

# The Turkish Perspective

NOVEMBER 2019 ISSUE 76

ECONOMY | BUSINESS | FOREIGN TRADE | ANALYSIS

*Logic for Peace*



PEACE

*by means of*  
TURKEY

Turkey launched operations in northern Syria; to clean up terrorist organizations,  
to prevent irregular migration from the region to neighboring countries,  
to protect Syria's territorial integrity, and create a safe zone to help Syrians, return to  
their countries safely and voluntarily. Now is the time to be sensible.

Time to support Turkey!



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the potential

# Contents

## 05 FIRST

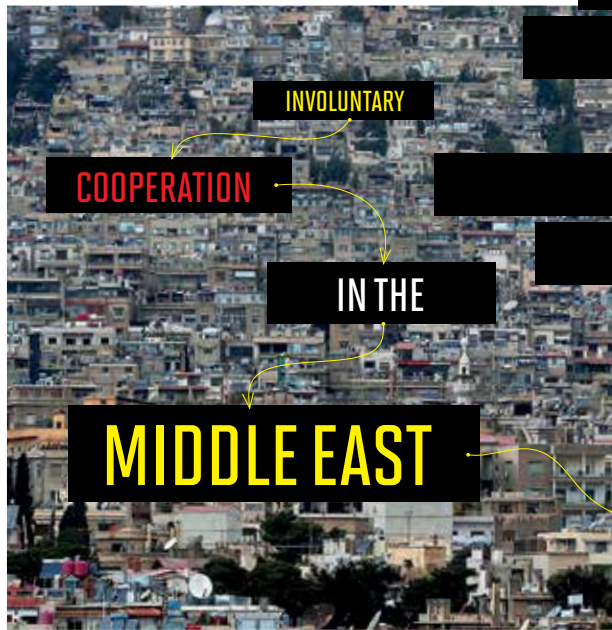
- 05 | Turkey's Exports to Balkans Nearly Hit \$10B
- 07 | Volkswagen Decisive in Turkey
- 07 | Renault to Produce Engine Blocks in Turkey
- 08 | Kışıl to Open Three Stores in Azerbaijan
- 09 | Steel Giant Kardemir Begins Producing Train Wheels
- 09 | Turkish Diver Şahika Ercümen Breaks Women's Free-diving World Record



## 11 BRIEFING

- 11 | **TURKISH EXPORT BREAKS NEW RECORDS IN SEPTEMBER**  
Turkey's exports broke the September month's record with USD 15 billion 220 million in September 2019.
- 14 | **TURKIC COUNCIL STRENGTHENS**  
Uzbekistan attended the 7<sup>th</sup> Turkic Council Heads of State Summit which took place in Baku, capital of Azerbaijan, as a "full member".
- 16 | **USD 500 MILLION WORTH JEWELRY INDUSTRY MEETS IN ISTANBUL**  
Association of Southeast Asian Nations (ASEAN), considered to be the G20 of jewelry industry, holds its Gems and Jewellery Association Conference in Istanbul for the first time.

## 28 COVER



## 34 EXCLUSIVE INTERVIEW

# OUR NATO ALLY TURKEY NEEDS A SAFE ZONE

Bryza evaluated the latest developments between two countries for The Turkish Perspective readers.



## 38 INDEPTH



## 18 | PORTUGAL: MARVELOUS IMPERFECTION

"Portugal accepts itself the way it is, a people amongst peoples. That travelled around the world to take the measure of its marvelous imperfection."

*By Eduardo Lourenço*



Chairman of the Board of Trustees of Bülent Ecevit University,  
**Enver Yücel:**  
**EDUCATION WORLD SHOULD SERVE THE CONCEPT OF GASTRODIPLOMACY**



**24 | A JOINT PLATFORM BETWEEN TURKISH AIRLINES AND UN ALLIANCE OF CIVILIZATIONS**  
National flag carrier Turkish Airlines signs a significant collaboration agreement called "Sport for Peace Awards", with UNAOC, the leading United Nations platform for inter-cultural dialogue and cooperation.

## 51 BRANDS



## 51 | THE CHALLENGER ARCHITECTURE

- 55 | **FOR THOSE WHO LIVE WITH THE SPIRIT OF FREEDOM: COLIN'S**
- 57 | **SMG: THE TREND DEFINING MUSIC BRAND**
- 59 | **REHABILITATION EXERCISES THAT ARE FUN – FOR ALL AGES!**



## 62 AGENDA

**FAIRS, EXHIBITIONS, SUMMITS, MEETINGS IN NOVEMBER**

## 63 FIGURES

**THE FIGURES OF TURKISH EXPORTS IN SEPTEMBER, 2019**

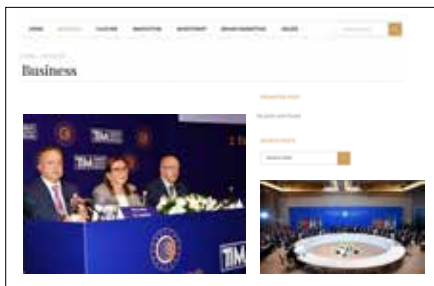
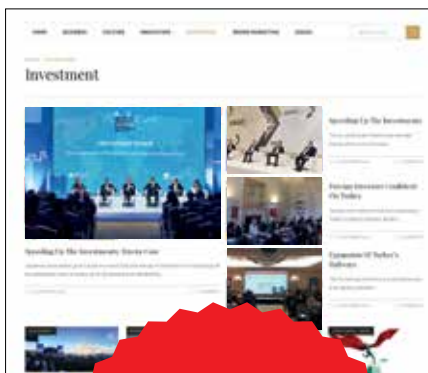
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### THE TURKISH PERSPECTIVE DIGITAL

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



İSMAİL GÜLLE  
CHAIRMAN (TIM)

## WE RETURNED FROM THIS JOURNEY OF HEART WITH PRIDE

**D**EAR COLLEAGUES; the most important aspect of our nation is no doubt the ability to gather round around the idea of patriotism in dismal times. Thank goodness, with this characteristic of our nation, our state's future will stand firmly. From the old to the young, from our metropolises to the most remote village, every single one of our citizens acts with a collective courage and foresight. This great nation is facing yet another survival matter on the eve of our Republic's 100<sup>th</sup> anniversary. We are not afraid of the future. As long as God allows, we implicitly trust our government, our people and ourselves.

Turkey has a lot more power than it is paid credit for. As a representative of Turkey's import family, we've taken action to use our force on behalf of our government and people. With the slogan of "Our troops are the backbone of our unity" we've dispatched our support team. This is an operation of heart. 61 import unions in 7 regions declared that they are part of this. Import unions did the necessary thing as worthy of their names. Being backed by the Turkish Red Crescent, which we are grateful for, we've sent our support convoy of 35 trucks from Gaziantep to the zone of the ongoing operation. We wanted to deliver the compassionate of our nation to the local people, especially the youth who are our future. While we were travelling to the zone of operation, 35 trucks full of clothes, emergency needs and food went right before us. Our companies are active. Our customs, our R&D centers, our banks are open and working as always. Our exporters continue to produce and to compete with others. They earn and help



others earn as well. But today is the day to take a break from our businesses, to leave our own troubles aside and to consider our people's troubles as our own.

I would like to thank our governor of Gaziantep Davut Gül, our mayor and my beloved friend Fatma Şahin, the chairman of Turkish Red Crescent Kerem Kınık and our own assembly leaders who said "Delivering goods are not enough, we have to go there as well" and also to our 85.000 members: A heartfelt thank you to all of you. We are on this path of heart. Our phones didn't stop ringing when we said we are willing to participate with a support convoy. We experienced very

emotional moments. We were living the pride of suiting up and stepping to the mission that our nation required from us. Our municipal mayors, district governors and military officials supported us throughout this journey. Gaziantep, Kilis, Akçakale and Ceylanpınar...

We brought our greetings to every place we stepped in. We were planning to provide morale to our beloved soldiers (Mehmetçik) but they boosted our morale. We saw how the people in need stood firm against the odds and we took pride in it. It is the reality of our time and the age we live in. There is an unnamed war being waged at our gates. Friends and foes are mixed with each other. This price is ours to bear. No one can shut their eyes to what our citizens are experiencing in the border towns. No one can retreat to their comfortable safe zone. We made a vow 100 years ago. We said every bit of this land's soil is our honor. Everybody should do anything they can to be stick by this vow. Fortunately, our people remember this vow as if it was made yesterday. Dear colleagues, we brought your greetings and your support to there and we bring their greetings and thanks back to you.

TİM family did what was necessary and suitably to its capabilities. This is not a charity work but a national debt and duty. We know this debt cannot be paid with 35 trucks but it was a huge honor to show our support. This honor belongs to each and every one of our 85 members. This honor belongs to our field workers; producing, competing and creating solutions without a complaint. This month we didn't have rates and interests in our agenda. When it is the homeland, the rest is a specialty.

# More than 70,000 companies have INVESTED IN **TURKEY**



## how about you?

average annual real  
GDP growth rate

**5.5%**

2002-2018

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

GDP at PPP prices, 2018

more than

**804.000**

university graduates  
per year

average annual real GDP  
growth rate forecast in OECD

**5.2%**

2015-2025

**\$784** billion  
of GDP at  
current prices  
2018

**82 million**

of population  
with half under the age of 31

## INVEST IN TURKEY

Presidency of the Republic of Turkey Investment Office, the official investment advisory body of Turkey, is a knowledge-center for foreign direct investments and a solution partner to the global business community at all stages of investments. It provides customized guidance and qualified consulting before, during, and after entry into Turkey.

**Content:** Turkey's Exports to Balkans Nearly Hit \$10B **P06** Consumer Sentiment Improves in October **P06** Volkswagen Decisive in Turkey **P07** Renault to Produce Engine Blocks in Turkey **P07** Kigili to Open Three Stores in Azerbaijan **P08** Steel Giant Kardemir Begins Producing Train Wheels **P09** MODOKO to open mall in US **P08** Turkish Diver Şahika Erciimen Breaks Women's Free-diving World Record **P09**

# First

FDI, STATISTIC, EXPORT, AUTOMOTIVE, TRADEMARK, MANUFACTURE, FURNITURE, INVESTMENT, SPORT...



FDI

*Investment from Asian countries to*

## TURKEY NEARLY DOUBLES IN FIRST 8 MONTHS

Foreign investments from Asia to Turkey nearly doubled in the first eight months of the year, totaling USD1.7 billion. Europe remained the top foreign investor in the country, accounting for more than half of the total investment.

**A** **SOF THE END** of August, foreign direct investment (FDI) mounting to \$2.3 billion from Europe, \$1.7 billion from Asia and \$0.3 billion from other regions flowed into Turkey, while investments by Asian residents surged by 91.3%. According to

the Central Bank of the Republic of Turkey (CBRT) data, \$4.2 billion in foreign direct capital investment were made in Turkey from January to August, up by 11% compared to the same period last year.

On the basis of regions, the highest

investment of \$2.25 billion came from Europe in the eight-month period, followed by Asia with \$1.7 billion, the Americas with \$306 million and Africa with \$31 million.

During this period, 52.6% of direct investment in Turkey was made by European

investors, 39.5% by Asian investors, 7.2% by American investors and 0.7% by African investors.

In the January-August period last year, Turkey had attracted \$2.7 billion in investments from Europe, \$885 million from Asia, \$227 million

from the Americas and \$1 million from Africa.

Asian investors' direct investments in Turkey at the end of August rose by 91% compared to the same period last year, while European investments declined by 16.8% during the same period, the data revealed. So, Asia closed the gap to a large extent with Europe, which has been the leader in direct investments in Turkey for years.

### THE HIGHEST INVESTMENTS FROM U.K.

As of the end of August, Turkey attracted the highest direct investments from the U.K., Qatar, Azerbaijan, the Netherlands and



Japan. Capital inflow from U.K. residents to Turkey amounted to \$696 million, accounting for 16.3% of total direct investments.

Investments of \$569 million flowed from Qatar; \$564 million from Azerbaijan, \$458 million from the Netherlands and \$304 million from Japan.

In the same period, Italy was the country with the highest decrease in direct investments on amount basis, with Italian residents' investment in Turkey decreasing by \$394 million compared to the same period last year. The amount of FDI from Austria fell by \$384 million and from Luxembourg by \$216 million.

The wholesale and retail trade sectors had the lion's share of investments in Turkey made by residents abroad as of the end of August. FDI by non-residents in this sector reached \$721 million, amounting to 16.8% of total investments.

The wholesale and retail trade sectors were followed by coke and refined petroleum products with \$421 million, chemical products with \$419 million and holding activity companies with \$410 million.

Considering the main sector groups, the services sector received the highest investment with \$2.8 billion in the eight-month period, while the industrial sector attracted \$1.5 billion.



## EXPORT

# Turkey's Exports to Balkans Nearly Hit \$10B

**T**URKEY saw a total of \$9.8 billion export to Balkans in the first nine months of 2019, a 3.7% increase compared to the same period last year, according to the figures announced by Turkish Exporters Assembly (TIM) on Oct. 25. In the Balkan region, Turkey exported the most products to Romania with \$2.9 billion, followed by Bulgaria with \$1.8 billion, and Greece and Slovenia with \$1.5 and \$1.2 billion export volume, respectively, the data showed.

Turkey also saw increase of 87% in its exports to Montenegro, followed by Slovenia with 18%. While exports to countries such as Albania, Kosovo, Serbia were on the rise, the export to North Macedonia, Bulgaria and Croatia saw a decrease in the first nine months of 2019. The figures indicated that Istanbul, alone, accounted for almost half of the exports to the Balkan countries with 45.6%. The sector that exports the most to the Balkan region was the automotive industry with \$2.2 billion.

## STATISTIC

## Consumer Sentiment Improves in October

Turkey's consumer confidence index stood at 57 in October on a monthly basis, official data revealed on Oct. 23.

**T**HE FIGURE POSTED an increase of 2.1 percent in the month, from 55.8 in September, the Turkish Statistics Institute (TÜİK) said. "The index for the financial situation expectation of households index in the next 12 months period, which was 74 in September,



increased by 1.1 percent and became 74.8 in October," TÜİK noted.

As for the general economic situation expectation index, it stood at 73.4 in October, a 3.4 increase compared to the previous month.

On the other hand, auto sales soared 82 percent on an

annual basis in September with passenger car market expanding at a rate over 100 percent. Moreover, house sales in September also increased by a robust 15.4 percent from a year ago, which followed the 5.1 percent rise in property sales in the previous month.

## STATISTIC

## SECTORAL CONFIDENCE UP

**S**ECTORAL confidence in Turkey rose for services, retail trade, and construction in October compared to last month, the country's statistical authority the Turkish Statistical Institute (TÜİK) reported on Oct. 25. "Seasonally adjusted confidence index which was 89.3 for services in September rose 1.6% in October to 90.7," TÜİK said. The retail trade confidence index stood at 102.3 this month, up 4.8% from 97.6 last month. Seasonally adjusted construction confidence index -- 60.1 last month -- surged 8.3% in October to 65.1, according to TÜİK.



## INVESTMENT

VOLKSWAGEN  
DECISIVE IN  
TURKEY

German automotive giant Volkswagen is not actively looking for new locations as an alternative for the production plant in Turkey, a company spokeswoman said on Oct. 22.

"We are watching developments very closely. Our plans for Turkey are currently on hold," Leslie Bothge told.

Volkswagen Turkey Otomotiv Sanayi ve Ticaret A.S. was established early October with capital of 943.5 million Turkish Liras (\$164.5 million), according to the Turkish Trade Registry Gazette.

The company was founded to design, produce, assemble, sell, import and export automobiles, trucks and all sorts of motor and transport vehicles and their parts and components.

The German carmaker was expected to invest more than € 1 billion for the factory and start production in 2022.

Other prominent auto manufacturers -- including Fiat, Ford, Hyundai, Mercedes, Renault, and Toyota -- have manufacturing operations in Turkey.



## AUTOMOTIVE

Renault to Produce  
Engine Blocks in Turkey

**F**OR THE FIRST TIME IN Turkey, aluminum engine blocks will be manufactured at Renault, making it the only hybrid engine production facility in Europe, said the Minister of Industry and Technology Mustafa Varank.

In his speech at the factory's test production site in Bursa, Mustafa Varank said engines manufactured in Turkey will be exported to China, Spain, and the U.K. He noted the latest technology machines were installed in a 10,500 square meter facility. More than 100 qualified engineers and operators have been hired to run the setup.

Despite facing all kinds of challenges the Turkish economy is on track, he said, adding that aluminum, will be supplied from domestic manufacturers and thus domestic resources will be utilized in the most efficient way.

"The contribution of this facility in reducing the current account deficit, providing employment and improving exports in truly commendable," he said. He added Turkey wants to see Renault produce hybrid

vehicles here in the country and export them.

Also speaking, Antoine Aoun, director-general of Oyak Renault Turkey, said: "We have completed our production center in a very short time as promised and we came to the final stage to start mass production in 2020."

Renault, one of the country's largest carmakers, manufactured 30,729 units in September, which corresponded to 34 percent of the local automotive industry's total output. In the first nine months of the year, the company's total production stood at 243,302 units, according to the data from the Automotive Manufacturers' Association (OSD).



## AUTOMOTIVE

200,000 ELECTRIC  
VEHICLES PREDICTED  
TO BE SOLD

Some 200,000 electric vehicles will be sold in Turkey in the next three years. According to Zorlu Holding Energy Group Chairman Sinan Ak, who said the driving force in this process will be the domestic electric car, which is expected to hit the market in 2022.

Sinan Ak pointed to the tax advantage granted for electric vehicles in Turkey, claiming that the number of electric cars could increase rapidly if these supports do not decrease. He estimated that the number of electric vehicles in Turkey would reach 2.2 million by 2030. "In order to meet an additional charge of this scale, an investment of \$3 billion is required in 10 years, and \$2 billion falls to distribution companies, while about \$1 billion will be met by the companies investing in charging stations," he argued.

He also stated that the maintenance and management of the charging stations would create a new sector. "There are three companies, including us, in the charging station market in Turkey," Ak continued. "As Zorlu Energy Solutions (ZES), we have 30% of the current market share" he added.

## TRADEMARK

## TURKEY RECEIVES OVER 92,000 TRADEMARK APPLICATIONS

The Turkish Patent and Trademark Office (TurkPatent) received 92,387 trademark applications -80,938 of them domestic- during the first three quarters of the current year, official figures showed on Oct. 22.

The number of trademark applications increased by 8.9% year-on-year in the January-July period of this year, according to the TurkPatent data.

The office received 12,761 patent applications during the same period, up by 5% compared to the first nine months of 2018.

Some 1,988 utility model and 31,162 design applications were received between January and September. 98.6% of utility models and 85.17% of the design applications were domestic, said the data report.

Last year, the office received 120,008 trademarks, 18,504 patents, 2,770 utility models, and 42,083 design applications.



## MANUFACTURE

## Kiğılı to Open Three Stores in Azerbaijan

**L** EADING TURKISH clothing retailer Kiğılı will add three more stores to its existing chain of 98 stores abroad, the company announced.

Kiğılı has accelerated its investments by targeting further growth at different points abroad, it said in a statement.

The three new stores will be opened in Azerbaijan by the start of November, the statement added. Kiğılı currently runs 225 stores in Turkey.

The brand is looking to offer its rich product line at the three new stores at the capital Baku's two most popular shopping centers, Park Bulvar and Metropark. The other store will be on Elmler Street, one of the busiest streets in the city.

Kiğılı CEO Hilal Suerdem said Azerbaijan is a country where consumer demand is high. "There is a great potential for Turkish investors here," he said.

"Our goal now is to increase sales points in the Balkans and the Middle East. In 2020,

major countries, including Germany, Canada, Italy and Russia will be among our target markets. We plan to open at least 10 new stores in the short term, particularly in Romania, Egypt, Kazakhstan, Albania, Kosovo, Serbia, Bosnia and Herzegovina, Qatar, Georgia, Iraq and Bulgaria. We aim to enter the 100th anniversary of the Republic with 100 new stores abroad. We want to integrate the perception of a 'men's clothing brand of Turkey' that we created in Turkey, with the perception of 'Brand Turkey,'" Suerdem added.



## FURNITURE

## MODOKO TO OPEN MALL IN US

A Turkish furniture retailer, MODOKO wants to move its competitive capacity, experience, and corporate structure to the U.S. As the country's oldest furniture showroom dealer, MODOKO will open a branch in the U.S. to sell their wares and hopefully contribute to the countries' bilateral trade target. The showroom will be launched with the support of the Turkish Exporters' Assembly.

MODOKO requested a 50,000-square-meter (538,000-square-foot) showroom from the Turkish Exporters' Assembly, which will finance 75 percent of all expenses, Koray Çalışkan, the firm's chairman said.

"The Turkish furniture sector does its production with 80% local sources," said Çalışkan.

"This provides a price advantage, and we should use this in foreign countries. We can top \$1 billion furniture sales in one year if the showroom is established as planned," he said.

The store will also contribute to Turkey's brand value and promote side sectors, Çalışkan added. Turkey hopes to boost its furniture exports from \$3.2 billion to \$3.7 billion as of the end of this year.

## TRANSPORT

## ISTANBUL AIRPORT SERVES OVER 40 MLN PASSENGERS

Istanbul Airport welcomed over 40 million air passengers since its opening last year, Minister of Transport and Infrastructure Cahit Turhan announced. A total of 252,795 flights (63,856 domestic and 188,939 international) have taken off and landed at the airport, Turhan said.

Istanbul Airport, whose first phase officially opened in October 2018, took over air traffic from the former main Atatürk Airport on April 6. The airport is projected to serve 200 million passengers annually with a full capacity after the completion of all four phases with six runways by 2028.

It is set to become a global aviation hub hosting more than 100 airlines and flights to over 300 destinations around the world.



## MANUFACTURE

## Steel Giant Kardemir Begins Producing Train Wheels

**T**URKISH IRON AND STEEL GIANT KARDEMİR has started producing locally-made train wheels to prevent the need for imports, the head of the company said. "Turkey will stop imports of railway wheels in a short period. We will produce 150,000 wheels and become an exporter within two years," Hüseyin Soykan, the general manager of the firm, told.

Only 15 companies produce railway wheels globally, which need high technology and engineering. Kardemir became the 16th, he noted. "A train

wheel, which is manufactured from a half-ton of special steel, weighs 370 kilograms. Before we started to produce, its cost was around 1,000 euros (USD1,112). Currently, its cost is around 600 euros," Soykan said.

He also stressed that the firm will be able to produce 200,000 wheels annually. Kardemir aims to manufacture imported products to boost the country's industry and economy, he said.

The company's production range also includes billets, wire rods, hard profiles, rebar and round bars.



## TRANSPORT

## Railway Cooperation with Ethiopia

Turkey and Ethiopia signed a memorandum of understanding (MoU) to further enhance cooperation in the railway sector.

"We intend to share Turkish State Railways' (TCDD) experience of 163 years with Ethiopia to support the country, thanks to the new deal," Ali Ihsan Uygun, general manager of TCDD, said at the signing

ceremony in the capital Ankara.

Uygun underlined that the two countries formed deep relations in the field of railway industry and construction.

Sintayehu Woldemichael, the CEO of Ethiopian Railway Corporation, said infrastructure development, transportation, operation and human resources training are priority areas.

## SPORT



## TURKISH DIVER ŞAHİKA ERCÜMEN BREAKS WORLD RECORD

National sportswoman and world record-holder diver Şahika Ercümen broke the 90-meter women's cave diving (without fins) world record at the Gildirir Cave in Aydıncık, a town in southern Turkey's Mersin on Oct. 28.

The cave was discovered by a shepherd in 1999 and dates back to the Ice Age. Ercümen said she wanted to break the record and dedicate it to "Mehmetçik," an affectionate name for Turkish soldiers.

The 34-year-old diver trained for the record attempt at a swimming pool in Mersin before she started training in the cave itself.

An asthma patient in her childhood, Ercümen went on to break and set several records, including the women's freshwater free-diving world record last year when she dived 65 meters in 1 minute and 58 seconds without fins.



# DESIGN WEEK TURKEY

BEYOND DESIGN



**14-17 NOVEMBER 2019**  
**HALIÇ CONGRESS CENTER**



REPUBLIC OF TURKEY  
MINISTRY OF TRADE



Conceptual  
Design Awards



Discover  
the potential



#DESIGNWEEKTURKEY



#DESIGNWEEKTR

DESIGNWEEKTURKEY.COM



**Content:** Turkish Export Breaks New Records In September **P11** Turkic Council Strengthens **P14** USD 500 Million Worth Jewelry Industry Meets in Istanbul **P16** Portugal: Marvelous Imperfection **P18** A Joint Platform Between Turkish Airlines and UN Alliance of Civilizations **P22** Turkey Jumps Up 10 Places in World Bank's Doing Business 2020 Report **P24**

# Briefing

EXPORT, MEET-UP, JEWELRY, INTERVIEW, AVIATION, INVESTMENT...



## EXPORT

**TİM** announced the export datas during the 5<sup>th</sup> Regional Council, in Mersin.

# TURKISH EXPORT BREAKS NEW RECORDS IN SEPTEMBER

Turkey's exports broke the record of the month, September with USD 15 billion 220 million on September 2019.

**T**urkish Exporters Assembly (TİM) announced the temporary export data of Turkey on September during the 5<sup>th</sup> of its Regional Councils - Turkish Exporters Assembly Mediterranean Council in Mersin.

According to general trade system Turkey's export reached USD 15 billion 220 million in September 2019.

First 9 months of the year export reached to USD 132.5 billion with 2,56% growth rate, on the other hand export on last 12 months reached USD 180.2 billion.

TİM Chairman İsmail Güille pointed out to their successful export rates despite the negative effects of ongoing global trade wars, economic and political conflicts.

"We are experiencing an erratic market balance and an unstable agenda since the beginning of this year. Export rates of foreign countries act as a proof of Turkey's fruitful performance in 2019. Therefore, our export rates are thriving due to our exporters' sagacious analysis efforts and we are ahead of our opponents. Our breakthroughs and digitalizing endeavors

creates opportunities for the record numbers. Most of all, we experience more sustainable successes as we improve our price-quality performance and our value added activities. I congratulate the accomplishments of our corporations before you. We predict the New Economic Program to bear a great responsibility according to the expected inflation and

employment rates along with current account balances as of the first quarter of 2020.”

### EXPORTER BUSINESSES SURPASSED THE IMPORTERS

İsmail Gülle declared their ambition to exceed the expected export limit in 2019 and said “Our export family is continuing its growth in as a center of economic development. For the first time in 13 years, the number of exporter businesses is more than the importers. While in 2018 we had 79,773 exporter businesses, this number raised to 83,286. In September, 1,392 companies introduced themselves in the business and 38,744 companies carried out export operations. We will work harder to achieve and exceed our USD 226,6 billion export target in 2023.”

Gülle followed up by saying “As Turkish Exporters Assembly and exporter unions, we are focused on expanding the exporters’ family in the framework of “Main Export Plan” and added “Especially, we have to consider the 5.8% share aim of development in technological advances as a prime goal, within the meaning of competitiveness and our country’s brand value. Our projects, trainings and innovative works all around the 7 regions of our country are the clear indicators of the importance we lay on the increase of advanced technology export.”

### EXPORTS INCREASED TO 124 COUNTRIES

Exporters managed to carry the Turkish flag on 213 countries and regions in September. While the export rates were increased to 115 of these countries, sales to 84 countries were increased by 10% and 50% in 36 countries.



The highest number of exports were made to Germany with USD 1,4 billion, United Kingdom with USD 1,1 billion and Italy with USD 882 million worth of exports. The export shares of the first 10 countries were 49.4% and the first 20 countries shared 66.3% of the exports. Export share of European Union in September reached out to 49.4%.

### ISTANBUL'S USD 6 BILLION WORTH OF EXPORTS

Examining the export rates province by province, 49 regions increased their exports in September. Top three cities included Istanbul with USD 6 billion, Kocaeli with USD 1,3 billion and Bursa with USD 1,2 billion. The most remarkable increases were recorded from Yalova which quadrupled its export rates and reached

*The highest number of exports were made to Germany with USD 1,4 billion, United Kingdom with USD 1,1 billion and Italy with USD 882 million worth of exports.*



out to USD 10,2 million, Kastamonu which doubled its export rates and reached out to USD 10,9 million and Trabzon with USD 120 million worth of exports. The sectors that brought the initial success and increases in export rates were yachting in Yalova, jewelry in Kastamonu and hazelnut products in Trabzon.

### TURKISH LIRAS USED AS CURRENCY IN EXPORT TO 175 COUNTRIES

During the September 2019 Turkish Liras was used as currency in export to 175 countries. Total number increased %10.6 in reference to September of last year and reached TRY5 million. Number of firms preferred Turkish Liras in declarations was 6824 in September 2019.

### MERSİN'S POTENTIAL IN THE EASTERN MEDITERRANEAN

TİM Mediterranean Assembly was attended by Governor of Mersin Ali İhsan Su, Mediterranean Exporters







## TİM WOMEN'S COUNCIL IN NETHERLANDS

Turkey Exporters Council is continuing its endeavors to help women entrepreneurs willing to set sail to new markets. TİM Women's Council members visited the Netherlands in between 9-12 October in this context.

The program is aimed to create new business opportunities and expand the market share between the two countries. B2B discussions took place with the attendance of representatives of 156 Dutch companies. Women entrepreneurs held talks about the industries of automotive, machinery, iron and steel products, textile and textile raw materials, clothing, plastic, furniture, aluminum, construction, construction steel, home textile, dried fruit goods, fruit and vegetable goods, kitchen utensils and packing materials, ornamental plants with the affiliated companies and exchanged opinions.

## VISIT TO THE BIGGEST CHEMICAL FACILITY IN THE NETHERLANDS

Following the first contact in Amsterdam, the program continued with a visit to Europe's most important port of Rotterdam with the attendance of Deventer Consul General Tuna Yücel Modrak and Rotterdam Commercial Attache Tarkan Gençosmanoğlu. The program was concluded with a study visit to the biggest chemical facility in the Netherlands, Arkem Chemicals' RBF facility. The facility is a Dutch-Turkish joint investment and the company continues its operations in 7 different countries.

Union representative and prominent business people of the region. The Assembly aims to address the demands of the exporters.

TİM Chairman İsmail Gülle underlined the potential of Mersin, a city situated in the Eastern Mediterranean, and said: "Mersin, with its harbor, customs zone, railway transportation, a logistic culture and its human resources that developed within it, is the most important logistical center not only for Çukurova region but also the Middle East and Eastern Mediterranean. While in 2002 Mersin's annual exports were USD 320 million but increased to USD 1,7 billion as of 2018. These numbers are an all-time record for Mersin province. 3.3% of our country's exports were of advanced technological products in 2018. We export intermediate advanced technological devices by over 34% share. Our advanced

technological products export in Mersin were worth USD 20 million with a 1.1% share and intermediate advanced technological products were worth USD 230 million with a 13.3% share.

## TURKISH EXIMBANK BRANCH OFFICE HAS OPENED IN MERSIN

As part of the program, Turkish Eximbank Mersin Branch Office took into service within the Mediterranean Exporters Association (AKİB) with the participation of Minister of Trade Mrs. Ruhsar Pekcan, TİM Chairman İsmail Gülle and General director of Eximbank Enis Gültekin.

İsmail Gülle underlined the importance and essentiality of opening an Eximbank branch office by indicating the increase of exports of Mersin and the surrounding provinces.

Eximbank contributed USD 1 out of every USD 4 worth of export in 2018. The numbers are expected to increase.

## EXPEDIENT LOANS TO EXPORTERS WITH THE COLLABORATION OF TİM AND ING TURKEY

The loan package introduced to exporters by ING Turkey and TİM collaboration was revised. Under the new protocol, TİM members will benefit from the Euro based 1 year term loans with a 2.50% interest and 1.85% fixed interest rates in revolving credits.

ING Turkey General Director reviewed the protocol which allows the install payment by credit card and several digital services and said "We provided EUR 500 million worth of resources to 600 thousand exporters. We are glad to present a far more advantageous package now. We are also introducing better consumer loans to the employees of these companies."

TİM Chairman İsmail Gülle said "With the normalization of our macro conditions, we expect more and more exporters to reap the benefits of this protocol and every export to assist our country's economy in a positive way, paving the way to a transformation."



Turkic Council's this year's theme was focused on "Reinforcing Small and Medium Sized Businesses".

## MEET-UP

# TURKIC COUNCIL STRENGTHENS

Uzbekistan attended the 7<sup>th</sup> Turkic Council Heads of State Summit which took place in Baku, capital of Azerbaijan, as a "full member".

**P**RESIDENT OF **AZERBAIJAN** Ilham Aliyev hosted the 7<sup>th</sup> Cooperation of Turkish Speaking Countries (Turkic Council) Summit with the attendance of President of Republic of Turkey Recep Tayyip Erdoğan, founder President of Kazakhstan Nursultan Nazarbayev, President of Kyrgyzstan Sooronbay Ceenbekov and President of Uzbekistan Şavkat Mirziyoyev. Hungary attended the Turkic Council as an observer state along with Deputy President of Turkmenistan Pürli Agamuradov and several representatives of international organizations such as Parliamentary Assembly of Turkish Speaking Countries (TÜRKPA), International

Organization of Turkic Culture (TÜRKSOY), Turkic Academy and Turkic Culture and Heritage Foundation.

Turkic Council assembles with a different theme every year. Energy, logistics and transportation were centered in the previous years. This year's theme was focused on "Reinforcing Small and Medium Sized Businesses". World Turkic Business Council was held in the framework of this theme with the participation of Turkic Council members' heads of chamber of commerce and industry.

10<sup>th</sup> anniversary of Nakhchivan Agreement, which built the pillars of the organization, and the presence of Uzbekistan as a full member, emphasized the importance of this year's meeting.

## "UZBEKISTAN REINFORCED OUR ORGANIZATION"

President of Azerbaijan Ilham Aliyev conveyed his thanks to Kyrgyzstan for their successful chairmanship in the previous term. Aliyev also congratulated Uzbekistan for their engagement with the Turkic Council and he emphasized that this decision will strengthen the Council and its collaboration between the member states. Aliyev accentuated that the Turkic Council merges the common history and culture of the associated countries and stated that the cooperation with Turkic speaking countries was an utmost priority for Azerbaijan's foreign policy.

Aliyev stated that several important developments took

place since the establishment of the Council and said "Azerbaijan will take over this term's chairmanship of Turkic Council as of today. Azerbaijan will continue its efforts through greater cooperation and collaboration within our countries."

## NAZARBAYEV: "A NEW PAGE OPENS IN THE BOOK OF HISTORY"

Founder President of Kazakhstan Nazarbayev stated that the Turkic Council is experiencing a successful development process and that seeing the union between Turkic nations contents him.

Expressing their satisfaction of Uzbekistan's full membership and Hungary's observer membership, Nazarbayev continue his speech by saying:

"A new page opens in the book of history. Turkic Council gained a significant political and economic popularity. We also increased our integration with the Turkic World. Interaction between Turkic states is on a whole new level."

Nazarbayev pointed out the deep roots of the Turkic civilization and said "Our





**President of Uzbekistan Shavkat Mirziyoyev said** Uzbekistan's accession to the Turkic Council will facilitate strengthening of the Turkic world integration.



**The title "Turkic Council's Honorary Chairman for Life"** was presented to the Nursultan Nazarbayev at the meeting. Photo credit: elbasy.kz.

union could be defined with the words 'rebirth' and 'trust'. Also the word 'fraternity' means a whole lot to me"

### ERDOĞAN: "LET'S LIFT THE COMMERCE TARIFFS BETWEEN US"

President of the Republic of Turkey stated that the historical summit is of great importance. "Organizations like Turkic Council are stepping up in the world politics. We wish to have the Turkic Council as an observer organization in United Nations General Assembly (UNGA) and Organization of Islamic Cooperation (OIC)."

Erdoğan underlined the importance of economic growth of the member states "We have to take measures against the pressure put on our economies by foreign currencies. I wish to underline our emphasis on the usage of local currencies in commercial activities. The tariffs are the biggest obstacle on our trade. We have to lift the commerce tariffs between us as the Turkic Council". He also thanked the support for the ongoing operation of Turkey in Syria.

"It is a crucial part of our union to support each other for our national intentions. The Armenian invasion on Azerbaijani soil forced a million of our brethren to live as outcasts. We will do everything we can to assure the peaceful resolution to Nagorno-Karabakh crisis, regarding the territorial integrity of Azerbaijan," said Erdoğan and stated that the



## TURKIC COUNCIL'S BUSINESS FORUM



Turkish Chamber of Commerce and Industry's second Business Forum was held in Baku on the 14<sup>th</sup> October 2019. Over 500 business people attended the forum from Turkic Speaking Countries and Hungary. Republic of Azerbaijan Deputy Minister of Economy Berdibek Saparbayev, Hungarian Foreign Relations and Trade Minister Peter Szijarto, Turkic Council Secretary General Baghdad Amreyev, Republic of Uzbekistan Investment and Foreign Trade Minister Sardor Umurzakov and Turkish Chamber of Commerce and Industry Chairman Rifat Hisarlıkcıoğlu addressed the attendees. Ministers, Secretary Generals and Chamber of Commerce and Industry

Chairman reflected on the perspective regarding the current trade relations between member states, the numbers involved and the possible future collaborations. The parties mentioned the importance of making the customs regulations easier and lifting the commerce tariffs. After a presentation regarding the possible investments on member states, several B2B discussions took place. A number of MOAs were signed between the member states' governmental, financial and commercial organizations. The Chamber of Commerce and Industry organizations of Uzbekistan and Hungary joined the TCCI of Turkey.

embargo imposed on Cypriot Turks should also be lifted.

### MIRZIYOYEV: "A HISTORICAL DAY FOR UZBEKISTAN"

President of Uzbekistan Mirziyoyev defined the occasion as a "historical day" for Uzbekistan and mentioned the significance of developing strong economic ties between the Turkic Union. He also touched upon the latest successes of Uzbek economy. Mirziyoyev reminded that 40% of the Council members' populations consisted of young people and suggested the establishment of Young Entrepreneurs Forum and offered its first meeting be set in Uzbekistan.

Hungarian Prime Minister Viktor Orban stated their wish to play a key role on the approach between the European Union and Turkic Council and affirmed that the office in Budapest will lead this effort.

### AZERBAIJAN TO ADMINISTER THE TURKIC COUNCIL IN THE NEW TERM

The title "Turkic Council's Honorary Chairman for Life" was presented by Ilham Aliyev to the founder President of Kazakhstan Nursultan Nazarbayev for his tremendous contributions on bringing the Turkic World together.

In the closing session of the summit, a communiqué supporting Turkey's Operation Peace Spring was agreed upon. The chairmanship of Turkic Council was taken over by Azerbaijan.

Aliyev announced the next year's summit will be held in Turkey, by the suggestion of President Erdoğan. ■



## JEWELRY

## USD 500 million worth JEWELRY INDUSTRY MEETS IN ISTANBUL

Association of Southeast Asian Nations (ASEAN), considered to be the G20 of jewelry industry, holds its Gems and Jewellery Association Conference in Istanbul for the first time.

**T**URKISH JEWELLERY EXPORTERS Union hosted the 8<sup>th</sup> ASEAN Gems and Jewellery Association Conference in Istanbul for the first time, with the help of Turkey Promotion Group. Delegates from Southeast Asian countries such as Brunei, Cambodia, Laos, Malaysia, Myanmar, Philippines, Thailand, Vietnam and a total of over 100 delegates from 37 countries participated in the 8<sup>th</sup> ASEAN Conference along with Turkish Deputy Minister of Trade Rıza Tuna Turagay, Chairman of Turkish Exporters Assembly İsmail Gülle, Chairman of Gems

A total of over 100 delegates from 37 countries participated in the 8<sup>th</sup> ASEAN Conference.



and Jewellery Association Conference Suttipong Damrongsakul and the Board Chairman of Jewellery Exporters Union Mustafa Kamar and various other executives of the industry.

### "WE ASSEMBLED THE G20 OF JEWELRY INDUSTRY IN ISTANBUL"

Board Chairman of Jewellery Exporters Union Mustafa Kamar started his speech by indicating the fact that 8<sup>th</sup> ASEAN Conference being held in Istanbul, the bridge between continents, is significant because the West and the East converges this close for the first time ever. He asked why countries are not constructing a modern Silkroad and underlined that they take great heed of the Conference.

"We will analyze our current relations with the leading countries of jewelry industry throughout the conference and set sail to new business partnerships" said Mustafa Kamar and further stated:

"Turkey has a population of 80 million, GDP of USD 784 billion and export volume of USD 168 billion worth is 4 hours of flight away to the East which has a population of 1.2 billion and USD 24 trillion GDP. This makes Turkey the only real bridge between the East and the West. We're one of the strongest players in the game with our 35 thousand retail stores, 6 thousand manufacturers and a thousand exporters along with 2 refineries with LBMA certificate. We're positioned as one of the largest 5 markets along with India, China, USA and Russia; one of the largest exporters along with India and China and one of the largest manufacturer/exporters along with Italy and China. Turkey has a volume of USD 4.4 billion jewelry export which saw a 36% increase lately, USD 2.5 billion worth of export in the framework of external trading regime and USD 3.5 billion tourism export. We're attending to jewelry fairs in Vicenza, Hong Kong, Moscow, Dubai and USA along with making visits to Saudi Arabia, Qatar and Miami and we're trying our best to achieve our goals as a country."



### "COMMERCE SHOULD BE MADE EASIER VIA GOLD"

"The fact that we have a limited saying and a limited export capacity in the jewelry industry troubles us" said Kamar and continued by saying:

"While ASEAN countries, populated by approximately 650 million people, imports a total of USD 4,1 billion worth of jewelry; Turkey makes a purchase of only USD 45 million worth. In order to increase our export as a country, we need to express the contents of FTA (Free Trade Agreement) with the means of bureaucracy. We can create a doping effect in the foreign market by resolving high import taxes and by taxing only the labor; in the domestic market. Along with this, we can also make commercial



**Chairman of Turkish Exporters' Assembly,** Ismail Gülle was also attended to the conference.



*"Regarding the market potential, we are running intensive and eligible projects to better advertise the quality and design of our products. We plan to carry out the structure of Turkish Trade Centers which we began implementing in London and Dubai to other countries that bear great commercial potentials. We focus on the ASEAN region which is an obvious candidate to become the new center of the sector concerning the growing demand" Mr. Gülle said.*



activities easier by adopting gold, also used as a winning tool in the trade wars, and make a huge leap towards the usage of Swift. We need to act hastily and increase awareness of the jewelry industry, create commissions to legalize the process and collaborate with the governments."

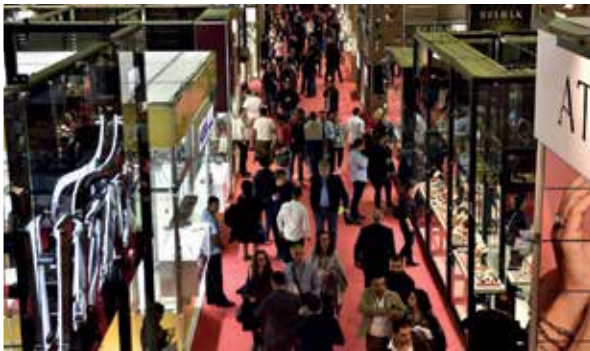
### "OUR EFFORTS WILL HELP THE DEVELOPMENT OF BETTER JEWELRY MARKETS"

Chairman of Gems and Jewellery Association Conference Suttipong Damrongsakul started his speech by saying: "With the strong ties of Gems and Jewellery Association members, ASEAN Union is officially established", Suttipong Damrongsakul also stated: "We believe a greater co-operation will begin between the manufacturers, suppliers, distributors and retailers in the ASEAN region and beyond with the implementation of new projects. Our determination and efforts to achieve such a goal will create better and stronger jewelry markets in ASEAN and the countries besides the region."

After the opening speeches of Ernest Blom, Behnar Karaşen and Prof. Dr. Emre Alkin; Chairman of World Federation of Jewelry Bourses Ernest Blom delivered a speech about "Diamonds Crafted Laboratories, Natural Diamonds, International Diamond Trade and WFDB's Role in Diamond Trade" A speech was made afterwards, by International Projects Director of Nadir Metal Rafineri Behnar Karaşen. Later on, a presentation was made by Scholar, Economist and Writer Prof. Dr. Emre Alkin about "Trade Wars, Expectations and The Future of Economy". ■

## 127 COUNTRIES PARTICIPATED IN THE FAIR

The fair held in October 2019 saw a 164% increase of visitors from Africa, 41% from North America, 11% from Asia, compared to the event held in October 2018.



Considered to be one of the top 5 jewelry fairs, Istanbul Jewelry Show assembled its shareholders with its second organization. Istanbul Jewelry Show – October 2019, coordinated for the 49th time this year by Informa Markets, hosted over 800 companies and brands from 20 different countries and 20,172 industry professionals.

The fair saw a 12% increase in foreign participation compared to its previous organization in October 2018. Istanbul Jewelry Show March and October fairs renewed its record by receiving more than 50 thousand jewelry buyers in 2019. The fair holds a significant place in the USD 6 billion export goal of Turkish jewelry industry. The fair held in October 2019 saw a 164% increase of visitors from Africa, 41% from North America, 11% from Asia, 10% from the

Middle East and 8% of from Europe compared to the event held in October 2018.

Union chairmen and buyers from the countries that participated in the Gems and Jewellery Association Conference visited Istanbul Jewelry Show and rallied with the industry representatives in the most influential event of the region. As a part of the conference, International Purchase Committee hosted over a thousand young people from 70 different countries. Skillful and young designers displayed the 2020 fashion trends in Designer Market. Countries that had a 96% share in the USD 88 billion worth world jewelry import and a 97% combined share in the USD 110 billion worth world jewelry export offered a great opportunity for the market diversity in Turkey. The 50<sup>th</sup> organization of Istanbul Jewelry Show will be held in between the 19<sup>th</sup> and 20<sup>th</sup> of March 2020.



"With the paradox always emphasized by Fernando Pessoa, our celebrated poet, we are multiple, being authentic, we favor diversity but also individuality, we are flexible as well as determined."



## INTERVIEW

# PORTUGAL: MARVELOUS IMPERFECTION

"Portugal accepts itself the way it is, a people amongst peoples. That travelled around the world to take the measure of its marvelous imperfection."

By Eduardo Lourenço

BY TAMER İŞİTİR

**T**HE DEFINITION YOU read above belongs to Eduardo Lourenço, a philosopher from Portugal- famous with its sailors.

Explaining life as black and white was the habit of old times. Seas saved sailors and sailors saved their communities from this cliché. We talked about this "marvelous imperfection" which makes Portugal rich enough to see the colors 'between' black and white and to have a happy life with them- with the Portuguese Ambassador to Ankara, Paula Leal Da Silva.

*If you're taking travelers and sailors' souls behind you, your journey calls for romance. Mrs. Ambassador often refers to philosophers and poets when she talks about her country. In this way, you understand how fantastic the cultural wealth of Portugal is. If the diplomatic language were always full of such elements, our world would become maybe not romantic but probably more peaceful and harmonious.*

*Let's leave the word to the distinguished Ambassador without further ado.*

**When it comes to Portugal, I think everyone visualizes a cultural country that has traces from many geographies of the world. A little European, a little Latin, a little Mediterranean, a little Arab ... How do you define yourself and your country in its most refined form?**

**Paula Leal Da Silva:**

Your question is related to a critical, and most interesting aspect of any country's essence – its identity. Eduardo Lourenço, an eminent Portuguese philosopher, had said, "confined in a modest corner (...), Portugal accepts itself the way it is, a people amongst peoples. That travelled around the world to take the measure of its marvelous imperfection". So if I were to describe my country, I would echo this idea – we are a marvelous imperfection.



Portugal is a nation of sailors that achieved the wonder of discovering the world, the first step for the globalization, in the XV century. On the other hand, we are also a country of emigrants, valiant people who left their home in search of other cultures and other ways of life, perfectly adjusting themselves to their new communities and still managing to keep their uniqueness, as Portuguese. These features describe us better than any other and they are probably the reason why the Portuguese people comprehend others, valuing dissimilar cultures. Consistent, in a way, with the paradox always emphasized by Fernando Pessoa, our celebrated poet, we are multiple, being authentic, we favor diversity but also individuality, we are flexible as well as determined. For almost 900 years of independence, as one of the oldest countries in Europe, Portugal, from its European westernmost corner, has had the wisdom to design its own path into the future, through adversities and virtuous sailing winds. We defeated dictatorship in 1974 without shedding a drop of blood. We are today a cosmopolitan and pluralistic nation, the Portuguese language being spoken by more than 200 million people worldwide. In addition, the voice of Portugal in the international community is firmly anchored in universal principles; we support multilateralism, against egoistical and individual perspectives. We praise dialogue instead of monologues. We are a place of interchanges, between other cultures and peoples, Europe, Africa, the Americas, Asia, and the Mediterranean.



**Mrs. Da Silva with Turkish President Recep Tayyip Erdoğan in Presidency Complex, Ankara.**



***"The voice of Portugal in the international community is firmly anchored in universal principles; we support multilateralism, against egoistical and individual perspectives."***

**Recent history has recorded Portugal with a code, as well as many other countries.**

**"3F", which describes football, fado, and festa and ascribed to Salazar, is still living culture in Portugal? How has Portugal changed over the recent years?**

Fado, Football and Fátima (as in the catholic sanctuary

situated of Portugal) is a tryptic concept in which Salazar's dictatorship founded its doctrine. In itself, there is nothing wrong about any of these notions. The Portuguese adore Football, as the Turkish people do, and Fado represents a very meaningful feature of our poetic identity. In addition, Fátima is a devotion place, and although Portugal is a secular state, and very much respects all religions and believes, our doors are, of course, open to the millions of pilgrims that visit Fátima every year. Therefore, coming back to your question, the difference is that, whereas during Salazar leadership my country was oppressed by an authoritarian regime, nowadays, Portugal is broader, open into the world, a free and democratic nation.



**What sectors do Turkish companies are concentrated in Portugal? What kind of activities do Portuguese companies realize in Turkey? How do you evaluate the bilateral trade relations between Portugal and Turkey?**

Turkish investment in my country has been increasing significantly. The sectors at stake are diverse, namely ports management, both in cruise (Global Ports) and container terminals (Yilport) - Global Ports is the lead investor at Lisbon Cruise Terminal; Yilport has the concession and manages the container and bulk cargo operations at seven terminals in Portugal; it also owns the logistic company "Transitex" that is present worldwide. Other areas are cement production, mining, real estate, tourism (hotels and restauration), logistics, agriculture, textile, pharmaceutical, gastronomy, renewable energy (RE) and ICT. The Portuguese investment in Turkey relates to machinery for construction, raw materials for ceramics, engineering, car parking management, paper and cellulose, electronics, textile, renewable energy, ICT systems and malls management. The bilateral trade between both countries still offers a huge potential for improvement, representing today 1,5 billion dollars in 2018. Nevertheless, the trend has recently become quite encouraging, as we are observing a steady growth both in exports as in imports, reciprocally. 811 Portuguese companies exported to Turkey in 2018. During the same year, Turkey was the 17<sup>th</sup> client for Portugal and our 13<sup>th</sup> supplier. Moreover, both our countries have



**Paula Leal Da Silva** with  
Turkish Foreign Minister  
Mevlüt Çavuşoğlu.

presently a quite broad knowledge of each other, which facilitates the upgrade of our relationship. Since I arrived in Turkey - a stunning nation, full of history and ancient memories, the emblematic cradle of so many old civilizations - I have been promoting the strengthening and diversification of our bilateral agenda. It has been a privilege to do it while travelling around Turkey. My strategy is simple. For reinforcing our mutual ties, we have to know each other thoroughly, sharing affinities and understanding differences. Therefore, it is essential to promote, in Turkey, the Portuguese culture, arts, design, traditions, gastronomy, as well as our economic merits. Likewise, I take the present opportunity to recall that my country proficiently overcame a serious economic



*"Due to its geostrategic position and history, Portugal stands as a crossroad of places, cultures and influences, as well as a connecting hub between Europe, America and Africa. Economically speaking, we represent in fact a gateway to multiple markets."*



**Mrs. Ambassador** with  
Mayor of Adana Municipality  
Zeydan Karalar.



crisis, being today a nation of success, realizations, talent, and innovation. We are, therefore, and will continue to be, an excellent destination for Turkish investments.

**Portugal is one of the most important countries in the world as a tourist attraction. In addition to numerous cultural heritage sites; unique colorful wines and pastry desserts are famous. What is Portugal's share in the world tourism market? What kind of policies does the Portuguese government have to increase this share?**

Since the 1960's, my country has significantly developed the touristic sector. Especially after the "discovery" of Algarve's beautiful beaches. Nevertheless, similarly to Turkey, Portugal has much more to offer than just





**Cruise tourism is reviving in the world. In 2020 and onwards we will see cruise tourism trend rising. Especially, Lisbon Port which is operated by Global Ports Holding is chosen as the best cruise port in the world every year. Can we say that Portugal, which has many more ports, will be a rising star in this area?**

The Portuguese coast is 900 km length. Due to its geostrategic position, Portugal represents a relevant trajectory as well as an interesting destiny for cruise travelling; also bearing in mind the growing relevance of the cruise touristic fragment in the overall touristic sector. During 2018, the Portuguese ports received 1.4 million tourists, equivalent to an increase of 9%, comparing to 2017, with a total of 939 stopovers. Likewise, during the past 10 years (2009-2018), the number of cruise ships' passengers through national ports increased by 52%, with a surge of 31% in terms of stopovers. Moreover, throughout the first half of 2019, the Portuguese ports registered 720.529 cruise visitors. It is anticipated that

cruise tourism, in 2019, will record more than 1,4 million passengers.

**Can we say that Portugal is the geopolitical gateway of Europe and Africa to America? What advantages does this provide for the country's investment climate?**

Due to its geostrategic position and history, Portugal stands as a crossroad of places, cultures and influences, as well as a connecting hub between Europe, America and Africa. Economically speaking, we represent in fact a gateway to multiple markets. Actually, my country is a member of the European Union's single market, from one side, and upholds very close bonds with the Portuguese speaking countries/communities in Africa, South America and Asia, on the other side. Furthermore, our ability to create bridges, to promote compromises and dialogue, our political stability and safety (3<sup>rd</sup> safest country in the world) plus the high level of training and knowledge of the Portuguese working force, are critical elements for investing in Portugal. ■

luminous sunny weather and white beaches. Fortunately, the world has begun to acknowledge it and by the end of the current year, 27 million people will have visited Portugal. For we are a nation of exclusive landscapes, and immense diversity, geographically as well as culturally. Our history is ancient, our identity emblematic, our arts inventive; the Portuguese wines are exquisite and our gastronomy appealing. Tourism represents, indeed, a very relevant share of our economy, being the first sector of exports. In 2018, it counted for 51,5% of services' exports. In terms of revenues tourism corresponds to 8,2% of the national GDP. In 2018, my country was awarded the most relevant international prizes, ranking as 4th in the global peace index and

as 2nd, as best quality of life country for expatriates. Furthermore, we have been considered by the World Travel Awards 2019 - for the third consecutive year - as best European destination.

Answering more precisely to your question, the Portuguese Government adopted an overall long-term plan - the "Tourism Strategy 2027" based in strategic pillars and strategic assets. Accordingly, some basic and sustainable policies are to be implemented, namely, the preservation of the historical-cultural heritage, the improvement of urban rehabilitation, the restoration and revitalization of natural and rural patrimony, the development of the economy of the sea, as well as the restructuring and diversification of touristic offer.



## AVIATION

# A Joint Platform Between Turkish Airlines and UN Alliance of Civilizations

National flag carrier Turkish Airlines signs a significant collaboration agreement called “Sport for Peace Awards”, with UNAOC, the leading United Nations platform for inter-cultural dialogue and cooperation.



**UNAOC AND TURKISH AIRLINES** announced their collaboration on the 24<sup>th</sup> of September 2019. A new initiative named “Sports for Peace” was created with the signing ceremony in the 74<sup>th</sup> session of the United Nations General Assembly in New York in the presence of President of Republic of Turkey H.E. Recep Tayyip Erdoğan and United Nations

Secretary General António Guterres. The agreement was signed by the Turkish Airlines Chairman of the Board and the Executive Committee M. İlker Aycı and UNAOC High Representative Miguel Ángel Moratinos.

### Culture of peace among people and nations

The unifying effect of sport and its inspirational

influence over people is believed to be the driving force of the collaboration. UNAOC aims to overcome differences by enhancing mutual respect between cultures and countries. Its visibility has steadily increased and it has become a prominent project within the context of dialogue among cultures today. Turkish Airlines plans

to draw the eyes of the international community to a global mission, joining forces with UNAOC with the aim of bridging divides and promoting a culture of peace among people and nations. For the joint project under the name of “Sports for Peace Awards”, the unifying effect of sport and its power of inspiring and bringing people

together for promoting more inclusive and peaceful societies became the driving force. During the project, an award ceremony will be held for the sports for peace and development initiatives selected by an international jury to promote international recognition and visibility, while prominent names from sports, art and business worlds along with opinion leaders will be brought together to draw the eyes of the world to global opportunities and challenges.

During the signing ceremony of this momentous development, Turkish Airlines Chairman of the Board and the Executive Committee, M. İlker Aycı said: “We connect all corners of the world with each other as we fly our passengers to 316 destinations in 126 countries. These connections are more than just passageways for the transportation sector. As the flag carrier airline that utilizes Turkey’s unique geography that bridges the East and the West and brings them together on an intersection point for centuries, we reach different communities and build bridges between different societies and civilizations with these connections along with our numerous collaborations with prominent brands, organizations and NGOs. We see this as a highly significant mission assigned us by this unique geography where we breathe in over the centuries. In order to properly carry out this mission and to further strengthen our capability in this regard, we continue to work on various projects by dwelling on more innovative and far-reaching options more particularly.”



### The initiative will be a crucial step towards cultural clemency

Mr. Aycı continued his speech by indicating the importance and the unifying power of sports by saying: “Thus, following our meetings with United Nations Alliance of Civilizations during the past months, we are so proud and happy to be here today to enter into such a significant collaboration for an important project that we think will be highly beneficiary, in the presence of our President, Recep Tayyip Erdoğan, and the United Nations Secretary-General, António Guterres. As Turkish Airlines, who has been accepted as a permanent supporter of sports both on local and international scale, we strongly believe that sports has a strong unifying power on different societies and communities from all around the world. From this point of view, we are sure that this strong feature of sports will enable



### United Nations Alliance of Civilizations was established in 2005

*The organization was rooted as the political initiative of Mr. Kofi Annan, former UN Secretary-General and co-sponsored by the Governments of Spain and Turkey. A High-Level Group of experts was formed by Mr. Annan to explore the roots of polarization between societies and cultures today, and to recommend a practical program of action to address this issue. The United Nations Alliance of Civilizations High Representative and Secretariat are based and operating from New York. The Alliance maintains a global network of partners including states, international and regional organizations, civil society groups, foundations, and the private sector to improve cross-cultural relations between diverse nations and communities.*

us to reach the 17 Sustainable Development Goals (SDGs) of the 2030 Agenda to provide an important added value to the world peace via this valuable project. As one of the partners of this joint strategic initiative, we are confident that “Sports for Peace Awards” project will exceed its goals when it comes to attracting international interest and it will improve the social awareness of the international community by creating a high awareness platform.”

The Turkish Airlines and UNAOC collaboration demonstrates the pivotal role of private sector in delivering the SDGs by promoting public-private partnerships and aligning the 2030 Agenda with corporate social responsibility strategy. The flag carrier airline will take an active role in the communication and media strategy of the project while reaching vast viewership across local, national and global levels. ■

## INVESTMENT

## TURKEY JUMPS UP 10 PLACES IN WORLD BANK'S DOING BUSINESS 2020 REPORT

**T**hanks to the reforms implemented, achievements in the macroeconomic field, improvements in the investment environment, rising productivity in business life, and reducing costs and processing times, Turkey has jumped up 10 places to 33<sup>rd</sup> in the World Bank's Doing Business 2020 report.

Commenting on the report Vice President Fuat Oktay said that Turkey's primary target is to rank 20<sup>th</sup> of the index.

Referring to the Ease of Doing Business Reform Workgroup led by Ministry



of Treasury and Finance, Minister Berat Albayrak also said that Turkey will proceed the continuous reform process will pursue its activities to improve investment environment in the fields of company establishment, tax payments and foreign trade. "In particular, further reducing costs and increasing productivity in business life, we will raise the investment climate in Turkey to the highest level," said Albayrak.

Turkey ranked 69<sup>th</sup> in 2017, 60<sup>th</sup> in 2018, and 43<sup>rd</sup> in the 2019 editions of the report.

## INVESTMENT OFFICE BRIEFS ASIA HOUSE CORPORATE MEMBERS IN UK



**I**nvestment Office President Arda Ermut briefed global investors in London on the latest developments in Turkey's investment landscape.

During the roundtable meeting held for Asia House Corporate Members, Investment Office President

Arda Ermut briefed participants on several topics, including the incentives introduced by the Turkish government to attract more FDI, the regulatory environment in Turkey, opportunities in the country's renewable energy sector, and the advantages of Turkey

for global investors. Ermut outlined four major reasons to invest in the country: ongoing successful economic reforms to support the inward investment proposition, having unique and strong market fundamentals, being an international hub for key sectors, and benefiting from

a modern economy supported by a young and educated population.

Ermüt also took questions on the recent developments in northern Syria and said that these will not have an impact on Turkey's investment environment as the country's track record is proof of its ability to manage such events.

The UK is one of the largest investors in Turkey with more than USD 10.3 billion in FDI inflows into Turkey since 2002 through more than 3,100 companies. The UK is also one of the leading commercial partners of Turkey, with a trade volume of USD 18.6 billion in 2018, which made the UK Turkey's 2<sup>nd</sup> largest export and 7<sup>th</sup> largest import partner.



## WAIPA HOLDS INVESTMENT CONFERENCE IN POLAND

**T**he 24th WAIPA (World Association of Investment Promotion Agencies) World Investment Conference held in Warsaw, Poland, from October 7-8, 2019, brought together leading investment promotion agencies (IPAs) from around the world, leaders of international organizations, heads of financial institutions, leading political figures, private sector representatives, and prominent economists and researchers for two days of discussions on what is in store for the future as well as to share best practices for investment promotion strategies.

Held under the name “The future of FDI: Prospects, challenges, and role of IPAs”, the conference aimed to underline the importance of IPAs vis-à-vis the current stage of the



global economy. A thought leadership workshop with contributions from UNIDO, OECD, ILO, IEDC, and the World Bank as well as the UK Department of International Trade, was followed by the General Assembly, in which the member agencies also

voted for a new Steering Committee of the Association.

During the General Assembly of WAIPA, held on the sidelines of the World Investment Conference, the Presidency of WAIPA was handed from the Presidency of the Republic of Turkey

Investment Office, which successfully held the position for two terms, to the Dubai Investment Development Agency (Dubai FDI). Furkan Karayaka of the Investment Office, on behalf of WAIPA President Arda Ermut, delivered a speech at the General Assembly Meeting to mark the conclusion of the Investment Office's term of presidency. WAIPA General Director Bostjan Skalar presented a plaque to the Investment Office for its contributions to WAIPA during its tenure.

WAIPA represents investment promotion agencies worldwide as the only official umbrella organization. The association works closely with international organizations such as UNCTAD, UNIDO, OECD, ILO, IEDC, ICC, and the World Bank as well as key opinion shapers.

## INVESTMENT OFFICE TAKES STAGE AT YASED EXECUTIVE PANEL

**I**nvestment Office President Arda Ermut was a speaker at an executive panel in the YASED Business Lounge meeting moderated by YASED President and Boeing Turkey Managing Director Ayşem Sargın.

The panelists, including Mr. Ermut, Bosch Turkey and Middle East President Steven Young, and Shell Turkey Country Chairman Ahmet Erdem, discussed Turkey's business and investment environment at the session.



## INVESTMENT OFFICE HOSTS A DELEGATION FROM HONG KONG

A working group meeting that hosted a delegation of top executive business people from the Better Hong Kong Foundation (BHKF) was held on September 23-24, 2019 in Istanbul in order to strengthen the trade and investment cooperation between Turkey and Hong Kong.

The opening session of the event, which was held on September 23 at the Turkish

Presidency's Dolmabahçe Office, was hosted by the Investment Office. The event featured multiple presentations on Turkey's investment climate and ways to boost trade and investment ties between Turkey and Hong Kong. A. Burak Dağlıoğlu of the Investment Office highlighted the advanced and long-term strategic cooperation between Turkey and Asian countries.

## INVESTMENT OFFICE ATTENDS BLOCKCHAIN SUMMIT



The first-ever Eurasia Blockchain Summit was held October 18-20 in Istanbul, bringing together local and overseas representatives who talked about the "blockchain revolution" that is already taking place in the region. Hosting more than 1400 attendees and over 70 speakers from leading blockchain companies, the event saw major companies

disclose ambitions to participate in the booming market, including a pioneering move by Huobi to announce development plans in Turkey.

A. Cüneyt Selçuk of the Investment Office delivered a presentation on Turkey's ecosystem for early stage investments and top reasons to invest in Turkish startups at the Eurasia Blockchain Summit held in Istanbul.

## OTHER EVENTS



### OCT 17 KUALA LUMPUR | MALAYSIA

Investment Office Country Advisor Emre Büyükkılıç addressed more than 120 Malaysian company representatives at the Malaysia Turkey Business Forum held in Kuala Lumpur as part of the MUSIAD delegation's Malaysia visit. Turkish Ambassador to Malaysia Dr. Merve Kavakçı, Forum Host CIMB CEO Rafe Haneef, and Malaysian Businessmen and Industrialists Association (Perdasama) President Tan Sri Matshah Safuan also spoke at the forum.



### OCT 6 SEOUL | SOUTH KOREA

Investment Office, together with the Korea Rail Network Authority (KRNA), co-hosted the second round of its workshops in Seoul to provide further details to Korean investors on the high-speed train projects of Turkish State Railways (TCDD).

The event started with the speech of Country Advisor Taha Saran, followed by the presentation of Economic Research Coordinator Bilal İlhan that provided an in-depth analysis of the Turkish economy. The event concluded with the presentation of Kılınç Law & Consulting Founding-Partner Levent Kılınç and Senior Associate Duygu Doğan sharing details on the legal aspects of doing business in Turkey.

During the workshop, top executives, mainly from large Korean construction and engineering companies, were briefed on Turkey's infrastructure sector, track record and planned investment projects for railways, the current state of the Turkish economy and future projections, the legal framework regarding PPP practices, and on legal procedures for international investors in Turkey.

## OCT 2 ISTANBUL | TURKEY

A. Burak Dağhoğlu of the Investment Office spoke at Turkey Energy Forum 2019, where he highlighted the ample opportunities in Turkey's growing energy sector and the country's aim to prioritize supply security, diversification, and efficiency.



## SEP 26 SEOUL | SOUTH KOREA

Investment Office and the International Contractors Association of Korea (ICAK) co-hosted an investment seminar entitled Investment Opportunities in Turkey's Infrastructure Sector at the Korea Chamber of Commerce & Industry (KCCI) HQ in Seoul. Over 80 high-level executives, mainly from large Korean construction and engineering companies, attended the seminar.

# OIC HIGH LEVEL PUBLIC AND PRIVATE INVESTMENT CONFERENCE TO CONVENE IN TURKEY

**T**urkey will host the OIC High Level Public and Private Investment Conference on December 8-9, 2019.

Under the theme of “Unleashing Intra-OIC Investment Opportunities: Investment for Solidarity and Development”, the upcoming OIC conference is slated to be held in collaboration with the Presidency of the Republic of Turkey Investment Office, the General Secretariat of the OIC, and the Islamic Development Bank Group with a view to boosting the volume of intra-OIC investments, eliminating barriers to trade and investment, and ensuring sustainable socio-economic development.

One of the main objectives of the conference is to get a better assessment on the investment opportunities and implications associated with



doing business in the region by involving all key stakeholders and allowing them to make informed decisions about investments and reforms.

Conference invitees are set to include a selection of businesspeople from a range of leading companies

in the area of banking, construction, tourism, and commerce operating in the OIC geography, in addition to 56 OIC member states, observers, and international organizations. Furthermore, opinions and suggestions from countries where Muslim

business circles are present, e.g. the US, UK, and Germany, will also be considered.

The OIC Investment Conference will represent a key win-win platform between the OIC private and public policymakers to discuss policy recommendations that will enable attendees to reach a vibrant public and private dialogue. On the sidelines of the conference, thematic panel sessions in which private sector decision makers and investors are expected to meet among themselves (B2B) and hold meetings with governmental entities (B2G) have been planned. Pending the approval of the OIC Higher Committee, a “Leaders Roundtable Session” with the participation of state/government leaders will also take place.

Visit [www.oicinvestmentconference.org](http://www.oicinvestmentconference.org) for registration.





INVOLUNTARY

COOPERATION

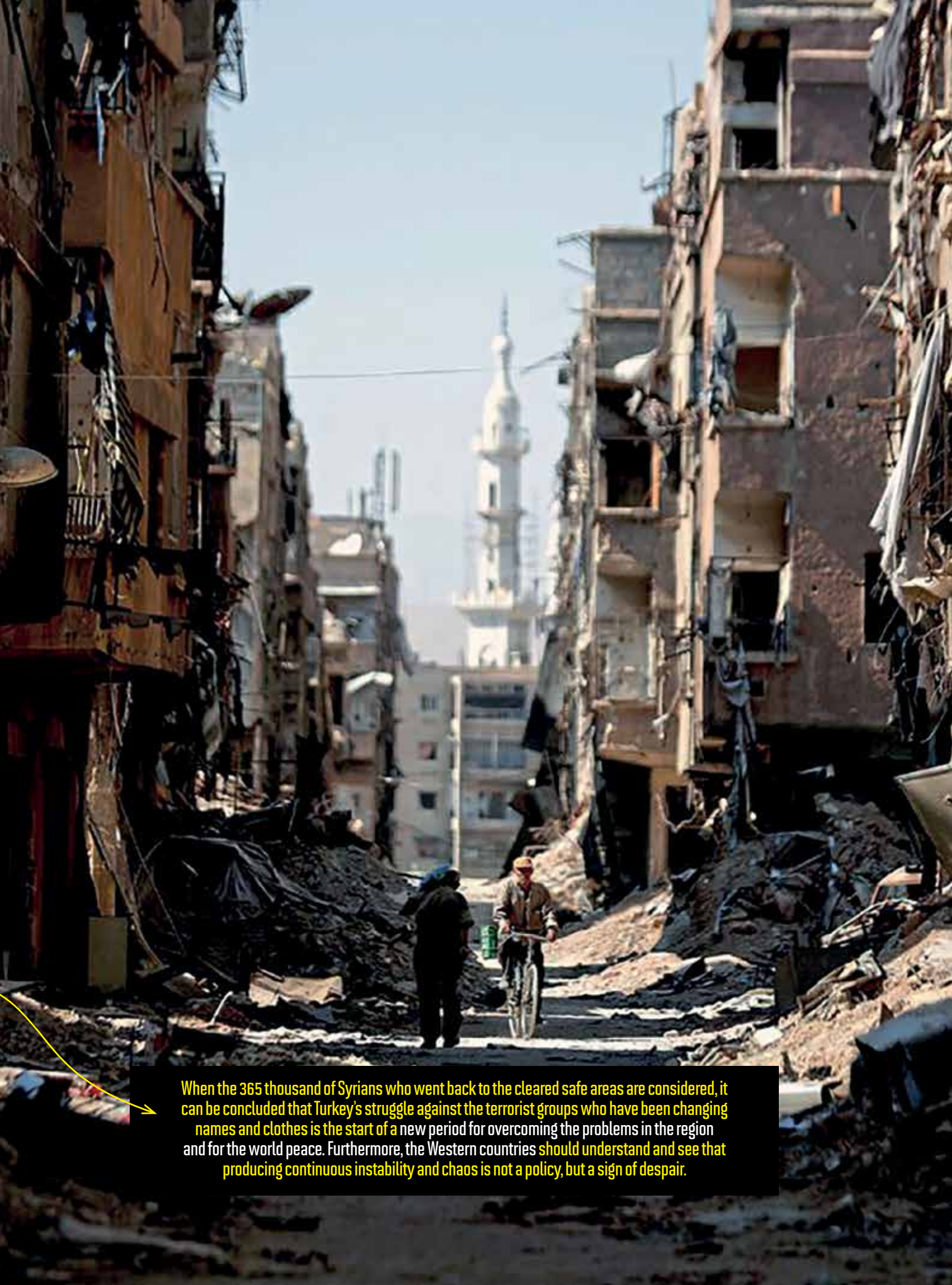
IN THE

MIDDLE EAST



PROF DR SUAT KOLUKIRIK





When the 365 thousand of Syrians who went back to the cleared safe areas are considered, it can be concluded that Turkey's struggle against the terrorist groups who have been changing names and clothes is the start of a new period for overcoming the problems in the region and for the world peace. Furthermore, the Western countries should understand and see that producing continuous instability and chaos is not a policy, but a sign of despair.

**TERROR IS STILL A GLOBAL PHENOMENON** THAT CAUSES THE DEATHS OF THOUSANDS OF INNOCENT PEOPLE IN MANY PARTS OF THE WORLD WE LIVE IN. ALTHOUGH GLOBAL TERRORISM INDEX 2018 SHOWED A TREND OF DECLINE IN THE RATES OF DEATHS FROM TERRORISM, IT IS REFLECTED IN THE REPORTS THAT THE ACTS OF TERRORISM CONTINUE TO EXIST INCREMENTALLY. MOREOVER, ACCORDING TO THE GLOBAL PEACE INDEX, OUR WORLD IS LESS PEACEFUL AND LESS SECURE THAN A DECADE AGO. ACTUALLY, WE ALL SEE THAT THE AWARENESS RAISED BY SEPTEMBER 11 ATTACKS CONCERNING THE STRUGGLE AGAINST TERRORISM HAS BECOME INSUFFICIENT TODAY. THE ACTS OF TERRORISM CONTINUE TO EXPOSE VIOLENCE IN AFGHANISTAN, IRAQ, NIGERIA, SOMALI, SYRIA, PAKISTAN, EGYPT, CONGO, CENTRAL AFRICA, AND INDIA. DESPITE THE TREND OF DECLINE IN RECENT YEARS, THE TERRORIST ATTACKS OF PKK IN TURKEY CONSTITUTE JUST ANOTHER EXAMPLE AMONG THESE.

**IN THE MIDDLE EAST, IN PARTICULAR,** the terrorist organisations PKK/YPG and their extensions operating in Syria with the help of some Western countries in terms of weapons and financial support caused millions of people to migrate and turned the region into a war field. On October 9, Wednesday, the Turkish Armed Forces started Operation Peace Spring in northern Syria as a response to the problems raised by the reflections of the conflicts in Syria threatening the bordering countries and the region. Turkey explained that the operation is conducted against the terrorist groups in northern Syria. In spite of the fact that Turkey's explanations were not supported in the beginning, it seems that the call made by Erdoğan and Trump for a struggle against terrorism after the meeting held with the American committee on October 17 has started a new period; and it is obvious that its impact will continue for some time. The decision made by the committees and the leaders of both countries concerning the struggle against terrorism has become more meaningful with the declarations of the Russian leader Putin on October 22. The tension and the conflicts caused by terrorist organisations such as PKK/YPG and DAESH (ISIS) which kept the Middle East geography under pressure for long years have become a threat for global peace. It is not certain how this decision will evolve in the future; yet, at least, there is no doubt that Turkey will repeat its legitimate call in the global arena and show its determination to struggle. Besides being exposed to the terror of PKK since 1980's, Turkey has been hosting millions of immigrants that escaped from the acts of terrorism in Iraq, Syria, and Afghani-



**It is becoming evident day by day that Erdoğan's call for cooperation against terrorism along with the Turkish military operation is not an attempt to protect only the people of the region and Turkey.**

stan, which is known by the global public and its impact has spread to Europe as well.

### **Multipolar Europe and Political Instability**

The reason why a sufficient and common step has not been taken in the struggle against the acts of terrorism in the Middle East up to now is that unfortunately, most of the European leaders consider the region as an imperialist struggle field, and have made racist, Islamophobic, and anti-immigrant explanations. In this sense, the words of Jean-Luc Mélenchon, the leader of the left-populist La France Insoumise, posted on the social media on October 14 before the football match between France and Turkey as "If Turkish footballers do the military salute, they must expect to be treated as the soldiers of an enemy army" reflected the general attitude. Similarly, the words of Matteo Salvini, the leader of the Northern League (LEGA NORD) in Italy as "I am concerned about the risk that Turkey's military attack on Syria may transform into a massacre" and the explanation made by the Alternative for Germany (Alternative für Deutschland-AfD) as "Erdoğan will release DAESH with the invasion" have been striking declarations. Apart from these reaction-based declarations, the warning made by Karl Richter, one of the prominent names of NPD, as "We should understand Turkey. Europe is going through Erdoğan blindness" has been an example to reflect the differences in opinions. Especially, Richter's question "Where do they want to see the 2-3 millions of Syrian asylum seekers, in Berlin or Köln, or in Syria?" has been considered as an explanation that summarises the situ-





**More people will flee from** their countries with the hope for a better future unless the solutions are produced against irregular migration and terrorism which cannot be got over without inter- national cooperation; and civilians and innocent people will continue to face the heinous face of terrorism.



ation Europe is in and the instability of Europe.

Actually, Turkey had announced many times before Operation Peace Spring that they did not aim at expansionism in Syria. Ankara did not want the terrorist groups to gain strength in the south of its borders and tried to take precautions to prevent this. It had often been stated that the terrorist organisation PKK and its Syrian extension PYD-YPG had plans concerning the lands within the borders of Turkey and that a military operation would not be avoided if necessary. In fact, this attitude was extremely significant for Turkey and constituted an attempt to prevent the repetition of an independent state scenario in Syria that had developed “de facto” in and around Erbil after the collapse of Saddam Hussein’s rule. It is becoming evident day by day that Erdoğan’s call for cooperation against terrorism along with the Turkish military operation is not an attempt to protect only the people of the region and Turkey. Furthermore, it will be more clearly understood in time that the operation is also a step to stop the migration waves directed towards the European countries. However, it is unquestionable that the future of the agreement over the region reached for now and the conclusion of the process will be directed by global dynamics.

### Global Chess and the Dynamism of Balances

Taking a stance against Turkey’s political attempts in all the votings in the UN, China has again been among the countries with a known attitude concerning Operation Peace Spring. Although the call for Turkey made by Geng Shuang, the spokesperson for the Ministry of Foreign Affairs, in the press

**The definition of the Anatolian people as the most beautiful, the most convivial, the most compassionate, and the cleanest people recorded by Ibn Battuta finds its meaning again in the prayers read in a religious ceremony in Deyrulzafaran Monastery in Mardin on October 20 by the representatives of minority communities in Turkey for the soundness of the soldiers involved in Operation Peace Spring and for Syrians to get back to their home country.**

conference in Beijing on October 15 “to return back to the right way” after expressing that Turkey should stop the military operations in the north of Syria was considered as an ordinary reaction; the emphasis as “Turkey’s operation can lead to the revival of ISIS” made in the meeting indicated the extent of the uneasiness. On the one hand, China wants the US to withdraw from the Middle East; on the other hand, it is also concerned that Turkey will dominate the region and rule the jihadist groups. Besides this, China’s promise to provide loans for Arab states, and the commercial agreements done with Iran and Saudi Arabia are considered as other factors that shape China’s concerns. In this respect, it is clear that China’s criticism concerning Operation Peace Spring has not been surprising; however, it is undoubtedly the most obvious barrier against Erdoğan’s, Putin’s, and Trump’s call for the struggle against terrorism.

On the other hand, Iran, considering Operation Peace Spring as a threat conflicting with its interests, was against the military operation and wanted it to be stopped as it was concerned that its control and efficiency over the region would decrease and it would lose its existing gains. Hassan Rouhani, the President of Iran; Ali Larijani, the Chairperson of the Iranian Parliament; and Javad Zarif, the Minister of Foreign Affairs made a call for Turkey to stop the operation immediately. The probability of opening a dialogue with the Damascus governance cannot be a desirable scenario for Iran. Apart from this, Iran does not want YPG in Syria to aim at Iran’s interests, and wants to keep its success in addressing the Kurdish population in Iraq over PUK (Patriotic Union of Kurdistan)

and to protect its image in the region. Based on the rivalry between the two countries continuing for centuries, it is known that Iran has never been and will never be glad with a Turkey enlarging its effect especially in the Middle East geography. However, there will absolutely be a positive role that Iran will play in the solution of the Syrian crisis and terrorism, and it will not take the side that supports terrorism.

In terms of the attitude of Russia, Erdoğan's meeting with Putin in the aviation fair held in Moscow on August 27 was a sign indicating that a decision had been made concerning the east of the Euphrates. After this meeting, Erdoğan gave the USA 2-3 weeks, and stated that Turkey would launch a military operation unless their demands were conceded. As a consequence of Turkey's keeping its promise concerning Idlib, Russia gave the green light to Operation Peace Spring. According to Moscow, there was no problem with struggling with the terrorist groups in the region on condition that the territorial integrity of Syria was preserved; the real problem was the existence of the USA in the region. After all, Operation Peace Spring has started the withdrawal of the USA from the region; and with the cleansing of terrorist elements, the Canton Project so called as Western Kurdish Corridor is collapsed as well. Especially after the cooperation between PYD/PKK and ISIS was revealed, the purpose of the propaganda of the Western media claiming that Operation Peace Spring would free ISIS could not be achieved. On the other hand, the Soci agreement between Russia and Turkey not only confirmed that the diplomatic and military developments are subject to changes any time, but also kindled the hope to provide territorial integrity and political union. The explanation made by the Minister of Foreign Affairs, Çavuşoğlu, as "Our aim is to make sure there are no terrorists within 444 kilometres from the east of the Euphrates to the Iraq border. We are sorting some part of it with the USA, and we will sort some part of it with Russia" indicated the balances in the region and the diplomacy carried out by Turkey.

### **The Future of Terrorism and Irregular Migration**

Actually, how to react against terrorism and refugees is a common exam and problem for humanity. Irregular migration, violence, and terrorism are problems that have feedbacks on each other; yet, the question of who creates these problems is another topic for discussion. It is not the refugees that cause irregular migration; on the contrary, they are, in fact, the victims of this end result. Moreover, terrorism and the predatory understanding of the imperialist policies drive many people to forced migration; these people are de-



**Erdoğan's words which he often expresses in the international arena concerning taking sides with the oppressed as "Whoever is unfair, Turkey is against them. We are not on the side of the tyrant; we are on the side of the oppressed" constitute a humane globalisation suggestion against imperialism that produces valuelessness.**

graded, otherized and humiliated. Many Western countries push their interior problems off on immigrants with explanations and applications against immigrants, position immigrants as the enemies and strangers, and they easily accept deporting as an effective policy.

More people will flee from their countries with the hope for a better future unless the solutions are produced against irregular migration and terrorism which cannot be got over without international cooperation; and civilians and innocent people will continue to face the heinous face of terrorism. When considered in terms of numbers, "Trends in World Military Expenditure" report of Stockholm International Peace Research Institute (SIPRI) highlighted that the global military expenditure in 2018 increased 2.6 percent compared to 2017 and reached USD 1 trillion 822 billion. In addition, according to the State of Food Security and Nutrition in the World 2019 Report published by the United Nations, 821 millions of people face hunger threat. Furthermore, the report published by the United Kingdom-based charity organisation Oxfam revealed that the total fortune of the richest 26 people equals to the fortune of half of the population of the world. In this sense, it seems possible that the world will face new conflicts besides the existing problems unless a determined struggle is waged against unfair global income distribution as much as armament.

### **Can Turkey Be a Model?**

As a matter of fact, the Anatolian geography hosting numerous immigrants for centuries with its geopolitical position and tolerance and Turkey's stance on terrorism and migration embody a deeper message and experiences beyond being a model for the Western world. Embracing the ones as a port of refuge, respecting and protecting the culture and the identity of the immigrants, and





perceiving differences as richness, the Anatolian civilisation presents for the humanity the key to living together. The words of the Minister of Internal Affairs, Soylu from his speech on October 19 as “Nobody should talk about a bad faith for the Middle East; the civilisation potential of the region is much higher than its petrol potential. We will make the geography we live in a safe place for everybody” summarised Turkey’s perspective on humanity and the geography. Thus, this characteristic of Turkey that has always been merciful even when defending its rights seems to be the biggest contribution to humanity and a heritage for a new start opportunity.

While there is nothing more to say except that the Western politicians’ strict attitudes towards terrorism and refugee crisis push the world into chaos, Mevlana’s love that embraces human beings from every language, every religion and every race draws the picture of peace, fraternity and tolerance for today’s world. The definition of the Anatolian people as the most beautiful, the most convivial, the most compassionate, and the cleanest people recorded by Ibn Battuta finds its meaning again in the prayers read in a religious ceremony in Deyrulzafaran Monastery in Mardin on October 20 by the representatives of minority communities in Turkey for the soundness of the soldiers involved in Operation Peace Spring and for Syrians to get back to their home country. Erdoğan’s words which he often expresses in the international arena concerning taking sides with the oppressed as “Whoever is unfair, Turkey is against them. We are not on the side of the tyrant; we are on the side of the oppressed” constitute a humane globalisation suggestion against imperialism that produces valuelessness. This discourse of Turkey is concretised and proven with the number of refugees on its land as well.

According to the report published by United

**However, it is unquestionable that the future of the agreement over the region reached for now and the conclusion of the process will be directed by global dynamics.**



Nations Department of Economic and Social Affairs (DESA), the total number of refugees and immigrants in Turkey has reached 5 million 678 thousand 800 by 2019. Taking into consideration that the number of refugees and immigrants in Turkey in 1990 was 1 million 163 thousand 700 based on the data from the same institute, no one can deny that the problems raised by global inequalities are increasing incrementally. According to the data from the Ministry of Internal Affairs Migration Management, the increase in the number of Syrians with a Temporary Protected Status is a significant sign indicating that refugee crisis still continues. The number of registered Syrians in Turkey has reached 3 million 674 thousand 588 by 10 October 2019, with an increase of 8 thousand 529 people compared to the previous month. 1 million 991 thousand 638 of the Syrians are male, and 1 million 682 thousand 950 are females. In Turkey where the number of irregular immigrants caught in the past 14 years is over 1.3 million, 315 irregular immigrants were caught by law-enforcement officers in the first 9 and a half months of the year; and this number is recorded as the highest number of irregular immigrants of all times.

These numbers which should be taken into consideration by the global community and particularly, the western countries is a short summary of what is gone through in the face of terrorism and irregular migration. The western leaders who had approached Operation Euphrates Shield and Operation Olive Branch with the question “Are you going to kill the Christians and the Kurds in the region?” have postponed the problem expecting a solution from the terrorist organisations that they had been feeding. As a matter of fact, the confession made by the ex-minister of foreign affairs of Germany, Gabriel, as “We used Kurds who were the best ally in Syria because we did not want to enter ourselves” summarises everything. Apart from this, the results of comparative “eupinions” research conducted in Europe by German Bertelsmann Foundation indicate that terrorism and migration are the most important issues that Europe must deal with urgently. When the 365 thousand of Syrians who went back to the cleared safe areas are considered, it can be concluded that Turkey’s struggle against the terrorist groups who have been changing names and clothes is the start of a new period for overcoming the problems in the region and for the world peace. Furthermore, the Western countries should understand and see that producing continuous instability and chaos is not a policy, but a sign of despair.



# OUR NATO ALLY TURKEY NEEDS A SAFE ZONE



BY TAMER İŞİTİR - UTKU KOLAĞASIOĞLU

**While the operations conducted by Turkey in Northern Syria against the terrorist elements faces criticism among the international community, Matthew Bryza former White House Officer whom is familiar with the region, expressed his support to Turkey.**

Bryza evaluated the latest developments between two countries for the Turkish Perspective readers.





### How does the American public view the military operation carried out by Turkey in Syria?

Generally, Americans who are following developments in Turkey and the Middle East do not understand or trust that the goals of the operation are really the ones that President Erdoğan has set out. In general; in the United States, congress, academy and the general public that follows these sorts of issues there is a misperception that Turkey's real objective is to take control of a lot of territory in Syria and harm all of the Kurdish population of Syria. In fact, there are even many people who are worried or claim that Turkey would carry out ethnic cleansing in some sort of atrocities against the Kurdish population of Northern Syria. What these people don't understand is that Turkey's military operation in Syria is limited. They don't understand that creating a 20 mile wide or 32 kilometer wide safe zone is also in the interests of the United States and is the only real objective Turkey has along with pushing a terrorist organization (YPG) away from Turkey's border with Syria. So most Americans mix up YPG with all Kurds in Syria and they don't understand that really the YPG and the PKK are one and the same organization, and of course an organization that the United States government recognizes as terrorists. I think that the policies of the United States and Turkey are misaligned right now. The two countries are not on the same track, neither in terms of their governments and the populations at large. The good news for US-Turkey relations though is that President Trump very much wants a positive relationship with President Erdoğan.

### How should the contradicting statements of Donald Trump about Turkey and Erdoğan be evaluated?

President Trump seems to have a personal like of President Erdoğan. He respects and likes President Erdoğan. Also President Trump does not seem to want to impose sanctions on Turkey. He does not wish to punish Turkey and in fact believes it's in the US' national interests to have a strong relationship with Turkey as possible, not only in security but also in economics and especially trade. That's why President Trump has instructed his Commerce Secretary Wilbur Ross to find a way to increase the volume of trade between US and Turkey to USD 100 billion. The



**Mr. President does not wish** to punish Turkey and in fact believes it's in the US' national interests to have a strong relationship with Turkey as possible, not only in security but also in economics and especially trade.



**MOST AMERICANS MIX UP YPG WITH ALL KURDS IN SYRIA AND THEY DON'T UNDERSTAND THAT REALLY THE YPG AND THE PKK ARE ONE AND THE SAME ORGANIZATION, AND OF COURSE, AN ORGANIZATION THAT THE UNITED STATES GOVERNMENT RECOGNIZES AS TERRORISTS.**

contradictory statements however, come in as President Trump reacts to his political opponents in the US political parties, both Democrats and Republicans, whom because of the misunderstandings about Turkey's military operation in Syria, which I refer to in the last question, are highly critical of President Trump for apparently saying it's okay with him if Turkey launched that sort of a military operation. He received a great criticism from the Republicans and Democrats and that is now pushed by people in both parties to pass a new round of sanctions against Turkey. And the leader of the US Senate Mitch McConnell wrote an opinion article in the Washington Post condemning President Trump for "green lighting" Turkey's military operation in Syria. So President Trump has come out with threatening statements about Turkey in an attempt to protect himself and his reputation against the criticism that he has been "too soft" on Turkey. President Trump needs to be careful to do that because he needs Republicans in the senate to prevent him from being removed from office if the lower house of the US Congress, the House of Representatives, does vote to impeach him or to accuse him of having committed crimes. I think as each day passes it's increased in likely that the House of Representatives will vote to accuse the President of having committed crimes in which case there could be a trial in the Senate and President Trump is convicted. He could be removed from office and he needs the Republican majority in the Senate to protect him. So he has to sound tough towards Turkey even if he doesn't want to be.

### FOR MANY YEARS, I SUPPORTED IDEA OF SAFE ZONE

### How do you interpret Turkey's aim of creating a safe zone as a resolution in Northern Syria?

I, for many years, supported the idea of precisely such a safe zone. I think that it is against the interests of the United States and our allies for there to be an independent political entity in Northern Syria, especially one run by YPG/PYD and such terrorist organizations. Speaking as an American, our NATO ally Turkey needs a safe zone without terrorists in it attacking the Turkish border as it happened in the previous years. I also think that the United States and Turkey should be work-





ing together to establish a safe zone. I think that it's probably good for the US and Turkey, even Russia believe it or not, help to rid the YPG from that safe zone. But of course the fact that Russia is doing that with Turkey rather than the United States I think is a big strategic setback and makes US look like an unreliable ally and a country that is withdrawing its forces from the Middle East. I think for the long run it is bad for the stability of the region.

#### **In what ways will Baghdadi's death affect the dynamics in the region?**

In terms of day to day operations of so-called Islamic State (ISIS/DAESH), Al-Baghdadi's death will not have a major impact because for several years now he already has not been really leading the organization. So the same operational leaders who are alive before Al-Baghdadi's death will still be in charge. But I think his death will have a profound impact on ISIS' ability to recruit new members and sustain morale. Because he really is not only the head figure but also the inspiration for the entire movement of the so-called Islamic State. He is a great symbol of that movement. So I think that the organization of the Islamic State will suffer a deep ideological and emotional injury that could debilitate it and that outcome is great for the dynamics of the region. I think that all people that are on the side of peace and favor the human rights and democracy should be quite happy. That at least for now the threat of the Islamic State is reduced. That being said, over time the Islamic State can rebuild itself and grow strong again. As I said, it has other leaders and its ideology is not dead. So the struggle against this ideology must continue.

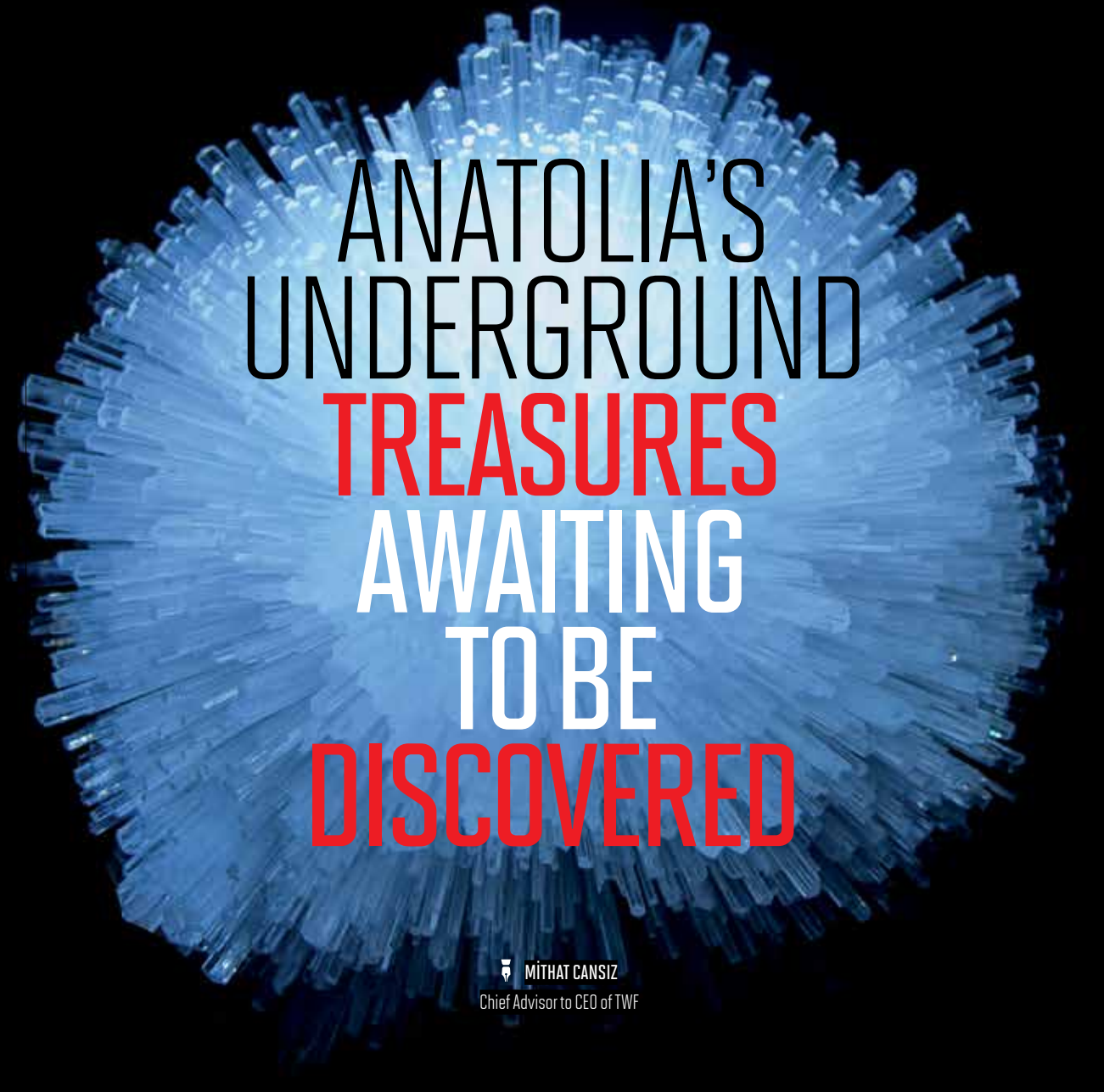
**President Trump** could be removed from office and he needs the Republican majority in the Senate to protect him. So he has to sound tough towards Turkey even if he doesn't want to be.

**I ALSO THINK THAT THE UNITED STATES AND TURKEY SHOULD BE WORKING TOGETHER TO ESTABLISH A SAFE ZONE. I THINK THAT IT'S PROBABLY GOOD FOR THE US AND TURKEY.**

## **THE US HAS NOT A CLEAR STRATEGY**

### **Where is USA's Middle East policy heading towards?**

It's totally unclear. At the moment I don't really believe there is a US policy towards the Middle East. I think there is a general concept that the US needs to work as closely as possible with Israel and with Saudi Arabia. I think that President son-in-law Jared Kushner has been given the job of trying to establish a new peace agreement between the Palestinians and the Israeli government and has been relying and hoping that Saudi Arabia can provide some quite support for Israel and create stability. I think in the mind of Trump administration stability means containing Iran, especially in Syria but not only. Saudi Arabia has been on the lead of containing Iran thanks to the horrible war in Yemen. But I think this concept of a peace agreement is not a strategy, it's not an overall foreign policy. It is contradictory in that the US seems to support Saudi Arabia, Egypt and the UAE imposing a blockade on Qatar. So there is not a clear strategy. In Syria clearly the US under president Trump wants to leave militarily and when it leaves militarily it will have no real impact on the next phase in Syria (the constitutional commission and a new political future for Syria). President Trump has said that the US hasn't even any interest of being a part of the future actions in Syria. And that is very difficult for me to understand if that's the view of a US president. Because that shows there is no policy at all towards the Middle East. Under George W. Bush and really all US presidents, there was always a desire to try to stabilize various countries by increasing economic prosperity and increasing political freedom. The US didn't always do a great job in pursuing those goals and sometimes used the wrong tool like invading Iraq. But trying to strengthen the values of political and economic freedom had always been part of US foreign policy and gave the US some credibility. With the way President Trump however reacted to the murder of Jamal Al-Khashoggi here in Istanbul, the US cannot claim to be pursuing those goals at all and therefore loses much credibility. It is Turkey that allowed the world to understand that the Saudi Arabian government was guilty of committing this heinous crime. And as President Trump who has tried to sweep the whole issue under the carpet, not embrace the evidence and hoped that the whole issue to go away. I think that's, again because for President Trump, Saudi Arabia and Crown Prince Mohammed Bin-Salman are so central to his vision of what the US is doing in the Middle East, which is simply working with Saudi Arabia and pursuing a Middle East peace agreement. And I think President Trump is deeply mistaken if he thinks by letting this crime go unpunished could make things better in Saudi Arabia. To me, that only will make things worse.



# ANATOLIA'S UNDERGROUND **TREASURES** AWAITING TO BE **DISCOVERED**



MİTHAT CANSIZ

Chief Advisor to CEO of TWF

BESIDES ITS RICH GOLD, CHROMIUM,  
BORON, TRONA, LIGNITE AND MARBLE DEPOSITS,  
TURKEY IS A COUNTRY  
IN WHICH 70 TYPES OF MINERALS ARE BEING EXTRACTED.  
CURRENTLY, OVER 6,000 DOMESTIC AND OVER  
ONE HUNDRED FOREIGN INVESTORS CONTINUE  
THEIR MINING ACTIVITIES IN TURKEY.  
MANY UNDISCOVERED DEPOSITS  
ARE WAITING FOR THEIR INVESTORS  
TO BE UNEARTHED.





**> Çanakkale, one of the important settlement locations of the ancient era, has a significant place in mining history as well.**

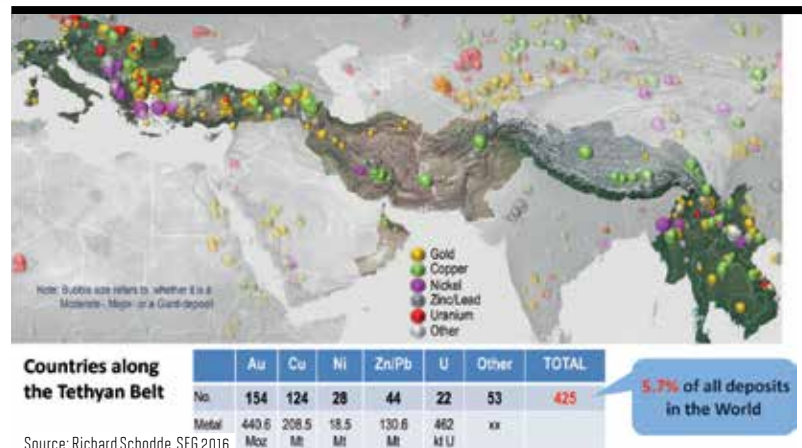
**Anatolia, which has been home to dozens of civilizations for centuries, is a cradle of mining as well as of many other areas.** Located at Biga Peninsula (Çanakkale) and formerly named as “Troia” in ancient Greek, Truva is now one of the most important archaeological sites in the world. This residential district, which was named as “Ilion” in Hellenistic era, used to have a significant place in mine melting profession.

In the times of King Hiram around 1000 B.C, melting masters of this region were sent to King Solomon for the construction of Temple of Jerusalem. Ancient lead particles found in Truva were most probably made up of Balya (Balıkesir) ore. Economists unanimously agree that the first gold coin was pressed by Lydians in 7<sup>th</sup> century B.C in Turkish soil. “Sardes” City which is located near İzmir was Lydia’s capital and an important gold processing center.

The fact that Anatolia has been home to dozens of civilizations from past to present, is a natural result of her having favourable climatic conditions, distributed water resources, arable land, and rich mineral assets. Anatolia has been in a location which conduces to introduction and spreading of many materials necessary for human life in the civilizations from past to present. It will not be wrong to call Anatolia as a pioneer in fields such as agriculture, animal husbandry, and embroidery arts. Diyarbakır Çayönü copper mine, with its history dating back to 7000 BC (Neolithic period), is one of the most important examples of the long history of Anatolian mining. With the fact that inholding tens of heritages changed the history and having one of the first known temples of the human history “Göbeklitepe” which is listed in UNESCOS’s World Heritage List, Anatolia also sets light to 12000 B.C. This land which is identified by Famous Swiss geologist Patrice Moix as “the fascinating part of the Tethian Belt” continues to harbour numerous mysteries regarding its rich underground resources which are waiting to be discovered.

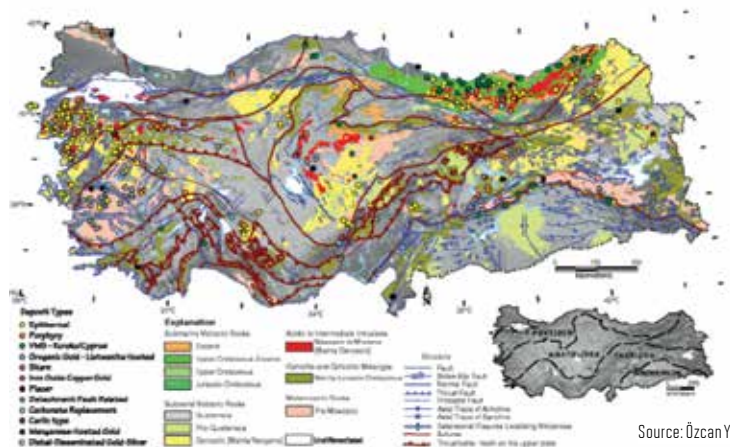
## MINERAL POTENTIAL

With a long history of mining, Turkey (Anatolia) proceeds to host dozens of mineral types and thousands of mine fields. Currently, over 6,000 domestic and over one hundred foreign investors continue their mining activities in Turkey. Besides its rich gold, chromium, boron, trona, lignite and marble deposits, Turkey is a country in which 70 types of minerals are being extracted. Turkey, with approximately 14 million hectares of licensed mineral land



## DEPOSIT TYPES OF TURKEY

Complex geological structure of Turkey is one of the most important factors affecting its mineral diversity.



within its borders, is located in the Midwest of the Tethyan Metallogenic Belt that is one of the most important belts in terms of metallic mineral potential. Turkey also holds 73% of the world's boron reserves within its borders and is placed near the top of world's marble exports ranking. Land of Anatolia, which has a potential of 20 billion tons of lignite, is also the homeland of the high ratio (Cr / Fe) Turkish Chromium-a brand in the chromium sector. Though there is had not been any gold production until the early 2000s in Turkey, 302 tons of gold have been produced in the last 18 years and Turkey has risen to the position of Europe's leading gold producer country with 27.1 tons of gold production in 2018. In 2019, it is expected to set a historical record with a gold production of around 35 tons.

Turkey's high mineral potential can be highlighted with more exploration/research activities. According to the available scientific data, on-shore mining potential of our country is higher than that of hydrocarbons. Therefore, investing in Turkey's mining sector with much humbler budgets will create significant added economic value and considerably contribute to the reduction of mining related foreign trade deficit.



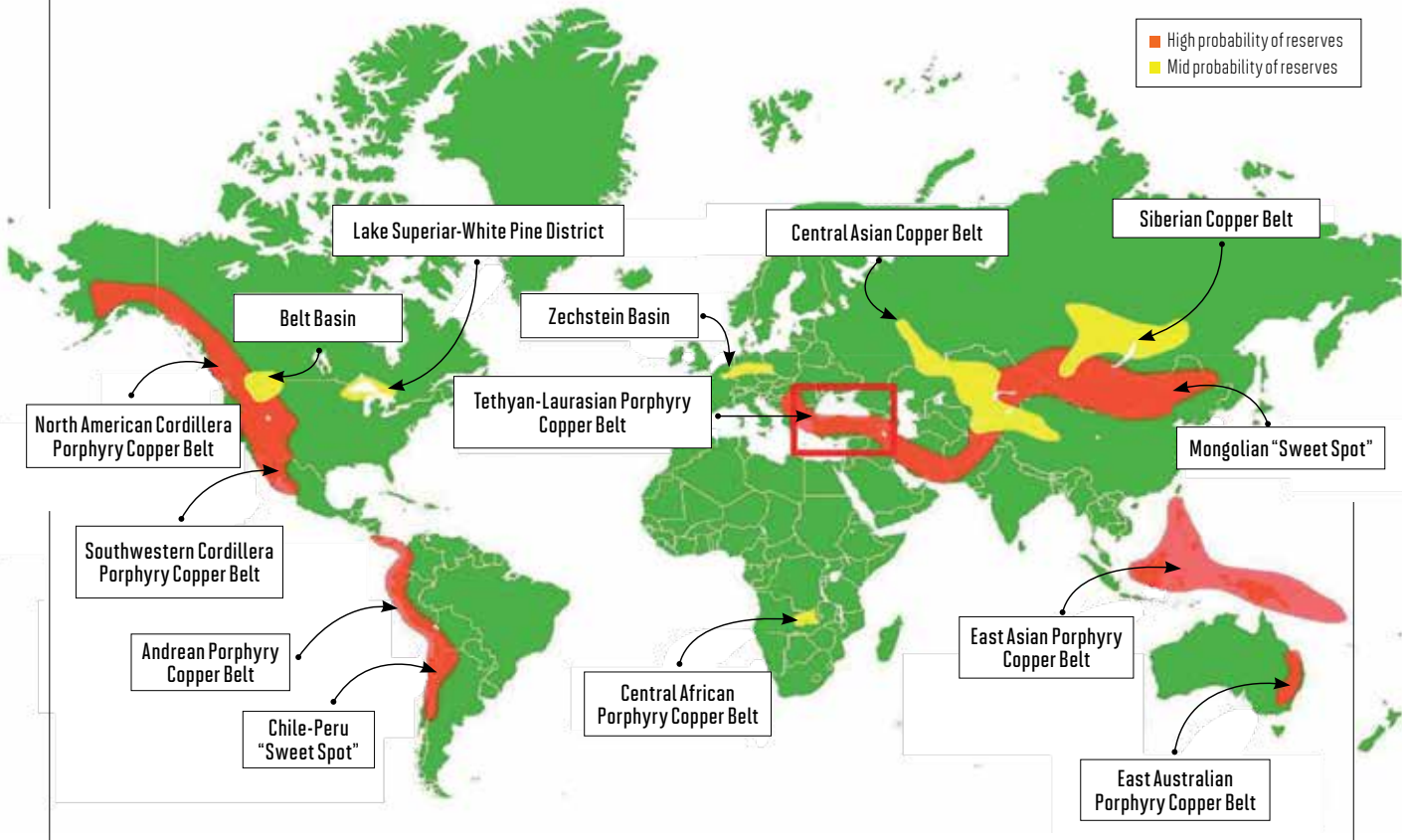
## THE SECTOR MEETS TECHNOLOGY (BOLD AND STRONG STEPS)

Amelioration and reformation of the mining sector continues unabated by closely following the important developments globally with an understanding that it be integrated with the modern world. The e-Mining platform has been developed and implemented in order to complete the work and service transactions more quickly and accountably which have been manually handled at the General Directorate of Mining and Petroleum Affairs (MAPEG), the regulatory and supervisory body of the mining and petroleum sectors. In addition to expediting the processes and services with e-Maden, it is aimed to increase quality and transparency as well. The test studies for the commissioning of the project is still ongoing, while analysis, design and software studies has been completed. When e-Maden will be fully operational, more than 700 duties related to mining rights will be transferred to digital media. With the application of e-Maden, it is aimed to reduce the bureaucratic processes by performing them in digital environment.

Within the scope of safe mining, in order to prevent possible accidents, InSAR project has been initiated. With InSAR Project; landslides that may

## IMPORTANT MINERAL BELTS OF THE WORLD

A large part of the Tethyan Belt containing significant mineral reserves are located in the territory of Turkey.





occur in open quarries will be predetermined with the use of satellite data. Possible accidents can be intervened in advance with this remote sensing system which can monitor the changes in centimeter scale. In addition to that, mining sites will be monitored in 3D with the numerical measurement data obtained within the scope of e-Maden. By providing a third dimension to the geomorphological data in the digital media, the positioning of underground galleries to each other will be analyzed and possible accidents will be prevented. Besides, error margin and time loss occurred during regular inspections will be reduced as well. At the same time, three-dimensional reserve models will be prepared with this system, preventing resource loss and providing more efficient operation in mines.

### INTERNATIONAL STANDARDS, INTEGRATION AND FUNDING

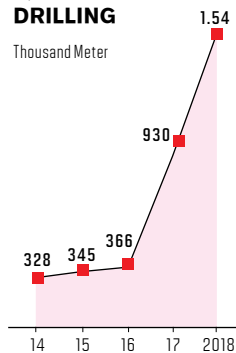
Being one of the most demanding professions in the World with intense labor and high investment costs, mining provides the highest added value per unit capital, more employment and qualified investment compared to other service and industrial sectors. National Resources and Reserves Reporting Committee of Turkey (UMREK) has been established in order to institutionalize the mining sector, carry out mining activities in compliance with international standards and finance mining investments. The membership process to the Committee for Mineral Reserves International Reporting Standards (CRIRSCO) has been completed very quickly and successfully. In this context, UMREK has become CRIRSCO's 1st member in Eurasian region and 13th worldwide. Following the completion of the membership process, UMREK has immediately started certification of the competent persons (CPs) in the sector.

Being the 17th largest economy worldwide, with a GDP of USD 784 billion and a per capita income of USD 9.632, more than 65,000 foreign-owned companies operate in Turkey. By the contribution of a population of 32 million skilled



### QUANTITY OF CORE DRILLING

Thousand Meter



labor force, Turkey exported USD167.9 billion in 2018. The mining sector has a 2.7% share in total exports with an export amount of USD 4.6 billion. With investments and activities to be carried out by taking into consideration, the revolutionary regulations and legislative changes made within the framework of the National Energy and Mining Policy, above mentioned mineral export figure can easily increase to USD 10 billion by 2023.

On the other hand, Turkey has also taken important steps in order to continue its exploration and operation activities abroad. In this context, International Mining Exploration and Operation Company (UMAS) has been incorporated, under the umbrella of General Directorate of Mineral Research and Exploration (MTA) and acquired 5 different valuable mining concessions in total in Sudan and Uzbekistan consecutively.

### PROVIDING BASIC INFORMATION AND DATA

Recently, important steps have been taken to ensure that mining activities are carried out in compliance with international standards.

In order to provide investors with easy and reliable access to data and provide basic data related to country's geology researches quickly and accurately; Turkey's geochemical and geophysical maps have been prepared and published.

Besides, a total of 2.5 million meters of core



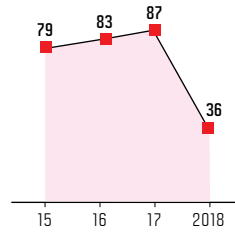
> Turkey's Minister of Treasury Berat Albayrak is also following the UMREK's work closely.



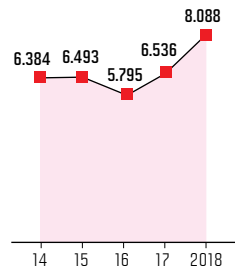


> Kışladağ Open Pit Gold Mine - Uşak/Turkey

#### NUMBER OF DEATHS AS A RESULT OF MINE ACCIDENTS



#### SITE INSPECTION NUMBER



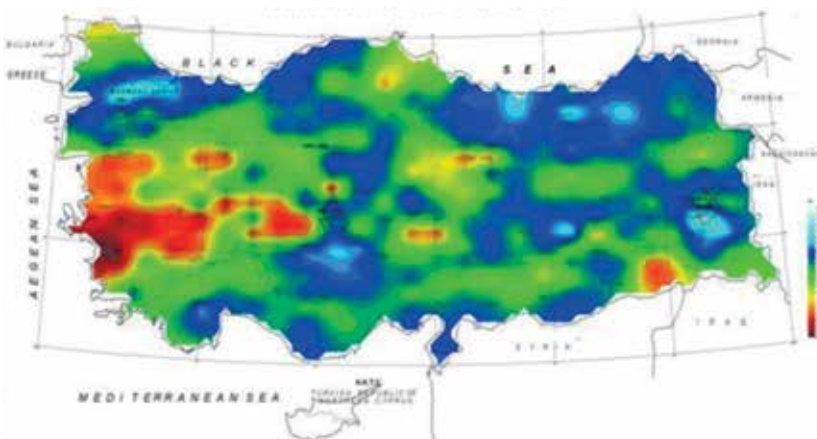
drilling was carried out in 2017 and 2018 to create a base for investors and to reveal basic information regarding mineral assets of Turkey.

To archive data and samples obtained during mining activities and make them available to investors and to ensure efficient use of mineral resources, "Turkey Geoscience Data and Core Information Bank of Turkey (TUVEK)" has been established and operationalized.

As in all fields, our country continues to take also many important steps in mining area with its visionary and innovative point of view and takes

#### CURIE-POINT DEPTH MAP OF TURKEY

Geophysical maps which are used as a starting point in mining exploration and research have been prepared.



its place strongly and more proudly in the developing mining world.

Rare Earth Elements Research Institute (NAT-EN) was established in July 2018 in order to provide necessary information for short, medium and long term policy and strategies about REEs and necessary scientific and financial infrastructure for researchers in different fields and to carry out R&D projects and other scientific studies in cooperation with public institutions and organizations.

#### REDUCTION OF RED TAPE AND ACCELERATION OF WORK AND SERVICE PROCESSES

In order to enable investors to operate in a faster and safer manner; on behalf of mining investments made or planned to be made by public and private sectors, Mining Coordination Committee (MKK) has been established in order to monitor permitting processes, to ensure supervision and coordination, and to accelerate related processes, where all stakeholders associated with the sector have opportunity to meet around the same table.

Moreover, One-Stop Office was initiated within the structure of MAPEG, which aims to closely follow critical medium and large-scale mining investments and to speed up and finalize bureaucratic processes rapidly from a single center. These steps will accelerate institutional processes for investors, saving both time and money.

#### BREAKTHROUGH IN SAFE MINING

For mines to be operated in a safer manner, number and, frequency quality of site inspections has dramatically increased. In 2018, 8,088 site inspections were conducted and in return, a 60% reduction in fatal accident rates was achieved.

As a result of "Risk Assessment and Risk Management for the Mines in Turkey" study, launched between MAPEG, General Directorate of Turkish Coal Enterprises (TKİ), Electricity Generation Company (EÜAŞ), Eti Maden, General Directorate of Turkish Hard Coal Authority (TTK) and İTÜNOVA within the scope of Safe Mining activities, "Risk Assessment and Risk Management" guides have been prepared. "Safety Culture in Mines (MAGUK)" project was initiated in order to ensure operational safety and minimize accidents in mines by strengthening the concept of "Safe Mining".

In order to eliminate environmental problems, to ensure operational safety and to produce mineral reserves more efficiently, a revolutionary regulation related to the creation of "Mine Regions" has been enacted and stone quarry fields in Cebeci/İstanbul have been merged as a first implementation of "Mine Regions" regulation. "Mine Workers Compulsory Personal Accident Insurance (ZFKS) Tariff and Instruction Communiqué" was prepared and put into effect in order to secure employees of

mine sector. Studies have been initiated for the Personal Accident Insurance, which is currently covering solely the employees working in underground mines, and open quarry coal mines to cover all employees regardless of quarry and mine type.

### ENCHANCED ECONOMIC GAINS

Within the scope of the National Energy and Mining Policy, many important gains have been achieved regarding mining sector. As a result of these gains, number of tenders, tender and royalty revenues have significantly increased. While 294 licenses were tendered in 2015, this number was increased to 1,218 and 1,248 in 2017 and 2018 consecutively and as such the inactive mining fields have been gained to economy.

By the same token, revenues out of these mine tenders exceeded TRY 320 and 250 million in 2017 and 2018 respectively, compared to previous years. In parallel to these activities, with due legislative arrangements the idle mining sites have been revived and a significant growth in royalty revenues has been realized. For instance, while the overall turnover and government royalty revenue were TRY 20.4 billion and TRY 607 million respectively in 2015, the turnover increased to TRY 32 billion the government royalty augmented to TRY 1.300 billion in 2018.

Again within the scope of National Energy and Mining Policy; studies have been completed on new tendering models that will contribute to the increase of mining share in GDP and to reduce current account deficit by transforming our mining assets into high added value by/end products, and increasing facility establishment and employment. In the first stage, tender specifications regarding Aluminum and Lime production were prepared and tender procedures for these end products were finalized. In addition to these studies, by/end production tender model studies for lead/zinc, chrome and iron minerals had been brought to the final stage.

In this context, the Technology Transfer Framework Protocol was signed for the establishment of a High Technology Boron Carbide Production Plant, of which ground breaking ceremony has been done recently, in order to turn the Boron mine into a high value-added product.

Besides, Indigenous coal production, which was 88 million tons in 2017, rised to 101 million tons in 2018 and broke a historical record.

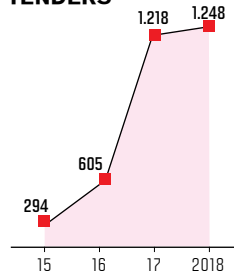
Again during this period, as a requirement of being a social state and cooperation with General Directorate of Social Aids, coal aids have been distributed all around Turkey to the families who were in need. Finally, as a result of the tenders made with the purpose of bringing high-potential coal fields which belonged to General Directorate of Turkish Hard Coal Authority (TTK) and General Directorate of Turkish Coal Enterprises (TKİ) to the economy, eight fields were transferred to private companies. With this transfer

Existence of tens of foreign mining investments, more than a decade, that are developed and turned into operation with local and qualified workforce, is good indication of well maintained constitutional system, license and investment security as well as available hard working and loyal work force.

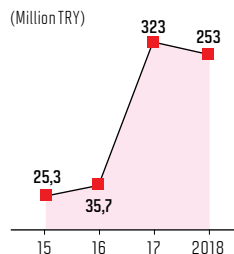
Fertility of Anatolia will definitely keep you and your shareholders happy. We invite you for a cup of Turkish coffee which known to be unforgettable for 40 years.

**Mehmet Yilmaz**  
TUPRAG, Chairman of the board

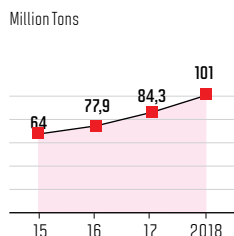
### NUMBER OF TENDERS



### TENDER REVENUE



### LIGNITE PRODUCTION



> Copper, Iron, Zinc, Gold Amethyst Crystals Minerals demonstrate the rich mineral diversity of Turkey.

of the coal fields, 18.6 million tons of additional coal will be produced annually and there will be an import substitution effect above USD 1 billion per year.

### IMPORTANCE OF GEOPOLITICAL LOCATION

Considering its mineral diversity and geopolitical location, Turkey is regarded as a high-potential country for mining industry. Turkey has completed its integration to international system with the important developments from early 2000's to today in highways, airways, rail systems and harbours. Turkey outraced many Middle Eastern and European countries and reached to leader position with the international expanding particularly in the areas of seaport and airport operations.

Turkey currently has a smelter with anode/cathode copper production capacity of 70,000 tons/year, and 186,000 tons/year of low/high carbon ferrochrome production capacity smelters and many other ore enrichment facilities. Given high mineral potential and geopolitical advantages of our country, new tender models for by/end product production have been developed and implemented for further development of mining industry. Especially, in order to pave the way for new investments and to operate existing investments more economically; amendments have been made in Mining Law, regarding various issues such as; state rights, forestry permit cost exemptions, right to develop proven reserves, and new incentives in addition to the incentives which had been enacted before.

## NEW VISION IN EDUCATION AND TRAINING

Anatolia has raised many scientists like Straborn (Straborn of Amasya) a famous geographer who lived in Anatolia between 63-24 BC and recorded the first basic knowledge of Anatolian geology. Today, Anatolia continues to host many developments specific to mining and takes steps to convey those developments to the future. MAPEG Academy, established under MAPEG, is one of those steps including the modern world education concept. Activities of MAPEG Academy, contributing to the development of mining sector with its fast and accurate training programs, non-stop continues.

Moreover, Virtual Reality (VR) Training Program, which is prepared by using the most advanced technology in the world, has been implemented. Unlike non-mobile virtual reality applications, this training system provides mobile use and offers modular training under fast, reliable and realistic conditions. The "Coal Mines with Underground Timber Support" and "Mechanized Coal Mine" modules of the project, designed as an operational safety training, and examination platform through 24 different scenarios, have been completed. Development of the project is ongoing and the modules "Aggregate Quarry" and "Marble Quarry" are expected to be finalized in the first half of this year. Turkey has a qualified and young workforce especially in mining area.

## NEW ECONOMIC PROGRAM

In addition to the ongoing studies, under the New Economic Program announced by Dr. Berat Albayrak, the Minister of Treasury and Finance, Türkiye Wealth Fund (TWF) will invest in Green-field petrochemical, energy generation and mining projects from domestic resources alone or in cooperation with private sector, domestic or foreign, on PPP and/or IPO basis. With these investments, the underground resources of our country will be gradually injected to economy.

The exploration and drilling activities will steadily continue and the discovered resources/reserves

### CRUDE OIL, PETROLEUM PRODUCTS, PETROLEUM GASES AND NATURAL GAS EXPORT AND IMPORT NUMBERS - 2018\*

	Export (\$Billion)	Import (\$Billion)	Deficit (\$Billion)
Crude Oil and Petroleum Products	3,9	24,3	-20,4
Petroleum Gases and Natural Gas	0,37	14	-13,63
<b>Total</b>	<b>4,27</b>	<b>38,3</b>	<b>-34,03</b>

\* Source: Ministry of Trade



**The steps taken regarding the mining sector in recent years are increasing the interest in mining business in Turkey.**

"Currently, Turkey is Europe's and the Mediterranean's top gold producing jurisdiction. Many of Turkey's large gold deposits are operated by foreign companies. In 2010, Turkey reformed its mining code and relevant regulations to ensure a more consistent and sustainable business environment. Recently, gold mining in Turkey has been supported by international financial organizations such as the European Bank for Reconstruction and Development (EBRD) which has helped underpin high standards for the management of social and environmental risks. We believe that the mining sector in Turkey will continue to grow through attractive investment incentives, recent positive developments like the Crisco membership via UMREK as well as the industry's ongoing orientation to international codes."

**Scott Perry**  
President & CEO, Centerra Gold Inc.

will be brought to economy with new business models and financing mechanisms under the leadership of TWF. As seen in Table 1 and Table 2, there is a current trade deficit of approximately USD 34 billion in energy sector (oil and gas) and approximately USD 25 billion in mining sector. With smart and attractive mechanisms to be set up by Türkiye Wealth Fund (TWF), petrochemical, energy generation from domestic sources, and mining projects are going to be funded on PPP and/or IPO basis to reduce the current trade deficit in energy and mining areas to boost economy.

It is self evident that the Indigenous and National policies set forth by the Honorable President of the Republic of Turkey Recep Tayyip Erdoğan, forms the foundation of all these initiatives and activities.

## ITS YOUR TURN TO DISCOVER...

With its deep-rooted history, cultural wealth, natural beauties, and hospitable people, Turkey embraces all investors who will unleash its mineral potential. With its untapped mineral deposits, stable and safe investment environment, geopolitical position and proximity to regional markets, Turkey says, "I'm in!" to allure you.

Now, hold your breath, but don't hide your excitement.

For the mineral deposits, waiting to be discovered with great excitement...Trustfully...Turkey...

### MAIN MINERAL TYPES EXPORT AND IMPORT NUMBERS - 2018\*

**The current account deficit of the mining industry can be reduced by mining investments in untapped Anatolian soil.**

	Export (\$Billion)	Import (\$Billion)	Deficit (\$Billion)
Iron & Steel***	11,26	19,25	-7,99
Gold	2,59	11,30	-8,71
Coal	0,02	4,51	-4,49
Petroleum Coke and Bitumen	0,05	0,64	-0,59
Copper	1,21	3,26	-2,05
Aluminum	2,16	3,65	-1,49
Zinc	0,46	0,84	-0,38
Lead	0,21	0,32	-0,11
Chrome	0,51	0,07	0,44
<b>Total</b>	<b>18,47</b>	<b>43,84</b>	<b>-25,37****</b>

Source: Turkish Statistical Institute

\* Minerals (0,98 billion \$) and boron and soda ash export (c.a 1,5 billion \$) numbers are excluded

\*\* Metal scrap numbers included

\*\*\* Iron ore and semifinished iron & steel product numbers are used (SITC Rev3)

\*\*\*\* Marble & Natural Stone (1,9 billion \$) and Industrial Minerals (0,98 billion \$) export numbers are excluded



*Chairman of the Board of Trustees of Bahcesehir University,*

**Enver Yücel:**

# EDUCATION WORLD SHOULD SERVE THE CONCEPT OF GASTRODIPLOMACY



Education world's well-known name Enver Yücel is seeking to new contributions to the global education literature.



BY ARDA SAYINER

**TURKEY'S CHAMPION** IN EDUCATION EXPORT, BAHCESEHIR UNIVERSITY IS UP FOR TRAINING YOUNG CHEFS WHO WILL BUILD BRIDGES BETWEEN CULTURES, WITH THE BIGGEST GASTRONOMY CAMPUS IN TURKEY. ENVER YUCEL, CHAIRMAN OF THE BOARD OF TRUSTEES OF THE UNIVERSITY, IS A VISIONARY LEADER WHO UNDERSCORES THE CONCEPT OF GASTRODIPLOMACY AND BRINGS THE GASTRONOMY EDUCATION WITH THE FUTURE. WE HAD A PLEASANT INTERVIEW WITH HIM ABOUT THE BOND CREATED BY GASTRONOMY BETWEEN COUNTRIES AND THE EXPORT OF EDUCATION IN THIS FIELD.

**What are your thoughts about the international interest in gastronomy education in recent years?**

Increasing demand and interest in food and beverage services globally has made the sector more popular. While the fast communication created by the world of social media has shown the large masses the history, natural beauties and culture of other countries and it has also helped with the exploration of their cuisines. The fact that travel is not a luxury as before and the individual spends more time to explore and liberate him/herself, contributes largely in perceiving these worlds. In short, the world is smaller and more crowded than ever before. So, qualified workforce is a must to meet the needs of the gastronomy world in the face of all these hectic traffic and rush of demands. Today, it is necessary more than before that such manpower should be able to make a difference and follow the world. That's because the easy access to information and the pollution created by the information bring along the competition and the necessity to be different. Currently, the problem and need of the gastronomy world is based right on this equation. There is a huge demand. But, the winners will be those who can manage to make the difference. In this context,



the education given should intend to create not only a chef who cooks well but also an individual who knows his/her culture and country, and also keeps abreast of the world trends, has a good command of the discipline of business administration, prefers creative thinking, competes with himself and constantly improves himself. Otherwise, it is impossible for a traditional chef to achieve a global success by simply cooking good food.

**In your opinion, what is the role of gastronomy sector in promoting Turkey?**

Taste and smell are among the concepts that linger in the memory the longest. The flavors and smells of a country have a great role in the formation of your sense of belonging to that country. You may not be present in a country, but whenever you get the taste in your own country, which is similar to what you

have had in another country, then you can get the smell of that culture and country again. It's like a time machine. Foods and tastes are another and perhaps the most powerful thing that takes people back to the past, such as cinema, music and photography. In this context, our country is built on the lands that were once home to the dining tables of numerous

civilizations in the past. We have a world-famous cuisine, which bears traces of all these cultures. Each city and region has its own unique cuisine and products grown in those regions. Not to mention the significance of Turkish coffee, Turkish delight and Turkish citrus fruits as a major export product. Of course, the goal here is to increase the range of products that are strong and globally known, rather than being restricted to a certain product range. Today, Turkey has the great potential to gain the broad recognition as Italy or France did in a number of gastronomy products. All we need is to enhance the quality of the potential of our human resources in this field, ensure that our specific gastronomic values are branded, set up global communication strategies and make them sustainable. Turkey has the story and brain power more than any other country in the world, to maintain such communication.

### What is the mission of Bahcesehir University's in the field of gastronomy?

Our mission is to introduce Turkish cuisine to the world and to share this richness with other communities while transferring the technical, cultural and scientific aspects of the gastronomy world to the students at the highest standards. To that end, we put Turkey's largest gastronomy campus into operation in Besiktas, Istanbul. We have built the state-of-the-art training kitchens of Turkey, using the latest technical and technological equipment. We began to train the chefs of the future with a strong academic staff by also collaborating with different chefs from around the world. Thanks to Kerten Hospitality, currently their Michelin-star famous chef Jaume Puigdemongas is part of our team as well. In this context, we train global chefs who will prepare not only Turkish cuisine but also the most demanding examples of the world cuisine. We continue our journey with an international curriculum that combines Turkish hospitality and tastes with the qualified culinary techniques.

### What kind of projects do you have in mind for the future?

As part of our mission, we are on the eve of a project that will introduce Anatolian cuisine to the world. We will introduce the flavors of civilizations that passed through Anatolia, by emphasizing the unifying, sharing and peace keeping aspects of the cuisines, at events we will organize in Europe, U.S.A. and the Middle East. With this project that we call "Feast of Civilizations", we will underline that the relations between countries and communities can be developed by means of Gastrodiploacy. It is of crucial importance that these concepts are adopted by the governments, NGOs, educational institutions and thought leaders. I am in the opinion that diplomacy achieved through gastronomy is a powerful and promising method as it addresses both the past, the culture and the senses.

### How do you evaluate the concept of "education export" in this context?

Education export is a type of export with a very high added value. The service life of any product is predetermined.



BAU trains global chefs who will prepare not only Turkish cuisine but also the most demanding examples of the world cuisine.



There are some long lasting, long-term values created by service, especially by education. Turkey is no more a country suffering a brain drain, but rather getting brain drain from other countries. The students coming to our country with the intention of formal studies spend no less than 5 years in Turkey. Not only does it bring foreign currency to our country through educational institutions, but also each student contributes to the national economy with expenses made for basic needs, family and friend visits and socialization expenditures. Therefore, there are many different elements of income acquired from education export. The cultural acquisition from the business is much greater. The bond established by a student who spent his/her youth in Turkey as well as the integration he/she experienced by learning our language and culture, creates an ambassador of Turkey all around the world. There are also areas where this cultural acquisitions turn into



BAU puts Turkey's largest gastronomy campus into operation in Besiktas, Istanbul.

financial earnings. Students could bring in investors to Turkey from their own countries. Following the graduation, they could set up a business in Turkey. They can do business in their countries with the classmates they have met in Turkey. Spirit of entrepreneurship arising with the cultural bonds adds sustainable economic value to Turkey. And the best part is that this relationship can last a lifetime. In other words, the impact of service export continues as long as the life of that person. Another added value is the one acquired through the parents. Thanks to the high-quality foreign student population of Bahcesehir University, the parents with high education level, income level and social position improve their bonds with Turkey. An increase is observed in the cultural and commercial relations of the parents, in addition to the students, even prior to graduation.

### As Bahcesehir University, what are the most important factors that lead you to success in the sector and especially in the field of service export?

Major factors of the success achieved by Bahcesehir University in service exports is in line with its leadership in education in Turkey. Our innovative vision in education, the quality and extent of academic programs, experienced academic staff, campus environment in high-standards as well as our belief in the power of knowledge are the concepts that make Bahcesehir University a leader. As for the export,





some of the key factors of our success in the international arena include the fact that we are able to compete with our global competitors thanks to the quality of our education, analyze the expectations of our students in the target countries, conduct market researches in this respect, offer the international students the opportunity to become a part of a “world university” owing to our international collaborations and make our campuses the centres of attraction by properly matching the Istanbul brand with our BAU brand, to name but a few.

**What path do you think that services-exporting companies should take particularly in branding, innovation and R&D?**

Branding, innovation and R&D are all the points that need to be addressed individually in their particular fields. My opinion in branding is that organizations need to make sure that they build a truly solid brand culture at the local level before taking these steps globally. And after that, it is important to take a position which is loyal to the local brand values, but also appealing to the global target group. The idea of liberating the brand in a way to adapt it to diverse markets, without losing its essence, is a culture we need to get used to.

As for the innovation and R&D, the expectations of the sector and the needs of the groups are very important. Then, it will be required to consider the results of the services to be developed, in the target



**“OUR INNOVATIVE VISION IN EDUCATION, THE QUALITY AND EXTENT OF ACADEMIC PROGRAMS, EXPERIENCED ACADEMIC STAFF, CAMPUS ENVIRONMENT IN HIGH-STANDARDS AS WELL AS OUR BELIEF IN THE POWER OF KNOWLEDGE ARE THE CONCEPTS THAT MAKE BAHCESEHIR UNIVERSITY A LEADER.”**

markets. But, prior to all these studies, it will also be required to act with the accurate data and grounds. Innovation and R&D processes that are not based on data, reports or research and detached from the groups, are far from reality and bound to remain as dreams. Matching all these processes with the export policies is another crucial process.

**What do you think about Turkey’s growth potential in service export, in line with 2023 objectives?**

The growth momentum of service export in Turkey is quite promising. The fact that the institutions in both education and other service sectors make progress by increasing in numbers day by day indicates that service trade will soon catch up with the power of the goods trade. Turkey’s 2023 targets are quite realistic. With the current growth rates, there is no reason why these targets cannot be met. As Bahçeşehir University, we do our very best in an effort to increase our contribution in this ratio and to reach the 2023 targets together with all sectors.

**What is your message to the students and parents that will prefer Turkey?**

Turkey is a country of opportunities in the field of careers as it is an education leader in its geography. A number of emerging sectors, including the gastronomy, also aim to employ global minds. Our country is the right transition and adaptation domain for students from Africa, Middle East and Turkic Republics, where they can receive a competitive education at global standards, accommodate themselves to the West, make agreements and carry out business. Our national economy can never be destroyed no matter what the circumstances are. This is an advantage of having a long-established economic tradition and firm commercial infrastructure. These advantages, cultural diversities and global capitals are soaring in our country. That’s why I invite the foreign students to study in Turkey and discover the potential of our country.

Turkish Economy Literature

# agility

/ə'dʒɪlɪ/

noun

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

# Turkey

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**Content:** The Challenger Architecture **P51** For Those who Live with the Spirit of Freedom: COLIN'S **P55** SMG: The Trend Defining Music Brand **P57**  
Rehabilitation exercises that are fun – for all ages! **P59**

# Brands

ARCHITECTURE, APPAREL, MUSIC, HEALTH...

ARCHITECTURE

## THE CHALLENGER ARCHITECTURE

Tabanlıoğlu Architects' innovative design  
is based on their systematic engagement with  
contemporary architecture.

BY TAMER İŞİTİR





**T**he scope of Tabanlıoğlu's projects is all-encompassing, from residential to mixed-use complexes across Turkey and abroad, including a wide range of building types from high-rises to museums. We talked about the company's projects and vision with the brand's partner Melkan Gürsel.

**You make your mark globally known with your transaction and receive international awards for almost all of your profession. Let's listen briefly to the past and present of Tabanlıoğlu.**

We practice the profession in a difficult geography, accordingly, our experience has taught us to retain the balance between East and West, new and old, technology and local values. Moreover, due to fluctuating socio-political mediums in the Middle East, adhering to the principles, we have learned to adapt to the impulsive situations. Our stand in architectural performance and our long-lasting relations with the third parties, as well as the clients, granted us the ability to convey our know-how to a broader geography. If you sustain, the reward comes.

The firm's experience in the modernization of Turkey over the last 60 years starting with the architectural method of TA's founder Hayati Tabanlıoğlu underline the practice's systematic engagement with contemporary architecture. Methodology of Tabanlıoğlu shows a kind of modernism at work in the application of modern architecture to non-western contexts in the 20th century.



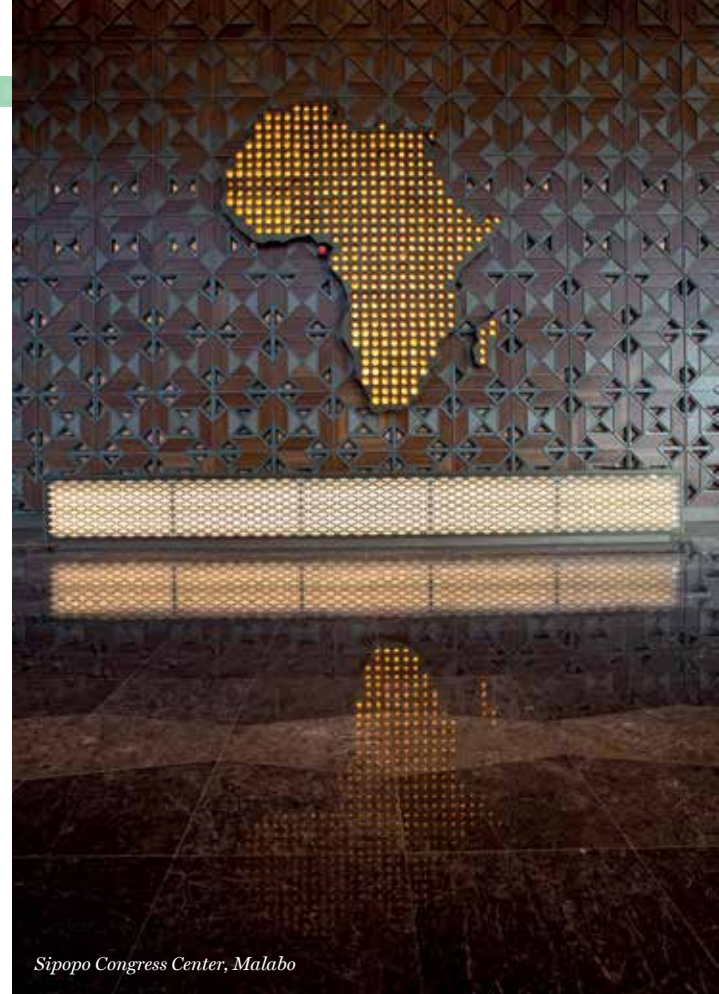
**Tabanlıoğlu Brand Partner,**  
Melkan Gürsel

The systematic method in architecture opens the parameters of the contemporary fluid social dynamics of society as a transformation of space and operational fields; adopting to the 21<sup>st</sup> century, our office is working at a scale and technical complexity; applying global novelties, with the consultation of international professionals of related disciplines.

Although the principals remain, people and life patterns, production tools- from computer generations to building technologies - and methods change so does our practice adopts to these changes and had to carry our design to the next steps continuously. To do that, we conduct a team of advisors and consultants of diverse disciplines during the design process. Establishing collaborative practices is of particular importance on building design and construction.

**What would you say about Tabanlıoğlu's business philosophy? What are the sources of vision or inspiration behind your achievements?**

Our research and knowledge-based approach, instead of the fetishism of form, we plan and



*Sipopo Congress Center, Malabo*

**The newest project is always the most enthusiastic one as you have to re-think architecture in the given context and requirements.**

organize strategies that allow for multiple concepts of everyday human/ individual expression to be realized in newly forming contemporary spaces, not only in Turkey but also in other geographies and cultures.

Powerful in the region already, we would like to realize examples that multiply good architecture -like benign viruses- all over the world. Being from Istanbul-Turkey, we have the multicultural background, even in America, I believe we can integrate our experiment as a novel smart-local contribution into the existing forms and habits, a new energy.

Our intent is to be rational and novel at the same time, imagine the future while respecting the existing and the traces of the past. Communicate, be cooperative, and exchange knowledge and ideas clearly; learn from each other's experience, benefiting each other's solutions saves time and resources. Simplicity, direct communication becomes the aim of architectural product as well.

Any architectural production should be functional and beautiful at the same time, and all should raise over the basis of relevance, to its place, geography, topography, socio-cultural motives, including state-of-art technologies yet carrying the traces of past and existing. Despite the most contemporary techniques and methods, there should always be something local in the design, or else the building will be generic not specific.

Projects should be planned for the future, with the best feasible approach not only

financially but also in terms of environmental and life-quality. We architects are not sculptors, we dream and plan spaces for the good of people, and we expect people are happy where they live, work, relax or play in the standards of “contemporaneity”. For a good mood, one needs easy access, time-consuming spaces, safe and reliable infra-structure and of course beauty of the space and environment. I believe architects are responsible to create functional beauty where people are happy.

**Talking about your globally known architectural works, what are your the most prominent or extraordinary 5 jobs?**

Every project which is “built” is a satisfactory achievement, on

*Milas Bodrum International Airport*



the other hand, every project is unique, regardless of scale and function. The newest project is always the most enthusiastic one as you have to re-think architecture in the given context and requirements.

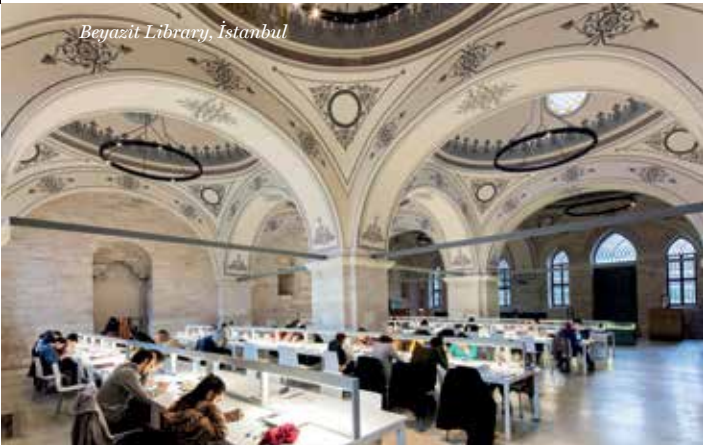
In all our projects, even if it is a private investment, our major concern is to be a natural part of urban texture and urban life, respecting the values of the past and existing assets, we want our work to motivate future. If a building works well and the people who use it directly and even who only pass by are happy, it is a working

and good building. We are currently working on projects located in Turkey, Middle East, Africa, Kazakhstan, Eastern Europe and New York.

1- Three congress centers in Africa, are places for meeting and negotiations but at the same time promoting local and contemporary arts and culture. So the buildings become the honor of the President, the people and the country, reflecting culture, the rhythm and the objectives of the society. TRIPOLI Congress Center finds its expression in clarity and sincerity. The modest building meets the climatic, geographic and cultural references and needs whilst offering innovative design solutions for an exclusive congress facility. SIPOPO Congress Center

**The renovation of Beyazit Library in Istanbul, and of course, Ataturk Cultural Center, as both projects have gained wide appreciation, globally.**

*Beyazit Library, İstanbul*



*Ataturk Cultural Center, İstanbul*



is situated by the ocean in the Capital city Malabo of Equatorial Guinea, surrounded by woods. The lacy texture of its mesh envelop behaves like sun-break and grants a shady interior without hindering the accent of transparency, opening to the ocean view. DAKAR Congress Center inspired by the typical geography and the natural values, like the characteristic Baobab trees of Senegal, beneath which kings were crowned, parley with envoys beneath the shadowy leaves and branches and trees mark the central public squares of politics.

2- Bodrum, is our family's second base. Following Levent Loft, Loft Gardens, in İstanbul, and Incek Loft, in Ankara, projects recently the Bodrum Loft project's construction is close to completion. Bodrum International Airport is one of our most significant projects. It is a competition project, awarded the first place in 1998, but realized in 2012. Planned in the most effective fashion in terms of technical infrastructure as a mechanical structure, Bodrum Airport is a transition point between regional effects so the use of local materials supports the environmental harmony of the structure and made the construction feasible and facilitated the construction process. Although airports are accepted to be “non-place” structures, the embodiment of globalization and super-modernity, Bodrum Airport aims to get rid of the pressure and monotony created by compulsory standards and becomes a special spot, not only for travel, but also significant to the region it connects.

3- Emerging from the vast landscape of Astana, Astana Train Station connects the city to the other cities of Kazakhstan, and creates





Dakar Congress Center

"Despite the most contemporary techniques and methods, there should always be something local in the design, or else the building will be generic not specific."

a symbolic link between people and country. Like the train stations of the fore, the monolithic structure of the roof frames the space, as an integral part of the spatial narrative, reflecting the contemporary aspects of the new capital of Kazakhstan. Initiated in 2013, the construction completed alongside Astana Expo 2017.

4- And recently, another kind of transportation project, the New Nassau Port and Waterfront in Bahamas, which we enjoyed very much the research part and working on the port design for Global Ports Holding.

5- I should also mention the renovation of Beyazit Library in Istanbul, and of course, Ataturk Cultural Center, as both projects have gained wide appreciation, globally.

**You are constructing designing buildings in a wide portfolio in many countries of the world. If we say Tabanlıoğlu is a company that determines the trends in the sector, we probably not exaggerate. What are the architectural trends nowadays? Where does architecture evolve?**

Architecture is a system and you have to collaborate and adapt to the situation for the best and most feasible result. Design of the space affects the daily life of people, so you initially make a render of the person living in that space. The contentment of people is the most important objective. Demand of people, novelty in manufacturing and building



Sipopo Congress Center, Malabo



*Methodology of Tabanlıoğlu shows a kind of modernism at work in the application of modern architecture to non-western contexts in the 20<sup>th</sup> century.*

capacities will shape the future for us.

One of the big issues in urban life is to make the city interactive so that people become truly cosmopolitan; we need to repair the collectivity of space in combating introvert living of modern times; aiming to re-build the ceremonial and informal public spaces of our

era where people gather. And more extravert, social people creates energy that evolves into a richer life in terms of culture, diversity, trade and finance etc.

Architecture forms spaces of living; the basis of our projects is respecting the relations with the environment, in all terms; mainly aiming to build a sense of community at places for people, whatever the principle function of the building is.

**What projects do you appreciate and admire besides your own works?**

Energy is the biggest issue, so right-scale works are what we need. The world became the victim of our desires for too much consumption and higher-speed. It's time to shrink our lives into more reasonable scales, in all terms. The definition of comfort and luxury should change; because of our love of extreme comfort, we shall soon face unbearably uncomfortable world, desperate with insufficient, irreparable resources. Integrate design in consideration of needs and native values. Use local material. Landscape is also important for both humans and ecology, let it be self-sustaining; recognize the value of water, yield to

reproduction, while it is possible!

I like all the architectural works that concentrate on these values, it would be unfair to name few.

Also, I value solidarity between the design communities of different cultures, blending together both inheritance and innovation. In order to create architecture of individuality, architects prefer the use of a varied palette of materials evoke texture and color; so as to enhance the sense of belonging and harmony with the place. In this perspective, for example, we are recently collaborating with H&deM on a specific project, through the process that we learn a lot from each other.

**Great success proceeds with great dreams. People's imagination feeds on their own fantasies. Do you have any seemingly impossible dreams of your sector? What kind of building would you like to construct in the world or what iconic building would you like to rebuild?**

We concentrate on projects to provide an immediate presence at its location as well as making a significant urban and market impact. We are keen on developing innovative, yet efficient and economically viable design alternatives.

Respecting the authentic and the existing, I expect that our creative contribution may spread and integrate more in the global order; with our ongoing and future projects at various cities of the world, we claim places for all people. ■





## APPAREL

*For Those who Live with the Spirit of Freedom:*

# COLIN'S

COLIN'S is proud to be one of the world's most dynamic ready-wear players with an open, free and innovative approach.



**A**s the fashion brand for the youth and young at heart, COLIN'S keeps up with the modern world, and shares the spirit of its many great changes with its customers across over 600 stores in 38 countries.

In addition to its stores in Turkey, COLIN'S operates in Russia, Ukraine, Romania, Belarus, Morocco and Georgia while also having franchises in Saudi Arabia, Greece, Azerbaijan, Moldova, Uzbekistan, Algeria, the Turkish Republic of Northern Cyprus, Jordan, Palestine, Qatar, Kosovo, Serbia, Libya, the Ivory



Coast, Iran, Kazakhstan, Iraq and Tajikistan.

With its wide jean portfolio to suit all seasons, COLIN'S draws admiration thanks to its jackets, coats, knitwear, chino pants, sweatshirts, t-shirts and accessories. COLIN'S serves its customers 24/7 with its 5,500 employees, 3,000 of whom are non-Turkish, in 11 languages through its 563 stores in the northern hemisphere and 42 stores in the southern hemisphere.

In Russia, one in every two people has a pair of COLIN'S jeans in their wardrobe.

COLIN'S follows closely

the fashion trends across wide operation area, which extends from Vladivostok on the Japanese border to Murmansk on the Finnish border of Russia, and from Morocco to the Ivory Coast. The brand's global success can be attributed to its ability to meet the demands of different climates and physiques, and recognize and derive shopping habits from cultural codes.

COLIN'S has proven its service quality with the global rewards it has received. The brand was named the "Best Clothing Brand" at the Retail Awards

in Ukraine for four years straight. For the last three years, it has placed first in the Belarus-held "Year's Number One Pick" awards, which has been comparing retail brands for 16 years. COLIN'S has become youth's top pick by consecutively winning the "Jean Store Chains" award, outperforming the world's most prominent brands. Furthermore, research shows that one in every two people in Russia has a pair of COLIN'S jeans in their wardrobe.

#### ON AVERAGE, IT GROWS 20 PERCENT ANNUALLY

With 20 percent annual growth on average, COLIN'S aims to become one of the most sought-after jean-oriented fashion brands in its existing markets by continuing its growth in the next period.

Tunisia, Lebanon, Czechia, Hungary, Poland and Egypt are new adventures for COLIN'S. The brand plans to invest in all Northern African countries in three years and believes that Slovakia has great potential. COLIN'S interest in these markets is primarily driven by their demographic structure; namely, their young population.

COLIN'S also wants to become the first Turkish fashion brand to become a global success. COLIN'S is working rigorously with its young, dynamic and creative team to accomplish this goal and it continues to improve customer satisfaction.

Following their mission to become more than a ready-wear brand by making people feel better with its products and services, COLIN'S puts customer satisfaction at the focus of all of its activities. To further satisfy its existing



customers, the brand does not compromise on quality and diversifies its product portfolio to meet different needs and expectations. COLIN'S is proud to be one of the world's most dynamic ready-wear players with an open, free and innovative approach. The brand employs the slogan "Fits Your Style."

#### AIMS TO GROW E-COMMERCE

COLIN'S does not consider social media a commercial platform, but rather a means to establish genuine communication and to engage and strengthen its connections with young people. This is why it sponsors e-sports events, which are much-loved by young people, and invests in their preferred platform, YouTube channels, to strengthen the brand's ties to the youth.

The brand started its e-commerce journey in 2011 and founded its own online platform in 2012. COLIN'S aims to expand its e-commerce operations

*COLIN'S also provided a 20-percent discount voucher for their next purchases for all jeans enthusiasts who buy jeans during the Jeans Fest dates.*



beyond Russia and Turkey. The brand's goal is to first open its own e-commerce sites in Ukraine, Romania, the European market and Belarus, and then in MENA region and Central Asia, where the young population is high.

#### FESTIVAL-BIRTHING FESTIVAL: COLIN'S JEANS FEST

In addition to its country-specific marketing and advertisement activities, COLIN'S also initiates the global campaigns that connect its markets. COLIN'S Jeans Fest is the brand's most recent stride in combining the youth's vibrance and their desire to innovate. This year, COLIN'S held the ninth iteration of their annual event Jeans Fest, which consumers continue to look forward to. COLIN'S distributes raffle entries for each jean purchase made during Jeans Fest.

This year's COLIN'S Jeans Fest was held in 17 countries, including Turkey, to give 40 lucky consumers from Turkey, Russia, Ukraine, Romania and Belarus the chance to spend three nights and three days at one of the world's most exciting summer festivals, Neversea Festival in Romania. In addition, many consumers participated in COLIN'S Jeans Fest will have the chance of being offered festival kits, electric scooters and vlogger sets. ■



## MUSIC

# SMG: THE TREND DEFINING MUSIC BRAND

Providing copyrighted music, announcement and jingle broadcasting to more than 700 companies in 30 countries through the inhouse software and music, SMG is a pioneer in the sector thanks to the technology it delivers and the consistent progress within the last 10 years cuts a wide swath...



**SMG, founded by** Gül Gürer Alimgil, Moris Alhale, and Serkan Polat in 2009, is an organisation combining music, copyright, and technology in the same place. The company streams closed circuit legal music, announcement, and jingle broadcast in open public places is the largest company in this sector in Turkey.

Today, the company that provides copyrighted music,

announcement, and jingle streaming to more than 700 brands over 11,000 points in 30 countries is amongst the fastest growing companies in Turkey.

In fact, it is one of those rare brands that are listed for four years consecutively in 2016, 2017, and 2018 on Deloitte Technology Fast50 Turkey program, where fastest growing companies in Turkey are indexed.

SMG was also the national

winner of The Inflexion European Entrepreneur of the Year Award at the Business Awards Europe 2019 among 120,000 companies.

Through the special software it developed inhouse, SMG provides a store-play service and addresses to a wider audience where one can see shopping malls, hotels, retail stores, showrooms, restaurants, tourist facilities and health centres at present.

## IT DOES NOT ONLY PROVIDE MUSIC BUT ALSO TECHNOLOGY

SMG is not only a music company; it is also a technology company. It streams closed circuit legal music, announcement, and jingle broadcast in open public spaces. It streams this broadcast from one centre via store-play method, and in doing this, the company utilizes the software they developed inhouse. Within Snapmuse – their own music

production company – they produce their own songs with their DJs, musicians, producers, and sound engineers. They install the SMG Player, which is used to stream the broadcast, on the clients' own computer or on a hardware box called the music-box. They provide the music-boxes with software and works preinstalled.

The company has connections and authorisation contracts with various catalogue firms around the world. It utilizes different licensing methods and if the customer wants to broadcast popular music, the company makes agreement with collecting societies of music and pays the copyright fees. In this case, SMG prepares the playlist containing popular works.

Leaving its signature on an immense innovation, SMG presents its own music catalogue on which it has been working for years to its customers and performs the production of all the works in the catalogue through its new inhouse brand, Snapmuse. The music production is carried out in six different studios in its office. Then, it provides the playlists made up of these works.

#### THE SMART SOFTWARE PREVENTS FAILURES...

As far as other advantages that the organisation provides, the broadcast is never interrupted even if there is disconnection or the internet speed is low, since SMG broadcasts via store-play method, not streaming-over-the-internet. Thanks to this method, the companies do not experience quota exceeding issues and they can receive music and announcement service in parallel to their needs. Thanks to this software, SMG is able to prepare and stream the same or different content for



**The CEO of SMG Gül Gürer Alimgil said,** "We are so happy to have opened our first abroad branch in 2019 while we are celebrating our 10th year. The United Kingdom is a difficult market. However, it will be our new window to Europe."



each branch of a brand that might have 100 or 1000 or at any number of branches. Organizations are made possible to let them give their desired messages in public spaces by making the in-store music controllable through the smart software.

The lists curated by a professional team are matched with the customer target and organisational structure of the brand and also can be shaped according to different times of the day and even the year. The system that eliminates repetition through the brand specific updates prevents failures by not letting the music broadcasting management to the initiative of the personnel of the brand. SMG provides technical support for its customers 24/7.

#### ANNOUNCEMENTS HAVE A DIRECT IMPACT ON YOUR SALES

SMG CEO Gül Gürer Alimgil says "Announcement is the most effective way to convince the customer in your store and to make them buy a product." and adds "The in-store campaign announcements aim increasing the sales. Increasing sales through announcements can feature a desired product. For instance, if sales are low for a product of a brand, sales can be boosted by a discount announcement for that product in the

store. Customers can also be updated for a new product in the same way."

By pointing to the fact that there is a special crew made up of professional voiceover artists within SMG, Gül Gürer Alimgil asserts "Right after the texts desired to be voiced are submitted to us by the customer, the voiceovers are completed by our staff. Thereafter, the announcements that are edited by our DJs and musicians from our music department are aired at the desired frequency and dates. Background music and sound effects can also be added to the voiceovers. In addition, we can also prepare referral announcements for Private Branch Exchange (PBX) Phone Systems of companies."

#### IT HAS JUST OPENED ITS FIRST UK BRANCH

In its 10th year, SMG has increased its claim in the market through the newly opened UK branch and has become an competitor in the United Kingdom, one of the most difficult markets in the world in terms of copyright music. It opened its foreign office to reach Turkish and foreign companies in Europe and aims to access more companies abroad and spread the SMG technology to a wider geography.

In the last place, the CEO Gül Gürer Alimgil expressed "We are so happy to have opened our first abroad branch in 2019 while we are celebrating our 10th year. The United Kingdom is a difficult market. However, it will be our new window to Europe. We produce our own music and we use these works to broadcast abroad through our customers we serve. Currently, we provide broadcasting service with different music catalogue in 30 countries." ■





## HEALTH

# REHABILITATION EXERCISES THAT ARE FUN – FOR ALL AGES!

Fizyosoft's "Personalized health service" creates enjoyable treatment motivation for people of all ages.



**F**izyosoft is a provider of virtual reality-based active video games specialized in physiotherapy and rehabilitation as well as in wellness. It is a "Personalized Healthcare" system which provides the possibility of remote monitoring and home application of the programs creating a high motivation for the patient and improvement in the performance of therapy.

Their target customers can actually be everyone who wants to live a healthy life, thanks to the easy and user-friendly interface with a scientifically tested background of its applications. Special target groups for Fizyosoft are people who need to follow physiotherapy and rehabilitation programs either temporarily such as after a surgery or all through his/her life like elderly people

*Fizyosoft provides balance, lower and upper extremity, and hand exercise programs which are developed by a gaming approach especially for geriatric, neurological, orthopedic, sportive and pediatric rehabilitation areas.*

or children with CP as well as rehabilitation centers, nursing homes and senior retirement homes.

Patients can benefit from higher motivation, biofeedback and a convenient homecare program for chronic diseases. The system allows monitoring and measurement as well as data driven rehab programs for physicians. Hospitals can take advantage of reduced costs and high-quality care.

Fizyosoft is a subscription based system. It can be subscribed either by the B2B or B2C customers which enables to create a long-lasting and even increasing cooperation as well as revenue with its users. Additionally, since it is a software application, it is always open to development which results in new products as well as new functionalities that again brings the platform a sustainable revenue.

### COMMERCIAL OPPORTUNITY

Fizyosoft's motto is "Innovation for Rehabilitation Experience". Its current set of games and full functionality of data collection, reporting and biofeedback, the solution allows to do exercises at home as well as at rehab centers or hospitals by using the new technology. By using this system and approach, physical therapy and wellness exercises are location- and time-independent which is a new patient experience.

This approach is intended to be applied to the physical therapy to enable the realization and follow-up of the required level of activity of all patients in their daily lives as well as keeping their cognitive capabilities awake.

Some potential impacts of the product on the sector/ geography/ business models can be summarized as below:

- Rehabilitation treatment by the support of this product may be a part of the insurance policies which may provide a better patient coverage.

- Similarly the product can be supported by the Ministries of Health under certain programs.

- Home therapy market and services models may change by including the product within the scope.



**Dr. Ismail Uzun** has technology management experience, successfully coordinated all stages of many product development cycles and highly experienced on cross functional team management.

- Usually health services are expensive and especially physiotherapy programs are easily neglected or limped. Additionally, by adding this solution, cheaper and more

attractive rehabilitation programs can be offered to the patient which may change the rules and coverage of the health system. Ex: Inclusion of nursing



*Rehabilitation treatment by the support of this product may be a part of the insurance policies which may provide a better patient coverage*

homes, elderly care centers, orphan children houses and refugee camps.

- It may bring new approaches and understanding to the health business models by focusing on the health paradigms.

### WHAT MAKES FIZYOSOFT SO UNIQUE?

Fizyosoft provides personalized rehabilitation games covering a wide range of exercise programs, targeting a rich variety of diseases by the support of hardware which is brand independent. The system offers the right exercise for each individual patient.

### CORPORATE AND CULTURE

Fizyosoft has been founded on 2014 in Turkey and extended its business to Germany in 2019 with Becure GmbH ([www.becureglobal.com](http://www.becureglobal.com)) for global markets. Their corporate culture puts the customer first and focuses on innovation to support customer requirements. This is realized by a very young team that is highly motivated and results oriented.

They have developed a very effective product to support wellness and health for people of all ages. So, they're taking part in life sciences, supporting better lives. Cooperation with sales and marketing partners as well as with global accelerators at an earlier period would have given them a quicker and better potential customer and market coverage. They would like first to develop a sales channel network in Europe, focused on healthcare and wellness and then they are planning to enter the US market. ■





# Marathon of Innovation

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

# Agenda

FAIRS, EXHIBITIONS, SUMMITS, MEETINGS IN THE NEXT MONTH



PRESIDENCY OF THE  
REPUBLIC OF TURKEY  
*Under the auspices of*



*Today it is vitally necessary to meet what Muslims need in halal products and services, to set up reliable platforms and to have single halal certification standards worldwide.*

*I strongly believe that the summit, that is organized with an aim of improving halal trade, promoting new technologies and making emerging markets accessible, and the expo, that would bring together prominent stakeholders of the sector, would enormously lead to important developments in the market.*

*It is extremely significant for us that the World Halal Summit is going to be organized in Istanbul, commercial and financial hub of our beloved country.*

*I congratulate those who put a lot of effort into organizing the World Halal Summit & OIC Halal Expo and offer all participants my love and respect.*

**H.E. MR.  
RECEP TAYYİP  
ERDOĞAN  
THE PRESIDENT  
OF TURKEY**

28 NOVEMBER – 01 DECEMBER 2019  
EURASIA SHOW AND ART CENTER - YENİKAPI / ISTANBUL

## WORLD HALAL SUMMIT

As the organizing committee, we are proud to inform you that under the auspices of the Presidency of the Republic of Turkey, the 7<sup>th</sup> Organization of Islamic Cooperation (OIC) Halal Expo and the 5<sup>th</sup> World Halal Summit 2019, organized by Discover Events in association with the Islamic Centre for Development of Trade (ICDT) and the Standards and Metrology for Islamic Countries (SMIC), will be held on 28 November – 01 December 2019 in Istanbul.

We also are honoured to inform that on behalf of Organizing Company we host **7<sup>th</sup>OIC Halal Expo** simultaneously with 5<sup>th</sup> World Halal Summit providing the unique climate for the exchange of expertise and experience between participants and the group of researchers and experts in all areas related to the definition of Halal (e.g. Halal food & beverage, halal cosmetics & personal care, halal tourism & accommodation, Islamic banking & finance, textile & modest fashion etc.).

The official statistics of the **6<sup>th</sup> OIC Halal Expo** revealed that the event hosted by **38750 trade visitors, 316 exhibitors from 35 countries, 200 buyers** and **6100 B2B** meetings that shared their invaluable experience during the exhibition on innovations and developments related to **halal industry**.

On the other hand the 4<sup>th</sup> World Halal Summit 2018 which has been attended by more than **5000 international delegates, hosted 60 senior speakers from 25 countries** that projected to promote new prospects for further advancement of the Halal world.



### 7<sup>th</sup>OIC Halal Expo

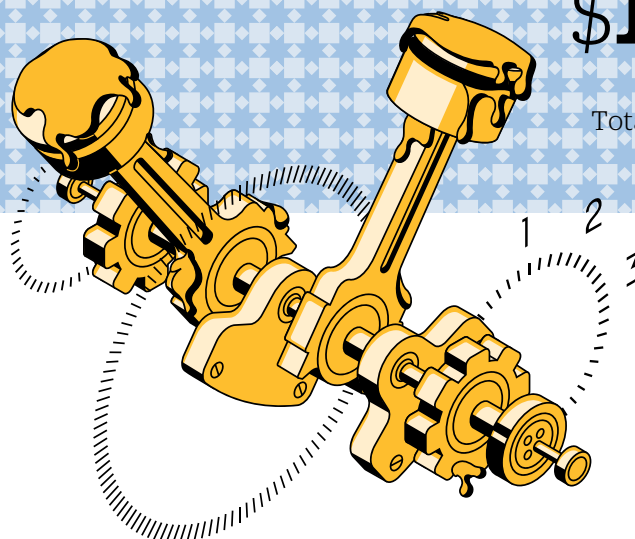
**Istanbul 2019** offers a unique opportunity to showcase the products and services of companies and maximize their export profits in response to the demands of new developing Halal markets.

**Hosted Buyer Program** will be held as a side-event and this exceptional trade business event will **facilitate the conclusion of dozens of contracts between the companies involved in halal business**, as the program aims at bringing more professional buyers in order to offer new business cooperation opportunities to the participating countries.





# Figures



**\$132.5**  
billion  
Total export between  
1<sup>st</sup> January - 30<sup>th</sup>  
September

## AUTOMOTIVE IS STILL THE LEADING SECTOR

**While the automotive sector reached the highest export figure in the 9-month period, the highest increase was realized in the defense and aviation industry.**






The leadership of automotive sector was retained by USD 2,6 billion export value. Automotive sector was followed by Chemical products with USD 1,7 billion export volume and Apparel sectors with USD 1,5 billion export volume. The sectors that increased their export rates the most were: ..hazelnut products with a 113% increase, reaching out to USD 278 million worth of export; Defense and Aviation industry with a 34% increase, reaching out to USD 164 million worth of export and Cement, Glass, Ceramics and Soil products with a 25% increase, reaching USD 305 million worth of export. Considering the number of countries that the export operations are commenced, Chemical products sector were leading with 201 countries and regions, Steel industry was the second in line with 191 countries and following up on the third place with 188 countries were the grain products.

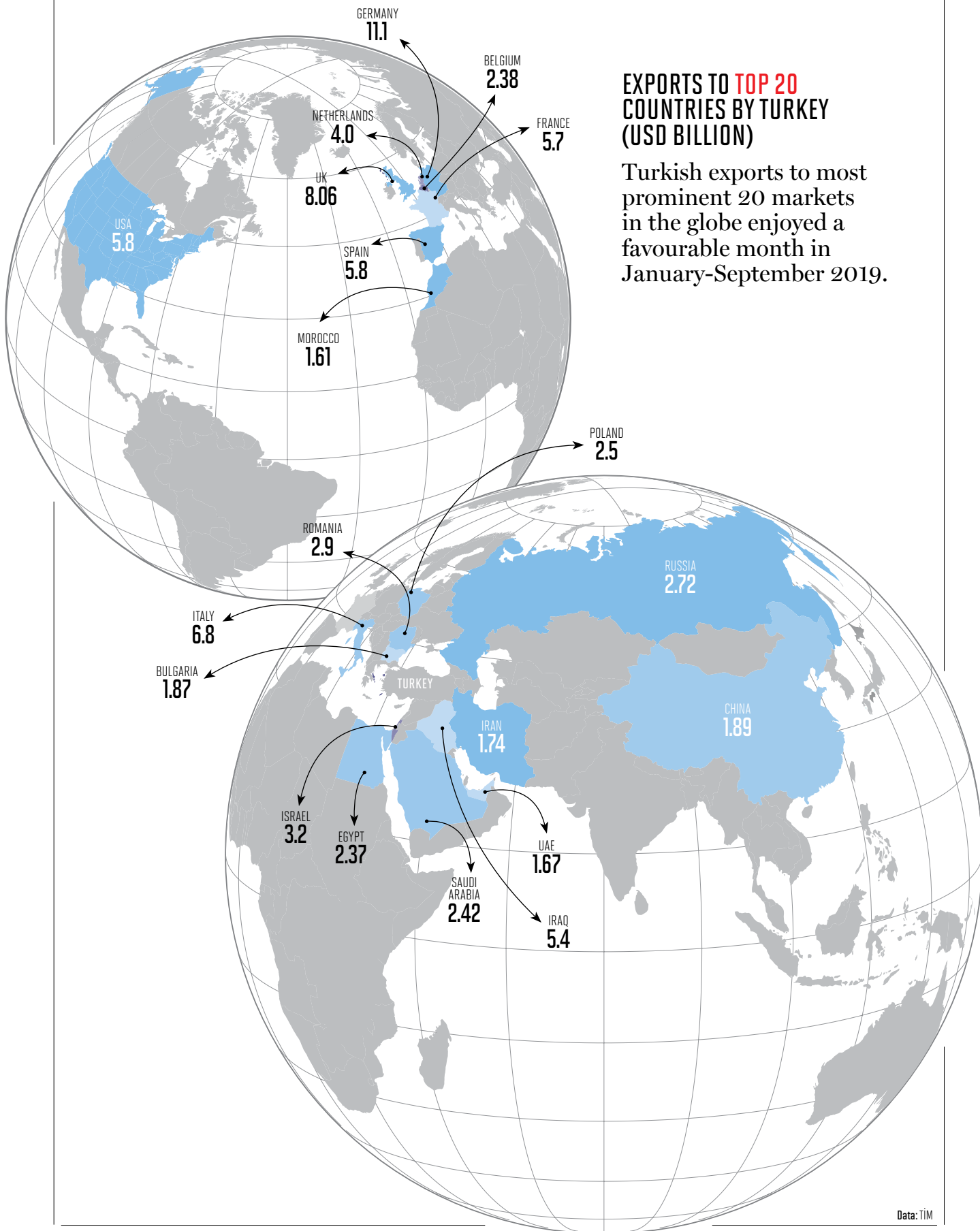
### Total export in September

Automotive	Chemical	Apparel
<b>\$2.6</b> billion	<b>\$1.7</b> billion	<b>\$1.5</b> billion

SECTORS	January 1 - Sept 30 (Billion USD)		Total share in 2019 (%)
	2018	2019	
<b>Automotive</b>	23.4	22.5	17
<b>Chemical</b>	12.7	15	11.3
<b>Apparel</b>	13.2	13.3	10
<b>Steel</b>	10.9	10.6	8
<b>Electronic</b>	8.1	8.2	6.2

### Sectors that increase their exports the most % (2019/2018)

Defense and Aviation	Cement, Glass, Ceramic	Chemical	Carpet	Furniture
				
<b>37.7</b>	<b>18.9</b>	<b>17.6</b>	<b>10.4</b>	<b>10</b>





A STAR ALLIANCE MEMBER 

# DISCOVER MORE: ANTALYA

with the airline that flies to  
more countries than any other



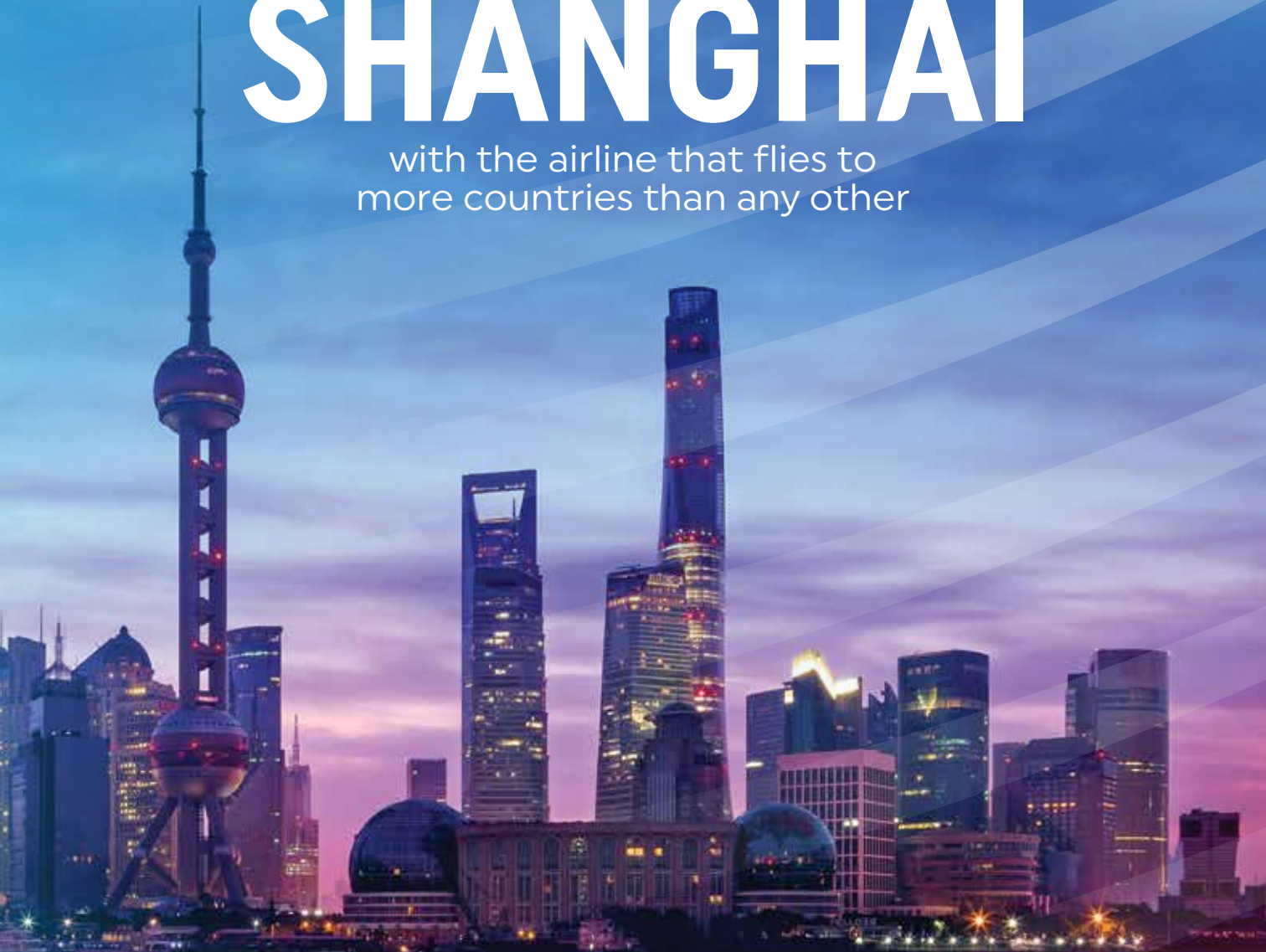
**TURKISH AIRLINES**

TURKEY

A STAR ALLIANCE MEMBER 

# DISCOVER MORE: SHANGHAI

with the airline that flies to  
more countries than any other



**TURKISH AIRLINES**

CHINA