



24th TURKIYE WORLD TRADE BRIDGE

FOOD - AGRICULTURE - FAST MOVING CONSUMER GOODS
RELATED MACHINERY

**DECEMBER 2-3, 2015
ISTANBUL**



Confederation of Businessmen and Industrialists of Turkey

www.tuskonwtb.com

FOOD



- All kinds of food and beverages
- Processed food
- Raw materials used in food manufacturing
- Wafer, biscuits and confectionery
- Olive and olive oils
- Fresh vegetables and fruits

- Frozen products
- Conserved food
- Diet food
- Baby food
- Chocolate and cocoa products
- Dried nuts and fruits

- Spices
- Functional food
- Food additives
- Gum
- Pasta

AGRICULTURE, LIVESTOCK & POULTRY

- All kinds of agro products (beans, grains oil, seeds etc.)
- Livestock and poultry products (cattle and chicken meat, milk products, sea food etc.)
- Agricultural machinery, equipment and technologies (irrigation systems, agro machinery etc.)
- Agricultural raw materials (animal feed, fertilizers etc.)



FAST MOVING CONSUMER GOODS (FMCG)

- Cosmetics
- Personal hygiene products (razor, toothpaste and tooth brush, toilet paper, napkins, tampons, pads etc.)
- Cleaning products (detergents, liquid soap, shampoo, softener etc.)



RELATED MACHINERY

- Agricultural machinery and technologies
- Irrigation equipment and technologies
- Cooling systems
- Food processing machinery
- Packaging machinery and equipment
- Labeling and bar coding technologies



WHY TURKIYE?

FOOD

Young and growing population create advantages both for food and beverage consumption and production. In addition, Turkish food industry enjoys export opportunities thanks to diversity of agricultural products.

Exports in agriculture sector increased by 10,2 % over the previous year amounting to \$ 15,5 billion. It is expected to happen more than \$ 17 billion in 2014.

The share of Turkey's total exports in food sector was 6,2% last year. Food and beverage exports increased by about 5 times in the last decade. This success won the title of the 15th largest world exporter of food and beverage in 2011 in our industry.

Turkish food and drink industry, with an upcoming turnover of USD 140 billion is the largest manufacturing industry of Turkey

AGRICULTURE, LIVESTOCK & POULTRY

Turkiye is the largest producer of hazelnuts, apricot, cherry and sour cherry in the world and a very important producer of pulses and a number of vegetables and fruits

Around 40 percent of Turkey's land area is arable and this ample potential offers a large range of products such as grains, pulses, oil seeds, fruits and vegetables, cut flowers, poultry, milk and dairy products, fishery, honey and tobacco. Crop production, Livestock and fishery/forestry account for 67 percent, 26 percent and 7 percent of the total agricultural production respectively.

Different kinds of products by affordable prices! With its 62 billion dollars of agricultural products, Turkey is the 7th biggest country in the world and the 1st in Europe.

FAST MOVING CONSUMER GOODS (FMCG)

The total size of the retail sector in Türkiye is estimated to have reached US\$ 303 billion in 2013 and is expected to grow with a compound annual growth rate (CAGR) of approximately 7% between 2014 and 2018.

1372 companies manufacturing various cosmetic and personal care products are operating in the sector. The Turkish cosmetic products industry has shown very good performance in terms of quality, production capacity and variety.

The cosmetic and personal care products regulations adjusted to EU Cosmetics Directive (76/768/EEC) has been in force in the Turkish market since 2005.

RELATED MACHINERY

Turkish food processing manufacturers and exporters follow European and international standards and norms. The obligation to affix the "CE Mark" was imposed on the Turkish market in 2002.

High engineering skills, product flexibility, continuous product development and adaptation, and efficient after sales-services enable Türkiye to export food processing and packaging machinery and equipment to all over the world at an increasing rate

WHO SHOULD PARTICIPATE?

Buyers, resellers, importers and distributors in the fields of food, agriculture, fast moving consumer goods and companies dealing with all kinds of machinery in these fields

WHY SHOULD I PARTICIPATE?

TWTB 2015 is a highly professional international business summit. It is open only to registered companies selected among thousands of applicants from Türkiye and the World.

You can participate in 2-days-long B2B meetings with Turkish companies.

The event is organized by TUSKON which is the largest and most widespread Turkish business NGO with 50.000 member businesspeople representing more than 120.000 companies.

Leading Turkish manufacturers will participate with their product display booths and with B2B desks.

TWTB 2015 is targeting specific sectors and product groups making the event even more promising for international companies.

You will have the chance to meet with superior quality products at more reasonable prices.

You will experience the level of industrial development of Türkiye which is one of the most dynamic and the fastest growing economies of the world. TWTB 2015 is a platform where you can meet with reliable Turkish exporters, manufacturers, investors and traders.



Confederation of Businessmen and Industrialists of Türkiye

ABOUT TUSKON

OUR STRUCTURE

The Confederation of Businessmen and Industrialists of Türkiye (TUSKON) is a non-governmental and non-profit umbrella organization for 7 business federations and 216 business associations.

TUSKON today represents 50,000 businesspeople and more than 120,000 companies and it is the largest business NGO in the country. TUSKON has a member association in every city and important district of the country and in this respect TUSKON is the most widespread business NGO in Turkish business community.

OUR LINKAGES

Being the most widespread business NGO in Türkiye, TUSKON has the widest and strongest domestic linking capacity in the country. This linkage mainly includes our member federations and associations, and some non-member partner organizations.

With this domestic linkage capacity, TUSKON is able to provide services including-but not limited to- organizing trade delegations from/to Türkiye, trade and investment match-making activities and helping international companies reach relevant and reliable counterparts in Turkish business community.

TUSKON's strength and pioneering role in Turkish business community comes not only from its capacity in Türkiye, but also from its highly developed international linkage. Today, TUSKON has five representative offices in Washington DC, Brussels, Moscow, Beijing and Addis Ababa. In addition, TUSKON has partner business institutions and representatives in 140 countries. This international linkage enables TUSKON to organize bilateral and multilateral business match-making activities not only in Türkiye but also in different regions and countries.

FREQUENTLY ASKED QUESTIONS

1. What is the concept of the event?

The main event is on December 2 and 3, 2015, Wednesday and Thursday. On Wednesday, product display booths of Turkish companies will be visited by international participants. On Thursday, in addition to visiting product display booths, B2B meetings between Turkish and international companies will be organized at B2B desks. The profiles and business interests of Turkish companies will be distributed to you beforehand.

2. Who is eligible for TWTB 2015?

An applicant should have an interest to import from Türkiye at least in one product group among target sectors.

3. What if my company has some operations in sectors other than the target sectors and industries? Will I be able to make B2B meetings in these additional sectors as well?

If your company has an interest or operation in other fields of business in addition to your operations in any of targeted sectors, food, agriculture, fast moving consumer goods, and related machinery, then TUSKON will find you counterparts in these additional fields as well.

However please keep in mind that your main purpose of participation should still be to meet with Turkish companies in targeted sectors.

4. I do not speak Turkish. How will I communicate with Turkish businesspeople during B2B meetings?

There is no problem if you do not speak Turkish or a Turkish participant does not speak any foreign language since TUSKON will provide an interpreter (if possible) who will be able to translate from your own language into Turkish and vice versa during B2B meetings.

5. What are the mandatory and optional parts of the events?

The main activities on December 2-3, 2015 Wednesday and Thursday are mandatory to participate. Istanbul city tour on December 1 2015, Tuesday and visits to different Anatolian cities on December 4-5, 2015 Friday and Saturday are optional.

6. What is the latest arrival and earliest departure date recommended?

You must arrive at Istanbul no later than the evening of December 1, 2015 Tuesday. You also should not leave the event before the close of the event on December 3, 2015 Thursday at 18:00.

7. What is the deadline for application?

Application deadline for international participants is November 20, 2015 Friday..

8. Whom shall I contact for detailed information and further questions?

There is a TUSKON partner in your country. If you do not know our partner, please contact us at wtb@tuskon.org for your further inquiries.



TWTB 2015 DAILY SCHEDULE

December 1, Tuesday	Arrival in Istanbul Check into Hotels Historical and Touristic City Tour of Istanbul, Factory Visits
December 2, Wednesday	Visiting Product Display Booths of Turkish Exhibitors
December 3, Thursday	Visiting Product Display Booths of Turkish Exhibitors Meetings with Turkish Businessmen at B2B Desks
December 4-5, Friday and Saturday	Follow up Meetings in Istanbul Visits to Anatolian Cities (optional) <ul style="list-style-type: none">• Departure from Istanbul to selected cities in other parts of Türkiye• Factory, company and industrial zone visits• Local business matchmaking with Turkish companies• Historical, cultural and touristic tours
December 6, Sunday	Departure from Istanbul

WHAT DO PARTICIPANTS THINK ABOUT TWTB?

"TUSKON event is an invaluable opportunity for us to promote the Kenyan market in Turkiye and also to reach out to a big number of businesspeople in Turkiye. It also builds bridges between importers and exporters." **Michael Muasa Kilonzo, CEO of Concise Construction Company Ltd., Kenya.**

"Interest in strengthening ties with Turkiye and other Middle Eastern partners has grown in the wake of Europe's slowdown. We would like to create direct investments, we want to strengthen imports, and we're trying to find out here what business we can do with Turkiye." **Herbert Bautista, mayor of Quezon City in the Philippines.**

"TUSKON event was so impressive not only because of its scope and number of participants but also for the organizing party's professionalism and hospitality." **Roberto Horacio Eguía Benavides, owner of textile producer Robles S.A. and president of the Association of Confectionary Industries of Paraguay (AICP).**

"We have been closely following Turkiye and thanks to the World Trade Bridge organized by TUSKON, we are now planning to invest in Turkiye and also supply some materials from Turkiye to our market." **Hisham al-Jamal, Head of Jordan's Al-Jamal Trade.**

"I think it is a very good idea. We are meeting good materials suppliers and lots of businessmen who want to collaborate. We also now have a different perception of Turkiye." **Paul Ghita, a general contractor from Romania.**

"This is the only kind of meeting in the region. There are plenty of opportunities here to make good contacts and strike a deal." **Saliyev, owner of several retail stores in Kyrgyzstan's capital of Bishkek.**



Confederation of Businessmen and Industrialists of Turkiye

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