

The Turkish Perspective

DECEMBER 2019 ISSUE 77

ECONOMY | BUSINESS | FOREIGN TRADE | ANALYSIS



DIGITALIZATION DYNAMICS OF TURKEY: EXCLUSIVITY TO

CENTRALITY

TURKEY, BEING A **PRIVILEGED COUNTRY** OF
THE CONVENTIONAL ECONOMIC PERIOD WITH
ITS **GEOPOLITICAL POSITION** AND **EXTENSIVE
WORKFORCE** UP TO THE PRESENT, WANTS TO
CARRY THIS SPECIALTY TO THE NEW AGE.

FURTHERMORE,
THIS TIME THE TARGET IS TO BE
**THE PREDOMINANT
COUNTRY.**

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now on social media!**



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the potential**

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Contents

05 FIRST

- 05 | Turkey, Qatar Ink Seven Agreements to Boost Ties
- 06 | Turkey, Japan Aim for Economic Partnership Deal by 2020
- 06 | OECD Lifts Growth Forecasts for Turkey
- 07 | Turkey and Bangladesh Should Form New Cooperation Fields
- 08 | Kyrgyzstan Gives Highest Priority to Turkey
- 08 | Auto Sales Increased More Than Two Times in October
- 09 | Antalya Sets Its Tourist Record with 15 Million

11 BRIEFING

11 | TURKISH EXPORTERS STAND OUT AMONG THEIR RIVALS

While the leading countries have reduced their export since the beginning of 2019, Turkey has maintained its growth. Turkey's export reached USD 16 billion 336 million in October with 2,9 percent growth in eight months.

14 | EXPORTERS MAKE THE SCENE IN CHINA

Turkey Exporters Assembly held a national participation organization to China International Import Expo (CIIE), which is the world's largest exhibition, for Turkish exporters to gain more shares in the Chinese market.

16 | A FIRST IN HISTORY! MARMARAY CONNECTS CHINA AND EUROPE

Within the scope of 'reviving the historical Silk Road', a freight train departing from China arrived in Turkey after crossing Kazakhstan, Azerbaijan and Georgia.



14

24 COVER



DIGITALIZATION DYNAMICS OF TURKEY: EXCLUSIVITY TO CENTRALITY

TURKEY, BEING A PRIVILEGED COUNTRY OF THE CONVENTIONAL ECONOMIC PERIOD WITH ITS GEOPOLITICAL POSITION AND EXTENSIVE WORKFORCE UP TO THE PRESENT, WANTS TO CARRY THIS SPECIALTY TO THE NEW AGE. FURTHERMORE, THIS TIME THE TARGET IS TO BE THE PREDOMINANT COUNTRY.

42 INDEPTH

42



18 | TURKISH CEOs BUCKLE THEMSELVES TO TRANSFORMATION

According to KPMG CEO Survey, 92 percent of Turkish CEOs said they have led the transformation in their industry by changing their business models, up from 44 percent last year.

20 | TURKEY IS CHOSEN AS THE BEST MEDITERRANEAN CRUISE DESTINATION

22 | TROY BRINGS ITS EXPERIENCE IN CARD PAYMENT SYSTEMS TO EUROPE

TROY's success story gets recognized also in abroad as it becomes the first member of European Card Payments Association outside Europe.

24 | WORLD'S BEST GOLFERS MEET IN ANTALYA FOR THE TURKISH AIRLINES OPEN

European Tour's key tournament once again focused golf world's attention on Belek, Antalya.

26 | INVESTMENT OFFICE SHOWCASES ENTREPRENEURSHIP ECOSYSTEM OF TURKEY IN BAHRAIN



24

51 BRANDS

51 | METE MORDAG'S SIGNATURE IN INDUSTRIAL DESIGN HE CREATES LIFE-AFFIRMING DRAWINGS

55 | PRODUCTION POWER OF ARTEPERA, EXPERIENCE OF THREE GENERATIONS: ASKON

ASKON's last legacy, Artepera, traces design aesthetics with metal design interpretations.

58 | PLANT POTS ARE SMART NOW

With its smart lighting and the patent pending auto watering system, Plantone is a solution for anyone to easily grow herbs and flowers indoors.



58

61 AGENDA

FAIRS, EXHIBITIONS, SUMMITS, MEETINGS IN DECEMBER

63 FIGURES

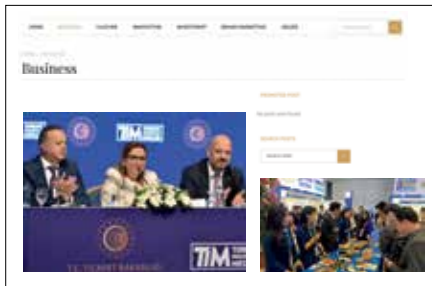
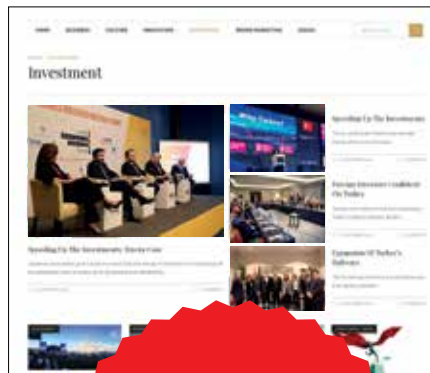
THE FIGURES OF TURKISH EXPORTS IN OCTOBER, 2019

Online theturkishperspective.com

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.



BUSINESS
CULTURE
INVESTMENT
INNOVATION AND SCIENCE
VIDEO OF THE DAY
NEWS
BRAND MARKETING



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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The Turkish Perspective

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Editorial



İSMAİL GÜLLE
CHAIRMAN (TİM)

MAY DESIGN WEEK TURKEY BE A PRESENT TO OUR GREAT BEAUTIFUL COUNTRY

You cannot force an occupation such as design into people's minds and heads. You need to create a climate for people to live in, breathe in. This is what has been achieved in Design Week Turkey.

WE LIVE IN A TRANSFORMATION that comes with global trends in every aspect of our lives, from social life to production and export. Design is one of the most important factors that determines the quality of our lives in many aspects.

As exporters of Turkey, we present the future of our beautiful country a very meaningful and valuable brand. Design Week Turkey is a brand that will grow in the hands of young people who see themselves as citizens of the world, the designers who have crossed the boundaries in their minds, and those who strive to solve problems. The investments in the Design Week Turkey brand, the effort given, and the reason spent were corresponded this year. Universities, R&D centers, companies and public institutions participated in Design Week Turkey with their designs. The world's most renowned designers, design company managers and opinion leaders in this field made their presentations. Design is not a concept bounded by the borders of countries. You can not do your own design activity. Design is a concept between them who are connected to each other over the internet. We have determined the program with this awareness. And more than 61 thousand people came to watch this event. Those young people, who we call our future, have laid the cement of the future in front of our eyes for 4 days. We worked there for 4 days as a supporter of the future owners, not as the owner.



We are working hard to grow out more designers from this land. We aim to transform the next Design Week into a valuable global design brand by bringing together all stakeholders of the design ecosystem.

We did what we liked the most. We worked for the future. We have done a work that is integrated with the world and in accordance with the spirit of time. We destroyed the walls in the minds of young people and expanded their perspectives. In fact, what we did was to invest in Design Week Turkey to make it happen. We will continue this investment with increasing strength, because now the brand stands on its own feet. Designers who are the target of the brand came and received their fiduciary.

There are some situations in which you cannot manage with a top-down effect.

The bottom current should have arrived, and the demand should have formed. You know, they say that it will come from within. This week, Design Week Turkey experienced this breakdown. Real owners came and embraced their brand. You cannot gather 61,000 people against their will. You cannot force an occupation such as design into people's minds and heads. You need to create a climate for people to live in, breathe in. This is what has been achieved in Design Week Turkey.

I congratulate all my colleagues who contributed. I thank all our visitors. I congratulate everyone who participated with their projects and presentations. I am grateful to the Ministry for their open-ended support to our bureaucracy. We have done a job in accordance with the nature of design and with the spirit of time. May the Design Week Turkey be good for our great beautiful country. Now it will continue to grow in the hands of young people with our support. We always need new ideas. With each new idea, we are taking another step towards the future. Growing more and more with each passing year is a very good source of motivation for making Istanbul, one of the leading metropolises of the world, a capital of design. In order to reach our goal of Turkey having a foreign trade surplus, brand and design are a must. We are working hard to grow out more designers from this land. We aim to bring Design Week Turkey together with all stakeholders of the design ecosystem to make Istanbul a valuable global design brand next year.

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



how about you?

average annual real
GDP growth rate

5.5%

2002-2018

13th 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, Japan Aim for Economic Partnership Deal by 2020 **P06** OECD Lifts Growth Forecasts for Turkey **P06** Turkey and Bangladesh Should Form New Cooperation Fields **P07** Kyrgyzstan Gives Highest Priority to Turkey **P08** Auto Sales Have More Than Doubled in October **P08** Antalya Sets Its Tourist Record with 15 Million **P09** Haluk Bilginer wins Emmy **P09**

First

DIPLOMACY, STATISTIC, FOREIGN TRADE, OUTLOOK, INNOVATION, AUTOMOTIVE, DESIGN, TOURISM, AWARD...



DIPLOMACY

TURKEY, QATAR INK SEVEN AGREEMENTS TO BOOST TIES

Signing takes place in presence of President of the Republic of Turkey, Mr. Erdoğan, Qatari Emir Al-Thani in Qatar's capital Doha.

PRESIDENT OF THE REPUBLIC OF TURKEY, Recep Tayyip Erdoğan attended the fifth meeting of the Turkey-Qatar High Strategic Committee in Doha.

President Erdoğan said the construction of a new Turkish military base has been completed in Qatar and it will be named after the famous Muslim commander Khalid bin Walid. "Today, we had productive, successful

and sincere meetings with our Qatari counterparts. We have reiterated our will to strengthen our bilateral relations with a strategic perspective," President Erdoğan said.

For his part, Al-Thani said that the Turkish-Qatari partnership is successfully moving towards its goals. According to Al-Thani, the two countries also agreed to use the potential of their partnership to serve

the interests of their peoples.

Following the bilateral meeting between Erdoğan and Al-Thani, an agreement-signing ceremony was held after an inter-delegation working meal. Seven agreements were inked on Nov. 25 between Ankara and Doha. The agreements in the fields of economy, urbanization, trade, industry, technology, and standardization,

among others, were signed to boost bilateral relations. The visit came as local media reported Qatar intends to buy 100 Turkish tanks.

The Joint Statement of the fifth meeting of the Turkey-Qatar High Strategic Committee between Turkey and Qatar was signed by Minister of Foreign Affairs of the Republic of Turkey Mevlüt Çavuşoğlu and Qatari counterpart Mohammed bin Abdulrahman Al-Thani.

Turkish Central Bank Governor Murat Uysal, Minister of Environment and Urbanization Murat Kurum, Minister of Industry and Technology Mustafa Varank and other Turkish officials were present at the ceremony to ink the agreements along with their Qatari counterparts.

The swap agreement between the central banks of Qatar and Turkey was also amended on during Nov. 25's meetings. The overall limit has been increased to \$5 billion from \$3 billion, equivalent of Turkish liras and Qatari riyals, Turkey's Central Bank said. The deal aims to facilitate bilateral trade in local currencies and to support financial stability of the two countries.

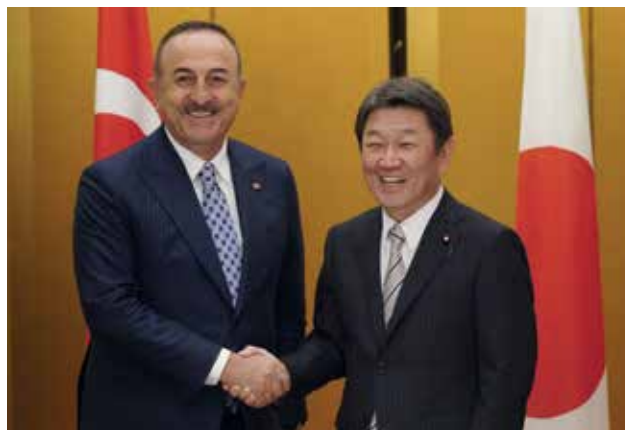
STATISTIC

NEW COMPANY
LAUNCHES UP
18 PERCENT

The number of newly established companies in Turkey soared 18 percent year-on-year in October. Last month, 8,352 new companies were established, up from 7,081 businesses that had started operating in October 2018, the Turkish Union of Chambers and Commodity Exchanges (TOBB) said in a report. The top three fields of operation among new companies were wholesale and retail trade, manufacturing and construction.

In October, 1,183 companies with foreign partners were established. The figure was 1,504 in October 2018. The report showed that 1,199 companies went out of business in October, rising 3.2 percent from the same month last year.

In January-October, 68,522 new companies were launched, indicating an annual decrease of nearly 5 percent.



FOREIGN TRADE

Turkey, Japan Aim for
Economic Partnership
Deal by 2020

TURKEY'S Minister of Foreign Affairs Mevlüt Çavuşoğlu stated during the G20 Foreign Ministers' Meeting in Nagoya, Japan that the two countries aimed to announce the Japan-Turkey Economic Partnership Agreement (EPA) by the end of the year.

Çavuşoğlu said he had a "fruitful" meeting with his Japanese counterpart, Motegi Toshimitsu, and that the two discussed bilateral relations with a special focus on the trade agreement.

He added that the sides also agreed on a technical cooperation deal between their respective state-run aid agencies, the Turkish Cooperation and Coordination Agency (TIKA) and Japan International Cooperation Agency (JICA).

"God willing, our trade volume will grow larger and become more balanced with the Economic Partnership Agreement," said Çavuşoğlu.

STATISTIC

MANUFACTURING
CAPACITY USE
HITS 15-MONTH
HIGH

TURKEY'S manufacturing industry used 77.2% of its capacity in November, its highest level in the last 15 months, the Turkey's Central Bank reported. The capacity utilization rate (CUR) of the Turkish manufacturing industry rose 0.8 percentage points from last month, compared to 76.4% in October, the bank survey said. The figure in August 2018 was 77.8%.

The CUR figures are based on the responses given to its business tendency survey by local units operating in the manufacturing industry, according to the bank. Some 1,786 companies responded to the survey this month, the bank said.



OUTLOOK

OECD Lifts Growth Forecasts for Turkey

The Organisation for Economic Co-operation and Development (OECD) has revised its gross domestic product (GDP) predictions for the Turkish economy for this year, next year and 2021. In the latest issue of its Economic Outlook report

released, the Paris-based organization changed its 2019 forecast for Turkey to a 0.3 percent growth from a contraction of 0.3 percent in the September projections.

The OECD also revised upwards the GDP growth forecast for 2020 to 3 percent

from 1.6 percent while lifting its forecast for 2021 to an expansion of 3.2 percent from a previous 2.3 percent. "Growth has continued to pick up over recent months. Substantial government stimulus is lifting domestic demand more vigorously

than previously anticipated and currency depreciation is supporting exports," it said. Yet, weak external trade demand, geopolitical uncertainties and impaired private balance sheets are projected to keep GDP growth at around

STATISTIC

SECTORAL
CONFIDENCE UP

Confidence in Turkey's services sector posted an increase in November compared to last month, while the key sectors of retail trade and construction inched down, the Turkish Statistical Institute (TÜİK) said. "Seasonally adjusted confidence index which was 90.7 for services in October increased by 0.7% in November to 91.3," TÜİK said. The retail trade confidence index stood at 101.2 this month, down 1.1% from 102.3 last month.

The seasonally adjusted construction confidence index -- 65.1 last month -- decreased in November to 63.9, according to TÜİK.

"In the construction sector, the current overall order books index decreased by 8.1% to 44.5 while total employment expectation index increased by 1.7% to 83.3 compared to the previous month," it added.

3 percent, well below potential growth, the organization added.

The OECD expects private consumption to increase by 4 percent next year, after contracting 0.6 percent in 2019. The growth in private consumption will ease slightly to 3.8 percent in 2021, according to the organization. It also projects that the country's exports will grow 5.2 percent this year.

FOREIGN TRADE

Turkey and Bangladesh
Should Form
New Cooperation
Fields

TURKISH CULTURE and Minister of Tourism Mehmet Nuri Ersoy has said Turkey and Bangladesh have opportunities, and the two countries should form new cooperation fields.

The bilateral economic and commercial relations can be strengthened, Mr. Ersoy stressed at the fifth Bangladesh-Turkey Joint Economic Commission (JEC) meeting in the capital Ankara. The meeting, which was held after four years, has significant importance for accelerating bilateral trade and economic relations, he noted.

The minister expressed that the bilateral trade volume was \$858 million in 2018, with Turkey's \$373 million exports. Despite the distance, Turkey focuses on the Asia-Pacific region and signed free trade agreements with South Korea, Malaysia and

Singapore, he reminded.

He also said: "We will give all support to Bangladesh for attracting foreign investments, we will convey all information and experience in agriculture, industry, and technology sectors to the country." "I believe we will make progress in foreign investment by signing the Agreement on Mutual Promotion and Protection of Investments between the two countries," he added.

Bangladesh's Minister of Finance AHM Mustafa Kamal, who headed the Bangladeshi delegation at the meeting, stated that Dhaka and Ankara would continue to develop bilateral relations.

Underlining that his country has shown 8% economic growth in the past two years, Kamal said Bangladesh would be the 27th largest economy in the world by 2028.

STATISTIC

CONSUMER
CONFIDENCE
JUMPS OVER 5
PERCENT

Turkish consumers' confidence in the economy increased for a second month in a row in November, according to the Turkish Statistics Institute (TÜİK).

The index hit 59.9 this month, a 5.2 percent gain from October following a 2. percent rise in the previous month, TÜİK said. The figure was 57 last month, up from 55.8 previous month.

Attitudes over the general economic outlook posted the largest improvement in the month, jumping 6.9 percent to 78.5, it said. The financial situation expectation of household index surged 6.1 percent month-on-month to 79.3 in November.

The number of people unemployed expectation index, a gauge of sentiment about the health of the labor market, bettered by 3.6 percent on a monthly basis to 58.8.

The largest improvement among sub-indices was in the probability of saving index, which tracks attitudes toward saving. The index saw a 13.1 percent, or a 2.74 point, rise compared to the previous month.

However, the probability of saving index saw a weaker rise of 0.5 percent, well behind the improvements in other measurements. The sub-index which measures consumers' probability of buying a house over the next 12 months jumped 5 percent in November from the previous month, after declining 0.9 percent on a monthly basis in October.

INNOVATION

WEWALK SMART WALKING STICK IS AMONG THE BEST INVENTIONS

Supported by Vestel engineers and the Young Guru Academy (YGA), WeWALK's smart cane was chosen as one of the best inventions of 2019 by the news magazine, aiming to develop technologies for the equal and full participation of visually impaired people in social life.

WeWALK offers three features: obstacle detection, connecting to the phone and integration with different applications, and warns the user by detecting the obstacles that may come in front of the visually impaired user at chest and head levels.

It connects to the WeWALK mobile application via Bluetooth and allows the visually impaired user to navigate through his cane without touching his mobile phone, learn the times of buses and stops passing by the public transport integration, and give commands to Alexa voice assistant. WeWALK Smart Walking Stick has reached the visually impaired in over 25 countries so far.



FOREIGN TRADE

Kyrgyzstan Gives Highest Priority to Turkey



THE TWO COUNTRIES should remove all obstacles and make new cooperations for the bilateral trade target of \$1 billion, Fuat Oktay noted during the Turkey-Kyrgyzstan Business Forum was held in Istanbul.

"Turkish and Kyrgyz business people should improve bilateral relations and turn opportunities into projects," the Turkish Vice President Fuat Oktay said at the Forum. The bilateral trade was \$424 million in 2018 and \$326 million in the first nine months of this year, he reminded.

While Turkey's investments in Kyrgyzstan -- including in the third countries -- reached \$1 billion, Kyrgyz investments are too low in Turkey, the vice president stressed. Just in the mining sector, countries have business opportunities worth billions of U.S. dollars, he noted.

Kubatbek Boronov, the Kyrgyz deputy prime minister, stressed that Turkey is not only a trade partner for Kyrgyzstan but also a brother and strategic partner.

"Kyrgyz-Turkish trade relations are improving rapidly, Kyrgyzstan gives the highest priority to Turkey," he said. There are no obstacles to cooperation between the two countries, he underlined.

Boronov highlighted that Kyrgyzstan, located in the middle of central Asia, is a significant transportation hub. Kyrgyzstan offers incentives and tax discounts for

foreign investors, he reminded.

İsmail Gülle, the TİM Chairman, stressed Turkey's exports to Kyrgyzstan reached over \$300 million this year. "We are ready to improve trade relations with our Kyrgyz brothers and cooperate on a win-win principle," he added.

\$300
MILLION

TURKEY'S EXPORTS TO
KYRGYZSTAN REACHED

AUTOMOTIVE



AUTO SALES INCREASED MORE THAN TWO TIMES IN OCTOBER

Turkey's car and light commercial vehicle sales in October surged 127.5% year-on-year, the Automotive Distributors' Association said.

A total of 49,075 automobiles were sold last month, according to a report from the association.

Passenger cars constituted the bulk of October's sales, with 39,996 automobiles sold, rising 138% while light commercial vehicle sales soared 91% during the same period.

Meanwhile, in the first ten months of this year, the passenger car and light commercial vehicle total market narrowed 31.88% on an annual basis to 330,384.

49

THOUSAND

AUTOMOBILES WERE SOLD
IN OCTOBER

DESIGN

TURKISH DESIGNER BECOMES THAILAND BRAND AMBASSADOR

Fırat Neziroğlu, who introduced the art of weaving to the world and received great acclaim at New York Fashion Week with his YEN collection in pursuit of tens of thousands of years of artisans in Anatolia, went to Thailand with a special invitation from the Kingdom of Thailand, hosted by the Tourism Authority of Thailand Ambassador of Turkey, Fatma Güner Üstüner Pala. International weaving artist Fırat Neziroğlu has been selected as 2019 Thailand Brand Ambassador for his bond through international art. YEN fabrics and collection will bring together the local spirit of Thailand with the Anatolian tradition, universalizing the common language of art, and will continue to establish intercultural connections.



TOURISM

Antalya Sets Its Tourist Record with 15 Million

KNOWN ACROSS THE WORLD AS A unique holiday destination where visitors can immerse themselves in history, nature and serene vacation all at once, Antalya, Turkey has smashed tourist records this year, hosting over 15 million so far.

According to official figures by provincial authorities, 15,567,000 tourists have visited Antalya in 2019, setting an all-time tourism record with visitors coming from 193 countries.

Russian tourists showed the greatest interest in the province with about 5.5 million tourists from Jan. 1 to Oct. 31, 16 percent more than the previous year's figures.

Germans ranked second at about 2.5 million, marking a 16 percent

rise in their numbers as well.

Ukraine ranked third with almost 800,000 tourists, whereas the number of British visitors climbed to 686,000, making it fourth on the list.

Visitors from Poland totaled 535,000, with the Netherlands not far behind at 424,000 and Romania with roughly a quarter-million visitors.

The tourism market has greatly expanded in Turkey, flying past the same period of 2018.

The Ministry of Culture of Tourism announced late in October that Turkey attracted 36.4 million tourists in the first 10 months of the year, marking a 14.5 percent rise, with Antalya playing a significant role.

RUSSIAN TOURISTS SHOWED THE GREATEST INTEREST IN THE PROVINCE

15.6
MILLION

TOURISTS HAVE VISITED
ANTALYA

5.5
MILLION

FROM RUSSIA

2.5
MILLION

FROM GERMANY

AWARD



HALUK BILGINER WINS EMMY

Turkish actor Haluk Bilginer won the Best Performance by an Actor award at the 47th International Emmy Awards in New York for his performance in the Turkish TV series Şahsiyet (Persona).

"I am very happy that this award went to Turkey more than myself," the 65-year-old actor told. "It is very pleasing that work we do with love and admiration is appreciated by others on an international platform and crowned with an award."

In the mini-series, Bilginer plays a man diagnosed with Alzheimer's who is cursed to eventually lose all his memories.

Bilginer's character, however, turns the ailment into an opportunity in which he can execute guilty people without any fear of suffering pangs of conscience.

The 12-episode series won acclaim from viewers in Turkey and abroad and is rated 9.1 out of 10 on the Internet Movie Database (IMDb).

agility

/ə'dʒɪlɪti/





noun

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



Discover
the potential

turkeydiscoverthepotential.com

   /TurkeyDTP
 /DiscoverthePotential

Content: Turkish Exporters Stand Out Among Their Rivals **P11** Exporters Make the Scene in China **P14** A first in history! Marmaray connects China and Europe **P16** Turkish CEOs Buckle Themselves to Transformation **P18** Turkey is Chosen as the Best Mediterranean Cruise Destination **P20** World's Best Golfers Meet in Antalya for the "Turkish Airlines Open 2019" **P24** Investment Office Showcases Entrepreneurship Ecosystem of Turkey In Bahrain **P26**

Briefing

EXPORT, TRANSPORT, SURVEY, TOURISM, PAYMENT, AVIATION, INVESTMENT...



EXPORT

TİM announced
the export data
of October in
Denizli.

TURKISH EXPORTERS STAND OUT AMONG THEIR RIVALS

While the leading countries have reduced their export since the beginning of 2019, Turkey has maintained its growth. Turkey's export reached USD 16 billion 336 million in October with 2,9 percent growth in eight months.

Turkish Exporters Assembly (TİM), announced the temporary export data of Turkey with the participation of Minister of Trade Ruhsar Pekcan during the 6th of its Regional Councils in Turkish Exporters Assembly Denizli Council. According to the General Trade System (GTS), Turkey's export reached USD 16 billion 336 million in October 2019. In the first 10 months of the year, export reached to USD

149 billion with the growth rate of 2,1, export on the last 12 months reached USD 180 billion.

TİM Chairman İsmail Güille stated that the impacts of protectionism's winds are substantive, and he pointed out that "In consequence of the stagnation that the global investments are facing, anticipation of interest rate cuts, which are already negative, dominate the markets. Federal Reserve

System (FED) lowered the rate of interest 3rd time this year, putting the indicative interest rates to the corridor of 1,50 – 1,75. While the European Central Bank did not change the rates of interest during their last meeting, they announced that the political rate of interest will be kept at 0 and the interest rate of deposits will be kept at minus 0,50 percent. The uncertainty caused by global advancements, especially in

Europe, cannot rouse any demand and investment from the community even though the credit taps are flowing to the full extent. This circumstance is naturally affecting the world trade and global economic growth. While the expectation of global growth is forecast at 3 percent by International Monetary Fund (IMF), growth rate for our country has been revised and uplifted to 0,2 percent. The fact that

Fitch, a reputable credit rating agency, upgraded its Turkey report and emphasized that our economy has made a rebalancing progress approves the recovering statements made by Turkey. Clear-eyed decisions made by our government and central bank have a secure influence on the disposal of the effects caused by currency attacks that we encountered in 2018. We, the exporters, foresee that the road map drawn with the “New Economic Program” will support a period of change in 2020 while fulfilling the expectations of economic growth, employment, inflation and account balances.”

NUMBER OF EXPORTING COMPANIES HAS SURPASSED THE IMPORTERS

İsmail Gülle mentioned “Regardless of the negative effects caused by the trade wars and political economy actions year-to-date, export kept its good performance month by month as predicted. In spite of the difficult period global trade is passing through, Turkey is making a good progress in export. Without being affected the sanction threats aiming at our recent Peace Spring Operation, our export perpetuated the success. When compared to our rivals and attractive target market, the export performance they displayed in 2019 highlights our accomplishments even more. South Korea made public that their export has dropped 9,6 percent in the first eight months of 2019. This decrement of export is 5,9 for the United Kingdom, 5,6 for Germany and 4,7 for Spain while South Africa experienced a 5 percent narrowing in export. China, the world’s giant, experienced a limited export increase of 0,3 whereas our country has experienced a 2,9 export increase in the first 8 months. Thereby, our



amount of export increase has the quality to stand out among its rivals thanks to dynamism and strategic decision making of our exporters. Our family of exportation, which is the center of sustainable economic growth keeps expanding with each passing day. Number of exporting companies has surpassed the number of importing companies for the first time in 13 years. While we had 79 thousand 773 exporters in 2018, the number has raised to 83 thousand 286. Under the leadership of our honorable minister, the leaps that are put into practice and remarkable steps towards digitalization are greasing the skids for the record books. To outshine this kind of succession, it is crucial for our firms to find financial aid. Recent developments expressed by Minister of Treasury and Finance, for instance the interest rate cut as of November the 1st and providing loans for additional employment, are very satisfactory developments for a better investment climate. Above all, in spite of the increment of input costs, an equilibrating currency policy

Top 3 exporting countries were Germany with USD 1,49 billion, United Kingdom with USD 982 million and Iraq with USD 978 million.

that is implemented by the government is a priority for our exporters”

Gülle stated that led by Minister Pekcan towards the “Main Exportation Plan” as TİM and Exporters Associations they are concentrated on the target market and they continuously pursue expanding the family of exportation through certain projects and training. He emphasized “With the awareness of digital transformation, we will ease the logistical and financial processes and range up our catering for target markets like the USA. We should, high technology

intensity wise, principally acknowledge the pay share of 5,8 that we have determined as the foremost target. As TİM, the projects, trainings and innovation-oriented works we carried through the 7 regions of our country are clear indicators of the importance we attach to the growth of high technology export share. Our responsibility as exporters is to be sustainably beneficial to our exporters and national economy by performing the strategies aimed at underscored objectives. By working harder, being aware of added-value production, we will attain the export objective of USD 226,6 billion for 2023 easefully.”

1.555 FIRMS STARTED EXPORTING IN OCTOBER

While touching upon the October export details, Head of TİM stated: “First of all, 1.555 firms started exporting in October. 18 firms in Denizli joined our family of exporting for the first time. When examined individually, 40 thousand 312 firms exported in October.”

EXPORTATION TO 106 NATIONS SHOWED INCREASE

In October, exporters have managed to carry our flag over 207 country and regions. As the exportation to the 106 countries increased, the increment was over 10 percent in 78 countries and over 50 percent in 36 countries. Top 3 exporting countries were Germany with USD 1,49 billion, United Kingdom with USD 982 million and Iraq with USD 978 million. While the first 10 countries shared 48,3 percent of the market and the first 20 countries shared 65,7 percent of the market. Being the largest market of Turkey, share of European Union in Turkey's export was 48,4 percent. Throughout the month, TL was used as the exporting currency to 197 countries, raising the total sum to TL 5,9 billion. 7 thousand 213 firms preferred Turkish Lira for their bills in October.

THE MOST SPECTACULAR INCREASE OCCURRED IN GİRESUN

When the export rates of provinces are examined individually, 47 provinces increased their export. The 3 biggest export provinces

are İstanbul with USD 6,19 billion, Bursa with USD 1,43 billion and Kocaeli with USD 1,34 billion. The most remarkable increases are; Giresun, tripling its export and reaching USD 39 million, Düzce, with 83 percent increase in export and reaching USD 30 million and Afyon with 63 percent increase in export reaching USD 50 million. While the hazelnut sector was influential in the increase of the goods Giresun and Düzce exported, cereal sector brought success in Afyon.

DENİZLİ MAY OUTSTRETCH ITS POTENTIAL INTO THE UPPER LEAGUE

Minister of Trade Ruhsar Pekcan, Governor of Denizli Hasan Karahan, Mayor of Denizli Metropolitan Municipality Osman Zolan, Denizli Exporter Association representatives and prominent entrepreneurs of the region attended "TİM Denizli Council" meeting, aiming towards "Turkey having foreign trade surplus" and listening to the requests of the exporters and discussing the regional problems in detail.

Emphasizing the export potential of Denizli province, TİM Chairman İsmail Gülle pointed out: "Denizli, one of our gates to the outer world today, has become capable to compete with the world in any economic territory but especially in textile and raw materials, apparel manufacturing and marble. While being in the first 10 exporter provinces without exceptions, according to the first 1000 exporter survey 2019, which is a traditional survey done by TİM, among the biggest 1000 exporters of Turkey, 28 exporters from Denizli appear in the list. Being a significant center of production of towels and bathrobes, Denizli supplies one-third of the total exporting demand of the

Being a significant center of production of towels and bathrobes, Denizli supplies one-third of the total exporting demand of the country.

country. Denizli also gained recognition as being the cotton textile capital of the world. While the total yearly export of Denizli in 2002 was USD 680 million, it surpassed USD 1 million in 2004 and USD 3,1 billion in 2018. This number Denizli achieved in 2018 is also the biggest yearly export number. Total export share of Denizli was 1,9 percent. This number once again was the same in 2002. We expect Denizli, a province of Turkey increasing its performance correspondingly to the export increase of Turkey, to show such a performance that will surpass the export increase of the country. Hence forth, we can bring forward any issue such as scaling up, branding, outturn of research and development centers and market diversity because it is possible for Denizli, with its industrialization policy being shown as a model, to act as a model in this sense too. Thus, if the objective of carrying the regional export first, and carrying the national export later be the aim, Denizli may outstretch its potential into the upper league. ■



EXPORT

EXPORTERS MAKE THE SCENE IN CHINA

Turkey Exporters Assembly held a national participation organization to China International Import Expo (CIIE), which is the world's largest exhibition, for Turkish exporters to gain more shares in the Chinese market.



Inspired by Cappadocia, a balloon, and many products exhibited in Turkey's stand.

China International Import Expo (CIIE), performed by People's Republic of China, opened its doors in Shanghai, China. 59 companies and 5 institutions, under the auspices of the Ministry of Trade, represented Turkey with the coordination of Turkey Exporters Assembly (TIM). While brands had the opportunity to promote their products and make new business relationships, In the Turkey booth, in order to promote Turkey, attractive events such as tasting activities, music concerts, marbling and tile art practices were carried out. In the hall of "Food and Agricultural Products", under the name of "Turkish Tastes", food shows and tasting events were organized.

Turkey Promotion Group (TTG), for the duration of the exhibition of export products, has organized activities to support the promotion. TTG, which has been working on the content of 100 most respected websites in China, TTG tested its products on the "Made in Turkey" wall in the fairground with social media phenomena with high accessibility in China.

"WE AIM TO GET THE SHARE WE DESERVE FROM THE USD 10 TRILLION IMPORT VOLUME"

TIM Chairman İsmail Gülle, who made evaluations regarding the fair, stated that they are working for the Turkish exporters to get the share they deserve from the import volume expected to reach 10 trillion dollars in the next 5 years. Gülle reminded that they took part in the fair, which they attended for the first-time last year, with 38 companies and said; "The number of companies attending the fair is increasing every year. The amount of the cooperation agreements made in 2018 was around 620



“In order for our other sectors to respond to the demand increase in the region, as TIM, we have increased our activities in this region”, Mr. Gülle said.

million dollars. The slowing demand on the EU side makes Far Eastern countries, especially China, more attractive. We see this in the monthly export figures too. Our 10-month export figures in 2019 confirm that we are rotating ourselves to the demand in the Far East market. For instance, exports to the Far East have a significant contribution to the 18% increase in exports of our chemicals sector. In order for our other sectors to respond to the demand increase in the region, as TIM, we have increased our activities in this region. We are currently heavily exporting raw materials, such as metals and sulfur. Therefore, we continue to support our exporters to take part in many fairs and organizations such as fairs

that we have participated today in order for our value added products to turn towards this market and to promote the quality of Turkish export products well in this region. This comprehensive import fair offers good opportunities for our companies. As the integration of Eurasia to the world within the framework of the Belt - Road initiative will bring its big projects and new trade opportunities; it is very valuable in terms of lasting effect of mutual trade for Turkey and China to build stronger relationships. Import-export fairs to be held with such national participation will lead to greater steps in the sense of Turkey's multi-dimensional foreign policy, with a win-win formula with China.” ■

CHINESE LINE UP FOR TURKISH DELICACIES

The Chinese, who prefer Turkish food products by 86 percent more in 2019, created long queues to taste Turkish delicacies at China International Import Expo.



A tasting event was held at the booth of Aegean Exporters Association (EİB), which declared 2019 as the Chinese Year, in cooperation with EİB and Cofco Sundry, one of the major importer companies in China.

In the tasting event, Chinese people were impressed with the menus of cakes, cookies, pastries, etc. prepared with Turkish food products in accordance with Chinese taste. The EİB stand was crowded due to the interest of Chinese people who wanted to taste Turkish food products.

TARGET FOR FOOD EXPORTS TO CHINA IS USD 1 BILLION

Birol Celep, Coordinator Vice President of EİB, who stated that China has started to organize China International Import Expo in 2018 and

offered a great opportunity to the whole world, said; “Turkey’s food export went up from USD 110 million to USD 205 million with an 86 percent increase in the period between January and October 2019 to China, which imports more than USD 2 trillion annually and food imports reach USD 118 billion. Our goal is to reach the food products export figure of USD 1 billion to China by 2023”

Celep gave the information that Turkish Airlines has direct flights from Istanbul to Guanco, Beijing and Shanghai and he added; “Turkish Airlines’ 4th destination in China will be the starting point of the Silk Road, Xian. These developments in Turkey will contribute significantly to an increase in the trade between China and Turkey”.





TRANSPORT

A first in history!

MARMARAY CONNECTS CHINA AND EUROPE

Within the scope of ‘reviving the historical Silk Road’, a freight train departing from China arrived in Turkey after crossing Kazakhstan, Azerbaijan and Georgia.

CHINA RAILWAY EXPRESS became the first freight train to arrive in Europe using Marmaray.

Marmaray, built as a part of ‘Iron Silk Road’, sent-off ‘China Railway Express’, the freight train departing from Xi’an China, to Europe. When the freight train with the last stop of Prague, Czechia reached Ankara after entering the country from Kars, a farewell ceremony was held. The train, which will visit 65

countries in total, was sent off to Istanbul.

Minister of Transportation and Infrastructure Cahit Turhan, Minister of Trade Ruhsar Pekcan, Chinese diplomats and many citizens attended the farewell ceremony.

While speaking at the ceremony, Minister of Transport and Infrastructure Cahit Turhan stated; Turkey, linking three continents, has a very important geo-strategic and geopolitical position,

and said that “Turkey is an Asian, European, Balkan, Caucasian, Middle Eastern, Mediterranean and Black Sea country both with its geographical location and its historical and cultural continuity. We have an important role in the economic and social development of this region. In order to further strengthen this position, in recent years; In addition to providing multimodal transport connections, we have

established uninterrupted and high quality transport infrastructures across continents by creating corridors. With our investment spending of 754 billion, strengthening our transportation and communication infrastructure and completing the missing connections on international transportation routes were among our priorities. We attached special importance to the ‘One Generation One Way Project’, which aims to create a huge infrastructure and transportation network by connecting China, Asia, Europe and the Middle East”.

“FREIGHT TRANSPORT TIME BETWEEN FAR ASIA AND WESTERN EUROPE HAS BEEN REDUCED TO 18 DAYS”

Stating that, on the Baku-Tbilisi-Kars Railway Line, which came to life on the basis of cooperation created by Turkey-Azerbaijan and Georgia, the first train from



Baku to Kars gave a new direction to the world rail transport, Minister Turhan continued as follows: “Starting from October 30, 2017, this line has been the harbinger of a new era in rail freight transport between Asia and Europe. With this line, the central corridor stretching from Beijing to London, and again extends from Kazakhstan to Turkey, our country has become the most strategic ports of the Iron Silk Road. Baku-Tbilisi-Kars Railway Line, the cargo transportation between China and Turkey, decreased the travel time from 1 month to 12 days, and with the integration of Marmaray, the biggest project of the century, in this line, the travel-time between Far Asia and Western Europe has been reduced to 18 days. Considering the trade volume between Asia and Europe of USD 21 trillion, the importance of the issue can be easily understood.

Iron Silk Road Line, where approximately 5 billion people and 60 countries benefit from, has created a new and very important alternative for global trading networks.”

IT WILL CROSS 2 CONTINENTS, 10 COUNTRIES AND 2 SEAS

Minister Turhan, who gave information about the train, said “Starting its journey from



FATİH ERDOĞAN

Pacific Eurasia Chairman

Pacific Eurasia Chairman of the Board Fatih Erdoğan stated that the ‘Iron Silk Road’ will contribute to the growth of the logistics sector, Russian Railways has signed a preliminary agreement with RZD Logistics to form a joint company and Kazak Railways company will sign a cooperation agreement with KTZ Express in the coming days. Fatih Erdoğan also stated that they have cooperated with Azerbaijan, Georgia and Central Asian Turkic Republics. Fatih Erdoğan, who remarks that they have come to this point by making long negotiations with the railway authorities in China, Kazakhstan, Azerbaijan and Georgia, said that with their collaboration with Turkish State Railways (TCDD), they will undertake Turkey-side of the logistics services of the electronic load carried by China Railway Express, which crosses 2 continents, 10 countries and 2 seas and covers 11 thousand 483 km in 12 days.

Xi'an, China and carrying an equivalent of 42 trucks, China Railway Express has a total length of 820 meters. The train will cover 11 thousand 483 kilometers in 12 days, with 42 container-loaded wagons, crossing 2 continents, 10 countries and 2 seas. The transportation of this load through the middle corridor by using Baku-Tbilisi-Kars line and Marmaray will provide significant savings in both time and energy compared to other corridors. That's what we're witnessing today. This is a very historical step in terms of both regional and global trade. For this reason, we are proud to look at this train, which has traveled thousands of kilometers, because it symbolizes the new era in rail transport. Of course, this project will contribute to the strengthening of inter-communal ties and accelerating intercultural interaction as well as providing commercial gain to countries.”

The train, passing through Kars, Erzurum, Erzincan, Sivas, Kayseri, Kırıkkale, Ankara, Eskişehir, Kocaeli and İstanbul, departing from Kapıkule (Edirne), continued its route through Bulgaria. ■

THE 11,483 KM RAIL JOURNEY FROM XI'AN TO PRAGUE



SURVEY

TURKISH CEOS BUCKLE THEMSELVES TO TRANSFORMATION

According to KPMG CEO Survey, 92 percent of Turkish CEOs said they have led the transformation in their industry by changing their business models, up from 44 percent last year.

KPMG Turkey has announced the results of the CEO Survey 2019. According to the survey which was conducted among 1,300 CEOs across 11 countries including Turkey, CEOs have now acknowledged that they will survive through transformation while technology has shaken traditional business models. This year, 92 percent of Turkish CEOs said they have led the transformation in their industry by changing their business models, up from 44 percent last year.

The fifth KPMG CEO Survey was conducted among 1,300 CEOs across 11 countries that shape the economy. 25 CEOs participated in the survey from Turkey. According to the results of the survey which was published under the title “Agile or irrelevant”, technology is a threat to many companies that have postponed transformation more than ever while long-term traditional business models are rapidly undergoing change. CEOs say the companies under their management must have ‘agility’ to survive. Last year, 44 percent of the Turkish CEOs said ‘they led to radical change in their industry on the eve of technological disruption’. This year, 92 percent of CEOs say they are pioneers of radical change.



While evaluating the results, Murat Alsan, Chairman of KPMG Turkey, said, “The contribution that CEOs are expected to make to the growth and development of their companies is changing. Leaders need to adjust their actions to respond quickly to changing customer needs, shifting technology innovations and the pace of

“CEOs are the real driving force behind these influential corporations” said Murat Alsan, Chairman of KPMG Turkey.

change of competing firms.”

“Global corporations are now considered not only businesses but also politically influential actors,” he said and then added: “CEOs are the real driving force behind these influential corporations. As change comes upon us as a threat to destroy those who are totally unprepared for it, the structure of the institutions managed by CEOs is now more complex and more open to political and economic uncertainties than ever before. Companies are transforming into multinational corporations, and the competition which has become fiercer with technology is shaking traditional structures.”

With an emphasis on technology becoming increasingly important on the agenda of Turkish CEOs, Alsan commented, “The business leaders in Turkey are now aware of the fact that technology transforms the industries through disruption. We saw that they started to transform their industries as pioneers even before technological disruption.”

KPMG CEO Survey was conducted among 1,300 CEOs across 11 countries that shape the economy. 25 CEOs participated in the survey from Turkey.

THE FOLLOWING ARE THE KEY REPORT HIGHLIGHTS OF KPMG CEO SURVEY 2019:

■ Fifty-six percent of CEOs in Turkey say new rules of the game has become 'agility' for the business world. It is 67 percent globally. The most important requirement for big companies, especially those managed by traditional practices, to survive is overcoming barriers of "flexibility." CEOs are 100 percent sure of the fact that lagging behind the change will result in destruction.

■ The average life of a company was 90 years in 1935 and 75 years in 1955. It dropped dramatically to 12 years in 2018 with the devastating impact of technology and digital disruptive transformation.

CLIMATE IN THE WORLD; OPERATIONS IN TURKEY

■ The top five risks on the agenda of CEOs have not changed, but there has constantly been some shifting in the ranking. In the global survey, climate change has risen to the top this year, moving up from the fourth last year. Disruptive technologies rank second while return to territoriality ranks the third.

■ In Turkey, operational risks have come to the top of the ranking this year, moving from the fifth last year. There are three risks sharing the second place: 'disruptive technology', 'cyber security risk' and 'territoriality' that entered into terminology last year. The reason why territoriality is at the top of the risk ranking is the unpredictability created by increasing protectionism. Environment and climate change rank the last on the list of Turkish CEOs...

TRADE WARS DAMAGE 'CONFIDENCE'

■ Ninety-four percent of the global CEOs rely on the



96 percent of the CEOs in Turkey rely on the growth potential of their companies, but only 68 percent believe there would be growth in the global economy.

growth potential of their companies, but only 62 percent believe they have growth potential for the global economy. There is a similar case for CEOs in Turkey. Ninety-six percent of the CEOs in Turkey rely on the growth potential of their companies, but only 68 percent believe there would be growth in the global economy. (This year, 68 percent of the CEOs count on the global economy, down significantly from 88 percent last year.)

■ Increasing protectionism in recent years has an impact on the decrease in trust for the global economy. The growth rate of global trade is seriously decreasing with the impact of trade wars.

TURKISH CEOs AS PIONEERS OF CHANGE

■ The number of CEOs indicating that their companies have pioneered radical change in the industry

before the wind of change in Turkey would hinder them has significantly risen. In 2018, 44 percent of the CEOs said their companies pioneered the radical change. This rate has risen to 92 percent in 2019.

GROWTH WILL BE INORGANIC

■ When asked, 'Where will growth come from?' despite uncertainties, CEOs are pointing out inorganic methods. Strategic cooperation with third parties comes first. This year, 34 percent of global CEOs and 36 percent of Turkish CEOs think that this method is the top priority in achieving growth objectives while this option ranked the first for 33 percent of global CEOs and 52 percent of Turkish CEOs in 2018.

SOUTH AMERICA, THE DESTINATION OF TRADE

■ Sixty-three percent of the global CEOs say emerging markets will be their first priority for geographical expansion for the next three years. In contrast, only 36 percent give priority to developed markets.

■ In 2019, as in the previous year, emerging markets are considered the top priority by Turkish CEOs for geographic expansion. Compared to the previous year, however,

the ratio of CEOs who place greater emphasis on emerging markets as their geographical expansion targets for the next three years has decreased from 68 percent to 52 percent while the ratio of CEOs who considered developed markets the top priority has increased from 32 percent to 48 percent.

■ In developing markets, Central/South America is considered the top priority by Turkish CEOs with 38 percent as in the previous year. It is followed by Asia Pacific with 31 percent (which was not on the top three last year) and Eastern Europe with 23 percent.

ARTIFICIAL INTELLIGENCE HAS STARTED TO BE INVOLVED

■ Artificial intelligence-based technologies offer opportunities to transform corporate performance. These technologies are being used to derive insights from huge repositories of configured and unconfigured data.

■ In Turkey, 8 percent of the CEOs say they have actually implemented artificial intelligence applications in process automation, and another 36 percent are piloting such applications while 56 percent have limitedly adopted them.

A SHORTENED TENURE FOR CEOs

■ CEOs feel that they have less time to make an impact than the previous generations of executives. Seventy-four percent of global CEOs have placed average tenure at 5 years. Sixty percent of CEOs in Turkey agree with it. All of them said that this was shorter than when they had first begun their careers. Sixty-eight percent of the CEOs in Turkey say that it is more urgent to act with agility as the average tenure shortens. ■

TOURISM

Turkey is chosen as the

BEST MEDITERRANEAN CRUISE DESTINATION

Porthole Cruise Magazine, a leading US-based broadcaster that follows the developments in the international cruise tourism, chose Turkey as the best cruise destination in the Mediterranean, based on its readers' votes.



PORTHOLE CRUISE MAGAZINE, a leading US-based broadcaster that follows the developments in the international cruise tourism, chose Turkey as the best cruise destination in the Mediterranean. The broadcaster, which determines the best in the sector in categories such as ships, ports, cruise companies and destinations with the votes of its readers since 1998, published the results in their November/December 2019 issue and on porthole.com. CEO of Global Ports

Kuşadası will complete the year 2019 with 200 thousand cruise tourists, and the expectation figure is 350 thousand in 2020.

Holding Emre Sayın, the world's largest cruise port operator with cruise ports in Kuşadası Bodrum and Antalya, where 62 percent of total cruise tourists choose as a destination, said that, "In this period when we have made serious efforts with our state for the promotion of cruise tourism in Turkey once again, the fact that Turkey is chosen as the best cruise tourism destination has made us very happy and more motivated " Sayın predicted that the rise will reach the peak in 2022.

WE MADE SUCCESSFUL EFFORTS FOR THEM TO ADD TURKEY TO THEIR CRUISE ROUTES

Sayın, who stated that they made successful efforts for the cruise companies to add Turkey to their cruise routes in the international organizations they attended, said that "The industry's most important meeting point worldwide is the Seatrade Cruise Global, which is held every year in Miami. As GPH, especially in the last three years, we have made a lobbying on behalf of Turkey with one-on-one interviews and events. This year we also held intensive contacts at Seatrade Europe, the most important sectoral meeting of Europe in Hamburg"

Sayın, who also stated that they have mediated between the important actors of the sector to see Turkey in site, said that "In addition, this year we hosted the 54th General Assembly of the Mediterranean Cruise Ports Association (MedCruise) in Kuşadası. We made on-site promotion to the top executives of 14 of the world's largest cruise companies".

KUŞADASI IS A CORPORATE AMBASSADOR IN CRUISE TOURISM

GPH Eastern Mediterranean Regional Director Aziz Güngör, who states that Kuşadası is Turkey's corporate ambassador in terms of global cruise industry, said that "Citizens of 60 countries crossed from Kuşadası during the tourism season". Stating that Kuşadası will complete the year 2019 with 200 thousand cruise tourists, Güngör added that, "We expect 350 thousand tourists in 2020. Cruise companies in general are heading to the Eastern Mediterranean. Kuşadası has positioned itself as an important center in this sense. ■



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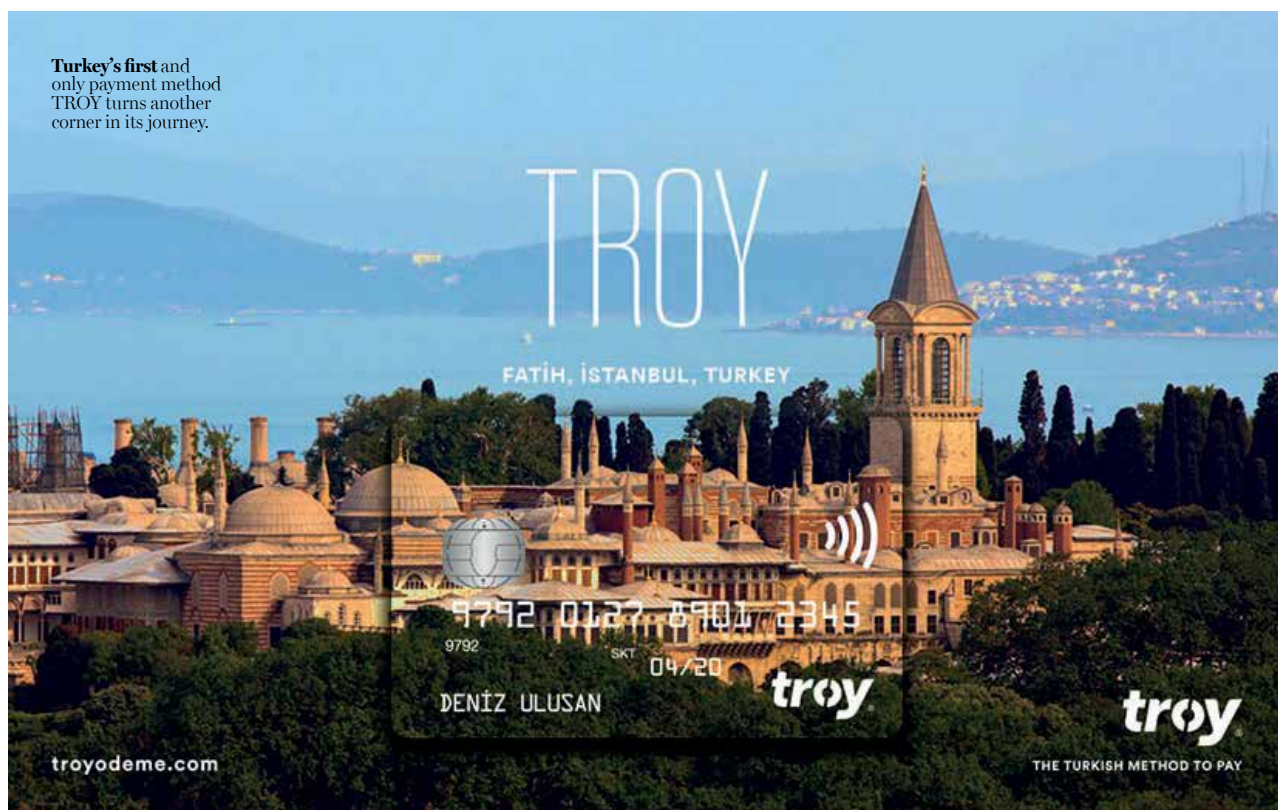
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PAYMENT SYSTEMS

TROY BRINGS ITS EXPERIENCE IN CARD PAYMENT SYSTEMS TO EUROPE

TROY's success story gets recognized also in abroad as it becomes the first member of European Card Payments Association outside Europe.

TURKEY'S PAYMENT METHOD TROY became the first non-European member of the European Card Payment Association (ECPA). With this membership, TROY is to add value to European payment systems by sharing the extensive know-how in Turkish payment systems. Following the membership, TROY hosted the 5th international conference that brought the domestic and regional card schemes and the regulators from all

over the world together in Istanbul, in cooperation with the World Bank and ECPA.

European Card Payment Association (ECPA), established to evaluate the impacts of technology and legislation amendments in payment systems to the members and end-users and to maintain stakeholder communication, invited Turkey's Payment Method TROY to be a member. TROY's extensive know-how in a mature and innovative market like Turkish payment systems



Turkish payments industry, Europe's largest market, has a strong infrastructure and stands out with its value added and innovative payment solutions.

as well as its achievements such as high growth in a short time period in the domestic market, ensuring international coverage through strategic partnerships with global schemes, introducing contact-contactless and mobile HCE payment standards are to contribute to the Association's aim of having a common voice in European payment systems. With TROY's participation, the number of ECPA members reached 12. Domestic card schemes of Spain, Portugal, France, Italy, Norway, Denmark, and



Bulgaria are also the members of ECPA besides Turkey's Payment Method TROY.

"BEING A PIONEER OF THE BANKING INDUSTRY, TURKEY SETS A GREAT EXAMPLE FOR THE WHOLE WORLD"

Dr. Soner Canko, CEO of Bankalararası Kart Merkezi (Interbank Card Center), pointed out that TROY, in cooperation with the World Bank and ECPA, hosted the 5th International Conference on Regional Card Organizations, which brought together the regulators alongside domestic and regional card schemes. He continued: "Turkey has traditionally been one of the pioneers in digital payment solutions. Our country sets a great example for the whole world not only in payments but also in banking having successfully adopted new technologies and gone through a digital transformation ahead of many advanced economies. It is a great honor for us to host such an important and prestigious event in Turkey. Receiving a membership invitation from ECPA as Turkey's Payment Method TROY and hence becoming the first member of the association outside Europe are definitely reflections of our success in payments and banking.

Turkish payments industry, Europe's largest market, has a strong infrastructure and stands out with its value added and innovative payment solutions. We truly believe that we are closer than ever to our aim of achieving a cashless society by adopting digital and mobile payments in every part of daily life."

THE SUBJECT MATTER EXPERTS OF PAYMENT SYSTEMS GATHERED IN ISTANBUL

International Conference on Regional Card Organizations,

which brought together 110 participants from 45 countries around the world, was hosted by TROY in Istanbul on October 16-17. The regulators of central banks of the countries, the European Central Bank and European Payments Commission have attended the conference as well as the industry experts such as The Payment Card Industry Security Standards Council and representatives of many domestic card schemes. The representatives of the Central

Bank of the Republic of Turkey and Banking Regulation and Supervision Agency attended the conference as key note speakers. They explained the current regulatory environment in Turkey and shared the roadmap of Turkey for supporting change and innovation in domestic payments. In the conference where the requirements of innovation in domestic card schemes, regulators' approaches to the new payment technologies and domestic card schemes and the "co-opetition" environment were discussed, financial inclusion and mobile payments were other important topics covered. ■



AVIATION

World's Best Golfers Meet in Antalya for the Turkish Airlines Open

European Tour's key tournament once again focused golf world's attention on Belek, Antalya.



HOSTING THIS YEAR'S tournament, The Montgomerie Maxx Royal Golf Club became a home to a fierce competition of over eighty players including the world-famous golfers such as Justin Rose, Francesco Molinari, Matthew Wallace, Padraig Harrington and Daniel Willett.

Known for his interest in golf, Minister of Foreign Affairs of Turkey, Mr. Mevlüt Çavuşoğlu was also in the attendance for the event.

Speaking during the ceremony, Mevlüt Çavuşoğlu stated; "We are proud to see our country's leap forward in sports similar to all areas due to continued infrastructure



works and support of our country's national brands such as Turkish Airlines. The seventh Turkish Airlines Open in Antalya, one of our country's most important

tourism centers, is one of the prime examples of this development. I extend my thanks to the Turkish Airlines for their great support in this and numerous

other organizations that gained global renown. I also congratulate the Turkish Golf Federation for their works towards realizing this tournament. I welcome all our dear guests that came from all over the world to this beautiful city of Antalya, my hometown, and wish success to all players."

Speaking of Turkish Airlines' support to sports organizations worldwide, Turkish Airlines Chairman of the Board and the Executive Committee, M. İlker Ayıcı commented; "The seventh Turkish Airlines Open has once again offered us a splendid visual feast with the exciting competition



Tyrrell Hatton wins historic 2019 Turkish Airlines Open title. Hatton made par on the fourth play-off hole to earn him his fourth European Tour victory at the Montgomerie Maxx Royal in Antalya.



Congratulating the champion Hatton at the Turkish Airlines Open award ceremony was the Minister of Foreign Affairs, Mr. Mevlüt Çavuşoğlu, the Governor of Antalya, Mr. Münir Karaloğlu, the President of Turkey Golf Federation, Mr. Ahmet Ağaoğlu, the Mayor of Antalya Metropolitan

Municipality, Mr. Muhittin Böcek, and the Turkish Airlines Open Tournament Director, Mr. Miguel Viador.

Commenting on the finals on behalf of Turkish Airlines, M. İlker Aycı said; "I would like to offer congratulations to Tyrrell Hatton. Once again, we had a hugely talented field

here in Antalya and Tyrrell's performance this week made him a worthy winner in a historic play-off under floodlights. The Turkish Airlines Open, which has become one of the most important tournaments in world golf, continues to grow and grow in every passing year."



of world's most famous golf stars in the next three days. I welcome all players to our country and wish them all great success in the tournament that we are proud and excited to host."

Turkey Golf Federation President Ahmet Ağaoğlu, who is pleased to host the world's best golfers at the Turkish Airlines Open which is one of the major events of the European Tour stated; "The tournament, which has become one of the favorites of European Tour players both by the quality of the organization and the warm atmosphere, is to be played once again at Montgomerie Maxx Royal Golf Club after three years." ■

Luke Zhao secures victory at the Turkish Airlines World Golf Cup Grand Final

Three category winners of the finals are Tomohiro Uemura from Tokyo, Japan, Ayşen Erdoğan from Istanbul, Turkey, and Luke Zhao from Chicago, United States of America. The winners went on to progress to the Turkish Airlines Open Pro-Am to play with the world's elite golfers.

The winner of the Epic Golf Ball Race is Justin Harding, who beat Hideto Tanihara, from Japan in second place and C.T. Pan, from Taiwan in third place

Turkish Airlines wowed golfing crowds with its Epic Golf Ball project. The sponsor of the Turkish Airlines Open golf tournament arranged a surprise for the players of the game, where golfers competed in a different type of race, with golf balls

racing down a set of giant sand sculptures. Acclaimed motor racing commentator, David Croft, led the crowds on the journey of the "Epic Gold Ball Race", keeping everyone watching in suspense.

The support shown by Turkish Airlines to golf along with other sports such as basketball, rugby and football among others with key partnerships including Turkish Airlines Open, Turkish Airlines EuroLeague and Turkish Airlines World Golf Cup are playing an important role in Turkish Airlines' commitment to creating an outstanding sporting legacy.

Turkish Airlines SVP, Corporate Communications, İlker Kavas presented the prizes to the winners at the Turkish Airlines World Golf Cup.



INVESTMENT

INVESTMENT OFFICE SHOWCASES ENTREPRENEURSHIP ECOSYSTEM OF TURKEY IN BAHRAIN



The World Entrepreneurs Investment Forum 2019 was held on November 11-13 in Manama, Bahrain. Themes covered in the forum included the digital revolution and Industry 4.0, entrepreneurship and innovation, and the financial inclusion of entrepreneurs.

Investment Office President Arda Ermut delivered a presentation on Turkey's entrepreneurship ecosystem at the forum. "One of our important goals is to train free-minded, well-equipped, and talented young people who have decision-making competence, who are able to question events, and who have social and universal

awareness," said Ermut.

As part of his Bahrain program, Investment Office President Arda Ermut also took the stage at the Bahraini Businessmen's Association and presented on Turkey's investment opportunities.

ENTREPRENEURSHIP IN TURKEY

Turkey believes that startups and young entrepreneurs can make valuable contributions to its endeavors to attract value-added investments into the country. This is because startups are part of the financial investor activity that is a major source of FDI in the world as well as in Turkey.

The entrepreneurial spirit has been a key element of the Turkish business ecosystem, and from family-owned companies to startups, successful enterprises with record growth stories have been established in Turkey.

Turkey has implemented many reforms to encourage entrepreneurship and startups. Design is the most important component of high value-added production, and R&D is the most critical part of it. Turkey carried out a prominent R&D reform in early 2016, and introduced support for design for the first time. A new Industrial Property Law was released

in early 2017, ensuring protection of R&D, patents, and innovation.

Turkey put into practice the Regulation on Angel Investments in 2013, which provided some tax incentives to angel investors, and thus promoted financing of small enterprises and entrepreneurs. According to the regulation, licensed angel investors are allowed to deduct 75 percent of the capital that they invest under the angel investment system from their income tax.

Turkey has taken steps in all spheres of the startup ecosystem and has started to reap the fruits of these efforts. The Global Entrepreneurship Congress was held in Istanbul in 2018. Istanbul had competed with Dublin and Doha to organize this event. Around 1,300 delegates from around the globe attended the congress.

In 2018, three of the top ten venture capital-backed exits in Europe were Turkish. China's Alibaba acquired Turkish e-commerce platform "trendyol.com" for USD 728 million, Australia-based software developer Atlassian acquired Turkish software developer "Opsgenie" for USD 295 million, and US-based Zynga acquired "Gram Games" for USD 250 million. These are the best examples of startup investments in Turkey.

MILESTONES IN TURKEY'S STARTUP ECOSYSTEM

2012

- Introduction of VC Funds by the Capital Markets Board of Turkey

introduction of support for design

- Passing of crowdfunding legislation

2013

- Enactment of the Regulation on Angel Investments
- Introduction of Tübitak's 1514 Tech-InvesTR "Venture Capital Funding Program" V.1
- Launch of Tax Incentives Program for companies investing in VC Funds
- Commissioning of a prominent R&D reform and

2017

- Enactment of a new law on Industrial Property Rights

2018

- Convening of the Global Entrepreneurship Congress in Istanbul
- Introduction of Tübitak's 1514 Tech-InvesTR "Venture Capital Funding Program" V.2

STRYKER INAUGURATES NEW OFFICE IN ISTANBUL



Global medical tech company Stryker inaugurated a new office in Istanbul. The new facility offers product trainings on Stryker's latest technologies and office space for operations and services.

Speaking at the ceremony, Investment Office President Arda Ermut said that the commissioning of a new office by Stryker, which entered into the Turkish market in 2011 and currently exports to over 70 countries, is a proof that international companies rely on Turkey and believe in its long-term potential.

HIGHLIGHTS OF THE TURKISH STARTUP ECOSYSTEM

Turkey is the largest startup hub in Southeast Europe.

550

Number of startups established each year in Turkey.

USD 35.7 million

Amount of government grant in the Seed/Series A stage in 2018.

USD 488 million

Amount raised through angel investors and VC funding in 2010-2018 period in Turkey.

5,000

Number of freelancers and startups thought to work in 40 co-working spaces in Turkey.

6th

Turkey's rank in Instagram use globally.

7th

Turkey's rank in Twitter use globally.

In 2018, 3 of the top 10 venture capital-backed exits in Europe were Turkish.

In 2018, 1 out of every 3 investments was made by Corporations & CVCs.

FDI NEWS

Singapore-based private equity firm **The Huntington Group** invests in Turkey's Skor Veri.

Iranian automotive giant **Khodro Company** announced a decision to establish a USD 150-200 million facility in the eastern city of Van. The facility is expected to employ one thousand workers.

China-based display technology company **TCL** entered the Turkish market joining Xiaomi, Huawei, and Oppo, with the launch of its first smartphone, the TCL Plex.

The Industrial and Commercial Bank of

China has purchased the Istanbul Tower 205 project with an investment of USD 594 million.

During Taiwan Business Day, held in Istanbul, Taiwanese business leaders announced their decision to begin the process of establishing a USD 100 million steel factory in Turkey.

Through their new company Mitsubishi-Aksa, Turkey-based Aksa Jeneratör and Japanese giant **Mitsubishi** have agreed to establish a high-tech power generator production facility, expected to create a volume of USD 100 million a year.

EVENTS

INVESTMENT OFFICE ATTENDS VIENNA ECONOMIC FORUM



The 16th Vienna Economic Forum (VEF) was held on November 18 in Vienna under the theme of “From Planned Economy to Market Economy 30 Years after the Fall of the Iron Curtain”.

Investment Office President and VEF Board Member Arda Ermut delivered the main statement at the forum prior to participating in

a panel. Highlighting the importance of free market policies, which have always been the main instrument for Turkey to improve relations with the world, Ermut said that protectionist policies will damage rule based international trade and investment regimes, which have come to fruition as a result of long multilateral negotiations and consensus.



NOVEMBER 13, SPAIN

Investment Office Country Advisor Yasemen Korkucu was a speaker at a business meeting organized by the Sevilla Chamber of Commerce and Industry in Spain. Turkish Ambassador to Spain Cihad Enginay, Chairmen and Board Members of the Adiyaman and Gaziantep Chambers of Commerce, and businesspeople also attended the meeting.



NOVEMBER 21, İSTANBUL

Abdullah Deniz of the Investment Office delivered a presentation on investment opportunities of Turkey at 14th Turkish-Arab Economic Cooperation Summit.

NOVEMBER 21, İSTANBUL

A.Cüneyt Selçuk of the Investment Office presented an overview of Turkey's FDI climate and investment opportunities in “Turkey - Kyrgyzstan Business Forum” held in Istanbul.





NOVEMBER 17, İSTANBUL

Investment Office Country Advisor Rahim Albayrak addressed Pakistani investors at the Pakistan-Turkey Chamber of Commerce and Industry Forum held in Karachi by the Union of Chambers and Commodity Exchanges of Turkey-TOBB.



NOVEMBER 4, İSTANBUL

Necmettin Kaymaz of the Investment Office delivered a presentation on Turkey's investment climate and economic outlook at the 24th Asia Securities Forum held in Istanbul by the Turkish Capital Markets Association.



NOVEMBER 12, SINGAPORE

As part of the Singapore-Turkey Fintech Meetup Event, Investment Office Country Advisor Emre Büyükkılıç highlighted the investment scene of Turkish startups and the tech ecosystem at a panel hosted by the Singapore Fintech Association.

Among the panelists were EY Global EM Fintech Leader Varun Mittal and MAS Fintech Development Senior Program Manager Dea Markova. The Investment Office also supported the first-ever Turkish pavilion at the Singapore Fintech Festival, the world's largest financial tech conference and exhibition.



NOVEMBER 4, İSTANBUL

A delegation of Kuwaiti journalists, guided by the Investment Office, the Turkish Ambassador, and the Turkish Commercial Attaché in Kuwait, visited Kuwaiti companies in Turkey. Journalists received first-hand information about Turkey's investment climate.

NOVEMBER 14, İSTANBUL

A. Burak Dağhoğlu of the Investment Office delivered a speech at the Bonds, Loans & Sukuk Turkey 2019 in Istanbul. He highlighted critical success factors to ensure continued Asian investments into Turkey and business opportunities for Asian investors as Turkey is a gateway to EMEA.



OCTOBER 22, MADRID

The Spanish Confederation of Employers' Organizations, the Investment Office, and the Embassy of Turkey in Spain recently embarked on a program to provide guidance to Spanish companies seeking to do business in Turkey. The educational program is set to take place in the first six months of 2020 and will feature a business trip to Turkey.



DIGITALIZATION
DYNAMICS OF TURKEY:
EXCLUSIVITY
TO
CENTRALITY

BY TAMER İŞİTİR

WITH A THOROUGH INTRODUCTION OF TECHNOLOGY INTO OUR LIVES, TRADITIONAL TRADING HABITS CHANGE AND TRANSFORM. IN THIS NEW ERA OF UNPRECEDENTED CHANGE, THE RULES OF ECONOMIC COMPETITION ARE ALSO CHANGING. TURKEY, BEING A PRIVILEGED COUNTRY OF THE CONVENTIONAL ECONOMIC PERIOD WITH ITS GEOPOLITICAL POSITION AND EXTENSIVE WORKFORCE UP TO THE PRESENT, WANTS TO CARRY THIS SPECIALTY TO THE NEW AGE.

FURTHERMORE,
THIS TIME THE TARGET IS TO BE
THE PREDOMINANT
COUNTRY.



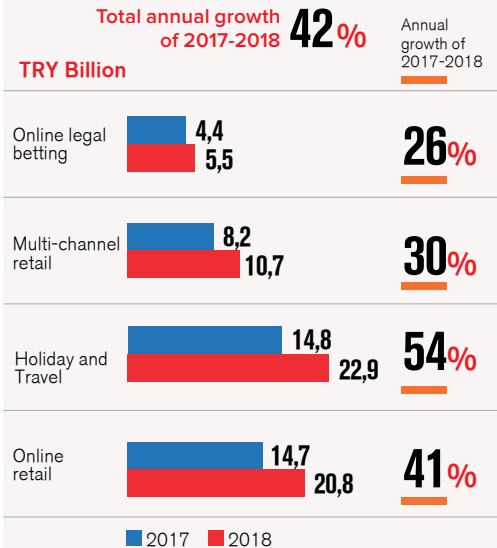


TURKEY, WITH ITS GEOGRAPHIC LOCATION AND YOUNG and dynamic population living in this land, the world's 17th largest economy and a G20

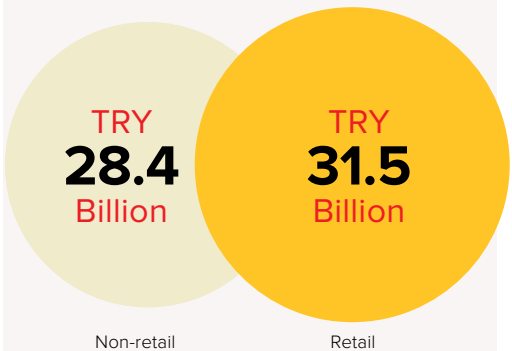
country that maintains its growth dynamically, and with its successful economic reforms and support programs, is a country that provides an important basis for the healthy growth of the entrepreneurial ecosystem, not only geographically, but also provides important advantages for the world entrepreneurship sector.

The young population benefiting from a digitized education Turkey, supported by a young and educated demographics and a modernized economy backed by high internet penetration, is an attractive growing market for digital economy components. According to data released in 2018, half of the 82 million population is under 32 years of age in Turkey, which makes Turkey the country with the youngest population in the EU region. Turkey's young population naturally attracts attention with its digital activity. Turkey is the 9th largest market for Facebook, the 6th largest market for Instagram, the 7th largest market for Twitter and the 10th largest market for YouTube.

MARKET SIZE VALUES OF E-COMMERCE IN TURKEY

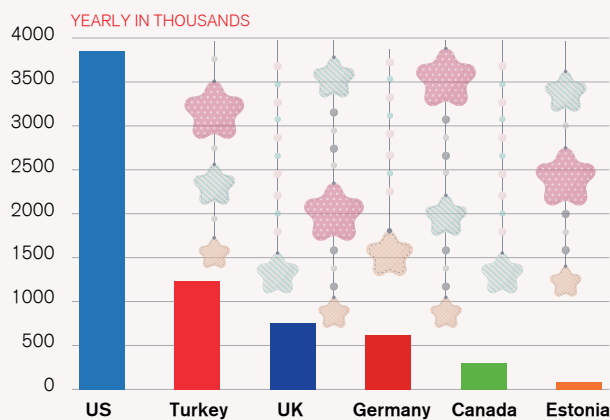


SECTOR SIZE IN 2018



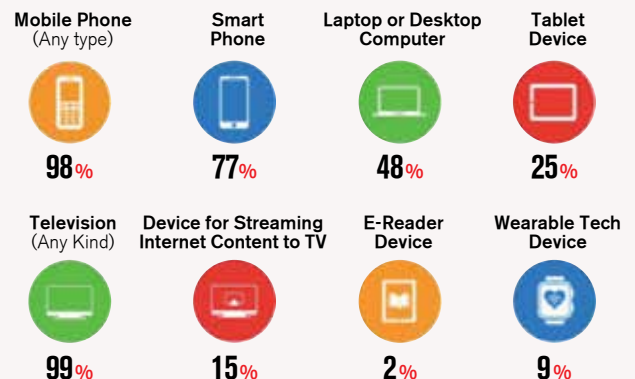
Source: Deloitte Digital - TÜSIAD E-Commerce Report 2019)

NEWBORNS

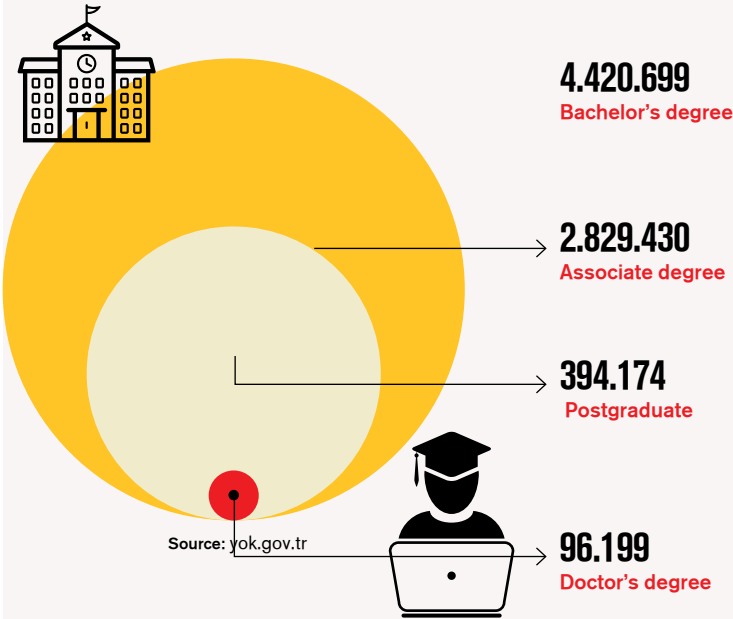


DEVICE USAGE

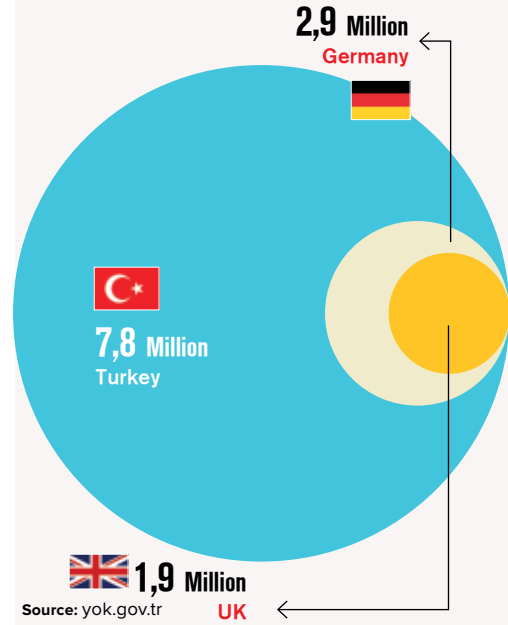
Percentage of the adult population that uses each kind of device (survey-based) (Jan 2019)



NUMBER OF STUDENTS BY LEVEL OF EDUCATION (2018-2019)



STUDENT ENROLLED IN HIGHER EDUCATION



Compared with the United States and some European countries, the number of newborns reach 1.3 million per year in Turkey. This provides a productive and conducive environment for companies such as 'Ebebek' to rise and grow rapidly. (worldpopulationreview.com)

When we examine the year 2018, in which the internet usage reached to 52%, above the world average, and the mobile usage reached 98%, the increase in smartphone usage from 66% to 77% in 2019 shows how high the digital adaptation is in the country and is of great importance for investors who want to move towards e-commerce.

Alongside the payment methods such as credit card and debit card, alternative methods such as e-wallet and payment infrastructures of social media platforms for use in e-commerce is growing in Turkey.

TURKEY OVERTOOK RUSSIA AND INDIA IN E-COMMERCE

E-commerce saw a 42 percent growth in 2018 compared to the previous year and the e-commerce market reached TL 59.9 billion. The size of the Turkish information technology sector has almost doubled since 2014, with an annual average growth rate of 17% and has reached a total of TRY 131.7 billion. While in 2014, e-retail sales constituted 2.4 percent of all retail sales in Turkey, this rate reached 5.3 percent in 2018. This rate was 5.9 percent in developing countries and 11.1 percent in developed countries in 2018. Along with this change, as of

While in 2014, e-retail sales constituted 2.4 percent of all retail sales in Turkey, this rate reached 5.3 percent in 2018.



2018, Turkey is located above Russia and India in this ranking. (tubisad.org)

GAME EXPORT WORTH USD 1 BILLION

Looking at the rapid popularization of the game industry in Turkey, while the number of players reached 30 million, according to 2018 data released by the Ministry of Trade, the export volume has exceeded USD 1 billion. Turkey, with over 500 small and medium-sized game studios, has the highest number of game studios in Eastern Europe, Middle East and Africa. (NETMARBLE)

In the hyper casual area, which has recently been on the rise, Turkey attracts attention with the intensity of its developers and publishers. In September, 5 of the top 15 most downloaded games in America were served by Turkish developers and publishers. The global publishers, who are aware of this situation, are trying aggressively to open offices in Turkey. With all these developments; starting with Joygame and continuing with Peak, Gram and Masomo, the output of large enterprises from Turkey is expected to continue accelerating.

THE IDEAL MARKET FOR START-UPS TO GLOBALIZE

It can be said that one of the most important factors in the gradual increase of technology ventures in Turkey is having a larger educated population than most European and Middle Eastern countries. When examined across Turkey, with 207 students enrolled in associate degree programs in the year

2018 to 2019, almost 7.75 million students enrolled in third-level education.

In Turkey, about 95,000 of the 900,000 expected graduates in 2019, which is more than 10%, are graduate from the engineering department and 23,000 people graduate from computer/software related departments. The number of engineers graduated in Germany is around 75,000, while in the United Kingdom this number is 37,630. Given these figures, for the emergence and expansion of initiatives in sectors such as educational technologies and games, Turkey presents itself as an ideal market for growth. (hesa.ac.uk & destatis.de)

PIONEER IN CRYPTO CURRENCY

Examining the development of impactful crypto sector in recent years in the world, Turkey seems to have left behind many countries with the amount of its population who use crypto currency. According to the research results covering 13 countries in Europe, the USA and Australia, done by Statista, 70 percent of the population of Turkey is familiar with crypto currency, making Turkey a huge market for crypto currency ventures. This number is 66 percent in Europe.

According to the survey, the ratio of those who have money crypto is quite high in Turkey, one in five people (20 percent) have Bitcoin or a different crypto currency. This rate is 9 percent in Europe, 7 percent in Australia and 8 percent in the USA. With the advantage of geographical

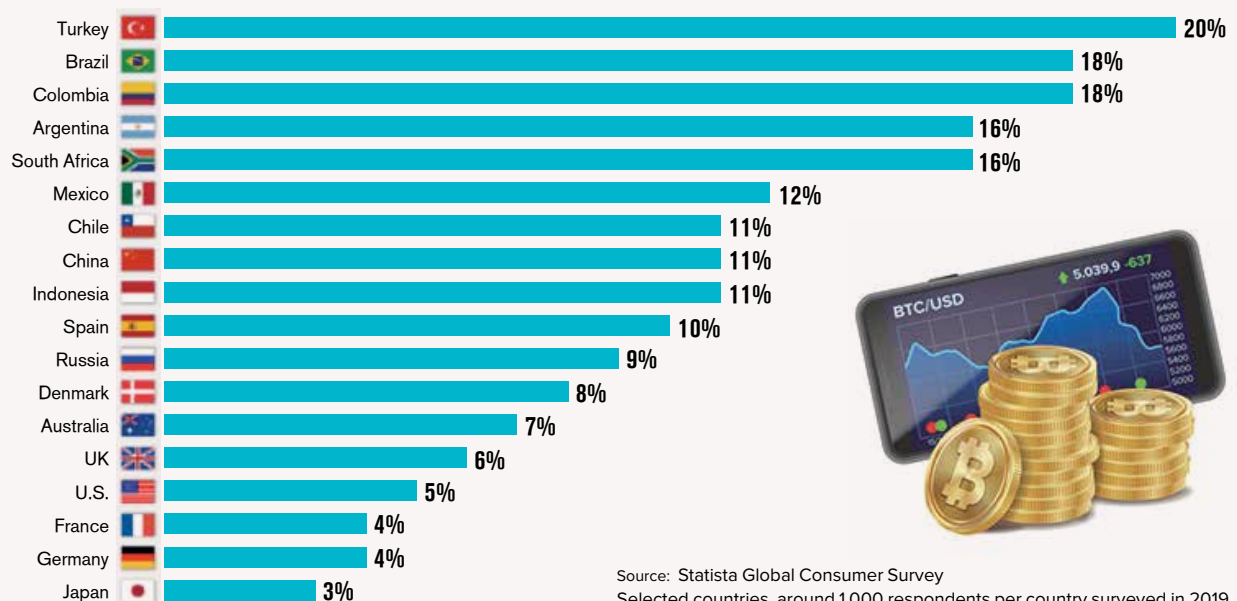


According to the research results covering 13 countries in Europe, the USA and Australia, done by Statista, 70 percent of the population of Turkey is familiar with crypto currency, making Turkey a huge market for crypto currency ventures.

location and fund of knowledge about crypto money and blockchain, Turkey's potential to become the rising epicenter of blockchain technology is grabbing attention. The recent events such as Eurasia Blockchain Summit and Blockchain Economy İstanbul have become an attractive meeting place for thousands of people from America, Asia, the Middle East and Europe.

HOW COMMON ARE CRYPTO CURRENCIES AROUND THE WORLD?

Share of respondents who said that they used or owned crypto currencies



Source: Statista Global Consumer Survey
Selected countries, around 1,000 respondents per country surveyed in 2019

TRANSITION TO BLOCKCHAIN IN PUBLIC AND PRIVATE ENTERPRISES

The Blockchain Turkey Platform founded under the leadership of Turkey Informatics Foundation (TBV) in order to increase awareness and use of Blockchain started working with the support of organizations from different sectors in Turkey with the goal of creating a powerful blockchain ecosystem. In addition to the trainings and activities organized and various informative publications and content, the platform has started to sign important collaborations with science, industry and technology academies, think tanks, universities, blockchain platforms of other countries and associations.

In addition to many large institutions and organizations that have started to work on blockchain technology, institutions such as Borsa İstanbul, Takasbank, Undersecretariat of Treasury and Central Bank of the Republic of Turkey (TCMB) announced that this issue was followed closely and supported.

TECHNOLOGY ENTREPRENEURSHIP & INVESTMENT ENVIRONMENT

Formation of Technoparks, that serve as a bridge between universities and the private sector and help commercialize the research and help facilitate the joint projects between the academic world and private companies, started in 2001 and developed rapidly in Turkey. According to a report published by the Turkey Investment Office, the number of

In Technoparks, which provide many advantages to the enterprises during the establishment phase, 5,334 enterprises employ 51,574 people in total.

Technoparks in Turkey has reached 81 in 54 cities.

In Techoparks, which provide many advantages to the enterprises during the establishment phase, 5334 enterprises employ 51.574 people in total, the number of patents registered by the companies operating in the region is 1,053 and the number of patents in progress is 2.260. Total endorsement of these companies increased by 23.1% compared to the previous year (2018) and reached TRY 16 billion and total export volume increased by 31 percent, compared to the previous year, to TRY 3.8 billion.

While 37 percent of companies operate in software sector, 17 percent operate in computer and communication technologies sector, 8 percent operate in electronics and 6 percent operate in machinery and equipment manufacturing, which take part in the Technology Development Zones, companies from many sectors such as medical, energy, chemistry, food, defense, automotive are also conducting research and development activities in these regions.

TURKEY IS ON THE RADAR OF VENTURE FUNDING COMPANIES

Considering the educated population in Turkey, the technological research and development, venture centers and the growing ecosystem figures, it appears that the technology entrepreneurship will rapidly develop and become a hub where the number of projects that will achieve global success will increase gradually. In fact, realizing

THE NUMBER OF TECHNOPARKS REACHED 81

The number of patents registered by the companies operating in the region is 1,053 and the number of patents in progress is 2.260.



the potential in Turkey, Sequoia Capital, Wamda Capital and Tiger Global, as foreign investors, have confirmed it by investing in the market of Turkey.

Entrepreneurship ecosystem, which has been improved through supportive reforms provided by the state, is swiftly advancing towards maturation. The major state-sponsored institutions that incessantly support the entrepreneurs and investors in Turkey are: Small and Medium Industry Development Organization (KOSGEB) and the Ministry of Treasury and Finance of the Republic of Turkey.

Although, the fact that some Venture Capital companies approached the end of their funding periods as of 2018 and this caused investments to decrease compared to the previous year, with the new and larger funds established by these Venture Capital companies, newcomers to the ecosystem in 2019 and the Tech-InvesTR program initiated by the Ministry of Treasury and Finance of the Republic of Turkey, an increase in investment

Hummingbird Ventures

7 Startups, 11 deals, 1 exit

Tiger Global

3 startups, 9 deals, 2 exits

Wamba Capital

5 startups, 7 deals

Middle East Venture Partners

3 startups, 6 deals

Beenos

3 startups, 4 deals

Endeavor Catalyst

4 startups, 4 deals

Entrepreneurship ecosystem, which has been improved through supportive reforms provided by the state, is swiftly advancing towards maturation.

values is expected by 2020. As of 2019, 471 informal investors, 163 corporate venture capitals, investment centers and more than 50 acceleration centers actively support the entrepreneurial ecosystem.

MASS DEMAND FOR TECHNOLOGY AND ENTREPRENEURSHIP ACTIVITIES

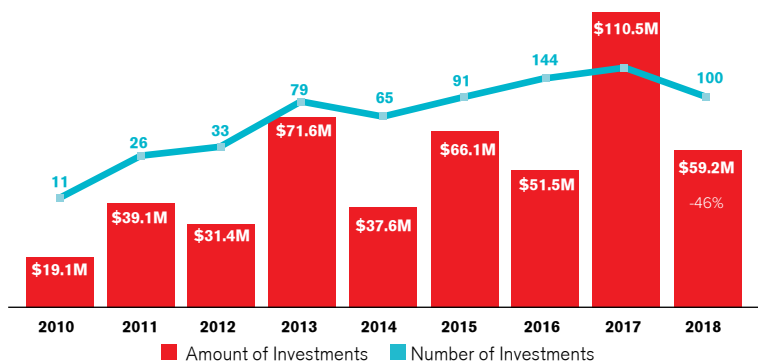
Every year in Turkey, global-scale activities are organized for those who wish to closely follow prominent speakers, entrepreneurs and investors. In 2019, as in previous years, nearly 30 large-scale technology events and conferences entertained thousands of entrepreneurs, investors and experts from Turkey and around the world. It is possible to come across small-scale trainings, conferences and events held specially for the fields of technology such as blockchain, artificial intelligence, IoT and new media in dozens of different places in Turkey.

If we talk about the number of people affected by some important activities and the impact of these activities, this year, the number of applications for Startup Turkey, where 100 initiatives from 65 countries came together, reached 130,000. In the annual Big Bang Start-Up Challenge, a total investment of TRY 21 million was made in the enterprises in 2018. While the 7th year of the Innovation Week, entertaining 20 thousand 800 people on the first day, reached the highest number of participants with about 40 thousand participants, Teknofest, which hosted 1 million 720 thousand people this year with record breaking participation, has become the world's largest aviation, space and technology festival.

In light of all these developments, Turkey will continue to be a center of attraction with its demographic, economic and rational advantages and opportunities in the new era of the changing and transforming world and will be the center and catalyst for many initiatives that will mark the near future. A growing amount of entrepreneurial companies, pool of funds, government support and infrastructure offer opportunities for Turkey to prove its true potential. Global companies that become aware of this unique ecosystem are becoming, and will continue to become, a part of this ecosystem. ■

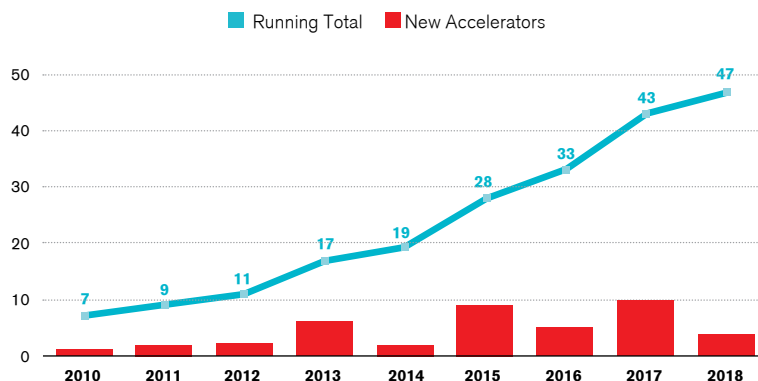
VENTURE INVESTMENTS OF ANGEL AND VENTURE CAPITALS

Turkish start-ups have attracted \$ 500 million in investments in the last 9 years.



Source: Presidency of the Republic of Turkey Investment Office

THE NUMBER OF STARTUP ACCELERATORS



Source: Presidency of the Republic of Turkey Investment Office

“THERE IS A CRAZY POTENTIAL IN TURKEY. I WANT TO EXAGGERATE, BUT I CAN’T. THAT’S THE TRUTH.”

One of the Turkey’s most important investment fund managers, **Barış Özistek** commentated on Turkey’s venture and investment ecosystem for *The Turkish Perspective* readers.

BY TAMER İŞİTİR

The Turkish Perspective: Let’s start with the Boğaziçi Ventures. How did the story of the company begin?

Barış Özistek: Boğaziçi Ventures is a venture capital firm founded by technology entrepreneurs. I am a mechanical engineer. We are technology entrepreneurs, not investment bankers. We have competently sold two technology companies before. One of them was a payment systems company sold to a Malaysian company. We had two brands; Game Sultan and PaytoGo. We sold these two to Money Online. On the other hand, we also sold our game company JoyGame to NetMarble. Thereby, we have two successful boomers with similar stories, both established in Turkey, and then grew up in the Middle East and North Africa. Then the sales took place. Subsequently, we established the Boğaziçi Ventures with 3 founding partners and our partnership structure expanded with the acquisition of new partners. The reason for this is that; when we talk about mutual fund, you need to take care of every company you invest, take part in the board of directors and give it mentorship. So, the more you build a strong partnership, the more support you can give. The amount of direction you can give to the company



Barış Özistek, the Chairman of both venture capital fund Boğaziçi Ventures and game publication company Netmarble EMEA

“In Turkey, there is a terrific potential that is not appraised.”

depends on your partnership structure, so I can say that we have grown step by step because there is safety in numbers. For example, I know the Asia very well, while the other partner knows the West. While I know the gaming industry, one of us knows financial technology and the other one knows artificial intelligence. It is a collective transaction of know-how. We made these sales in 2013 and 2015 and established Boğaziçi Ventures in 2015.

Not even five years has passed, but it has been very reputable.

Our first fund was a friends and family fund, we also made investments. During this period, I also had a starters-up experience. Turkey’s largest venture accelerator center. I took part in its foundation, and I am still on the board of directors. That firm is making very early stage invest-

ments and as already seen, as all partners, we have been involved in a total of nearly 100 investments in 5 years.

I suggest that, in the light of this, there is a crazy potential in Turkey. I want to exaggerate, but I can’t, that’s the truth. In Turkey, there is a terrific potential that is not appraised. We said, let us focus on our existing investments, or seize this financial opportunity in Turkey as well as

also benefit the country. So, we decided to set up a new fund, the BB Growth Fund came into being in this manner. The reason we set up this BB Growth fund is our desire and ambition to invest in good tech entrepreneurs.

Now that you've set up the BB Growth Fund to touch all of this great entrepreneurial potential, 'the octopus must have very long legs.'

Exactly. Financially, they need to be even bigger. There should be more resources, not limited resources. The team needs to be bigger. So, let us establish a fund worth TRY 300 million, and with the entirety of this fund, let us invest in technology initiatives which are in a stage of growth. By the stage of growth, I mean that they have passed the idea stage, have implemented the idea they dreamed, have a product we can touch, proving that the business model of the product is working and formed up a team. We do not have expectations like making super turnovers or being profitable. We think there is a terrific need of funding there. Today, if we come together with an entrepreneurial team and have a good idea, we can prepare a presentation and easily get an angel investment. In Turkey, there is no difficulty in finding it. If a team in Turkey says, "I'm looking for USD 50,000", and it cannot find the funding, that team is not a good team. There are more than enough angel investors in this area in Turkey. Some do it emotionally, saying "let us help these kids," while some others say, "let us have a small stake in two or three companies, maybe it will work". Thus, the bottom of the pyramid is robust in Turkey. So, what's on the bottom of the pyramid? Lots of entrepreneurs, talented team, ideas, investors. But when we go up one level, there is a tremendous need in that area of our focus. It's an area like this; For example, one application has been implemented and marketing is needed to grow it. We need to make it more popular and we need development. At that point, an average capital of USD 200-300 thousand is required. When the start-up says, "I am looking for USD 200-500 thousand investment", that business turns out to be not on the scope of angel investors. When you say, "invest me USD 300 thousand" to the investor

you take USD 25-30 thousand from, they say "what the hell is going on", and they are right. The angel investor should never invest USD 500 thousand in a company. He or she should divide that amount into 10 companies. In doing so, the angel investor puts his or her money and exertion into that company but when the company's need goes up to USD 500 thousand, this topic exceeds the involvement of angel investors. After that, it is now entering the limit of funds. Venture capital funds are the addressee of this level of need. Because this place is too small for strategic partners. Let's say that you have a financial technology start-up. When you go to a bank, the bank cannot invest in you. In order to invest, the bank will require a financial audit and legal audit. There will be a lot of procedures. Start-up does not have the power to meet those requirements. The start-up is looking for a very large amount of money for the angel investor and a very small amount money for the strategic investor. Turkey's biggest shortcoming is this range of funding. For this reason, we established BB Growth. We think that this is Turkey's largest need. This is the story of BB Growth.

And you established it to fund only the Turkish entrepreneurs.

Yes, we only invest in companies that are established in Turkey. In no way do we

**BOĞAZIÇI
VENTURES**

"There are lots of entrepreneurs, talented teams, ideas, investors in Turkey. But when we go up one level, there is a tremendous need in that area of our focus. For this reason, we established BB Growth."

invest outside Turkey. But our request of the company is that they will be based in Turkey, they will produce the technological process in Turkey, but will be commercializing their products and services to abroad. We do not invest in companies focused in the market of Turkey.

Well, what if a young Indian is to establish a company in Turkey with his or her friends?

There is no problem, as long as the companies are established in Turkey. We are investing in their joint-stock companies established in Turkey. There is also a patriotic side (laughs). Jokes aside, being in Turkey is an opportunity in this regard. While technology production seems to be something that can be done all over the world, it isn't. Because when the business is successful, there is a need for a qualified workforce, as production needs to be further advanced. In 80-90 percent of business processes, you are not looking for a Professor to hire. You are looking for 10 developers and for 20 designers. So, you need a qualified workforce and it is much easier to have a qualified workforce in Turkey and it is economical. Doing this in the UK is much more costly. You need 5 times the investment.

So, in cost terms, who are the rivals of Turkey?

Poland can be called our main competitor. Sometimes numbers are not the only matter. Germany's figures on skilled labor are similar to the figures of Turkey. But there is a tremendous difference between the salary received by an engineer who graduated from a university in Germany, and the number of companies looking to hire engineers. Imagine having a total of 1 million engineers on both sides. The number of engineers interested in start-ups on both sides is a critical point. On the other hand, for start-ups, there was an opportunity: In Germany or Japan, that engineer sometimes has the opportunity to become an entrepreneur, sometimes comes the opportunity to get a job and get paid. And they mostly prefer the opportunity to get into that job. In Turkey, they are mainly inclined to entrepreneurship. In fact, a reverse situation occurs here. This is an important matter against the big companies. For



example, Turkey is growing incredibly fast in the gaming industry.

In 2018, 1 billion dollars of games were exported.

Yeah, but there's something else. There are currently over 500 game studios in Turkey. And there are no rivals close to us in all this region.

Do we love games, what is the reason for this?

You're developing a game. Let's say you put it in a store and this game earns USD 10 thousand per month. In the United Kingdom, the entrepreneur who makes USD 10 thousand in income would collapse. In Turkey, they are in high spirits. Together with a team of 3 people, this means USD 10 thousand for the equivalent of TRY 20 thousand per capita. This comparison is the same whether it is with Germany, Japan or Korea.

Then we can easily say: Turkey is, with a population of 80 million, with the skilled work force and a very active entrepreneurial potential, not only in this region, but one of the world's most important countries. Therefore, it has many advantages for investment and to produce technology.

"It is very, very difficult to create a technology product where there is no Hometown rule. An opposite example is Israel. Why can't Israel do this? Because there's over-funding."

Let me interrupt and talk about another advantage. Do not just understand it as labor cost advantage. When you first introduce the technology product to the market, the product is never perfect. 8 to 10 interactions are needed to make the product perfect. There are many processes like this. That means, let's talk about a simple mobile application, you first appear in your own market. For the application to be perfect, users must first use the application. You need to collect feedback from the users. Then another interaction,

another interaction... Until it comes to a perfect state. Look at the big technology companies in the world, 95% of them have a common feature; the market in which they are born is very large. Parallel to this, they have grown up, perfected their products, and then went global. For example, Facebook did not enter the Japanese market on the day it was opened. After Facebook became well-known, it entered the Japanese market, entered the Asian market. Facebook, Google, Amazon... It's no surprise that these companies emerged from the USA. Not because it is America; their market is large, their qualified workforce is greater, they can quickly buy and polish the product with meaningful marketing costs in the market, they can optimize the product, then they enter the foreign markets

In this sense, we can say that Turkey shows similarities with America.

Not only in America but look at China for example. Look at AliBaba, established in China, look at TikTok. The same pattern. In China, there are resources to produce this technology, on top of that the market is huge. They can optimize the product very quickly. Tiktok was first established in China, then stepped into other countries. I call it the Hometown rule. The Hometown rule should be working. It is very, very difficult to create a technology product where there is no Hometown rule. An opposite example is Israel. Why can't Israel do this? Because there's over-funding. I am not saying enough; I am saying overly large. Remove this oversized funding. There are no other examples of this.

The thing that sticks to my mind is; How does this qualified labor come into being in Turkey? What is the source of this interest in technology of Turkish people? What is the role of Turkish universities in this interest?

First, perhaps there are very few Turkish universities among the top 500 universities, but in the rest of the ranking, there are too many. For example, private universities. We have very good private universities. I'm not saying super, but they give a good education. We have a training system that responds to what we need. Because, what we need is not to

educate a very small population very well, it is to educate a large population well. Therefore, our education system meets this need. Second, let's not forget that the Turks are entrepreneurs. Throughout history this has settled as a habit. You open 1 jeweler and 10 more jewelers open business next to it.

Correct, we set up the bazaar.

So, where does this work? Entrepreneur society learns technology from the Internet, by watching videos. Let's not just get stuck with university topic. Because the Turks are entrepreneurs, and so to speak, a competent society.

So, like a guerilla...

Yeah, like a guerrilla. Instead of sitting at home and watching television, the person who gets the video training succeeds. Therefore, human resources are constantly increasing as our entrepreneurial minds make use of those resources. We sponsored a TV show last year. 14-15 years old children developed and offered us a lot of games. while on air, we asked them how they did it. They replied that they learned this by watching a couple of videos.

Do you have any obstacles in the development of the technology investment environment in Turkey? At which points do you experience the greatest difficulty?

Let's say we will build a USD 50 million fund. It takes 6 months in any country. But it takes longer here. Because the appetite of domestic investors is much lower. That's why foreign investors should come here. Funds offer great opportunity to foreign investors. For example, you are a foreigner investor, there are many opportunities in Turkey for you, it's true. Any investor can already understand the situation in a half-hour meeting. But investors will come to Turkey from Japan. Which technology initiative will they find? How will they manage it?

And a competitive environment needs to be created too.

Exactly. So, we need to make a very good publicity right now. We need to talk about these opportunities without stopping. For example, the Investment Office does this job quite well. We went to Singapore together, they made presentations. We told them, they listened. they told us, we

listened. These works from every channel should continue. The private sector should also tell these. The presidency should also work about this. Investment Office should continue at the same pace. The Silicon Valley is one of the first 5 things that comes to mind when we think about America today. What comes to mind when you think of Turkey? Cappadocia, Istanbul and tourism. This is a good source for Turkey, but if tourism comes first to our minds, secondly, technology should come to our minds so that the funds can flow in.

The importance of Turkey's geographical position has been described to us for years. When I entered the world of technology, I questioned the importance of this situation. Eventually we entered the age of technology and thought that this privilege lost its importance. This was my sincere opinion 10 years ago. My opinion today has changed completely. The geographical position, no matter how important it was during the Ottoman Empire, is equally important today.



“In terms of work culture, Turkey is very close to Asia; Europe is far away. Turkey’s work culture is in the middle of these two.”

I realized this when we sold the game company I just mentioned to NetMarble. After this sale, Turkey has become a center of EMEA. I understood how important Turkish Airlines and Turkey's geographical location is, in this way. Because a flight to London from Istanbul is 4.5 hours and to Dubai is 4.5 hours. The EMEA region can only be managed from Istanbul. Because there's an hour difference. When it comes to technology, machines are not the only thing that works. There is cus-

tomers support and social media management. You must have different language skills. For example, you can make social media management from Turkey to both England and the Middle East. Doing it from France or Spain is very difficult. You need to get everyone on the night shift. In this regard, Turkey is important. For example, dozens of technology events are being held in Turkey. If it wasn't for the economic conjuncture, there would be ten times more of these kinds of events. Because here is a very privileged meeting point. There is such a thing in the world of technology, people come from all over the world building networks in this sense, Istanbul is very valuable. People come from different countries, they are thinking 'Let me do 2 days of technological activity, do 2 days of sightseeing, I will combine these events with the weekend.' There are direct flies to Istanbul from everywhere. The importance of Turkish Airlines comes into play here. If you make a technology event today, would you make it in Turkey, or Poland? Who can go to Poland and how? There's nothing as difficult as a Korean going to an event in Poland. For example, a game fair is organized in Cologne, many people I know have to make transfers during the transportation. When I say that I come from Istanbul to Cologne with a direct flight, this makes people go like 'wow'. For an asian, going to Cologne is a 20-hour journey. On the other hand, to put an end to Turkey's Daylight-Saving Time also provided an interesting benefit. Because we're now closer to Asia about an hour. This is critical. It is not a major inconvenience that we have reduced our working time with Europe for 1 hour. For example, there is a very important difference between the fact that our working hours with Luxembourg have decreased from 8 to 7 and that from Asia has increased from 3 to 4. this means 33 percent increase in our working time with Asia. I work with Korea very often. There is a clear improvement in efficiency. Currently, 60 percent of the digital ecosystem is made up by Asia. Asia is the direction we should turn our faces. When Atatürk said, "Let's turn our faces to the West", he meant to turn to modernism. In this sense, in terms of those who want to work with Asia, Istanbul and Turkey are very attractive.



There is a saying that ‘Geography is destiny’; In this sense, we can say that Turkey has a lucky fate.

In fact, as work culture, Turkey is very close to Asia; Europe is far away. Whether you are a large-scale company or a technology start-up in France today, you cannot work 37 hours if the official working hours are 36 hours per week. That’s their working culture. In Asia’s working culture, no one can go home unless the work is finished. In this way, they have become very successful in technology. The important thing is to achieve the goal. Turkey’s work culture is in the middle of these two. We can’t say that we work as much as Asians, but we don’t have a culture like a western European country, “that’s my working hours” or “you can’t email me on holidays”. Therefore, we are able to work with both Asians and Europeans easily.

When it comes to Asia, I think it’s necessary to put a separate parenthesis on the importance of the population. When Asian companies employ two shifts, day and night, it is clear that the unemployment rates of countries with a population of 1 billion get very low on their own scale. With this method, they create employment and increase production. So, as long as you support production, you need the workforce. With the double shift system, it is possible to reduce the unemployment rate to very low levels. Turkey also has such an opportunity. When we consider the advantages of Turkey that you have mentioned, the fol-

“The EMEA region can only be managed from Istanbul. Because there’s an hour difference. Also there are direct flies to Istanbul from everywhere.”



lowing question comes to mind: When will a unicorn emerge from Turkey? I mean there’s flour, sugar, fat; then why don’t we have halva?

It’s simple, because the funding is low. Turkey’s best technology companies were sold for a very good amount of money. For example, we sold two companies in 2013 and 2015, and sold them for good amounts of money. But if there was an abundance of funds in Turkey, perhaps rather than selling them, we were going to take an investment and challenge the giant companies of the

world. For example, last year Trendyol was sold to AliBaba. It was sold to for very good figure. But maybe if there was an abundance of funds, instead of selling that company to AliBaba, it would play to be the AliBaba of this region. Anyway, it was so close to being unicorn. Let alone being a unicorn, it could have reached the value of USD 10 billion.

How many unicorns do you think will emerge from Turkey in 5 years?

Within 5 years, probably 10 unicorns will emerge from Turkey. Look, Turkey’s export target was USD 1 billion in IT export for 2023. I said that during the IT Strategy in 2015, “In 2023, the game sector alone will make USD 1 billion”. In fact, this figure became a reality in 2018. Again in 2023, at least 10 unicorns will emerge from Turkey, I say.

So, given that you are one of the first actors of the new economy, do you have an influence in the policies of the decision makers in administrative terms?

The private sector is often consulted by the community. When they ask for opinions in many areas, we share our ideas.

Do your ideas ever come to life?

They do come to life. Maybe not fast enough, but I’d say we have close contact. For example, in Korea, the state has determined areas such as biotechnology and biochemistry for new generation technologies. The state says to the companies, “If you set up a fund and you put in USD 50 million, I will put in USD 50 million to get USD 100 million.” The state does not put money in real estate or investment funds, it puts money into biotechnology. This is one of the things that accelerates Korea incredibly. There are currently 800 funds and 127 venture capital companies in Korea, and they have the 5th largest fund size in the world. This is a simple tactic they have been practicing for years. We were giving the public opinion in this direction, and finally, this took place this year in Turkey. This is the process Treasury approved and will be an investor. Of course, we’re at the beginning. But we can look positively forward. Currently 5 funds have been approved, these 5 funds will be implemented. There’s a long way to go, but I’d say we’re on the right track. ■



RECORD BREAKING PARTICIPATION AT DESIGN WEEK TURKEY WITH 61 THOUSAND PEOPLE

Design Week Turkey, the most important event of the Turkish design world organized for the 4th time, brought many domestic and foreign designers together. With its record-breaking number of participants, while adding another milestone to the path of making Turkey the most important design center of Eurasia, design awards were given to their owners within the Design Turkey Industrial Design Awards which was held for the 8th time.



DESIGN WEEK TURKEY 2019, organized by Turkish Exporters Assembly (TİM) with the coordination of Ministry of Trade in order to construct a design culture and to introduce the designers in Turkey to the world, brought together the essential components of the design world at Haliç Congress Center (İstanbul) between November 14th and 17th this year. The interest shown to the event, which hosted the world-renowned designers as speakers, with 61 thousand 382 people, the highest number of participants to date, was worth seeing.

GLOBALLY KNOWN DESIGNERS HOSTED IN İSTANBUL

During the four-day event, more than 100 speakers and over 150 designers met up with the participants in 34 panels and conferences, 53 exhibitions and workshops. Participants found the opportunity to meet precious speakers such as British Industrial Designer Sebastian Bergne, London Design Festival Director Ben Evans, Dutch artist and innovator Daan Roosegaarde, Automobile Designer Niels van Roij, president of Taiwan Medical Design Association Kevin C. TSeng, International Forum Design CEO Ralph Wiegmann, Architect Melike Altınışık, Fashion Designer Arzu Kaprol and Hakan Akkaya and Economist Emre Alkin in the event,

whose main theme was "Beyond Design". In the panels and conferences held under the titles of sustainability, game design, codes of competition in design, medical design and contemporary jewelry design, the recent developments in the design world were debated.

İSTANBUL WILL BE THE MIDPOINT OF GLOBAL DESIGN

TİM Chairman İsmail Gülle, speaking at the introductory meeting of Design Week Turkey, stated that they plan to make İstanbul the global design center next year and said that "We endeavor to introduce our young Turkish designers to the world and introduce them to export. We will launch a new project that will contribute to the branding journey of our country.



İsmail Güille stated that from the social life to production and export in every aspect of our lives, that we live in a transformation that comes with global trends and he said "To stick to the standards, to continue what was done yesterday and to plan the future with the existing methods is no longer enough for success. We are in the age of individuals and institutions who have internalized dynamism, have mastered all kinds of technological developments and watched the direction of the world carefully. Particularly, the digital and technological transformation that constitutes the pillars of the fourth industrial revolution has restructured many phenomena with the social integration of the millennial generation. We see the most important consequences of this situation in the

DURING THE FOUR-DAY EVENT, MORE THAN 100 SPEAKERS AND OVER 150 DESIGNERS MET UP WITH THE PARTICIPANTS IN 34 PANELS AND CONFERENCES, 53 EXHIBITIONS AND WORKSHOPS.



"Next year, we will launch a new project that will also contribute to the branding journey of our country" said Mr. Güille.

economy and trade life. Making the most useful, best quality product no longer makes you competitive by itself. To be rapid, to create aesthetic products, to produce in accordance with customer demands to be able to survive in the competition is essential. This issue is not only a matter of the manufacturing industry but also of all our complementary sectors."

TİM Chairman Güille said that they have composed an extraordinary program with sessions covering many subjects in Design Week Turkey and continued as follows: "Growing more and more every year, in terms of organization, is very important to make our Istanbul, one of the leading metropolises of the world, a capital of design. The fact that more and more people are attracted to Design Week Turkey every year, which has hosted more than 120,000 visitors to date, is the biggest motivation for us. In the last year's Design Week Turkey, we hosted more than 52,000 visitors for 3 days. This year, we reached a record participation with 61 thousand 382 visitors. Next year, we will launch a new project that will also contribute to the branding journey of our country. In this context, we will organize an international organization where we will bring together all our activities for fashion and design. With this project, where design and fashion will be discussed throughout the year, we will make Istanbul an international, Eurasian regional design center and transform Istanbul into a global design center where industrial, visual and fashion design agencies will open offices."

“Turkey combines craft and industry”

World-renowned designer Ralph Wiegmann spoke to The Turkish Perspective at Design Week Turkey.



BY TAMER İŞİTİR - EGE CERMAN



Ralph WIEGMANN,
CEO of IF International
Forum Design GmbH

aspects. You combine the east and the west, you combine craft and industry, that is a very important area and I think Turkey has more options than some other countries in using those preconditions. Right now they are not perfectly used but I think there are many options in using it in the future because not every country has this kind of preconditions. Historically, Turkey has a big advantage.

The Turkish Perspective: You mentioned that there is a currently ongoing tremendous change in the design world during your speech. In which direction the trends are inclined to evolve to?

Ralph WIEGMANN: We were talking about the profession of design and I think, for designers and for future designers, it is not any more important if you major in industrial design or communication design or anything like that, you have to be multidisciplinary. There is no other alternative anymore. One branch of education is not going to be enough, just one direction is definitely not enough because many things we have to do are far too complex to be solved by a single individual discipline so you have to think multidisciplinary.

TTP: How does Turkey keep up with these tremendous changes in the design industry? What are the advantages of Turkey in this sector?

R.W.: As far as I can say there are two aspects that I would focus on. One is, of course there is a kind of traditional education so far but I can see an advantage in a country like Turkey, that is, in this country you combine so many

TTP: Design and art are often thought as apparently identical, though there is a separation between the two. What would you say about that?

R.W.: Many designers, especially young designers love the idea that they are artists but no industry person would ask an artist to design a product, right? You would ask a designer. You can paint or you can do sculptures as a hobby but not as a profession. If you are a designer you have to serve and solve a problem. An artist does not have to serve a problem. He or she can express whatever he or she wants, that is the right of the artist. The designer has to serve so please differentiate between the art and the design.

TTP: Every year Design Week Turkey brings designers and its stakeholders together and presents them to the world. What are your opinions about this organization?

R.W.: I was here last year as well and I am pretty happy to see that it is even better than I have expected it to be this year. Still, I would say we have to find a way to get industry more involved, directly in this Design Week Turkey, but the preconditions are again very well said.

TTP: Where does Turkey stand compared to the other countries with reference to its design potential, intelligence and mentality of aesthetics?

R.W.: No country should or can follow other countries besides several objects. If we talk about technical products like television and such, they just use one design language, they do not have many design languages. If it is about many other products, of course you can have culturally integrated aspects. It can be cups, it can be household products or anything like that and I like to have some cultural approaches in some specific products. Please do not think about following country A or country B, every country is individual and that makes us so special as human beings.

TTP: Turkey has many advantages in its area such as its labor force and geostrategical placement. Could these advantages lead Turkey to be a regional leader of design?

R.W.: It is a good question. It would happen, supposing that would be the aim of Turkey. It would be very ambitious. Of course then you need a very close cooperation of different parties because on the one hand you need government for that, on the other hand you need an involvement of the industry, you need creatives as well such as architects and designers and you have to integrate the education. If this all comes together and there is a real strategy then it is possible. You need to unify these different parties, that is very necessary for it. It is not easy.

TTP: Considering the rising number of the foreign companies which are in cooperation with Turkey, can we say that Turkey is showing promise on the path of a design driven success?

R.W.: Yes sure, Turkey is cooperating with many companies like Samsung, Bosch and Siemens. I think that Turkey has quite a few brands from international working cooperations. We just have held an auto conference for the German-Turkish Chamber of Commerce and Industry two days ago. Also Turkish Exporters Assembly as an export organization should cover a good variety of companies.

DESIGN TURKEY INDUSTRIAL DESIGN AWARDS FOUND THEIR OWNERS

A total of 62 awards were distributed in 13 categories, 8 of which were outstanding, 36 were good and 18 were conceptual awards.



TO REWARD GOOD DESIGN that gives added value and competitive advantage to the product in export and national market and to make the benefits of the product to society and industry visible, for the 8th time, 62 design and designers were awarded in 13 categories within the scope of Design Turkey Industrial Design Awards.

Selective committee of local and foreign designers evaluated 286 designs that were applied to Design Turkey Industrial Design Competition, which is organized in order to contribute to the



62 design and designers were awarded in 13 categories within the scope of Design Turkey Industrial Design Awards.

branding of Turkey. A total of 62 awards were distributed in 13 categories, 8 of which were outstanding, 36 were good and 18 were conceptual awards.

"WE ARE WORKING TO MAKE DESIGN A CULTURE"

Speaking at the ceremony, TIM Chairman İsmail Güllü, highlighting the importance of design for value added production, stated that "In order to reach our goal of Turkey having foreign trade surplus, we must accurately identify how we create sustainable exports and added value. Brand and design are essential for creating



value added products. We're working hard to get more designers out of this country. With our design competition, we support the unique designs of talented young people by bringing students, industrialists, academicians and entrepreneurs together while increasing the creative power of the sectors.

We aim to bring Design Week together with all stakeholders of the design ecosystem to make Istanbul a valuable global design brand."

Drawing attention to the fact that as the Turkish Exporters Assembly, with support of the Exporters Associations and the Ministry of Trade, they undertook traditional works in design and innovation under the support and coordination, Güle continued: "Design is a concept that exists in all areas of life. We, as Turkish Exporters Assembly, to settle this awareness, to bring the design into a culture, are working around the clock. In 27 years, we organized over 250 design competitions with our valuable Exporters Associations. Our young designers who are ranked in the competitions represent us successfully in the international arena. In addition to design competitions, Ministry of Trade and the Ministry of Industry and Technology provide comprehensive design support to our companies. Thanks to these supports, our companies make an important and sustainable contribution to exports by creating



added value in production by employing more qualified personnel while concentrating on design projects. Today, we have a total of 352 design centers operating in 24 provinces, employing 7,329 people. These design centers began to yield their fruits. From the 5,032 projects completed and on-going, the number of patents received so far has reached 371."





Stylish furnitures, clothes, carpets et cetera, exhibited at the Congress Center.



“WE RANK 7th AMONG THE COUNTRIES WITH THE BEST DESIGNERS IN THE WORLD”

İsmail Gülle said, “When we talk about global design, our breasts swell. We rank 7th among the countries with the best designers of the world in the study that is done by World Design Rankings which covers nearly 100 different sectors such as automotive, architecture, agriculture, medical and textile design. In the competitions of hundreds of designers from dozens of countries, our designers bring our country ahead of design giants such as Germany, Holland and Korea with their achievements and awards. I believe that many global designers and great masters will emerge from these lands where the first ceramic was produced in 6,000 BC and the best design products such as carpets, fabrics and jewelry have been made for hundreds of years. We are ready to mobilize the possibilities that will influence you designers and support you to the fullest.

OUTSTANDING DESIGN AWARDS FOUND THEIR OWNERS

The winners of the Design Turkey Industrial Design Awards 2019 were: Ash Ökmen with Argelik's New Telve design, Tamer Yüksek with Beko's Powerclean design, Fulden Topaloğlu with Studio Kali's Sama Furniture Series design, Ece Yalım-Oğuz Yalım with the Rest design of İkizler Aydınlatma, Fatih Özger-Şenol Duman, with the design of KütaHYA Porselen's Multi-Color Dining Set, Kunter Şekercioglu-Özüim Özkan-Sude Edebali with Ayla Porselen Dinnerware Design by KütaHYA Porselen, Utkan Kızıltuğ with Era Home desk design by Bürotime and Seda Palanduz with Orfis Office Waiting Chair design. The award-winning brands and designers received their awards from the hands of Minister of Trade Ruhsar Pekcan and TİM Chairman İsmail Gülle.



Prof. Dr. Şebnem Timur
Head of ITU Industrial Product Design Department

WE ARE SWIFT IN SOLUTION DEVELOPMENT

As for the human resources, we are extraordinary. We are agile and flexible.

This is a very momentous event, especially for the youth which is amassed here. This almost have been the mission through the years and they are very compassionate of that. It is very essential to create a design awareness as well.

As against to the other countries in the design world, considering our young population, geological placement et cetera, Turkey is referred to as a reputable participant of the design world. Consequently the largest manufactory of Bosch produces goods in İstanbul. Our biggest convenience is this young generation. As you see there are so many design students here. As for the human resources, we are extraordinary. We are agile and flexible. We are swift in solution development, we are unamenable to repetition and many debacles. Furthermore we have a large production capability. Owing to the ongoing small workshop productions, working as smaller groups, we are not decelerated by some industrial predicaments. In view of the fact that there are not any differences between the design intelligence of a Turkish designer and a foreign designer, the principles of design are universal.

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Turkey

Discover
the potential

Content: Mete Mordag's Signature in Industrial Design He Creates Life-Affirming Drawings **P51** Production Power of Artepera, Experience of Three Generations: ASKON **P55** Plant Pots Are Smart Now **P58**

Brands

DESIGN, INNOVATION...

DESIGN

Mete Mordag's Signature in Industrial Design

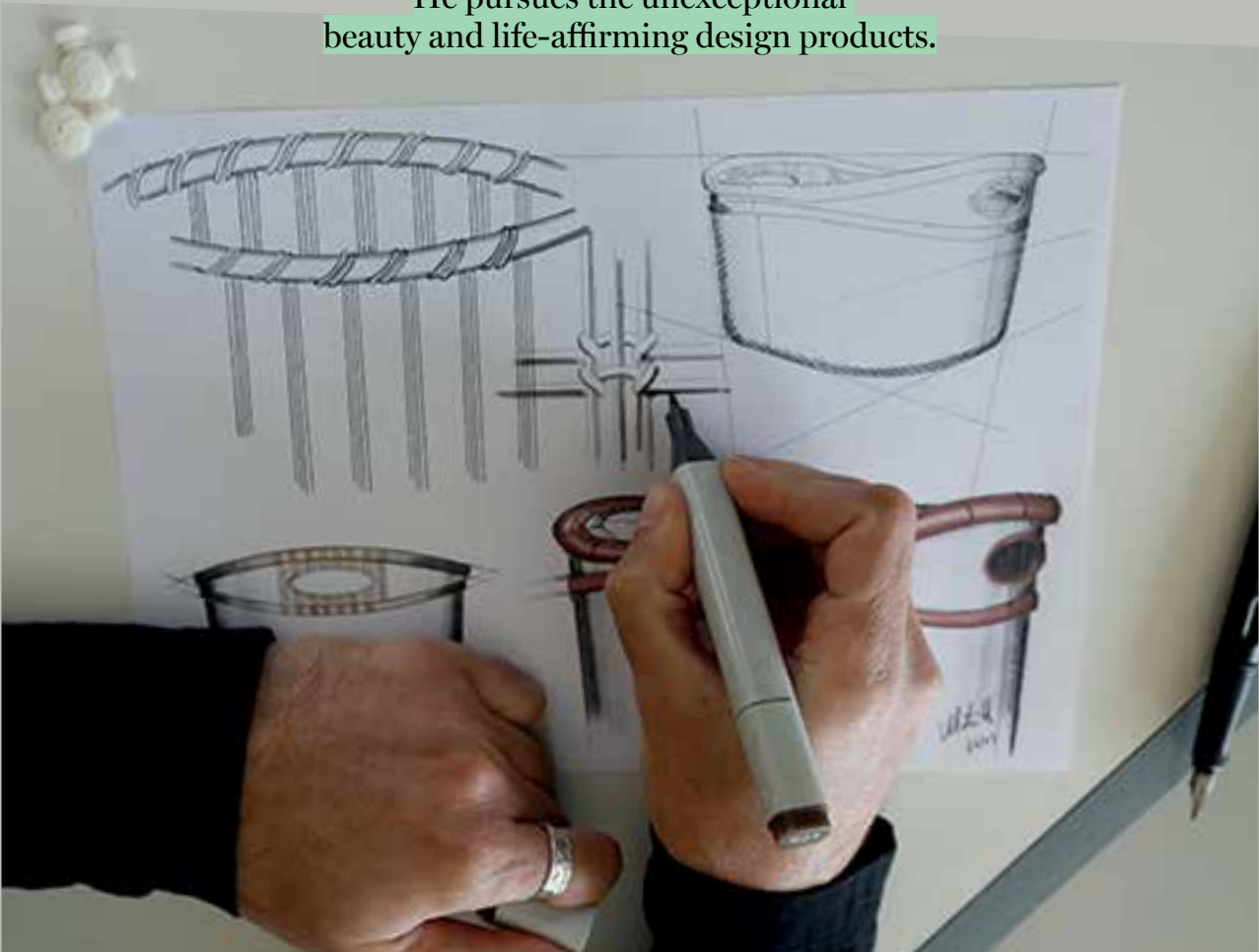
HE CREATES LIFE-AFFIRMING DRAWINGS

The German philosopher Nietzsche once said,

*"All the great ones were great workers, untiring not only in invention
but also in rejecting, sifting, reforming, arranging."*

Industrial designer Mete Mordag who has been designing products
for 14 years with perseverance and rationality, epitomizes this thought.

He pursues the unexceptional
beauty and life-affirming design products.



Mete Mordag, who has a Bachelor's Degree in Mechanical Engineering at Bogazici University, began his drawing journey at very young ages. The drawings made by his family members shaped his life. Despite his interest in math and physics, during his college years, his basic familiarity with the pencil drawings turned into a grand passion involving brushes and huge paintings. When he realized that he could not set aside neither positive sciences nor drawing as a hobby, the question on his mind was "How can I bring those two together?". He found out that the answer to this was the industrial design. Then, he took a 26-hour flight to Sydney and began a two-year Master's program in Industrial Design at New South Wales University. He returned to Istanbul in 2005. Since 2007, he has been creating lasting designs for brands from various sectors such as technology products, household items, kitchenware, accessories, furniture, diving equipment, architectural fittings, building sector, etc.

IN THE PURSUIT OF UNEXCEPTIONAL BEAUTY...

So, what is Mete Mordag designing, what inspires him? He explains his journey as follows: "For me, the universe is proven to be a great expert in aesthetics, because its rational approach to the creation is flawless. All curves, connections, and measurements behind all the "unexceptional beauty" presented by the universe have very obvious reasons. Music, colors, forms... all of them have mathematics leading us to the truth and beauty. Design is obliged to learn and apply this mathematics in its own field. In this regard, I relentlessly pursue "unexceptional beauty" through this approach that I call rational art. Before drawing, I study any word, visual, and text associated



Mete Mordag

with the product or the function in question. The forms or the ideas brought to my mind by these can lead the project to unbelievable directions. For a chair design that requires an aquatic theme, first, I sink objects underwater, then take them out and take photos of the shapes on the surface of the water. The design of a soup bowl, for example, starts by reading the history of the soup and researching the etymology of the word "soup". Then I, suddenly, find myself pouring hot water on bread crumbs. These style-seeking techniques add a story to the creation process of the product, and thus significantly contribute to the marketing and launching activities later on."

Skyroof, is an bioclimatic pergola with motorized aluminum roof panels, which are electrically adjustable up to 120 degrees, allowing the use to adjust brightness and ventilation depending on the weather conditions.

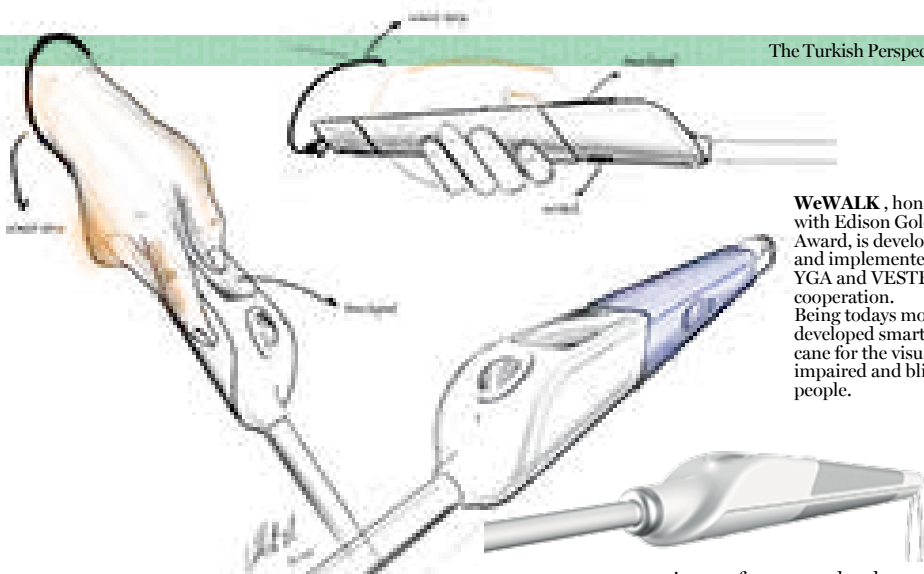


Capsule360 is a motion box that combines multiple operating modes in a single unit. It has 3-Axis Motion capability with SLIDE, PAN and TILT moves. It also offers Smart Object Tracking, Enhanced Time-Lapse Modes, 360° Product Photography, Star Tracking for Astrophotography, Panorama and much more.



"DESIGN IS A MUST"

All products or product parts that we use every day to make our daily lives easier are actually industrial design products. The glass we use to drink water, our keyboard, chair, car, traffic signs, watch, thermometer, toys, glasses, bags... Design products make our lives more beautiful and easier, even if we don't notice it. This function they serve is not just because of their looks. Their looks not only makes an aesthetic contribution to our lives but also bring in elements such as functionality, ease of use, and ergonomics. According to Mete Mordag, a successful product is created when good design is combined with good engineering and good marketing. These three are simply inseparable. One has to think up, design, apply, and market a good idea. The technical and visual infrastructure established by the industrial design has a significant role in R&D



WeWALK, honored with Edison Gold Award, is developed and implemented by YGA and VESTEL cooperation. Being today's most developed smart cane for the visually impaired and blind people.



processes and marketing of the product. Decreasing the number of the parts of the products, simplifying the technical details not only accelerate the application process but also increase the added value for the brand and for the users, directly affecting the price of the product. Whether technology or cosmetics oriented, the design has become a must in all sectors now.

SECRET OF SUCCESS: PERSEVERANCE AND RATIONALITY

One of the two guiding principles in Mordag's career is perseverance. For Mordag, the road to success in the creative arts field, as in many other fields, lies in trying again and again patiently until reaching the good. In this sense, he thinks that the concept of "waiting for inspiration" is just an excuse. He describes the creation process as not a passive but rather active process.

His second guiding principle is rationality. It is very important for him that every decision he makes during the designing process has a clear and rational reason. In this regard, he calls what he does rational art. "When you look at a good design, you can see the clear reasons of each detail on it" says Mordag and adds: "The lines are added or removed from the product to make it more ergonomic, lighter, more practical or more hydrodynamic. You try to solve the problems you encounter in all design projects by means of geometry, physics, and



material. If you have the right answers, the stunning visual beauty of your design becomes its most beautiful garnishment. Therefore, I believe that an object cannot look good or bad, but it can look right or wrong."

ECONOMY, CONVENIENCE AND FUNCTIONALITY

Creating lasting designs for brands from various sectors such as technology products, household items, kitchenware, accessories, furniture, diving equipment, architectural fittings, building sector, etc. since 2007, Mordag designed more than 100 products, and these products are accessible to users from 30 different countries. This wide range of products received awards from six different sectors. 25 of these projects resulted in patent products and ideas. This is mostly because of the engineering behind the designs.

Ghiordes home-kitchen set, which he designed for Plasart,

is a perfect example where the value-added not only by innovation but also through the original aesthetics. The common textural details on these come from the knot, which was born in Ghiordes town in Aegean Region and became known as "Turkish knot" in the carpet weaving world. The first two parts of the set, the laundry basket, and bin were introduced in Ambiente Fair in Germany and broke a record, as 5 million orders were placed for the product.

Asprofil dilatation system, which he designed for Asteknik, is a really good example showing the power of innovation. Thanks to its special section designs, it uses 15 percent less aluminum than other standard dilatation profiles on the market. For a medium-size Shopping Mall project only, it saves 3 tons of aluminum. During the last decade, the product has created incredible advantages for the brand in construction tenders.

The patented neck design of the Bella plastic reservoir system ended the post-production problems about lid fitting, which was a common problem in the sector for years. The neck part of this design that is one of the most important patents in the reservoir market, also allows users to create different color combinations on the product. This feature earned a good design award and enabled the Nova brand to introduce a visual first to the market.

Being the creator of the industrial design of WeWALK, the smart walking stick developed by YGA (Young Guru Academy) and Vestel engineers for visually impaired people is always a great source of pride for Mordag! Having revolutionary features such as obstacle detection, telephone integration, and open-source platform, WeWALK presented to the visually impaired users on last May. WeWALK, which received the Edison Gold Award, one of America's most prestigious awards in innovation, is integrated with Google Maps and Alexa voice assistant. It has a battery that can be charged via USB, an ultrasonic sensor that detects the obstacles, vibrating warning engines, as well as touch-operated surface and BlueTooth connection that allow the visually impaired to use it without holding their phones.

4 DIFFERENT SECTORS, 4 AWARDS

Mordag received many awards during his successful career. He broke a record by winning with his products from the electronics, home-living, lighting, building-construction and kitchen sectors all 4 of the "Good Design Awards" in Design Turkey Industrial Design Awards, a part of the Design Turkey 2019 event, which was held for the eighth time this year. Design Turkey, which was organized and hosted by the Turkish Exporters Assembly under the coordination of the Ministry of Trade in order to make Turkey a trademark in design, brought together more than 100 speakers and 150, academics, students, and thousands of audience in 34 panels and conferences. Mete Mordag won all four awards with Capsule360 camera movement box which he designed for Miops and received a 600 thousand dollar Kickstarter funding; Skyroof



Mete Mordag broke a record by winning with his products in Design Turkey Industrial Design Awards 2019.



Prestige bioclimatic pergola system which he designed for Palmiye; patented modular cooking group with 750 and 900 series for industrial kitchens, which he designed for Kayalar Mutfak; and the fastest Hybrid CNC Unit at its segment developed for dental clinics and laboratories, which he designed for Pole and Redon Teknoloji. Following this achievement, he continues to highlight the importance of the original design.

"WE HAVE MADE PROGRESS IN DESIGN"

Mordag, who impresses the world with his designs, says that Turkey is better than we have thought in producing original designs and good ideas. And he is not wrong. During the last 25 years, Turkey has made great progress in this field. When we look at the top 20 countries in industrial design registration between 1980 and 2017, we see that Turkey entered the list in 1995. Following this, its rise continued. In 2008, Turkey outpaced countries such as Britain, Germany, Russia and entered among the top 5 countries, including countries such as China, Japan, and the USA. Mordag, who says that we are really good at producing

designs and ideas, adds: "However, I need to highlight the word industrial in the term industrial design. It seems that Turkey still needs to make more progress. It has a lot of experience in product development for foreign markets, on how the industrial design needs to be used. This experience results from the fact that the brands have realized long before that the design is an irreplaceable parameter in terms of the value they present to the market. The scope of the briefing given to the designer, the way the marketing team manages the conceptual design process, its experience in practicing the aesthetic and innovative features with the users is more extended than Turkey's. Therefore, the product development process is progressing more efficiently and quickly. This is an evolution process. I am quite certain that Turkey can reach and exceed this threshold in the next five or six years. We have the potential to be among the top 10 in the world with our ideas and imagination. If you say what about realizing these ideas and improving the current market conditions, I think the top 50 would be the right guess. ■

DESIGN

PRODUCTION POWER OF ARTEPERA, EXPERIENCE OF THREE GENERATIONS: ASKON

ASKON's last legacy, Artepera, traces design aesthetics with metal design interpretations.



Artepera positions its design oriented trademark on metal items visioning to enrich and expand its designs in international arena.

artepera

Arterpera is the newest part of a legacy created by Hilmi Konyalioglu in 1932, during first decade of the Republic. The name of this legacy and value is ASKON Iron and Steel Company. Having 87 years of history, industrial and commercial knowledge and experience in its sector, ASKON is one of the leading companies in the field of production, distribution and processing of high-strength and special-quality steels, structural industrial steel construction as well as supply and marketing of raw materials with its technological investments and machinery park established.

Prioritizing quality and trust in the first place, following the technological developments in the sector closely while serving to the people and institutions, aims to lead in its sector, focusing on R&D studies and recruiting educated staff and following a customer-oriented approach to make its services perfect, ASKON has undertaken the mission to make maximum contribution to regional development, national economy and employment. Having a big factory and warehouse

facilities, state of the art technology machines and manufacturing line, and well trained and experienced personnel; the Company aims to be the symbol of the best level of service in iron and steel industry and therefore the Company has restructured its vision with new brands invested. ASKON DEMIR CELIK has transferred its 87 years of quality product and service legacy inherited from its past to the DNA of Arterpera brand.



Arterpera provides wall decorations, clocks, mirrors, kitchen accessories, furniture and sculptures with its designs introducing sovereignty, harmony and aesthetics to the metal material.





İ. Okan Konyalıoğlu,
the Chairman of Askon
Demir Çelik and Brand
Creator of Artepera



ASKON has undertaken the mission to make maximum contribution to regional development, national economy and employment.

artepera

through enriching each of them, Artepera positions its design oriented trademark on metal items visioning to enrich and expand its designs in international arena.

TEAM ARTEPERA

“The greatest invention of man is to agree and work together as a team,” says the philosopher. A good team is that its members complement each other and give more strength to each other's power. A good team is that its members can spread the success over time, motivate each other, and show their success to others.

A good team is the one that doesn't easily give up even in today's competitive conditions, and whose members support each other in hard times, and can say ‘we’ instead of ‘I’.

And Artepera is the collective product of such a team... Artepera, which has been guided by the 3-generation experience and knowledge on its way, presents a creative and disciplined working approach from the lowest point to the top management with a great orchestral harmony. Artepera is a huge family whose members run towards the same target. Artepera, with its more than 20 employees who support the production, packaging and shipment, continues its path with confident steps with its big manufacturing power and consultants. ■



INSPIRED BY ISTANBUL

Istanbul refers to some complexity, some art, some fun, some fashion, some culture, some nature, some colour but it is also chaotic, also aesthetic, also oriental, also western, also mysterious, also wise, also sacred, also coarse, also historical, also contemporary, also innovative and also traditional...

Istanbul is a long long story dating back to the Neolithic ages in which the seeker finds what s/he

seeks and the searcher finds what s/he searches. It is this flavour that has always inspired Artepera. It is this diversity and culture that nourishes and flourishes Artepera. Some cult objects are now reborn with contemporarily interpreted designs!

It is not exactly ethnical but it may not be called avant-garde; so is it bohemian or loft, or royal or naturist? It is an unclassifiable, non-sortable trademark just like Istanbul!

In brief, “it is invariably stylish, different and new”.

Backed with rooted production power representing 3rd generation in metal tradition, Artepera provides wall decorations, clocks, mirrors, kitchen accessories, furniture and sculptures with its designs introducing sovereignty, harmony and aesthetics to the metal material. Being inspired from its values and this cosmopolitan geography in its authentic designs

INNOVATION

PLANT POTS ARE SMART NOW

With its smart lighting and the patent pending auto watering system, Plantone is a solution for anyone to easily grow herbs and flowers indoors.

According to the statistics, every 9 people out of 10 living in the cities of Turkey are growing 5 or more plants. But USD 35 billion worth of house plants are wasted worldwide due to incorrect watering or insufficient sunlight. This look has stimulated four young people who want to grow plants but experienced disappointment in every try. The team consisting of Ömer Halit Halifeoğlu, Canberk Şen, Ömür Baç and Süleyman Hepgüven are gathered to build the “Smart Plant Pot” project that enables house plants to grow healthy with smart illumination system and automatic watering

system. This young team that built the Plantone brand with Scientific and Technological Research Council of Turkey (TÜBİTAK). Support started the way with the consultancy support of TİM-TEB Start-Up House. After a challenging R&D process, they released their first product Plantone on kickstarter.com to users without losing time. Plantone team reached their target with a wide range of crowdfunding customers from 34 countries just in 36 days and they will start delivering their first batch of products in February 2020. Anyone who wants to have a Plantone before anyone else can pre-order on arikovani.com.

We have talked with the project leader Ömer Halit Halifeoğlu about how “smart plant pot” idea was born, product development process and commercial targets of Plantone Diversity.

How did the smart plant pot idea come up?

Plantone start-up was born in İstanbul, the most beautiful metropole for us that hosted various civilisations. But we must admit that there are things we need to compromise in addition to growing and living in this magnificent city. One of them is accessing fresh agricultural products with sustainable methods.

Maybe this is why most of us are growing plants in our balcony or near our windows when we don't even have a balcony.

Every 9 people out of 10 living in the cities of Turkey are growing 5 or more plants. The main problem of the plants grown in urban areas is expressed as incorrect watering and insufficient sunlight due to building structures.

When I read in an article that USD 35 billion worth house plants were wasted in a year, I took action. Smarter devices are introduced in our lives every day. We thought that why our plant pots are not smart?



The team consists of Ömer Halit Halifeoğlu (L), Canberk Şen (R), Ömür Baç and Süleyman Hepgüven.

Smart plant pot seems like a good idea. Well, how does Plantone Diversity product offer a benefit to the consumer?

Although taking care of a plant seems easy, related data prove that it is not. The amount of water in the pot and watering frequency is crucial for plants. Since we are growing plants in the pots at home, they need nutritional supplements. But incorrect doses can have deadly results for plants. Additionally, sunlight means photosynthesis of the plant which is the most important component for them. According to scientists, 391,000 different plant

Plantone

Plantone takes care of the majority of your plant caring by measuring ambient temperature, humidity level and sunlight amount received by the plants by using the built-in sensors.

species are living on earth. As you know, it will be incorrect to expect a non-expert user to know everything about sunlight or watering needs of the plants.

Here, Plantone steps in right at this moment with a smart illumination system and an automatic watering system. Plantone takes care of the majority of your plant caring by measuring ambient temperature, humidity level and sunlight amount received by the plants by using the built-in sensors. It can water your plants for 60 days when you are on a long journey. Also, you will have the chance to remotely monitor your plants with Plantone application.

If the sunlight is insufficient during the day, illumination system with broad wavelength supports healthy growth of your plants.

With these properties, Plantone enables you to have access to fresh basil, mint and rosemary in your kitchen.

What is your current stage in this project?

When we developed Plantone, we were careful to be in contact with the user at every stage. I can say that we have experienced a "product development process with the customer" with Plantone to offer the correct solution

to user problems. After the development process, we have presented our product on kickstarter.com to the user without losing any time. We have reached our target by receiving crowdfunding from a wide range of customers from 34 countries just in 36 days. Currently, we are manufacturing our first batch that covers the pre-orders from our crowdfunding channels. These products will be sent to users all around the world by the end of February 2020.

Let's talk about the commercial side. What are your production and sale targets?

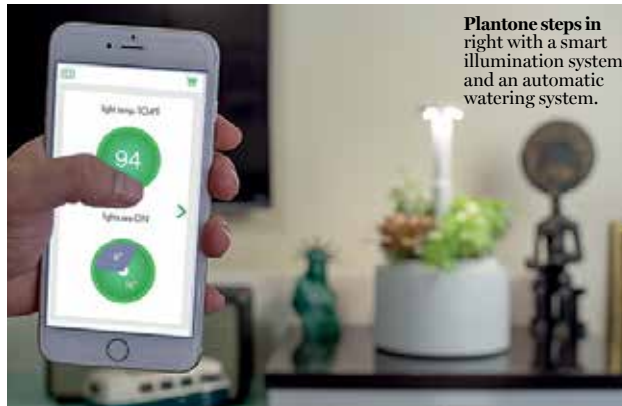
For the first half of 2020, we planned to manufacture 10,000 units. In 2020, we plan to reach 20,000 products with the distributorship contracts we are currently contacting.

Which companies or platforms supported you?

We have established our company with TÜBİTAK support. Before and after this stage, TİM-TEB Start-Up House leads us the way. Currently, we are still under TİM-TEB Start-Up house and we are receiving consultancy, mentorship and networking support.

You have a start-up story. A team that combines people working in different fields. Can you tell us this story?

Yes. It really is a result of combining people working in different fields. I have graduated from the cinema department and I am from advertising background. I am a professional director. Canberk is an industrial product designer and lastly, he completed his master in Italy on yacht design. Ömür is a mechanical engineer



Plantone steps in right with a smart illumination system and an automatic watering system.

MSc who can think outside the box; Süleyman is a control engineer MSc who never gives in and a field expert.

Of course, a lot of other friends are putting their efforts on this project. To present such a product, we needed people from various disciplines like agricultural engineering, botanic speciality, interface, application and brand design experts.

Which paths did you follow when working on smart plant pot project? When we look at your background, we can see that you are dealing with topics outside your field of expertise such as agriculture, electronics and manufacturing.

From the very beginning of this project, our core team consisted of 4 people. In fact, we had expertise in these areas. But it would be incorrect to tell we knew everything from the start. We overcome a challenging R&D

Plantone have reached its target by receiving crowdfunding from a wide range of customers from 34 countries just in 36 days.

process. In this process, we did loads of researches and we read thousands of pages. Also, we cooperated with expert institutions.

We have learned that you represented Turkey abroad with your Plantone Diversity project. How did this happen?

As the national winner of Creative Business Cup organised by the Turkish Exporters Assembly, we were eligible to attend CBC World Cup-19 organised in Denmark. We have attended this 6-day event in Copenhagen, and we had

the chance to introduce our product in the fair. Also, we experienced the honour to represent our country by competing against other start-ups from 65 countries in front of a jury.

Do you have any other products to launch other than Plantone Diversity?

The main purpose of our start-up is to provide advanced agricultural systems and solutions to enable plant growing in urban areas. We have concept designs in this field but to use our energy more effectively, I can easily say that all these projects will remain as concepts in 2020.

But we have 2 other products to be announced linked with our smart garden Diversity. One of them is an attachment that can be mounted to regular flowerpots that people already have at their homes. This attachment gives these pots the smart properties of Diversity that we develop based on user feedback we received.

The second product is an organic plant growing mediator with ready-made plant capsule with the plant seed for those who own Plantone Diversity product and do not want to deal with soil. After completing the required documentation, we will announce these products in the second quarter of 2020.

Where can our readers supply Plantone?

If they want to have a Plantone, the manufacturing of the first batch will be shipped in February 2020. In order to get it before anyone else, they can pre-order it on the most visited crowdfunding website of Turkey arikovani.com. ■

Agenda

FAIRS, EXHIBITIONS, SUMMITS, MEETINGS IN THE NEXT MONTH



04-05 DECEMBER 2019
HALIÇ CONGRESS CENTER, BEYOĞLU/İSTANBUL

PIONEERS OF THE TURKISH RETAIL SECTOR AT RETAIL DAYS

Retail Days will be held at Haliç Congress Center on December 4-5 this year. It will host the leading names in the retail sector both as a speaker and at the "Expertise Stages" which will be held for the first time this year.

Retail days, which is among the largest business organization in Turkey and in the international arena is one of the uninterrupted events of 18 years and it is hosting many innovations this year. Retail Days 2019 offers the opportunity to benefit from the experiences of the leading names of our country as well as the foreign speakers.



20-22 DECEMBER 2019

Iranian and Turkish artists come together at the Istanbul Art Show Hilton İstanbul Exhibition Center, Şişli/İSTANBUL

The theme of the Istanbul Art Show 2019 is 'Reality Suspended: Art in the Era of Post-truth', focal country Iran. Istanbul Art Show is a wide and transparent platform and art market that brings together the national and international leading galleries within the framework of the theme and the focal country it has chosen for that year by art talks, conferences, exhibitions, performances and cocktails. Meeting all the actors of the art world, the latest developments, transformations and predictions of the art universe are open to discussion for four days.

Within the framework of similarities, differences and collaborations, Iranian and Turkish artists and art lovers come together at the Istanbul Art Show.

05-08 DECEMBER

The largest show in the world of print and advertising starts: FESPA Eurasia 2019

Istanbul Expo Center, Bakırköy/İSTANBUL



FESPA Eurasia, the leading printing fair of Eurasia Region is coming. It will bring more than 10,000 visitors to the leading players of Eurasia Region at Istanbul Expo Center (IFM). The world of industrial advertising and digital printing will meet at FESPA Eurasia, the leading printing fair of the Eurasian Region, on December 5-8. The anticipated FESPA Eurasia 2019 will bring the sector together for the 7th time. Turkey's industry leaders and global brands will showcase new technologies and innovative practices in the FESPA Eurasia.

MEMBERS OF THE ORGANIZATION OF ISLAMIC COOPERATION GATHER IN ISTANBUL

Organized by the Presidency of the Republic of Turkey Investment Office (Investment Office), in cooperation with the Organization of Islamic Cooperation (OIC) and the Islamic Development Bank, **"The OIC High-Level Public and Private Sector Investment Conference"** will be held on December 8-9, 2019 at the Istanbul Congress Centre, under the auspices of President Recep Tayyip Erdoğan.

Presidency of the Republic of Turkey Investment Office, the General Secretariat of the Organization of Islamic Cooperation, and the Islamic Development Bank Group will jointly hold the first "OIC High Level Public and Private Investment Conference" under the theme "Unleashing Intra-OIC Investment Opportunities: Investment for Solidarity and Development", on December 8-9, 2019, in Istanbul, Turkey.

The main objective of the conference is to provide a unique global platform to engage private and public stakeholders, through thematic



sessions, B2B and B2G meetings, from the 56 OIC member countries to network among them and with the

rest of world so as to identify investment and cross-border opportunities that will lead to boosting the intra-OIC

investment flows and speed up the regional integration toward a prosperous and stable region in the world.

Conference invitees are set to include a selection of businessmen from a range of leading companies in the area of banking, construction, tourism, commerce among other sectors, which are operating in the OIC geography. In addition, attendees from countries where Muslim business circles are present, e.g. the USA, UK and Germany, will also participate in the conference.

Visit www.oicinvestmentconference.org for registration.

OIC
HIGH LEVEL PUBLIC AND PRIVATE
**INVESTMENT
CONFERENCE**
ISTANBUL
8 - 9 DECEMBER 2019

T.C. CUMHURBAŞKANLIĞI
YATIRIM OFİSİ

ISDB

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www.oicinvestmentconference.org

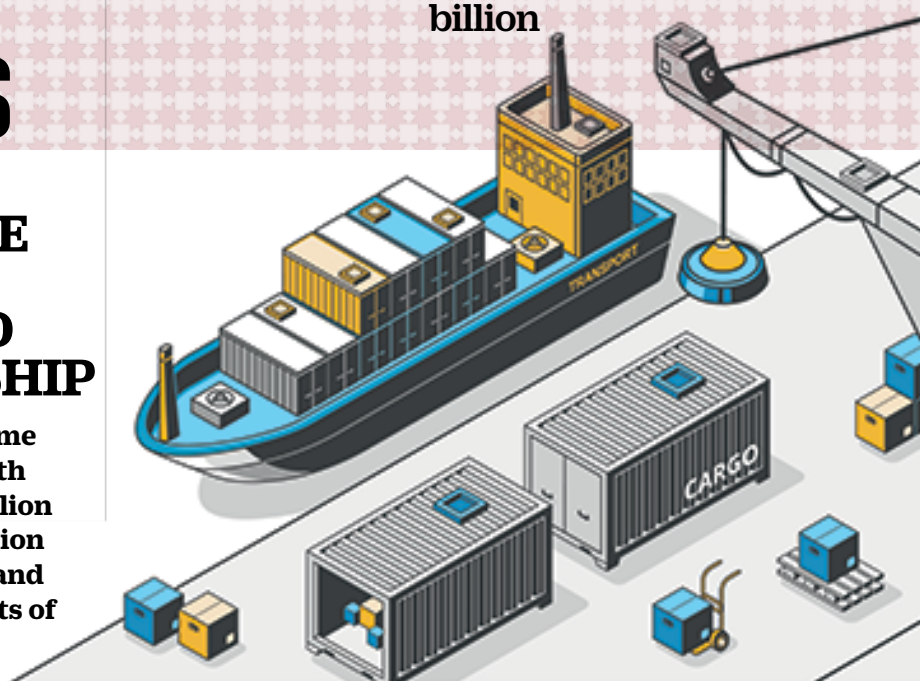
Figures

AUTOMOTIVE SECTOR MAINTAINED ITS LEADERSHIP

Automotive sector became the leader of October with an export of USD 2.82 billion followed by USD 1.93 billion in exports of chemicals and USD 1.55 billion in exports of apparel sectors.

\$148.8
billion

Total export
between 1st January
31st October



The sectors that increased their exports the most were Hazelnut and Products, which increased by 95.2 percent to USD 347 million, Defense and Aviation, which increased by 35.8 percent to USD 281 million, and Cement, Glass, Ceramic and Soil Products, which increased by 22.2 percent to USD 1.93 million. Looking at the number of countries to which the sectors export, with the exports to 205 countries and regions, chemicals ranked first, with 198 countries, cereals ranked second and steel ranked third with 192 countries.

Total export in October

Automotive

\$2.8
billion

Chemical






\$1.9
billion

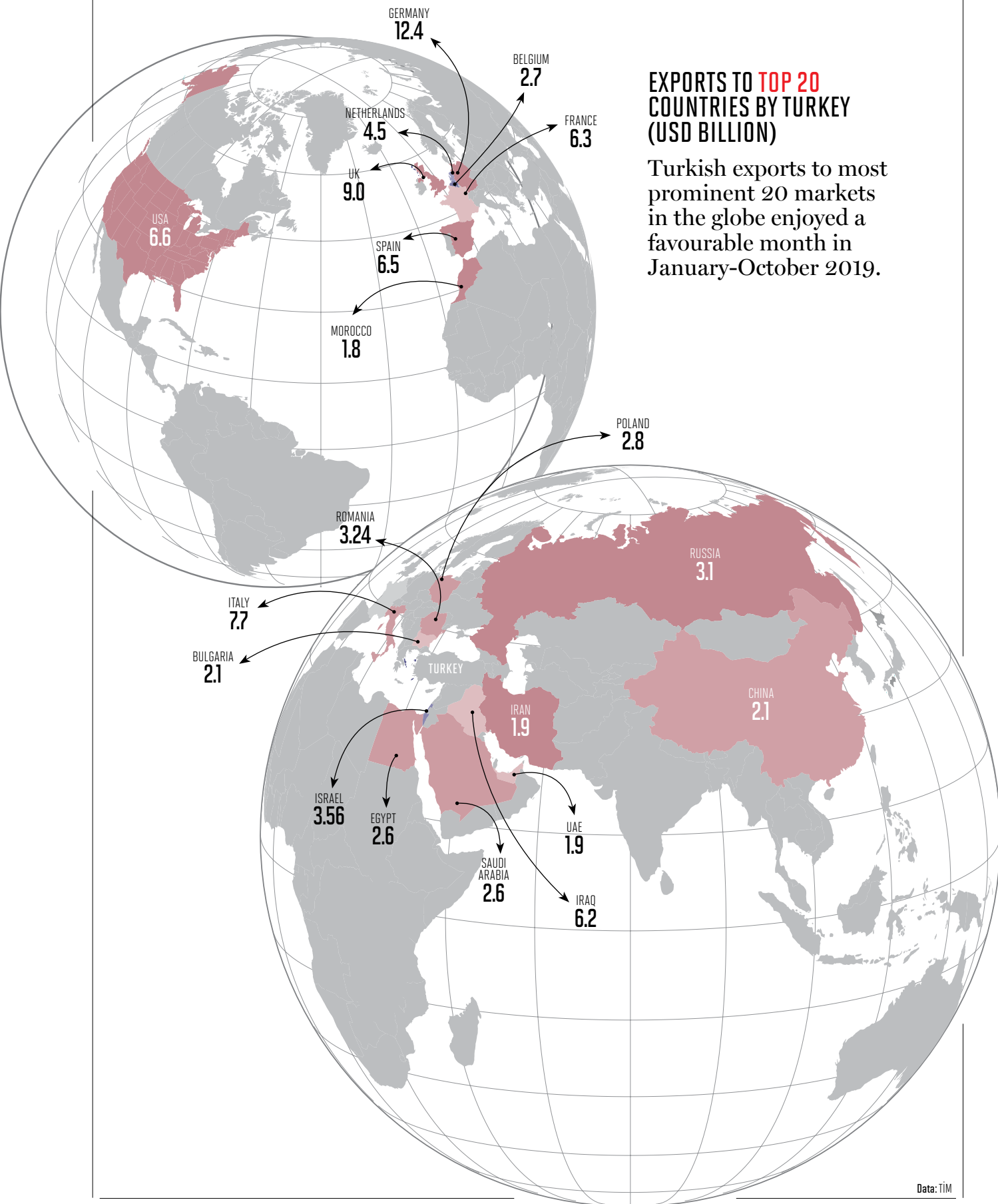
Apparel

\$1.5
billion

SECTORS	January 1 – October 31 (Billion USD)		Total share in 2019 (%)
	2018	2019	
Automotive	26.3	25.4	17
Chemicals	14.3	16.9	11.4
Apparel	14.7	14.8	10
Steel	12.4	11.7	7.9
Electronic	9.3	9.3	6.2

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

Defense and Aviation	Hazelnut and Products	Cement, Glass, Ceramic	Chemical	Furniture
				
37.5	22.6	18.3	18.1	10.2



A STAR ALLIANCE MEMBER



MORE ENTERTAINMENT WITH THE DREAMLINER



TURKISH AIRLINES

Boeing 787-9 Dreamliner
Business Class products and services are
subject to change depending on flight duration.

DISCOVER MORE: ROVANIEMI

with the airline that flies to
more countries than any other



TURKISH AIRLINES

FINLAND