

EVENT SUMMARY

Turkey 100 Business Meet-Up: Accelerating Opportunities between the US and Turkey

In 2012, the AllWorld Network identified the 25 fastest growing companies in Turkey under the leadership of M. Rifat Hisarcikloglu, Chairman of the Turkey chapter of Partners for a New Beginning and President of the Union of Chambers and Commodity Exchanges of Turkey (TOBB). In 2013, they raised that number to 100, featuring companies in the IT, Logistics, Food & Beverage, and Construction sectors.

To celebrate the Turkey 100 and to expand opportunities for partnership, collaboration and business between the US and Turkey, the PNB Secretariat at the Aspen Institute hosted a day of business-to-business networking and panel discussions on the opportunities for Turkish and US investment. Discussions included multinational best practices, Turkey 100 perspectives, investor tools, and government relations.

Discussion Highlights

MNC best practices

- Businesses must be aware of the cultural context in which they operate. For instance, decisions come quicker in the U.S. than in Turkey and Turkish business tend to be more hierarchical than American businesses. Building trust with those in positions of power can be an important way to achieve strong business relationships with Turkish companies.
- An emphasis on research and development, along with sustainability, are keys for Turkey to achieve its 2023 vision.
- Transparency should not be sacrificed in utilizing cheaper logistics alternatives when those alternatives are noncompliant with government regulations.
- International businesses should grow with social responsibility in their host countries. There is tremendous room for improvement in the role of women in Turkey's labor force. International businesses can play a significant role in this arena.

Turkey 100 insights

- Energy efficiency and research and development are ways to stay competitive with low-cost Asian countries. Both of these areas are of the utmost priority of the Turkish government and the private sector.
- Turkish companies have recently become competitive in industries where they previously lagged behind. For instance, Turkey currently produces 40% of the world's marble and has surpassed Italy and Spain to become top exporter in the industry.
- There is great room for economic development in eastern Turkey. Together with bringing a higher standard of living, such development would also strengthen Turkish democracy and business.
- Continuous innovation is important, but hard to sustain. In Turkey, the country of origin of a given product can have an impact on people's views regarding the quality of that product. Turkish businesses have to overcome long-existing beliefs that have prevailed regarding products manufactured and produced in Turkey.

Thursday, June 20, 2013

9:00AM — 4:00 PM

The Aspen Institute

Featuring:

Ozan Acar

Economist, Economic Policy Research Foundation of Turkey (TEPAV) & Director, Turkey 100

Sule Akyüz

Senior Regulatory Consulting Attorney, Arent Fox

Martina Bozadzhieva

Associate Practice Leader for Central and Eastern Europe, Frontier Strategy Group

Andrew Brown

Vice President, Delphos International

Emre Çenesiz

General Manager, Mensace Marble Mining

İsmail Çoksayar

CEO, Geomas Geo Composite Engineering Inc.

Maryruth Coleman

Director for the Office of Southern European Affairs, US Department of State

Halit Develioğlu

CEO, Reysas Technology Inc.

Amb. James Holmes (Ret.)

President and CEO, American-Turkish Council

Neslihan Kaptanoğlu

US Representative, Union of Chambers and Commodity Exchanges of Turkey (TOBB)

Şirin Köprücü

Founder and Principal Trainer, StrategicStraits, Inc

Kristin Najdi

Senior Turkey Desk Officer, International Trade Administration, US Department of Commerce

Ana Navarro Ovitt

Director, Middle East Programs, The Aspen Institute

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Investor Tools

- It's important for businesses to understand existing economic trends and how they may relate to their own business strategy. Being able to execute this strategy on the ground while engaging local partners and local talent is vital.
- Momentum in a given transaction is important for the success of an investment. Half-hearted efforts resulting from insufficient commitment of resources to process debt or capital raises should be avoided.
- Chambers of commerce can be much more effective resources than they are traditionally used by businessmen. They can provide human-to-human contact and crucial interpersonal connections, which can be critical factors in successful business relations with Turkish companies.
- There is great opportunity for the expansion of conventional power generation in Turkey and to encourage more reliable and diverse supplies of natural gas into the country. This is an ongoing concern and priority of the Turkish government.

Government and Trade Relations

- Further cooperation between the U.S. and Turkey is crucial for Turkey to successfully achieve its economic goals for 2023.
- A collaborative educational program involving Turkish businesses and the government should be implemented in order to expand the scope with which Turkish companies utilize the Generalized System of Preferences (GSP).
- The Framework for Strategic, Economic, and Commercial Cooperation (FSECC) signed between Turkey and the U.S. underscores the importance that the U.S. gives to its economic relations with Turkey. Not many other countries are afforded such priority status.
- The Free Trade Agreement (FTA) that will be negotiated between the EU and the US can have adverse effects on Turkish business. Turkey must make a push to be involved in the negotiations and let the U.S. be aware of its concerns.

S/R Andrew O'Brien

Special Representative for Global Partnerships, Office of the Secretary, US Department of State

William Pegues

Director of Structured Finance, Overseas Private Investment Corporation

James Pickup

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Onur Uranli

Director of Business Development, UPS Supply Chain Solutions

Dr. Joshua Walker

Senior Advisor to the Chief Economist, US Department of State

Emirhan Yorulmazlar

Political Counselor, Embassy of Turkey