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Upcoming Trade Events

August 31 – September 5, 2004

Cebit Bilişim Eurasia
Istanbul, Turkey

The Commercial Service in Turkey wishes to share with you that CeBIT, the world's largest exhibition in information technology is coming to the banks of the Bosphorus. The Commercial Service in cooperation with Deutsche Messe-Hannover Fairs USA, will organize a United States Pavilion at the second largest computer fair in Europe. This years CeBIT Bilisim will attract 1,000 exhibitors and over 200,000 buyers and will again be your business portal for IT sales to Turkey, the Balkans, Central Asia and the Middle East. CeBIT Bilisim is an essential venue for any company looking to sell into the regional market or to expand market share or add new product lines. For additional information on this major event, please contact Ihsan Muderrisoglu at ihsan.Muderrisoglu@mail.doc.gov
Tel: [90] (0312) 467- 0949

**ATTENTION INTERNATIONAL
MARKETING MANAGERS!
YOUR CATALOGS ARE NEEDED FOR
THANKSGIVING IN TURKEY!**

Is your company interested in new marketing opportunities in Europe? Would you like to develop information on a country that many have overlooked? We would like to offer you a low-cost option that could pay for itself

Access Eastern Mediterranean

The Access Eastern Mediterranean Program is a U.S. Department of Commerce regional initiative, created and managed by the U.S. Commercial Service offices in Egypt, Israel, Jordan, Lebanon, Turkey and West Bank/Gaza. The program aims to help U.S. exporters enter this region of over 150 million consumers, and provide American companies and authorized local representatives of U.S. products, a low-cost, yet very effective way of exploring opportunities in all six of these markets by means of a single, unified marketing service. There will be a separate "event" for each of five broadly defined industries. The Service

- The basic service is a unique, proactive and accountable online promotion of a participating U.S. company's product literature to hundreds of prospective business partners in the six markets.
- Brief product / service descriptions will be posted to a password protected region of this website.
- Commercial Specialists in each of the six markets will actively promote the products or services to local importers and distributors. The Specialist will track which local companies have visited the site, and will personally follow up with them to determine what products or services interest them, their degree of interest and to answer any questions.
- Within two weeks of the end of the event, each participating U.S. company will receive – from each of the six markets – an Event Results Report listing full contact information about every interested local company and appropriate comments.
- To maximize exposure in the market, some of the events include Catalog Show booths at local industry trades shows.

For additional information, please contact Ms. Aysegul Aksoy at Aysegul.Aksoy@mail.doc.gov.

many times over in valuable contacts and information.

Turkey is rapidly upgrading its regulations for environmental protection and pollution control as it begins negotiations for membership in the European Union. The market is now worth over \$500 million; 90 percent of this is represented by imports. Furthermore, we expect imports to grow by 10 percent per year for at least the next five years.

We need your catalogs! The U.S. Commercial Service (CS) in Istanbul will hold a catalogue show at its booth at Enviro Tech Turkey, an International Environmental Protection and Waste Treatment Exhibition, to be held 25-27 November at the Hilton Convention Center in Istanbul, Turkey. Enviro Tech 2004 will be held in conjunction with the 2nd Caspian Ecology Conference.

If you would like your catalog introduced to the Turkish market, please contact Commercial Specialist Ezgi Ozen at the point given below. Cost is \$200 per company. After the show, your company will receive a list of visitors who have expressed interest in your products/services. As further follow-up, we can offer you our famous Gold Key Service to help you contact potential representatives, clients or end-users of your products in Turkey.

Ezgi.Ozen@mail.doc.gov.

Tel: [90] (212) 335-9223

Trade Opportunities for Your Company

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PROMOTE YOUR COMPANY IN U.S. COMMERCIAL SERVICE WEBSITE!

Dear Business Executive:

The U.S. Commercial Service at the U.S. Embassy Ankara has launched an exciting program to highlight various services offered by American and Turkish firms on the U.S. Department of Commerce's website

www.csurkey.com or

www.buyusa.gov/turkey/en. Everyday hundreds of "visitors" from all over the world visit the U.S. Department of Commerce's web site, and we would like to invite your company to showcase your services to these potential customers. We will categorize each sector and include your company's name under a relevant sector, which will provide easily reachable product/service information. A list of the companies operating in each sector with their contact information and service

description will be available to thousand of visitors to our site. This service will be available on cost-recovery basis for a charge of \$100 for annual listing for each company. If you are interested in participating in this program, please fill in the attached form and e-mail or fax it to Ms. Aysegul Aksoy at Aysegul.Aksoy@mail.doc.gov
Tel: [90] (312) 455-5555 Ext: 2571