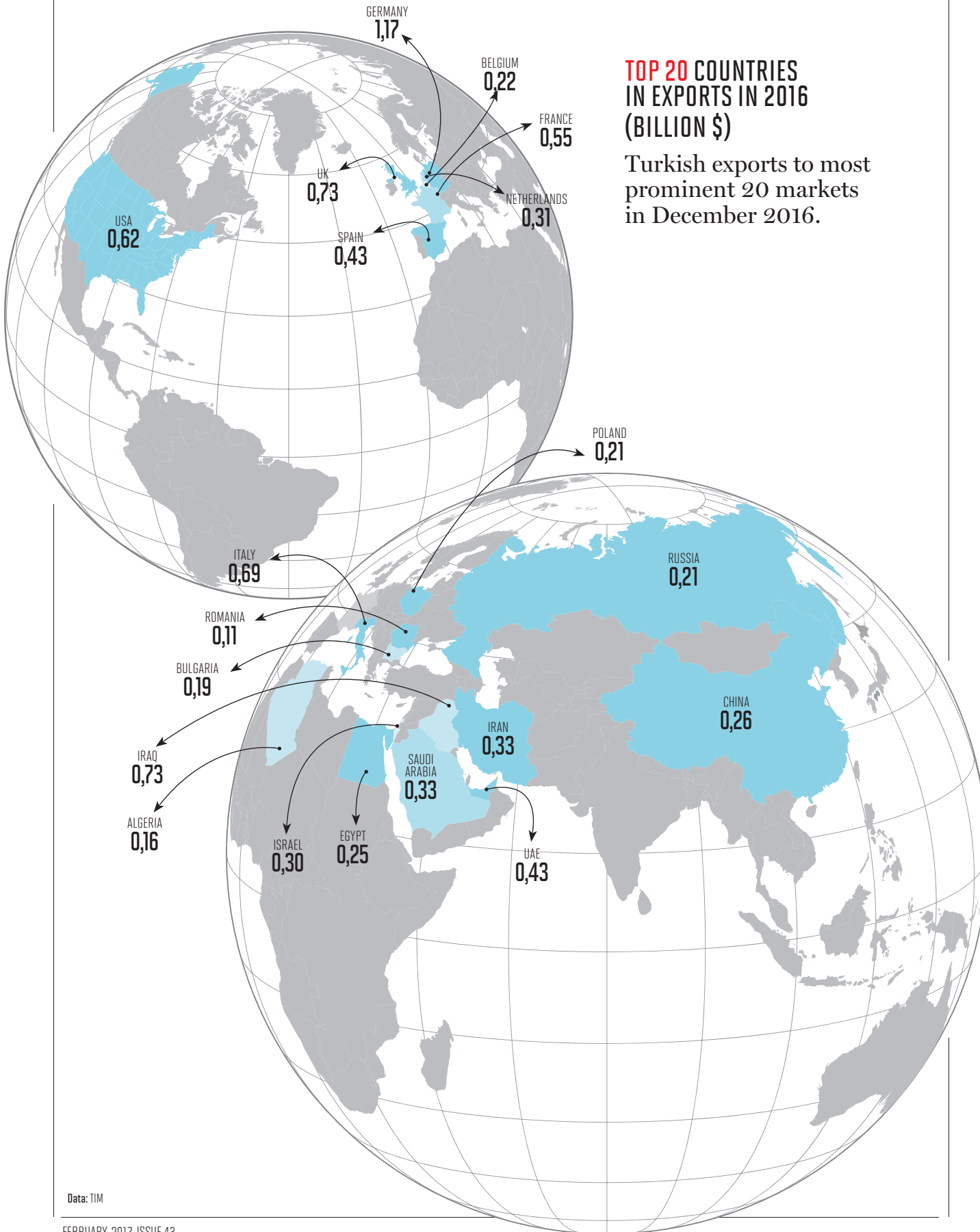
TOFAŞ	383K
OYAK RENAULT	340K
FORD OTOSAN	333K
HYUNDAI ASSAN	230K
TOYOTA	151K

TOP 5 COMPANIES THAT EXPORTED THE MOST IN 2016

TOFAŞ	279K
OYAK RENAULT	270K
FORD OTOSAN	256K
HYUNDAI ASSAN	207K
TOYOTA	109K



Data: TİM



Data: TIM

A STAR ALLIANCE MEMBER 

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*Love is
the best journey*

Happy Valentine's Day

