

Market Visit to Turkey Istanbul and Ankara

14 – 19 March 2010

Significant business opportunities in Turkey!

Turkey lies at the crossroads between East and West tying the country **close to Europe** as well as the **Middle East and Asia**. If you are looking for a lucrative market for your products and services and a prime hub for regional market access then you should really consider **Turkey** as a prime market.

With a **population of 72 million** Turkey is rapidly emerging as a **high growth market** for many businesses. With more than **1,600 UK companies** already doing business in Turkey today, there are **significant trade & investment opportunities** both **now** and in the **long term** in virtually **every sector**.

UKTI has identified a range of **key sectors** where Turkish demand for British expertise is particularly strong:

Priority sectors: Environment and Water, ICT, Education and Training,
Opportunity sectors: Ports, Airports, Agriculture, Energy, Financial services

Companies that join this visit could benefit from:

- Support from a **knowledgeable group leader** with **business experience of Turkey**;
- **Pre-visit briefing** in the UK providing information on the market and the opportunity to meet other delegates;
- **Support in the market** through the **Commercial Officers** of the **British Embassy, Ankara** and the **Deputy Consulate General, Istanbul**, including a **detailed overview of the market** and **useful trading tips** covered during a briefing;
- **Flexibility** to investigate the market including visiting your **potential clients, partners or relevant organisations**;
- An **attractive travel and hotel package** with eligible companies receiving a **financial package** of £260;

If you would like to book onto this event or find out more please contact us on:

Call: +44 (0)8452 717 400

Email: overseas.events@uktisoutheast.com

Visit: www.uktisoutheast.com/marketvisits

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Market Visit Programme

Sunday 14 March 2010	Travel to Istanbul ETD: 09.50 Heathrow BA676 ETA: 15.35 Istanbul
Monday 15 March 2010	Consulate Briefing – Istanbul Pre-arranged Visit Programme Evening - Networking event (details to be confirmed)
Tuesday 16 March 2010	Pre-arranged Visit Programme Evening – UKTI Networking Dinner
Wednesday 17 March 2010	Transfer to Ankara – time of travel for internal flight is down to individuals depending on their itinerary. Embassy briefing – Ankara for those companies with pre-arranged itinerary. Pre-arranged Visit Programme
Thursday 18 March 2010	Pre-arranged Visit Programme Istanbul & Ankara Evening – Networking Event – Ankara (TBC)
Friday 19 March 2010	Transfer to Istanbul Travel to UK ETD: 16.40 Istanbul BA677 ETA: 18.45 Heathrow

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What support will you receive as a delegate?

You will receive the full support of UK Trade & Investment to help before, during and after the visit. You will be accompanied by Lev Denker and David Bax, both experienced International Trade Advisers and Market Visit Leaders. Lev is our Turkey 'Champion'.

The Commercial Team at the British Embassy in Ankara and the Consulate in Istanbul will add value to your visit by providing up to date market information and useful insights into the business culture and opportunities. UKTI Sector Trade managers based in Istanbul, Ankara and Izmir can carry out bespoke market research for the companies taking part in the Trade Mission and provide them with warmed up leads and confirmed appointments. The cost of this research is estimated between £500 and £1000 per company.

The cost of the visit is currently estimated below £700 including return economy airfare, 4 star hotel in central Istanbul including breakfast and local taxes. (Prices may vary depending on time of booking).

South East based companies who qualify for UK Trade & Investment support will receive a £260 towards the cost of the visit. This is payable after the market visit.

There will be an administration fee of £120 which will cover associated costs relating to the visit and the networking dinner in Istanbul. This will need to be paid upon registration.

What are your responsibilities as a delegate?

You will need to be **prepared for the visit and to have business appointments arranged in advance of the visit.** (UK Trade & Investment has services that can assist you with this).

You will be responsible for booking travel and accommodation. UKTI has negotiated and reserved rooms at the **Marmara Pera Hotel in Istanbul** at a special rate of €105 (£93 at current rates) per night including breakfast and local taxes. Marmara Pera is a 4 star hotel situated near Taksim Square in the centre of Istanbul close to the British Embassy. For the companies who wish to visit Ankara UKTI will be negotiating with a similar hotel in central Ankara. When you book for the Trade Mission UKTI will give you a reference number to book direct with the hotels. Once booked you will be in a contractual arrangement with the hotels or the Travel Agent or the airline and you are subject to their terms and conditions of the flight and hotel reservations. Please also note that any last minute alterations to your visit schedule could result in additional charges.

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Hotel Information

Istanbul

Marmara Pera Hotel
Mesrutiyet Caddesi
Tepebasi, Taksim
Istanbul 34430
Turkey
www.themarmarahotels.com

Ankara

TBC

What should I do next?

If you would like to:

- Establish contact with key players and policy makers
- Explore new market opportunities in Turkey
- Promote your company's capabilities
- Benefit from financial and logistical support

Phone, email us or visit our website for an application form – details below.

Please send completed forms to: overseas.events@uktisoutheast.com

Overseas Events Team, UK Trade & Investment South East, Unit 10 Fulcrum 2, Solent Way, Whiteley, Fareham, PO15 7FN

Once you have signed up for this Market Visit you will receive an e-mail confirming your participation and you will be contacted by Lev Denker, the Market Visit Leader to discuss your research requirements.

Market Visit Leader:

Lev Denker – Turkey Business Adviser
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lev.denker@uktisoutheast.com

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Market Visit Deputy Leader:

David Bax – International Trade Adviser

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