

## DOING BUSINESS IN TURKEY WEBINAR SERIES:

### ***Sectoral Opportunities for American Exporters, 2012-2013***

Turkey is a dynamic emerging market with a young population of nearly 75 million people and enjoys a unique strategic position by being at the crossroads of Europe, Middle East, Central Asia and North Africa. Turkey is among world's top 20 economies and is dependent on imports to achieve one of the highest growth rates of the world. The country aspires to be in the world's top ten economies by 2023, and U.S. sales to Turkey reached over \$10 billion in 2010, that corresponds to a 40% increase over 2009.

The forthcoming webinar series organized by the U.S. Commercial Service in Turkey will introduce the Turkish market to U.S. exporters and manufacturers with the aim of increasing American exports of goods and services to this country where there is strong European competition. Webinars will cover the commercial environment in the country, basic market information and business opportunities for American exporters in key sectors. Below is a calendar of webinars to be produced by the U.S. Mission Commercial Service in Turkey during 2012. Click on the link under the sector of your interest to register. Early registration is recommended due to limited space.



## Calendar of 2012 Webinars

### **Webinar #1: Doing Business in Turkey: Defense and Aerospace Industries, 2012-2013**

Date: Thursday, April 26<sup>th</sup> 2012

Time: 11.00 am EST

Turkey has the second biggest army in NATO after U.S.A. and 80% of defense equipment is procured from abroad. With a total of 41 civil airports and 19 airlines, Turkey is a regional hub for aerospace industries. Turkish Airlines, together with private airline companies are important clients of aircraft manufacturers. This webinar will highlight the opportunities in both defense and aerospace sectors.

Contact: [Ozge.Cirika@trade.gov](mailto:Ozge.Cirika@trade.gov)

Cost: \$35

Registration information: TBA

### **Webinar #2: Doing Business in Turkey: Developments in Healthcare Sector, 2012-2013**

Date: Tuesday, May 15<sup>th</sup> 2012

Although the Ministry of Health is the largest provider of healthcare in Turkey, there is a strong privatization trend. There are about 6.000 companies in medical device and disposables market. Purchase of advanced medical equipment is a priority for hospitals. The webinar will give you the opportunity to learn about the needs in Turkish healthcare sector.

Contact: [Ebru.Olcay@trade.gov](mailto:Ebru.Olcay@trade.gov)

Cost: \$35

Registration information: TBA



### **Webinar #3: Doing Business in Turkey: Textile Machinery, 2012-2013**

Date: Wednesday, September 19<sup>th</sup> 2012

Turkey, being one of the most prominent textile and clothing producers in the world, needs efficient and sophisticated machinery to boost production in this sector. The country remains among the leading importers of textile machinery, spare parts and chemical agents that exceed \$1.5 billion per year. Join this webinar to learn more about the Turkish textile market and how U.S. companies can get a larger share in textile machinery imports of the country.

Contact: [Gorkem.Yavilioglu@trade.gov](mailto:Gorkem.Yavilioglu@trade.gov)

Cost: \$35

Registration information: TBA

### **Webinar #4: Doing Business in Turkey: Transportation Infrastructure, 2012-2013**

Date: Wednesday, October 17<sup>th</sup> 2012

Turkey is a promising country as a logistics hub being at the crossroads of Southeast Europe, Middle East and Central Asia. Growing transport needs of the country are matched with planned extensions of aviation, maritime, railway and land transport projects. Learn more about the projects and market opportunities in transportation sector by participating in this webinar.

Contact: [Berrin.Erturk@trade.gov](mailto:Berrin.Erturk@trade.gov)

Cost: \$35

Registration information: TBA



## **Webinar #5: Doing Business in Turkey: Information and Communication Technologies, 2012-2013**

Date: Thursday, November 8<sup>th</sup> 2012

Time: 11.00 am EST

Turkey's Information Communication Technologies (ICT) market size is estimated to have reached \$27.3 billion. Turkish Government aims for computer ownership at 51% and internet usage at 48% by 2013. In the telecommunications market, total number of GSM cellular service subscribers reached almost 64 million. Subscribe to this webinar to take advantage of key market information and ICT market access.

Contact: [Ihsan.Muderrisoglu@trade.gov](mailto:Ihsan.Muderrisoglu@trade.gov)

Cost: \$35

Registration information: TBA

## **Webinar #6: Doing Business in Turkey: Opportunities in Education, 2012-2013**

Date: Friday, December 14<sup>th</sup> 2012

Turkey, with over 12.000 students, is the tenth largest market for U.S. colleges and universities. Further opportunities exist for American universities to explore this rapidly growing market. English language education is another area where Turkish students and professionals are seeking supplementary education abroad. Join this webinar to explore in depth what the Turkish education market offers U.S. companies and institutions.

Contact: [Perim.Akguner@trade.gov](mailto:Perim.Akguner@trade.gov)

Cost: \$35

Registration information: TBA

