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Turkey Adopts European Conformity

On April 10, the Turkish Undersecretariat for Foreign Trade announced immediate adoption of twenty-three European industrial directives that meet European standards conformity guidelines (the CE Mark). The Undersecretariat, in implementing the legislation, now requires importers to submit evidence of standards conformity from a full range of products including: electrical devices, industrial equipment, pressure vessels, watercraft, toys and construction equipment. In the initial implementation phase, the Commercial Service in Ankara has been working with the Turkish Customs Service and the Undersecretariat for Foreign Trade to ensure that U.S. origin products that meet European standards are expeditiously cleared at the port-of-entry. As confusion still lingers as to the number and type of products affected by the new regulation, the Commercial Service in Ankara stands ready to work with U.S. companies in clearing detained shipments that are not subject to the new regulation. Given the difficulty in the implementation of this regulation and given the variety of customs clearance difficulties seen by U.S. exporters, we advise contacting CS Ankara for additional information. For matters relating to the CE mark and Turkey's implementation of the 23 EU industry directives, please contact Commercial Attaché Erik Hunt at Erik.Hunt@mail.doc.gov.

Turkey Adopts New Medical Device Import Rules

The Undersecretariat for Foreign Trade

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.

Trade Opportunities for Your Company

Export Opportunities: Environmental Technologies:

announced in its Communiqué on the Imports of CE Marked Products (2004/9) changes in medical device import procedures. Turkey finalized harmonization of the EU's New Approach Directives pertaining to the medical device directive (93/42/EEC), the in-vitro diagnostic directive (98/79/EC) and the Active Implantable Devices Directive. According to the Communiqué, medical devices and active implantable devices are subject to inspection by the Turkish Standards Institute (TSE), however, the TSE will issue a letter of conformity confirming directives compliance based on CE certification. At this time, the Government of Turkey still requires technical data submission for products manufactured outside of the European Union, however the Commercial Service in Ankara is working with the Undersecretariat for Foreign Trade to have Turkey accept CE certification for compliance from the North American Free Trade Area (NAFTA) countries. For additional information, please contact Commercial Attaché Erik Hunt at Erik.Hunt@mail.doc.gov.

Upcoming Trade Events

August 31 – September 5, 2004
Cebit Bilişim Eurasia
İstanbul, 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 Muderrisoğlu at Ihsan.Muderrisoğlu@mail.doc.gov
Tel: [90] (0312) 467- 0949

As Turkey continues to pursue EU membership, it will need to make significant new investments in water treatment, solid waste treatment, and air pollution control to meet EU standards. The Turkish market will also offer promising opportunities in renewable energy including wind energy. For additional information on the Turkish environmental technologies market, please contact our environmental technologies specialist Ms. Ezgi Ozen at Ezgi.Ozen@mail.doc.gov.
Tel: [90] (212) 335-9223

Turkish Firm Seeks JV Partner

A Turkish company, Termikel Company Group is seeking a U.S. manufacturer in a joint venture partnership to participate in water treatment plant tenders in Turkey. Potential investors have good market potential not only in the near future but also most importantly in the medium and longer terms. This is not only because Turkey's current municipal water system needs development, but also because Turkey is an important steppingstone for American companies to enter into other markets in the region as these develop, especially to the Caucasus, the Middle East and also Southeastern Europe. For additional information, please contact Inci Ciloglu at Inci.Ciloglu@mail.doc.gov.
Tel: [90] (212) 335-9197

Turkish Company Seeks U.S. Manufacturer

A reputable Edirne-based company, Tekstiplik A.S. (Textile Yarn Company), is seeking potential U.S. partners. It is interested in representing U.S. manufacturers to purchase Polyamide 66 (nylon polymer chip) and Polyamide 66 dyestuffs (nylon dye stuffs). For additional information, please contact Inci Ciloglu at Inci.Ciloglu@mail.doc.gov.
Tel: [90] (212) 335-9197

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