



06

'Diversifying export markets' has become the new motto of Turkey's foreign trade policy amid the global crisis.



10

'Making new friends' Human beings prefer to do business with friends rather than strangers.

TUSKON Chairman Meral underlines the significance of finding new trade partners. 04



TURKEY-WORLD TRADE BRIDGE 2009

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TUSKON TURKEY-WORLD TRADE BRIDGE TARGETS OVER \$7 BILLION IN TRADE VOLUME

PAGE 14



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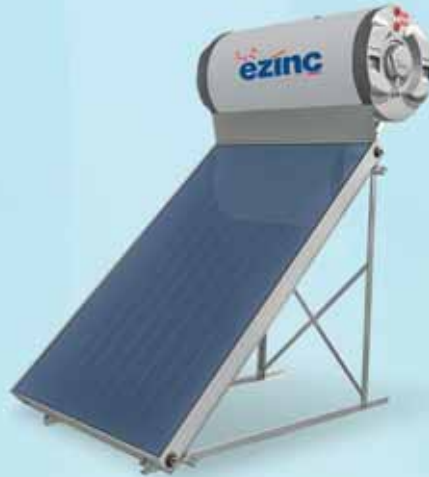


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Circle of prosperity expanding

The Turkish Confederation of Businessmen and Industrialists (TUSKON) is putting its seal on yet another very important organization after eight previous trade bridge summits, each of which has contributed significantly in accessing new markets and diversifying Turkey's foreign trade. The Turkey-World Trade Bridge 2009 meeting seems to be the most comprehensive and the biggest of all in terms of regions covered and number of participants. The target of total business deals is also far beyond all that was previously achieved on these occasions.

At Today's Zaman, we wanted to support this grand event with a special supplement, examining a number of specific aspects of the Turkish economy and with numerous articles informing readers of the activities of TUSKON and its member associations. We hope these articles will prove to be insightful for foreign businessmen meeting with their Turkish counterparts at the trade bridge organized by TUSKON.

All visiting businessmen should already be well informed that Turkey pursues an overall liberal economic model with trade-oriented policies. It has a brisk domestic business environment and the 15th largest economy in the world, according to a recent report by the International Monetary Fund (IMF). It is located at the crossroads of two continents, and in terms of logistics, it enjoys a strategically significant position with close proximity to the major markets of the East and the West.

The entrepreneurs of this vibrant economy have much to offer any foreign businessmen interested in doing business and sharing the profits. TUSKON's trade bridge is an excellent opportunity for them to find their best foreign interests.

İbrahim Türkmen Business News Editor

04

RECOVERY IS CLOSE: TUSKON Chairman Rızamur Meral is satisfied with measures taken to avoid a drop in exports by diversifying Turkey's foreign trade markets. He says successful export performance will be seen as the crisis starts to ebb.



MAKING NEW FRIENDS: Meeting people from other countries makes it easier to develop trade ties, so TUSKON's mission with this trade fair began as soon as the first delegate boarded an airplane.

10



THE POWER OF TRUST: As healthy dialogue between communities always establishes strong feelings of mutual trust, it also translates directly into commercial relations benefiting all parties involved. The reason for the success of TUSKON's trade bridges must be seen in this trust.

12

GRANDEVENT: TUSKON's trade bridge is touted as being one of the largest matchmaking events in the world of business, and organizers expect the event to attract a great deal of attention from countries that would have otherwise overlooked Turkey.



14

GOLD RUSH: Amid overwhelming demand, TUSKON has been forced to choose from among requests from the thousands of companies that want to attend its Turkey-World Trade Bridge 2009 trade fair.

16

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TUSKON CHAIRMAN SAYS TURKEY BALANCING TRADE WITH NEW MARKETS

ALI ASLAN KILIÇ ANKARA

Turkey's exports were on an increasing trend prior to the onset of the ongoing global economic crisis, but with the coming of the crisis, a need for market diversity has emerged, Turkish Confederation of Businessmen and Industrialists (TUSKON) Chairman Rızanur Meral has said, noting that important steps have been taken to this end.

With Turkey's traditional export markets contracting due to the crisis, both public and private establishments are looking for new markets. To aid this effort, TUSKON has organized eight foreign trade bridge meetings with African and Pacific countries as well as the comprehensive Turkey-World Trade Bridge 2009. Meral said this event would both boost morale and offer new opportunities to the business world.

Noting that Turkey will have the opportunity to develop business relations with new countries with which it does not have diplomatic or trade relations, Meral said: "In past events, we introduced dozens of businessmen from different countries to the Turkish business world. In addition to countries that have participated in the meetings before, businessmen from 21 countries in Central and South America will participate in the meeting to be held in early June. We do not have trade or even diplomatic relations with some of these countries. Businessmen that will come from this region, which has a population of 600 million, will get to know Turkey, the Turkish business world and Turkish products. Businessmen that are coming from that region will for the first time sit at the same table as Turkish businessmen. This event will also be integral for morale, especially during a time when there is debate over whether we have seen the end of the crisis or not. Getting to know Turkish products and seeing that high quality products can be sold at more affordable prices is going to be an opportunity for both visiting businessmen and ourselves."

Noting that they want to put their eggs in many different baskets, he highlighted that entering new markets was an important way to minimize the negative effects of the global crisis and the contraction in domestic and international demand. Meral noted that improving the economy through exports was their priority during the current economic slowdown.

Central and South America a first

Businessmen from Central and South America will be joining the meeting for the first time. Noting that there will be participants from a total of 21 Latin American countries, Meral said companies in those countries market their products to a population of 600 million. Influential delegates from Panama, Chile, Costa Rica, Paraguay and Argentina are expected at the event. A wealthy Venezuelan businessman and 45 businessmen from Brazil are also expected to join the trade bridge.

Noting that TUSKON does not receive financial support from any government institutions, Meral expressed his deepest appreciation to Foreign Minister Ahmet Davutoğlu and Foreign Trade Minister Zafer Çağlayan for giving the confederation strong

TUSKON Chairman Rızanur Meral said a need for market diversity has emerged as Turkey's traditional export markets are contracting due to the ongoing global financial crisis.



PHOTO © CHAN

moral support. The event is also supported by bureaucrats from the Foreign Trade Undersecretariat and the İstanbul Metropolitan Municipality as well as the Turkish Exporters Assembly (TİM), the İstanbul Mineral and Metal Exporters' Association, the Uludağ Exporters' Association, Turkish Airlines (THY) and Bank Asya. A total of 12,000 accommodations have been booked for the trade bridge, and most hotels in İstanbul will be fully occupied during the meeting. The Turkey-World Trade Bridge 2009 will begin on June 1 with a trade ministers' summit in İstanbul. Çağlayan will host foreign trade ministers from 50 countries, and they will

discuss business opportunities. The official opening ceremony will take place on the second day, followed by a panel discussion titled "The Future of Global Trade: Opportunities and New Possibilities for Cooperation." Participants will be divided into groups to ensure maximum productivity. Some 455 companies from the construction and real estate sector, 376 from the agriculture sector and 209 from the food and beverages industry are expected to participate in the trade bridge. There will also be participants from the fields of chemistry, energy, electronics, computer software and hardware, furniture, textiles and jewelry and precious stones.

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NEW MOTTO IN FOREIGN TRADE: DIVERSIFY EXPORT MARKETS AMID CRISIS

The government had stepped up visits to a number of countries as part of attempts to strengthen Turkey's presence in alternate markets and reduce dependence on the country's traditional trading partners

ERGIN HAVA | ISTANBUL

With Turkey's export markets -- particularly those in the EU -- being strongly affected by the adverse effects of the ongoing global financial crisis, "diversifying export markets" has become the motto of Turkey's foreign trade policy, a safe way to provide fresh opportunities to Turkish exporters who have lost ground in their traditional markets due to shrinking demand.

In this way, both the government and entrepreneurs have intensified their quest to diversify export markets, a move that has a critical role in keeping the negative at bay.

Turkey's exports to the West, especially to European markets, embarked a downward trend with the emergence of the crisis. Thus the government has accelerated work to enter new export markets with the contributions of Turkish entrepreneurs. Foreign Trade Minister Kürşad Tüzmen stepped up visits to a number of countries, particularly in the last two months, as an attempt to strengthen Turkey's presence in alternate markets and reduce dependence on the country's traditional trading partners.

Tüzmen's trips, in which he was accompanied by large groups of Turkish businessmen, yielded fruits sooner than expected as Turkey guaranteed over \$1 billion in new business deals and signed free-trade agreements with some countries through the visits. Turkey's exports to Eastern markets boomed in the first two months of 2009. For instance, exports to Iraq increased by 75 percent in January and February combined over same months of 2008.

However, it will not be as easy for Turkey to return to its heyday in exports. The country's exports in April dropped 34 percent when compared to the same month of last year, hitting only \$7.5 billion. Many pundits are estimating that exceeding a figure of \$100 billion in exports in 2009 would imply success for the Turkish economy. Turkey's exports exceeded \$130 billion in 2008.

Turkish Confederation of Businessmen and Industrialists (TUSKON) Chairman Rızanur Meral told Today's Zaman that Turkey's exports to African countries increased by 31 percent in the first two months compared to the same months of 2008 thanks to efforts to enter new markets. "We are not only working to strengthen trade relations with Africa but also concurrently trying to establish relations with entrepreneurs from four continents," he noted. Meral said they began conducting research on African markets three years ago and see the benefits of their efforts today. "Trade with Africa is an elixir of life for ailing Turkish exports as exports to Africa increased to \$9 million as of 2008 from \$2.5 billion in 2005. In the past three years, around 6,500 small and medium-sized enterprises [SMEs] have exported to African countries. We choose them because African countries are less affected by the crisis than others," he said.

Meral also said they have started meeting with entrepreneurs from Latin America. "In June, the government will send a trade commission to visit Paraguay and Uruguay and our members will ac-



PHOTO TODAY'S ZAMAN, MEHMET ALI FOYRAZ

"Diversifying export markets" has become Turkey's new slogan in its foreign trade policy as demand from the country's traditional export markets shrinks noticeably amid the adverse effects of the ongoing global financial crisis.

company them," he said. Underlining that TUSKON is continuing its research in parallel with that of the government on entering new markets, Meral said they appreciate the efforts of the government to this end. He recalled that Tüzmen had been to a number of countries with the aim of boosting trade relations and that such steps had helped Turkey weather the storm to some extent.

With regard to 2009 export and import figures, Meral said both will unavoidably drop due to a severe reduction in demand. He also said Turkey's foreign trade deficit will fall for the same reason. "The Turkish economy is well integrated with global markets and we expect a recovery in foreign trade by 2010," he added.

Süleyman Şensoy, the chairman of the Turkish-Asian Center for Strategic Studies (TASAM), on the other hand, says Turkey aims to raise its trade volume with Latin America and the

Caribbean to \$30 billion. Şensoy defines the region, home to 33 countries with a total gross national income of \$4.5 trillion, as one of the emerging markets in the world but said Turkey engaged in minimal trade with the region due to the lack of proximity between the countries.

The government has not slowed down yet, continuing research on ways to increase exports. Türk Eximbank, a state-owned bank responsible for promoting Turkey's exports through the diversification of exported goods and services, is expected to increase the amount of country loans it extends. Türk Eximbank plans to extend around \$300 million in country loans in 2009, which would increase Turkey's production and exports amid the ongoing financial turbulence. Eximbank extends country loans to foreign entrepreneurs who import goods from Turkey with the aim of boosting the country's exports.



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Turkey needs to tackle the issue of education reform in order to eliminate the existing structural mismatch between what is demanded and what is being supplied by the Turkish labor market

EVERY CRISIS CREATES ITS OWN OPPORTUNITIES

We are now passing through a severe global economic crisis. Surging unemployment all over the world has been part of an ongoing vicious circle. This shows that preservation of employment should be seen as the most precious target of development policies in every country from here on out.

This is also true in Turkey, where the rate of unemployment reached 16.1 percent in February, corresponding to more than 3.8 million unemployed people.

The striking point here is that even before the crisis the level of unemployment was around 10 percent, despite high growth between 2002 and 2007. Thus, we must address several issues: the nature of Turkey's global integration; the transformation of its industry; effective management of agricultural transitioning, under which millions of people are being "pushed" to the cities without any strategy; the nature and quality of Turkey's services industry, the focal point of employment generation in the contemporary world that is, therefore, supposed to "pull" those people "pushed" by out agrarian restructuring; and, finally, the structure of the labor market. In this regard, the quality of the labor force in terms of its capacity to meet the changing demands of rising modern industries must be upgraded.

At this point Turkey has three major priorities: First, it must immediately return to the high-growth path, as continued and long-lasting growth is the major remedy for unemployment and deteriorated income distribution.

However, in the midst of this new growth momentum, we must reconsider those sectors where we target high productivity and those we identify as engines of employment generation, which may not necessarily satisfy productivity targets. Therefore, high-productivity sectors must

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be boosted, supported and subsidized so that, with the yields and surpluses there, Turkey can keep labor-intensive sectors, such as textiles, clothing, tourism, and construction, running.

Second, Turkey needs to tackle the challenging issue of education reform in order to eliminate existing structural mismatch between what is demanded and what is being supplied by the Turkish labor market. There are many rising industries demanding high-quality labor due to the global integration of Turkish industries and many service sectors, both under the control of the government and the private sector. For instance, Turkey's goal of accession to the EU has required many reforms and every area of reform requires hundreds and thousands of new employees, a need that was never satisfied by the labor market.

The third issue is, of course, related to Turkey's high cost of employment generation. Among these costs, the most striking part is imposed by the public sector through high employment taxes. According to a logic that is not easy to understand, as the number of people you employ rises, the taxes that you must pay also rise, a clear and totally irrational discouragement for employment creation. This is one of the critical factors behind Turkey's unregistered economy, a major source of revenue loss, the country's underdeveloped social security system and unfair competition.

Among these three major agenda items, high growth is now the major concern. Let me remind you that even before the crisis Turkey had lost the

dynamism of high growth, partly after mid-2006, when the international markets started deteriorating as the cost of energy and other commodities, including food, rose sharply. As this process resulted in rising inflationary pressures and a fragile current-account deficit of 6-7 percent, policy-making authorities decided to slow down growth momentum through the use of contractionary fiscal and monetary policies until international prices normalized, and Turkey undertook several second-generation reform measures so the cost of doing business would be reduced to the same level as other major emerging markets.

Unfortunately, Turkey failed to achieve most of these second-generation reforms after 2007, due to many different factors that need not be repeated here. However, it seems that the global crisis has not only created many problems; it has also brought some positive waves that can benefit Turkey in starting a new momentum in the post-crisis era.

To mention some of these positive developments, Turkey's consumer price inflation declined to 6.3 percent from almost 10 percent just four months ago. Parallel to this, both central bank policy rates declined to 9.77 percent and the Treasury borrowing rate dropped to 12 percent. Moreover, improvement in Turkey's current-account deficit, one of the most fragile aspects of its economy just before the crisis, continued at an increasing rate in March 2009. By the end of the first quarter, for the first time in the last seven years (excluding the crisis of 2001), the current-account balance recorded almost \$1 billion in surplus. All these levels of major macroeconomic parameters correspond to historically low levels.

Therefore, provided that Turkey catches a new momentum of reform parallel to the recent radical changes in the government Cabinet, a chance for a new high-growth era will be created.



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Then-Foreign Trade Minister Kürşad Tüzmen (C) is seen with businessmen at the inauguration ceremony of last year's Turkey Central and Eastern Europe Trade Bridge.

MAKING NEW FRIENDS

It's characteristic of human nature that we prefer to do business with friends rather than strangers. Meeting people from other countries makes it easier to develop trade ties, so the Turkish Confederation of Businessmen and Industrialists' (TUSKON) mission with this trade fair began as soon as the first delegate boarded an airplane.

Many people enter international trade and business with preconceived ideas, patterns of perception instilled in them at school or in their homes, and naturally some of these notions prove wrong when tested in the wider world.

"Travel is fatal to prejudice, bigotry and narrow-mindedness," said Mark Twain, who traveled and lectured in many countries after he became famous through his novels and short stories. But the author understood the benefit of travel before he ever went to Europe, for he sent Huck Finn on a raft in the Mississippi River to free the boy of the strictures of his hometown.

Twain also sent him floating downriver with an escaped slave. Away from the moral and political guidance of his community, Huck had to work out the right and wrong of slavery in his own heart and mind. The author used art to bridge a moral divide.

Everyone talks these days of sustainable development, usually associating the challenges with the environment, or with finite natural resources. People who protest against global trade organizations and policies often portray an evil love of consumerism and economic growth as the enemy of environmental protection and human dignity.

But this is a false dichotomy, for the bureaucrats who plan and implement world trade policies understand better than most people the dangers and imbalances in the system. Indeed, they experience more airport hassles and traffic jams in different cities than any local protestor.



BY THE WATER COOLER
MICHAEL KUSER

The idea of trade bridges implies a network of connections, more of a web than a straight line. Civil engineers understand that a web-truss design gives greater structural strength than a flat beam bridge. Thus, the more personal connections made at a large international trade fair like TUSKON's event, the more sustainable the trade ties arising from the fair.

Trading with the enemy

The US and the international community have tried to use trade as a political lever in many different situations over the years, whether isolating Communist China, pressuring the apartheid regime in South Africa or attempting to persuade Iran and North Korea to give up nuclear arms programs.

During World War I, the US Congress passed a law forbidding American citizens and companies from trading with countries deemed hostile to the US, the Trading with the Enemy Act. Now 91 years after law was passed only one country, Cuba, remains prohibited under the provisions of the act.

The political consensus now favors engagement over isolation. Today we see Turkey and Armenia moving slowly toward normalization of diplomatic relations, including the reestablishment of trade relations. Cyprus is another classic case, with the Greek and Turkish communities talking in order to find a way to live together.

Another difficult case of estranged and bitter

relations is the political dispute between Israel and Palestine. All these tough cases involve relatively small populations, when compared to the world's billions of people. That is why even one individual can make a difference.

In June the Istanbul Foundation for Culture and Arts will cap its International Music Festival by honoring the great conductor and pianist Daniel Barenboim with its Lifetime Achievement Award, in recognition of his artistry and his civic commitment to building bridges between different cultures.

Barenboim, an Israeli citizen born in Buenos Aires, worked with Palestinian activist Edward Said in the 1990s to establish the West-Eastern Divan Orchestra, an educational program based in Seville, Spain that brings young Jewish and Arab musicians together.

As anyone who saw the attack on Gaza at the beginning of this year knows, they face a difficult task. The Palestinian Cultural Festival declared Jerusalem the capital of Arabic culture for 2009. The Jerusalem police then arrested 20 people attempting to organize the festival.

Barenboim had this to say: "I have often called for cultural initiatives that can build bridges of communication where politics has the tendency to destroy them. Opening a dialogue is important not in order to accept existing conditions but in order to change them. ... On a cultural level, dialogue is always possible even between mutually hostile parties, and ... this is why the Israeli suppression of Palestinian cultural activity is particularly painful for me to witness."

It is significant the Barenboim will be honored in Istanbul on June 30, and the same spirit of reaching out is evident in the program of the TUSKON Turkey-World Trade Bridge 2009. In business we call it making new contacts, but it's really about making new friends.

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INTERCULTURAL DIALOGUE TRANSLATING INTO COMMERCIAL TIES

Although technological developments and globalization have transformed the nature of commerce in line with the new realities of an increasingly interconnected world, it is certain that one intrinsic element of conducting business could never be replaced or challenged: trust

MUSTAFA EDİB YILMAZ ANKARA

Technological developments and globalization have significantly changed the means by which commercial relations are established. In effect, perhaps the entire nature of commerce has been transformed by the new realities of this increasingly interconnected world. However, one intrinsic element of conducting business has always remained the same and could never be replaced or challenged: trust. As healthy dialogue between communities always establishes strong feelings of mutual trust, it also translates directly into commercial relations benefiting all parties involved.

It is true that many people are now doing business over the Internet without getting to know each other. But isn't it also true that, even if only through wires, we are searching for some kind of reliability on the part of our trade partners? Don't we look for the comments of the previous buyers who bought a certain product from a Web site in the past? Well, the answers are becoming increasingly clear considering the frequency of headlines about cyber fraud. So, one way or another, trustworthiness is a virtue always sought after in the business world. And how has humankind established trust for centuries? Friendly interaction and dialogue come first among the possible responses to this question.

Since isolation from the world is no longer possible for any state or community within this "global village," there are two options for everyone in the face of increasing interconnectedness: understanding all the side effects of globalization and aiming to benefit from it or confronting globalization while being unprepared to receive the heavy blows it deals out. No further inquiry is needed as it has already been shown many times by academia that globalization is creating winners and losers, without leaving anyone in between. The intercultural dialogue activities initiated by the Gülen movement, a faith-based social movement named after Turkish Islamic scholar Fethullah Gülen, are in a strategic position in that regard, particularly with the hundreds of schools it has opened worldwide.

Those schools are seen as islands of peace by many people. "Take Bosnia, for example. I am sure the atrocities and the bloodshed that took place between 1992 and 1995 are still fresh in everyone's memories. Today, Serb, Croat and Bosnian students are receiving the same education in the same classrooms in a school opened by the movement. They are growing up together while being taught that their religious, ethnic or other differences do not preclude the possibility of peacefully coexisting and living side by side. Adapt this now to India and even to the West and developed countries," said Mustafa Yeşil, chairman of the

PHOTO TODAY'S ZAMAN, MEHMET ALI POYRAZ



As healthy dialogue between communities establishes strong feelings of mutual trust. It also translates directly into commercial relations benefiting all parties involved.



PHOTO CİHAN, SEZA ATAMAN



PHOTO TODAY'S ZAMAN, MEHMET ALI POYRAZ

executive board of the Journalists and Writers Foundation, a Turkish NGO emphasizing the importance of intercultural dialogue for understanding and for the establishment of global peace, in an interview with Today's Zaman.

On the subject of the underlying goals of these schools, Gülen himself confirmed that they specifically aim to lay the foundations for durable dialogue between cultures. With this dialogue being established between even the most remote communities, increasing trade is only one of the many benefits of this process. Today's Zaman columnist Kerim Balcı came to the same conclusion in an article on Dec. 5, 2007. "The bridges of love and gratitude fostered in these schools in time turn into a web of bridges be-

tween all the countries Turkish schools operate in," he wrote. He supported his point in the same article by pointing out that most of the participants at the Turkish Confederation of Businessmen and Industrialists' (TUSKON) 2nd Turkey-Eurasia Foreign Trade Bridge held in December 2007 came there "thanks to the Turkish schools opened by Turkish philanthropists in the 13 countries joining the summit."

Thus, as they continue to educate students and invest in dialogue between different cultural, racial, religious and ethnic communities, these schools will always establish trust between people and help all of them benefit from the inevitable process of getting closer due to the ever-increasing impacts of globalization.



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TUSKON held a meeting prior to its Turkey Central and Eastern Europe Trade Bridge where representatives from various firms met to discuss opportunities for cooperation.

TUSKON WORLD TRADE BRIDGE SEEKS TO INCREASE TRADE VOLUME BY OVER \$7 BLN

DAVID NEYLAN | ISTANBUL

The organizers of first-ever Turkey-World Trade Bridge hope the event, which is expected to bring together upwards of 2,000 participants from 150 countries, will directly contribute to an increase of more than \$7 billion in trade.

The event, sponsored by the Turkish Confederation of Businessmen and Industrialists (TUSKON), is touted as being one of the largest matchmaking events in the world of business, and organizers expect the event to attract a great deal of attention from countries that would have otherwise overlooked Turkey in this time of economic contraction and to put the country squarely on the radar of global trade.

"We want to open Turkey's tremendous trade potential to the world and put Turkey on the agenda of these businessmen," said Kerem Aydın, TUSKON's America and Asia-Pacific regional coordinator, noting that at present businessmen in many corners of the world do not have much knowledge about the Turkish economy. "We invited them so that they can see with their own eyes how Turkey can benefit their business, and we also want to promote İstanbul as a metropolitan city." He noted that the event would be a networking opportunity for businessmen from Turkey and around the world. "The purpose of the summit is to offer a platform of discussion to cope with the impact of the recent crisis and to explore new business opportunities to increase world trade," Aydın said.

At a time when Turkey's trade with its traditional trading partners has fallen off a cliff, the trade bridge is

hoped to fulfill an especially important role in opening up trade with countries that Turkey presently enjoys only limited trade relations with. At least 50 ministers are also expected to participate in the event. "As of today, 50 countries have confirmed ministerial participation," said Aydın, noting that the ministers would come together for an İstanbul trade ministers' summit.

TUSKON has also planned an opening ceremony that will take place in what Aydın says will be "an international panel format," the purpose of which Aydın notes "is to contribute to international cooperation by contributing innovative efforts for the reanimation of global trade that has been shrinking as a result of a deepening global economic crisis."

Unlike other meetings involving trade ministers and high-level officials, the focus of this event will not be on intangible statements of how the crisis should be overcome through cooperation and the like, but rather, tangible business matchmaking and business-to-business meetings.

"This is primarily a buying mission," said Timur Tığdemir, head of the Africa and Middle East department at TUSKON, adding, "We targeted mostly importers from participating countries."

TUSKON has arranged many trade bridges with various regions: Eurasia, Asia Pacific, Africa and Central and Eastern Europe. "This year, countries and regions never represented are going to be present," said Aydın, noting that this year, Latin American countries would be represented, as would Western European and North American businesses.

"Latin American countries are expected to contribute more than 100 delegates, with 50 coming

from Brazil alone," emphasized Tığdemir. Aydın hopes that the event will contribute directly to more than \$7 billion in trade. And if previous trade fairs are anything to go by, this hope seems to be quite realistic. Already TUSKON regional trade fairs have gone a considerable distance in furthering this goal. The last TUSKON trade bridge -- the Turkey Central and Eastern Europe Trade Bridge -- was reported to have directly contributed to more than \$2 billion in trade (or in other words, the two-day fair contributed more than 10 percent of the total annual trade of approximately \$20 billion with the 45 participating countries). TUSKON draws this conclusion from official trade figures in combination with polls of Turkish and international businessmen at the event.

The fair before this, the Turkey-Africa Trade Bridge, is believed to have contributed significantly to the soaring trade between Turkey and the African continent -- which jumped from \$12.76 billion in 2007 to almost \$17 billion in 2008 -- an increase of over 30 percent. What is more significant is the increase in trade with Sub-Saharan Africa and the dramatic increase in the proportion of non-petroleum trade. The fact that these numbers increased in a context of plummeting oil prices is further testament to the opportunity TUSKON's trade bridges offer in diversifying markets.

"We have to diversify our markets," said Tığdemir. "Trade with European markets has all but stopped in the first three months, and many have realized they need to diversify," he added. "Some markets in Africa and other regions have not been affected by the crisis because they are not in the global climate."



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PHOTO: TODAY'S ZAMAN, MUSTAFA KIRAZLI

TUSKON's Turkey-Africa Trade Bridge convened in the Lütfi Kırdar Convention and Exhibition Center with the attendance of 500 businessmen from 33 countries.

WITH OVERWHELMING DEMAND, TUSKON FORCED TO TURN AWAY SOME COMPANIES

The Turkish Confederation of Businessmen and Industrialists (TUSKON) has been forced to choose from among requests from thousands of companies that want to attend the Turkey-World Trade Bridge 2009 trade fair it has organized.

The trade fair has been besieged with requests from interested parties, but TUSKON, keeping the limitations of its venue in mind, has not been able to accept all the applications it has received. The aim is to see \$7 billion in trade volume derive from this huge event, which will bring together 3,000 businessmen from Turkey and 2,000 business figures from around the world.

This year, the TUSKON confederation -- known for its efforts in increasing the strength of trade relations between Turkey and other regions such as the African Saharan and Pacific regions, where trade volume with Turkey is low -- has gathered all of its foreign trade bridges together under one umbrella. TUSKON General Secretary Mustafa Günay explains that 400 stands at the trade fair were very quickly filled, and that nearly 100 businesspeople have been put on waiting lists. Günay also notes that the

foreign presence will be very large at this trade fair and that foreign businessmen coming to attend are paying their own airline and hotel costs.

TUSKON began its first moves towards building foreign trade bridges three years ago with African nations, taking the current Turkish administration's trade policies into consideration. The initiative stretched from Africa to the Pacific region, and most recently to Eurasia. Up to now, TUSKON has hosted around 4,500 companies as well as hundreds of government ministers and bureaucrats. In this sense, TUSKON contributes largely to the general promotion of Turkish trade potential. In fact, so great has been TUSKON's success that they have been requested by foreign trade communities in the Middle East, Latin America and Central America to come and organize similar ventures. Günay said that rather than answer all of these requests one by one, his decision was to hold one enormous trade summit to which everyone from every region could come.

Günay noted that this year's contingency from Latin America will be an important part of the TUSKON organization, pointing out in partic-

ular the participation of a company from Chile that exports \$1 million worth of goods annually. Günay also noted that there would be a sizable representation from Costa Rica, as well as from Panama, which engages in the highest amount of trade in its region. Visitors will also be in attendance from Paraguay, Argentina and Bolivia.

This TUSKON summit is not only open to members, but to all interested businessmen. "We need to force our people out of inertia and push them into export. We need to make international investments. This is simply our only choice," Günay said. Interestingly, TUSKON decided not to accept state-funded incentives in this large event and instead, to simply rely on sponsorship. For example, while the Foreign Trade Undersecretariat in Ankara does cover plane and hotel fees for certain visiting business entities, TUSKON did not accept the offer. The only aspect of this enormous summit that is being covered by the undersecretariat is the lunches that will be served throughout the three days of the event. Also, the İstanbul Municipality turned over the large congress center in Sıtluce for TUSKON's use in the enterprise. *İstanbul Today's Zaman*

HÜRSİAD sees end to ongoing economic crisis

MUSTAFA KUŞEN AFYONKARAHİSAR

The end of the global economic crisis is in sight, Association of Free Industrialists and Businessmen (HÜRSİAD) head Ramazan Özçelik has said. Speaking at the Afyonkarahisar Chamber of Commerce and Industry (ATSO) during a presentation on the Turkish Confederation of Businessmen and Industrialists' (TUSKON) Turkey-World Trade Bridge 2009, which will be held in İstanbul on June 2-5, Özçelik stated that the world has

been feeling the effects of the ongoing economic crisis for a year, adding that deterioration has slowed down.

Noting that the crisis has resulted in ambiguity, Özçelik explained: "In my opinion, the end of the tunnel is in sight. Those who are a little more pessimistic can say, 'The end of the tunnel is not in sight, but the inside of the tunnel is getting brighter; we are getting near the end.' What do I base the things I am saying on? When we take a look at the data for the past three months released by the

Treasury, we see that many banks have profits on their balance sheets. A recovery is observed in world exchange markets. It is certain that there is some kind of recovery. Deterioration has at least slowed down. When we look at our country, the crisis is not ours, anyway. For us, the most serious impact of the crisis was a decline in foreign trade. However, unfortunately, a situation of panic has developed, consumption and investments have been delayed and a crisis has occurred inside the country."

TURKISH, CANADIAN ENTREPRENEURS TO BUILD TRADE BRIDGE

The Turkish Canadian Chamber of Commerce (TCCC), established in April in Canada, has accelerated efforts to establish a trade bridge between the two countries, aiming to boost mutual trade volume. Hakan Toprak was elected chairman of the TCCC and Enes Kula became the general secretary. As their first move, the union has opened a representative agency of the Turkish Confederation of Businessmen and Industrialists (TUSKON).

The TCCC is bringing representatives from five major Canadian companies from the food, furniture, construction and energy sectors to TUSKON's Turkey-World Trade Bridge 2009. The meeting, the largest of its kind organized in Turkey this year, is looking at increasing Turkey's exports to alternative markets such as the Middle East, Asia-Pacific, Africa and Latin America, apart from the country's traditional export markets in Europe.

TCCC General Secretary Kula said they have already commenced work on bringing new members to the chamber from all over Canada. "We have managed to make progress toward remarkable trade agreements between the two countries' businessmen although they are new to each other's countries and are contemplating bringing representatives of large Turkish firms to the fair to meet with their Canadian counter-

parts," he said. Kula noted they will organize a meeting following their return from the Turkey-World Trade Bridge 2009 back in Canada and expect to reach a large audience. Having participated in Turkish Foreign Economic Relations Board (DEİK) meetings only a short time after it was established and recently invited by the Undersecretariat for Foreign Trade to have talks in İstanbul, the TCCC has managed to achieve considerable recognition in the Canadian market.

In his speech at a meeting, titled "Turkish Entrepreneurs around the World," held by DEİK in İstanbul in April, Turkey's chief EU negotiator, Egemen Bağış, complimented the TCCC on their determined efforts in Canada, adding that he was glad to see the chamber operating as a TUSKON representative and promoting Turkey abroad. Turkish entrepreneurs abroad should combine their power and focus on further cooperation, leaving any ideological differences of opinion aside, Bağış said. **İstanbul**
Today's Zaman

Egemen Bağış complimented the TCCC on its determined efforts in Canada to promote Turkey abroad.



PHOTO TODAY'S ZAMAN

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600 AEGEAN COMPANIES ATTENDING GIANT İSTANBUL FOREIGN TRADE FAIR ORGANIZED BY TUSKON

ALİ RIZA KARASU İZMİR

Six hundred companies that are part of the Aegean and Western Mediterranean Industrialists and Businessmen's Federation (ESİDEF) will be attending the Turkey World Trade Bridge 2009 trade fair held by the Turkish Confederation of Businessmen and Industrialists (TUSKON) in İstanbul between June 2-5.

The companies will be represented at a total of 60 stands at this important trade fair, which will take place at the İstanbul Trade Fair Center. Companies from up to 150 countries all over the world -- from Romania to Venezuela, from the Philippines to Burkina Faso -- will be in attendance. The ESİDEF companies at the trade fair will be representing a wide range of sectors, from food to furniture, construction to shoes and agricultural to electrical equipment.

Offering information on the Turkey World Trade Bridge 2009, ESİDEF CEO Ramazan Davulcuoğlu said: "There will be representatives from 2,000 companies coming from 150 countries from five continents. These companies will be represented at the trade fair by 3,500 foreign businessmen. These are people who are interested in importing more goods into their countries. There will be one-on-one meetings as well as the opportunity for Turkish businesses to display their products at the stands." Davulcuoğlu noted that the sheer size of this particular trade fair was a first in the world, saying: "Not only will business figures be arriving from other countries, but also many government ministers and chamber of commerce and industrial leaders. Also many, many journalists."

Some of the Aegean and Mediterranean-based ESİDEF companies attending the Turkey World Trade Bridge 2009 are as follows: from İzmir: Orkide, Alfemo, İdil, Windoform, Naturin; from Denizli: Özgüven Cable, Çarkıt Cable, Kayteks; from Uşak: Sesli Battaniyeleri, Uşak Kar Ceramics, Uşak Ceramics; from Antalya: Kadi Ahmetoğulları; from Balıkesir: Saygılı Remork, Kont Home Textiles, Turyağ, Windoline; from Aydın: Alpler Ziraat; from Kütahya: Güral Porcelain, Kütahya Ceramics; from Burdur: Ertuğrullar Agricultural Machines; from Afyon: Oruçoğlu Oil; and from Nazilli: Uğur Group.



PHOTOÇİHAN, MURAT ŞİMŞEK

Aegean and Western Mediterranean Industrialists and Businessmen's Federation head Ramazan Davulcuoğlu.

Businessmen from İzmir seek investment opportunities in Mauritania, Senegal

The Çiğli Union of Industrialists and Businessmen (ÇİSİAD) has organized visits to Senegal and Mauritania to seek mutual cooperation opportunities prior to the Turkey-World Trade Bridge 2009 fair. The delegation of 10 businessmen from ÇİSİAD had the chance to get a better understanding of these countries' markets. They paid a visit to Dakar, the capital of Senegal and Africa's biggest trade port. ÇİSİAD Vice President İbrahim Çetin Göktoğan said they met with Senegal Minister of Trade Mamadou Diop and exchanged views on the country's economy.

The minister said they were glad to see Turkish entrepreneurs in the

city, which has attracted the attention of many big investors from around the world. There are many firms operating there from Lebanon, China, France and other European countries. He added that Turkish Airlines (THY) had direct flights to Dakar and that the region is suitable for investment despite a popularly held belief that the country lacks security. Göktoğan said they had had fruitful talks with entrepreneurs from Mauritania, a country with a Muslim majority population. "I hope we will sign a considerable amount of trade agreements at the TUSKON exhibition," he added. **İzmir** Today's Zaman with wires

Meeting promotes benefits of TUSKON summit for Karabük businessmen

The Association of Karabük Safranbolu Businessmen (KASİAD) head Ahmet Ramazanoglu said: "Many companies go from door to door in order to market their products. However, buyer and seller gather at one table at the TUSKON [Turkish Confederation of Businessmen and Industrialists] summit. Many business contacts have been made at TUSKON summits in the past. The businessmen of Karabük must not miss out on any opportunity that comes to them." Business talks to be held at the İstanbul World Trade Center from June 3 to 5, in which 2,000 companies from 150 countries will participate, have been promoted by the Association of

Karabük Safranbolu Businessmen (KASİAD) at a meeting, which took place at Vali Nafiz Kayalı meeting hall.

Attending the meeting as guest of honor, Nihat Kurt, the CEO of Nazlı Gıda, a leading Turkish snack food and beverage company, stated that he has done business in many fields from managing a restaurant to managing a shoe store and said making the right decisions is important when conducting business. Noting that business life is filled with ups and downs, Kurt further said the programs held by TUSKON are effective. He also added that he has exported products to 10 countries thanks to TUSKON. **Karabük** Çihan

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The Governor of Sudan's Sennar state, Ahmed Abbas Mohamed (C), visits businessmen in Adana's Ceyhan district to seek to seek business opportunities.

TURKISH FARMERS IN SUDAN WORK WONDERS WITH SUNFLOWERS

ABDULLAN ÖZYURT/MURAT ÜLBEKİ ADANA

Sudan, which has one of the greatest land masses of any African nation, is receiving a boost to its agricultural sector by Turkish entrepreneurs from the city of Ceyhan in Adana province. The success of the Turkish producers in Sudan, who raised the output of their rented land from 35 kilos to 100 kilos, has caused huge reverberations throughout Sudan. Sudanese state television decided to air a live broadcast the sunflowers being harvested from the land, after which offers for cooperatives efforts rained down on the Ceyhan-native business men.

A narrowing of the agricultural sector in Turkey has led to producers looking in new directions for opportunities. Thus, a group of farmers from Çukurova in Adana headed for African horizons, renting 33 million square meters of land in Sudan in the first stages of their project. The farmers' first harvest produced 600 tons of sunflowers on 4 million square meters of land, and the running of their farm was selected as a national example in Sudan. While the average harvest was between 35 and 50 kilos of production per 1,000 square meters of land in Sudan, the Turkish farmers increased this volume threefold, in the process becoming the focus of national interest, to the extent that the Sudanese government decided that the sunflower harvest should be broadcast on state television.

Members of the Ceyhan Entrepreneurial Businessmen's Foundation (CEYGİD) are now at the helm of agricultural efforts in the al Jazirah and Sennar regions of Sudan. CEYGİD's Sudanese adventures began with the Turkish Confederation of Businessmen and Industrialists' (TUSKON) first African summit. Businessmen from Ceyhan first traveled to Sudan in 2007 to investigate possibilities there, returning to

Turkey to share some of their insights with other Ceyhan-based businessmen. Later, these businessmen played host to the provincial governor of the Sudanese state of al Jazirah in Turkey, after which they received a formal invitation to come to Sudan again. This time, a 19-person delegation traveled from Ceyhan to Sudan, where the delegation rented a milk production farm on a large plot of farmland. When they returned to Turkey, the CEYGİD members formed the 100 percent Turkish Ceyhan Medeni Cezire Limited Company, and put down \$1 million in investment. Tractors, agricultural machines, and various tools were sent from Turkey to Sudan, and the Çukurova farmers began planting sunflowers and wheat on the Sudanese land. Their first official harvest took place last March. The second address for these Ceyhan-based entrepreneurs is in the Sennar province of Sudan, where they have signed an agreement to start an agricultural project to plant corn and cotton on 20 million square meters of land.

600 tons of sunflowers \$250,000

CEYGİD President Ahmet Turan Titirli says that his group has seen four times the amount of production from its crops than is normal in Sudan, and that offers were already flowing in for the sunflowers that are still in the planting stage at this point after the success of the first harvest. Titirli notes that the CEYGİD members were able to sell 600 tons of sunflowers for \$250,000. He says very attractive conditions exist for Turkish investors in Sudan. He went on saying: "The country is really undergoing a serious process of development. In addition to agricultural initiatives, it also needs roads and dams. We would like to see other business associations from different parts of Turkey invest in Sudan. We can give all the support necessary to those who wish to come to Sudan. Sudan has two-

and-a-half times more arable agricultural fields than Turkey. It has lots of sun and water and, of course, the fertile deltas of the Nile River. Sudan is the ideal spot for investment for people complaining about the narrowing economic aspects of the agricultural sector in Turkey. If we were to bring over a good 5,000 farmers, they would all find work there."

Agricultural and animal husbandry opportunities in Sudan include the following:

- The formation of cattle and lamb farms aimed at meat production.
- Work with the cooling and freezing processes of meat products.
- Setting up modern slaughterhouses and facilities to use all parts of slaughtered animals.
- The tending and care of sheep and goats whose milk is to be used for milk and milk products.
- The production of eggs and poultry meat for local consumption.
- Fish farms, mussel farms.
- The production of dried fish products.
- Canned fish and meat production.
- The production of plants for animal feed.
- The production of animal feed from the stalks of crops and other items such as peanut shells.
- The production of animal feed from the discarded parts of sugar cane, beet molasses, and oily seeds.
- The production of medicines for veterinary purposes.
- The importation of mixed chickens and chicks, electric incubation machines, and the tools and machines used in poultry farming.
- Machines used by livestock farmers, such as those used in the packaging of animal products, as well as a wide range of other products needed by animal farmers.



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MACHINE CREATED THAT CUTS MARBLE AS EASILY AS WOOD

In an industrial breakthrough Turkey's Demmak Demireller Makine Sanayi Ticaret A.S. has produced a machine that cuts through marble as easily as wood.

Company officials say the machine is 50 times more powerful than similar tools that have been imported from Italy. Demmak CEO Şuayp Demirel held a press conference to introduce the new machine to journalists and sector representatives in Kaklık, Denizli province. Demirel, a member of the executive board of the Aegean Marble Exporters Union, said that with the most recent innovation, Turkey, a long-time importer of most of its industrial marble cutters, had begun exporting marble-cutting technology to many countries around the world.

"We have produced various kinds of marble-processing machinery since 1978. We believe that by using new technology, we will be able to overcome the financial crisis currently battering the economy, and these machines are the best of their kind. Using them is easier, and they are 50 times stronger than old machines. ... This is very important in terms of producing finished products inexpensively," Demirel said.

The new marble cutter is a third-generation model, Demirel said, describing its features. "It has one of the longest arm spans of machines of its kind in the world -- seven meters. It is much more efficient and economical than diamond-tipped machines. This machine uses half as much energy as its peers to produce the same results. It also makes it possible to cut without using water. It works automatically and does not require human supervision," he said.

Demirel said imported marble cutting machines cost around 180,000 euros each and used to be the only option for Turkish manufacturers. "But this machine is 100 percent domestically made, created and developed by



PHOTO TODAY'S ZAMAN

Demmak Demireller Makine Sanayi has produced a machine that cuts through marble with great ease.

Turkish engineers and Turkish workers. From now on, there's no need to lose money due to the exchange rate. We will provide spare and replacement parts, the entire package," he said.

Turkey exports nearly \$1.6 billion worth of marble annually, and Demirel said his firm expected their advanced, domestically made marble cutter to boost this figure. "We export 30 percent of the machines we build. Right now, businessmen from China, South Korea and Pakistan are evaluating opportunities provided by the marble business in Denizli and the surrounding areas," he said.

Mehmet Cadil, owner of Portsan Marble and president of the Bucak Marble Workers' Association, was also present at the press

conference and praised the new machine, saying that it was possible to cut marble in the morning and pack and ship it in the afternoon. "Before, we cut marble with [diamond-tipped] wires. When a wire snapped, it was extremely dangerous; this has now been prevented," he added.

Burdur Marble Workers' Association President Ali Gür said the machines were the product of Turkish innovation and development on existing imported models. Muğla Marble Workers' Association President Ulvi Yaman noted the significance of the progress that had been made from the days when Turkey imported marble cutters that Turkish workers didn't even know how to use to the present, when Turkey has produced its own a state-of-the-art model. **Resul Cengiz Altın**

Wheat flour leader BafraEriş targets Africa



PHOTO TODAY'S ZAMAN



BafraEriş, which exports a significant amount of flour daily, plans to increase its market share in Africa.

The BafraEriş Flour Company, which ranked 520th on the Istanbul Chamber of Industry's list of Turkey's largest industrial enterprises, plans to increase its market share in Africa.

BafraEriş has continually worked to reach new markets since it was founded in 1974 and currently exports its products to a number of countries in the Far East, Middle East and Africa.

The company, which exports a significant share of the 1,200 tons of flour it processes daily, received the Turkish Exporters Assembly's (TİM) Second Most Successful Exporter Award in 2007. BafraEriş, which began working to increase its trade with African countries in 2008, expanded its sales volume with targeted marketing policies. The company's exports amounted to \$33 million in 2008, and it aims to continue to increase its exports, especially to Africa.

BafraEriş, which has a considerable share in the African wheat sector, has a distinct advantage over its competitors because its factory in İstanbul's Silivri district is quite near the Sea of Marmara, greatly facilitating shipping. **İstanbul Today's Zaman**



PHOTO: CIHAN. BOSTAN CEMILOGLU

The Anatolian Entrepreneurial Businessmen's Foundation will hold its second Turkey-Africa Foreign Trade Bridge in Adana on June 2-5 with the attendance of entrepreneurs from such countries as Senegal, Bangladesh, Sudan, Kyrgyzstan, Angola, Laos and India.

AFRICAN BUSINESSMEN COMING TO ADANA

MEHMET ŞAHİN / ÖMER SARI ADANA

The Anatolian Entrepreneurial Businessmen's Foundation (AGİD) will be holding its second Turkey-Africa Foreign Trade Bridge in Adana between June 2 and 5.

Business figures from such countries as Senegal, Bangladesh, Sudan, Kyrgyzstan, Angola, Laos and India are expected to attend, with a total of around 150 participants anticipated. Businessmen from these foreign nations will have the chance to meet one on one with Turkish businessmen in Adana and Mersin for talks.

AGİD, which operates under the larger umbrella of the Turkish Confederation of Businessmen and Industrialists (TUSKON), held a meeting recently at the Adana Chamber of Commerce Social Services and Education Foundation (ATOSEV) under the leadership of AGİD President Ahmet Coşkun. Participants at the Turkey-Africa Foreign Trade Bridge are primarily coming to Turkey to attend TUSKON's Turkey-World Trade Bridge 2009.

Coşkun noted at the meeting that activities planned by his group in recent years have aimed to promote Turkish goods in African markets. He said last year a delegation of business figures from the Democratic Republic of Congo had come to Adana and that these meetings had led to positive results, including the formation of a \$15 million trade link between Turkey and the Democratic Republic of Congo. He emphasized that their goal for this year was to see relations created with even more business



AGİD President Ahmet Coşkun

entities from a wider variety of African countries.

"African countries are tired of cheap and low-quality Chinese goods, and we need to take advantage of this opportunity," he said, adding: "The quality of Turkish goods is very close to those of Europe. But European goods are very expensive. Those who want to get quality chose us. We need to take advantage of this opportunity. We want to have our guests meet with the merchants and industrialists in this city. Last year we took this step with one single African country. And now, during this period when we are

all feeling the effects of the economic crisis, it is the ideal time to export to African countries."

Coşkun noted that AGİD places a very high priority on developing trade relations with countries from the African continent. He said this was the general purpose behind the upcoming foreign trade bridge program.

He said the event would take place on Saturday, June 6, at the ATOSEV facilities in Adana. "The volume of trade between our two regions lags far behind its real potential. Turkey imported \$5.7 billion worth of goods from the African continent in 2005 and, during the same period, exported \$3.5 billion worth of goods to African nations. But the real potential trade volume between these two regions is actually around \$40 billion. So, from this perspective, the Turkey-Africa Foreign Trade Bridge 2 trade fair is an important chance to develop potential, and to create the groundwork for the future. I believe that Adana business figures won't want to miss out on this chance."

Coşkun also noted that many cities in Turkey were jostling to be able to host visiting businessmen from African countries, adding: "At this point, Kayseri has invited 10 African countries. It continues to research how it can increase this number. As you know, Kayseri people don't invest when they don't think they'll see returns. The same thing is going on with Gaziantep. This year, we as AGİD are hosting as many visiting businessmen as we can handle. But we would like to cooperate even more on this business, and see all of Adana get involved. The important thing is that our city wins at the end of all this."

PAPRI guarantees abundant flavor with new tomato paste



The increasing demand for healthy, ecologically friendly products in the domestic market and even more so in external markets is bringing new products and companies into the food business. PAPRI products, which entered the market in 2008 with the motto "Extra quality, extra flavor from the Bafra Plain," are made for household consumption. One kilogram of PAPRI tomato paste is made from six kilograms of tomatoes, and one kilogram of PAPRI pepper sauce is made from five kilograms of peppers. They do not contain any additives. PAPRI's homemade-style products use only salt as a

preservative and citric acid as an acidity regulator. PAPRI sauces can be kept in jars for up to three years.

The biggest demand for PAPRI products comes from European and Middle Eastern countries.

While preparing the orders for the coming season, company officials say, "We offer extra flavor to those who focus on having a healthy diet with our homemade-style tomato and pepper sauces and our homemade-style grilled peppers, which are produced from the famous Kapya peppers of the Bafra Plain."

The demand for and interest in its products has motivated PAPRI to launch new investments in the future. *Istanbul Today's Zaman*

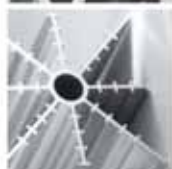
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EZİNÇ METAL AIMS PEAK IN EUROPE'S SOLAR ENERGY COLLECTOR MARKET

The Ezinç Metal Company, one of the leading manufacturers of solar thermal energy (STE) components in Turkey, has been providing energy solutions since its establishment in 1983. The company, which has been the leader in the Turkish solar energy collector sector since its foundation, also has a respectable position in Europe. According to a study published by the Sun and Wind Energy magazine, Ezinç Metal is the second biggest energy collector manufacturer in Europe.

The company, which has its 15,000-square-meter production facility in the Central Anatolian province of Kayseri, started producing full-plate absorber panels for the first time in Turkey in 2000. Ezinç Metal also offers systems for producing solar energy. It is the Turkish distributor for Japanese company Kyocera, from which it imports solar cells.

Particularly active in the production of solar collectors, storage tanks, thermosiphon solar water heaters and other equipment necessary for solar energy systems, Ezinç Metal has an annual production capacity of 400,000 square meters of solar collectors. The company has also been working to expand its production range. This year it launched new tankless water heaters that can be integrated with solar energy systems.

Ezinç products are tested in compliance with European standards before reaching the market. The final product is introduced to the market only after all possible problems the product may face in actual use are

analyzed by experts and solutions are developed. Each product is also tested during the production process.

Ezinç is its own brand in Turkey, with 660 points of sale. Its products are available in 60 countries and have received 16 special certificates from various countries. Ezinç has received the Solar Keymark Certificate, which is valid in European countries and required for solar energy products, for four of its products. Two Ezinç products have been successfully tested in accordance with EN-12975 standards. The company has also managed to acquire the FSEC and SRCC certification required to trade in the American market. It is available in France with CSTBAT certification, Switzerland with SWISS Solar certification, Spain with INTA certification, England with Clearskies certification, Germany with BAFA certification, Romania with AR certification and South Africa with SABS certification.

Ezinç became the first Turkish company to export solar energy systems when it began exporting its products to Germany in 1994. Ezinç defines its goal as reaching more consumers throughout the world. It is a company that harmonizes the experiences of the past with modern technology. Attaching great importance to training, Ezinç provides training for its new personnel by inviting world-famous solar energy experts as trainers. The company has worked on housing and hotel projects in Saudi Arabia, Tanzania, other parts of Africa and Europe. **Istanbul Today's Zaman**



PHOTO: TODAY'S ZAMAN

Ezinç Metal, one of the leading manufacturers of solar thermal energy components in Turkey, is now the second-biggest energy collector manufacturer in Europe.

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ALFABE FURNITURE KEEPS ON GROWING DESPITE CRISIS

Producing furniture sets for living rooms, couches, beds, bed bases and tables, Alfabe Furniture has made great progress and raised its position among the best companies in its field despite only having been established in 2007, just before the global financial crisis began.

The company was established in 2007 by partners who all have experience in the sector, and the general director of the company, Sami Avcı, said the most important factor in their success is their young and dynamic structure. Avcı said the company has not been affected much by the crisis because they have been concentrating on exports; they have kept on working hard without any breaks in production.

Talking about the company to Today's Zaman, Avcı said, "We started off aiming to be a brand known worldwide, and now Alfabe is exporting to 13 countries. We bring our products to Turkish customers through distinguished distributors."

Currently exporting 75 percent of its total production, Alfabe Furniture has been holding talks with stores abroad to increase its exports. The company has also begun opening stores to promote its brand.

Avcı highlighted that both financial gains and nationwide development can be acquired through hard work and ambition. The partners are aware of the importance of the relationship between administration, staff, suppliers and customers.



Alfabe Furniture
General Director
Sami Avcı

PHOTO: TODAY'S ZAMAN

The Alfabe staff provides high-quality products and services, proving the company's trustworthiness to its suppliers and customers.

Focusing on customers' expectations and demands in production, Avcı states that the company always purchase first-class raw materials from quality suppliers.

Alfabe Furniture takes care in every phase of production since its products are mostly exported, and, Avcı explained, their products are delivered to

customers and stores through world renowned labeling and transportation systems. Stressing the importance of fairs, which many furnishings companies are cautious about attending due to the crisis, Alfabe Furniture had a stand in the İstanbul Furniture Fair (İMOB) 2009 and displayed its products. The company, which also attended the furniture fair in Aleppo, will also have a stand at the furniture fair to be held in Kayseri between Oct. 21 and 25. **İstanbul** Today's Zaman

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PHOTO: TODAY'S ZAMAN

Hes Kablo, a pioneering Turkish communications and data cable firm, is eyeing further investments in the market despite the ongoing global financial turmoil.

DESPITE ECONOMIC CRISIS, HES KABLO PUSHES FORWARD

Hes Kablo, a Turkish company at the forefront of the communications and data cable sector, is moving forward with bold plans for investment despite the ongoing global financial crisis.

Hes Kablo, which had TL 700 million in turnover and \$133 million worth of exports in 2008, originally expected to perform at a similar level this year. However, the company, which has revised its 2009 estimates because of the global economic crisis and the decline in commodity prices, now aims for TL 560 million in turnover and around \$100 million worth of exports in 2009.

The company proceeded with its investments in 2008 and has continued to do so thus far in 2009 despite the global slowdown that began in September 2008. Last year alone, Hes Kablo made 20 million euros worth of investment, and it expects to continue the same level of investment in 2009. The company's general manager, Bekir Irak, explained that Hes Kablo would continue with its

investments in the Kayseri Organized Industrial Zone and the Mimar Sinan Organized Industrial Zone, saying: "Our aluminum facilities in the Kayseri Organized Industrial Zone were completed just recently. Parallel to this are the investments we are making in the same zone in our new copper

facilities, which we hope to be completed by the end of the year. This way, we will see our copper production capacity raised to 200 tons a day. In the meantime, we aim to see our 8,000-square-meter data cable production facilities in the Mimar Sinan Organized Industrial Zone begin production by the third quarter of 2009. Including these investments, we will possess 150,000 square meters of indoor space and a total of 400,000 square meters of space. When these investments are completed, we will be providing employment for 150 more people."

Hes Kablo, which is a sector leader not only in terms of capacity but also annual turnover, plans to increase its production and produce a variety of

cables that are "flame retardant and have low smoke emission." General Manager Irak notes that the company's integrated facilities manage everything from raw materials to packaging and as such they produce many of the intermediate production materials needed for their product. He also maintains that Hes Kablo has the skills, experience and potential to produce its own machines if necessary.

Hes Kablo exports its products to 110 nations around the world, Irak says, noting that while his company has plans to invest internationally, they are currently on hold and are being evaluated based on the rapidly fluctuating global economic situation.

Hes Kablo was formed in 1974, originally producing cables for the Turkish energy sector. Over time, its wide range of products began to be used in the telecommunications sector as well. Hes Kablo has seen its name gain recognition not only within Turkey, but also abroad. Hes Kablo's position as one of the top 500 firms in Turkey according to Istanbul Chamber of Commerce rankings confirms its status as a leading Turkish company, as does the fact that Hes Kablo was the 57th largest company in Turkey in terms of tax returns in 2007. *Istanbul Today's Zaman*



Hes Kablo General Manager Bekir Irak

Plasform seeks role in European market

Operating in the Merzifon Organized Industrial Zone, Plasform Plastics and Metal Industry A.S. wants to have a say in Turkish and European markets with its customer-oriented policy. Noting that they aim to become the expert and leading manufacturer in every part of Turkey, Plasform board of directors chairman Fatih Altınay said the company also aims to become active in the international market. Having taken the first step to becoming a global

company by starting to export to other countries, Altınay said both demand for their products and the company's success have increased. "Expanding the industry in Anatolia is necessary for the country to develop properly. We want to have a role in both the local and international markets," he told *Today's Zaman*.

Altınay said he stands behind the quality of Plasform products and added that the company has exerted new efforts to expand

their activity to the international market. "Our company, which gives priority to customers and individuals and is concerned with both our own and national interests, will continue to work determinedly. Our mission is to conduct research and to develop and excel in both the local and international markets," he said. Noting that customer satisfaction, flexibility and responsibility are among their values, Altınay said they aim to provide the best quality service to customers by continuously developing their products. *Istanbul Today's Zaman*

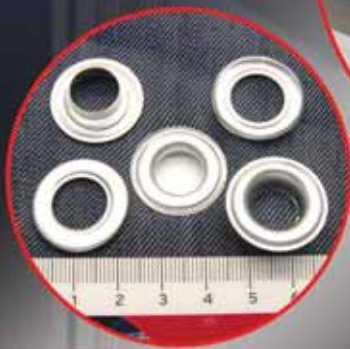
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CONTEMPORARY DESIGN SPARKS DEMAND FOR HEATERS

A heater manufacturing company that operates in the Kayseri Organized Industrial Zone has multiplied its exports with its new design of modern heaters.

Allocating a large budget for research and development despite the global financial crisis, Özsan Heater is trying to keep up with customer orders. The company, which spends around TL 200,000 to design one heater, has increased its exports by 60 percent to countries in the Balkans, the Middle East and Europe. Production of a heater called the Balkan közüne heater has now reached 5,000 units.

Fatih Özkara, a member of Özsan's board of directors, noted that the company has been manufacturing coal heaters and room heaters for 36 years. The sector has been growing steadily, and companies in the sector have been undertaking new projects to increase their market share. Özkara said that Özsan were also taking steps to increase their market share as a company. He explained that while the



Özsan Heater has increased its exports to the Middle East and Europe by 60 percent. Above, Fatih Özkara, a member of Özsan's board of directors, is seen with a heater.

financial crisis has had a negative impact on almost every sector, the company has tried to limit the effects of the crisis by allocating a significant portion of their budget for research and development. Highlighting that they have been conducting studies on the markets in which they are active,

Özkara said, "We placed special importance on preventing exports from dropping in the Balkans by manufacturing new products that were designed by taking on board the specific requests of the region." Recalling that high natural gas prices and gas shortages had positively

PHOTO © CİHAN

affected the heater sector, he said the company had taken advantage of this.

He explained that they began their R&D by collecting information from the public in the countries to which they exported but added that until recently, they had not attached much importance to the idea. However, he now says, "We are getting a positive return on investing in research and development as a company." Özsan's exports have increased significantly owing to its newly designed heater. The company's exports, which had dropped sharply at the start of the crisis, have increased overall by 60 percent. It exports the majority of its products to France, Bulgaria, Romania, Hungary, Bosnia and Herzegovina, Greece, Albania, Macedonia, Lebanon and Syria.

"Capacity utilization rates have been announced, and the low figures are upsetting. But with the ventures undertaken by the company in the sector we don't have this problem. We are using 70 percent of our capacity. **Istanbul Today's Zaman**



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FEMAŞ EYES TOP IN KITCHEN APPLIANCES MANUFACTURING

Femaş

The Femaş Group, which was founded by five partners 31 years ago to make custom-made products for companies that manufacture enameled heater and kitchen appliances, has become one of the biggest companies in its sector.

At first, the company only made custom enamelwork in its 2,500-square-meter plant, situated on a 10,000-square-meter site, but later started manufacturing enameled heating stoves and stovepipes. The company's chairman, Mustafa Mamur, said that adding kitchen appliances to their existing activities was an important milestone for company growth. The company constructed another production facility with 3,500 square meters of floor space, increasing their total working area to 6,000 square meters. "Over time the share in production of kitchen appliances grew significantly. In line with this we ended the production of custom



Founded 31 years ago, the Femaş Group has become one of the biggest firms in its sector.

enamelwork," Mamur said. Speaking to Today's Zaman about the company and its operations, Mamur said they adopted a more professional production and management style after requests from foreign countries started to increase in the second half of 1996. "In order to organize our overseas projects more effectively, we established a separate company in 1996 called RE-MA Dış Ticaret. Thereafter, foreign sales began exceeding domestic sales in terms



of the company's total sales."

Mamur explained that they emerged from the 2000 crisis bigger and stronger because they had opened up to foreign markets and added: "Since the existing plant couldn't meet customer demand we bought 45,000 square meters of land in the Kayseri Organized Industrial Zone, where we built two production facilities with an indoor space of 15,000 square meters within two years. In addition to this, we bought two existing production facilities located right next to it, increasing our

production area to 150,000 square meters, 65,000 square meters of which are indoor production area."

The company's production capacity increased by 300 percent with the new plants, which started operating in early 2003, and its equipment pool increased 100 percent. Its export shares have also increased significantly, Mamur said, adding that 95 percent of their products are exported.

Taking account of new demand, the company took over a company called Fer İç Ve Dış Ticaret in 2006 and began manufacturing built-in stoves and ovens and chrome exhaust hoods. The company set up another company called Başak Metal to take care of the domestic and foreign marketing for this new sector. "Owing to these developments and the Femaş Group's effort to increase the quality of its products, there has been increasing domestic and foreign customer satisfaction," he said. The company has TSE, CE, ISO 9001, ISCIR CERT quality certification. **Istanbul** Today's Zaman

SECTOR31

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FILIZ HELVA: A CENTURY OF TASTE

Filiz Helva began its journey toward the end of the 1800s in Russia with the production of sugar candy and lokum. It later continued production under the names Ari and Zambak, adding products such as tahini and tahini helva as well as jars of marmalade to its range of goods.

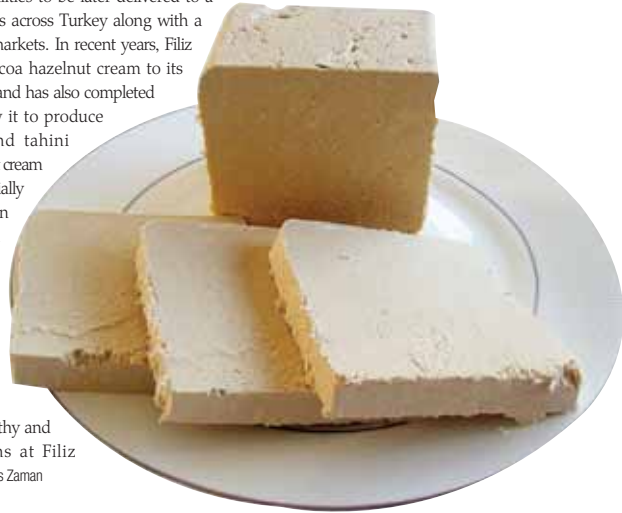
By the 1960s, it had become a leading producer of these foodstuffs in Turkey. Filiz has been producing under the same name and with the same quality ever since. It has been driven by the same beliefs for about half a century now and has gone from a very small production center to what is now a factory of 10,500 square meters -- including 6,500 square meters of covered space -- built to European standards. With around 100 employees, Filiz has the capacity to produce a daily volume of 16 tons of helva, five tons of jelly, five tons of simit (a bagel-like bread topped with sesame seeds), two tons of lokum and four tons of cocoa hazelnut cream. Filiz sells about 95 percent of its goods to the national market and the remaining 5 percent to international markets. Germany, France, Russia and Bosnia and Herzegovina are at the top of this list.

Filiz Helva combines production levels in accordance with Turkish food regulations and TSE standards, years of experience and the latest technology of the day. In doing this, it has embraced continual development as its most "basic policy" in order to be able to provide its customers with products that meet tough national and international food quality standards. Filiz

Helva has the TSE and ISO 9001:2000 Quality System Certificate and is continuing work on acquiring the ISO 22000 certification to better produce quality food products.

Filiz Helva produces nut, cocoa, plain and summer helva, and churns out jars of sour cherry, strawberry, apricot, rose, blackberry and rosehip marmalades. Filiz also has the capacity to produce two tons of Turkish delight daily. This is the oldest and most traditional Turkish sweet and is produced and packaged at Filiz facilities to be later delivered to a variety of sales points across Turkey along with a number of exports markets. In recent years, Filiz Helva has added cocoa hazelnut cream to its portfolio of products and has also completed work that will allow it to produce hazelnut cream and tahini cream. Cocoa hazelnut cream is known to be especially beneficial for children in their growing years in terms of providing energy and good nutrition. Just as with other Filiz products for families, this product is produced and packaged under healthy and hygienic conditions at Filiz facilities. *Istanbul Today's Zaman*

Having begun its journey toward the end of the 1800s in Russia, Filiz Helva had become a leading producer of these foodstuffs in Turkey by the mid 1960s. Today the firm produces 16 tons of helva a day in a 10,500-square-meter factory with around 100 employees.



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Formal Aluminum, which is staffed by experienced and qualified personnel, has ISO 9001:2008 quality certification, an annual production capacity of 6,000 tons, presses with 1,800 and 800 ton capacities and is the only company in Turkey with a DIN 4113 GSÍ SLV certificate, verifying the quality of the company's aluminum molding.

Formal Aluminum's product range includes notched, drilled, counter-sunk, knurled, mitered, welded-finished and semi-finished products made using CNC, NC and Mechanic machines with 0.1 millimeter accuracy. Products ranging up to seven meters are anodized in line with E6 and QUALANOD certificates and products ranging up to 13 meters being sub-layered with an electrostatic powder coating in line with QUALICOAT certificate requirements. Formal Aluminum, which offers customers products made from raw material, is particularly known for consis-

tently using imported raw material.

It exports finished and semi-finished products to Germany, Netherlands, Belgium, France, Estonia, Poland, Morocco, Algeria and Iraq and offers customer-oriented solutions. Among the sectors it operates in are furniture, decoration, automobile, construction, machine, home appliance, lighting and commercial. It has also made important investments in heating, cooling, and solar and wind energy.

Looking to take part in the global market by reserving a portion of its high-quality production capacity for exports, Formal Aluminum offers billboard products such as city light posters (CLP), megalight and megaboard to the indoor and outdoor commercial industry.

The preliminary work for the production of a bus stop with Germany in 2008 will continue in 2009. Formal Aluminum participates in many international fairs and most recently participated in the 2009 Hannover Messe industrial fair between April 20 and 25 and the 2nd Iraq Building and Construction Fair between May 21 and 24. **Istanbul Today's Zaman**



PHOTO TODAY'S ZAMAN

Formal Aluminum board member Ahmet Ezinç.



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Established in 1993, PayEKS has become a prominent foreign trade company, managing exports and imports in a wide variety of different fields, and is now looking to expand its business through global partnerships.

Murat Altuntaş, managing director of PayEKS, said his company has a strong belief that long-term business partnerships cause win-win situations for the companies that are involved in such collaborations. "They are hard to establish, but they soon become extremely valuable assets for the parties involved," he said.

Altuntaş told Today's Zaman about the activities of his company and its projections for the future. According to information provided by the managing director, PayEKS operates in numerous industries including cement, iron and steel production, mining, oil, chemical, paper and packaging, agriculture, pharmaceuticals and medical equipment.

Although foreign trade is the core business activity of PayEKS, it also has distributorships, global partnerships, operating licenses and investments in the renewable energy arena. Altuntaş said PayEKS closely observes all new technological developments in the global energy sector.

For Altuntaş, what distinguishes PayEKS from its rivals in the foreign trade business is that it gives quality value-added services to global and local manufacturers as well as to buyers, with its know-how, experience, local and international business network and analyses derived from the most current developments in global markets.

Altuntaş praises the company's approach to customers, too, saying that PayEKS is fully committed to the approach of "one customer at a time" and treats its customers with the utmost attention and care.



PAYEKS SEEKS GLOBAL PARTNERS



"Long-lasting complete customer satisfaction is an indispensable part of PayEKS' vision," he added.

Besides its principle of adopting a customer-oriented service model, another reason behind the success of PayEKS is the emphasis it places on quality services. The company's strong financial structure and dedicated management team, who

think globally and act locally, are another asset bringing success to the company, Altuntaş asserted.

PayEKS is a member company of the Sanayi Grup Şirketleri (Industry Group Companies), a group of holding companies involved in paper manufacturing, the chemical industry and the agricultural sector. **Istanbul Today's Zaman**



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11 REASONS



PHOTO: TODAY'S ZAMAN, BAHAR MANDAN

TO DO BUSINESS IN TURKEY

1 It is located at the intersection of Europe and Asia, the two major economic blocs of the old world. Besides its active intermediary role in the trade between the two continents, it has recently risen in prominence as an energy hub, adding to its strategic importance.

2 It has a rapidly emerging economy with a cumulative increase of 143 percent in its gross domestic product (GDP) from 2003 to 2008, reaching \$742 billion as of the end of 2008.

3 Despite having suffered a decline in falling demand amid the ongoing global economic crisis, its exports totaled over \$132 billion by the end of the last year, a 179 percent increase over 2003 figures.

4 Its domestic market is dynamic and has grown exponentially thanks to the unprecedented economic performance of the last six years.

5 Its population of 72 million is promising for businesses, as 61 percent of the population is under 34 years old. The average age of the population is 28.5.

6 The country's qualified, cost-effective and motivated labor force provides a huge opportunity for companies that want to do business with Turkey. Twenty-four million strong, Turkey's labor force is the fifth-largest in Europe.

7 Having been part of a customs union with the European Union since 1996, Turkey initiated full membership negotia-

tions with the bloc in October 2005, and its accession talks have been under way since then. It is expected that Turkey's EU accession will take place in slightly over a decade.

8 The country's financial sector is fully institutionalized and built on strong pillars -- particularly thanks to the lessons taken from the 2001 economic crisis. Its resilience in the face of the current global meltdown proves the strength of the Turkish banking sector.

9 Having attracted \$18.2 billion in foreign direct investment (FDI) in 2008, Turkey has proven that it is a magnet for global investors. A report released last year by the United Nations Conference on Trade and Development (UNCTAD) estimated that Turkey will be the 15th most attractive FDI target between 2008 and 2010.

10 Turkey's regulatory environment is extremely business friendly. Irrespective of nationality or place of residence, a person can establish a business in a single day. According to the World Bank's Doing Business 2009 report, Turkey ranks well ahead of all its competitors such as the Czech Republic, Italy, Poland and Spain in terms of ease of doing business.

11 The government provides incentives to encourage, support and orient investments that are in line with international commitments. In general, a combination of tax and non-tax incentives is granted to domestic and foreign investors on an equal basis.

Located at the intersection of Europe and Asia, the two major economic blocs of the old world, Turkey, a rapidly emerging economy, remains as of yet relatively less affected by the destructive waves of the ongoing global economic crisis, though it has suffered a steep decline in demand from foreign markets.



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