



# INVEST IN TURKEY

THE REPUBLIC OF TURKEY PRIME MINISTRY

INVESTMENT SUPPORT AND PROMOTION AGENCY OF TURKEY

*newsletter*



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## Ankara hosts largest-ever B20 meeting

The Business 20 (B20) 2015 forum took place in the Turkish capital and brought together business leaders and CEOs from all across the world for advisory meetings for the G20 group.

Being the largest B20 conference to date, the three-day event gathered over 1,200 participants from 68 countries. The conference served as a recommendation-making platform to reflect the views and opinions of the global business community ahead of the G20 meetings in Antalya.

Over 21 panel sessions and 123 speakers focused on topics related to global growth, such as fostering inclusiveness, enhancing competition, correcting imbalances, and implementing agreed policies on trade, financial reform, and transparency.

Speaking at the opening ceremony, Turkish President Recep Tayyip Erdoğan underlined the principle of inclusiveness, a key priority of Turkey's G20 Presidency. "The B20 is the most inclusive of all G20 engagement groups. The regional consultations and events organized by B20 Turkey have made the B20 the most important business platform in the world," the Turkish President said, adding that cooperation

among nations was a crucial element of solving global problems. Citing the G20's targets, Erdoğan said that achieving strong, sustainable growth was the priority of the organization. "Turkey will support the B20's recommendations at the G20 Leaders' Summit in Antalya", Erdoğan added.

As the current holder of the Presidency of the G20, Turkey is hosting a series of meetings of the organization's five engagement groups in Ankara, İstanbul and Antalya. The 10th annual meeting of the G20 Leaders' Summit will take place in Antalya in November.



## AUTOMOTIVE



### Mercedes-Benz celebrates 20th anniversary of Turkish plant

Celebrating the 20th anniversary of its bus production plant in İstanbul, Turkey, Daimler AG announced that it will invest more in its operations in Turkey, which is already home to the company's critical research and engineering facility on bus production and an IT service center.

The celebrations held at the Hosdere plant also marked the roll out of the 75,000th Mercedes-brand bus made in Turkey since the company first began production 48 years ago. Established as Otomarsan in 1967, Daimler's Turkish division changed its name into Mercedes-Benz Türk in 1990.

Speaking at the ceremony, the bus division head of Daimler, Hartmut Schick, observed that the Hosdere plant was among the most modern bus factories in the world.

"This plant occupies a critical spot in Daimler's global bus development and production network, standing out as a center of high proficiency. Exporting 80 percent of its output to Europe and the Middle East, the Hosdere plant manufactures the best-selling Mercedes-Benz buses, built to the same high-quality standards as in Germany."

Also speaking at the anniversary event, the newly appointed chairperson of Mercedes-Benz Türk, Britta Seeger, highlighted Daimler's long-standing commitment to Turkey.

"As one of the largest foreign investors in Turkey, Mercedes-Benz has a 48-year history in the country and is known for its social projects as well as its employment creation and contribution to the economy."

Employing 3,300 people, the Mercedes-Benz Türk Hosdere plant has a local procurement ratio of 60 percent.

In addition to buses, the company also manufactures heavy trucks in Turkey and exports them to more than 70 countries.

## REAL ESTATE



### Over 12,000 properties sold to foreign buyers over seven months

According to latest official data, purchases by foreign nationals in Turkey's real estate market have seen a marked increase during the January-July period, with sales up 24 percent over the same period in 2014.

In the first seven months of 2015, foreign nationals acquired 12,380 properties, up from 9,980 in the previous year. Turkey's continent-spanning city, İstanbul, stood out with 3,870 purchases, while the Mediterranean province of Antalya was runner up with 3,548. Bursa, the city on the slopes of Mount Uludag in the Marmara region, came a distant third with 788 properties sold to foreign buyers, but nevertheless experiencing a solid 60 percent increase in sales over January-July, 2014.

Real estate purchases by foreigners in Turkey reached USD 4.3 billion in 2014, rising by 41 percent over the previous year. Turkish laws on property ownership by foreigners were eased in 2012. The country also grants year-long residency permits that can be extended indefinitely to foreigners who acquire property.

## GDP & FDI

### FDI up 22 percent in first seven months

Foreign direct investment (FDI) into Turkey went up by 22 percent year-on-year during the first seven months of 2015, reaching USD 9.7 billion. Turkey ranked 22nd in the world for FDI in 2014, attracting around USD 12.5 billion.

### Turkey grows 3.8 percent in Q2

Driven by domestic consumption, Turkey's economy continued to expand in the second quarter of 2015, achieving a year-on-year growth rate of 3.8 percent. According to data released by the Turkish Statistical Institute (TurkStat), the country's economy has continued on its growth track since the final quarter of 2009 and beat the 3.3 percent market estimate.

## AUTOMOTIVE

# Production Hub for Global Brands

Having reached a historic high in exports with USD 22.5 billion in 2014, Turkey is home to production, R&D, and engineering facilities of global automotive brands including Ford, Daimler, Fiat, Hyundai, Renault, Toyota and Honda

The foundations of Turkey's automotive industry date back to the early 1960s, when efforts to develop and produce the first Turkish-made passenger car were undertaken.

During a period of rapid industrialization and progress, this key sector transformed itself from assembly-based partnerships into a full-fledged industry with design capability and massive production capacity. Between 2000 and 2014, original equipment manufacturers (OEM) invested more than USD 12 billion in their operations in Turkey.

These investments significantly developed their manufacturing capabilities, which has led to Turkey becoming an important part of the global value chain of international OEMs. Meeting and exceeding international quality and safety standards, today's Turkish automotive industry is highly efficient and competitive thanks to value-added production. Turkey accounts for 25 percent of the automotive production occurring in Central and Eastern Europe.

The automotive industry is the main driver of the manufacturing sector in Turkey. It is one of the largest employers in the country, creating job opportunities for more than 400,000 people. With three out of the five top exporters hailing from the automotive industry, it is also an export champion with its 16 percent share in total exports.

To this end, activities aimed at improving the R&D, design, and branding capabilities will play a vital role in reaching the higher end of the value chain. As such, Turkey's automotive industry is increasingly investing in R&D efforts. This accounts for the largest group of R&D facilities in any industry in the country.

## Turkish plant among candidates to build the new Toyota C-HR

Japanese carmaker Toyota's plant in Turkey is among the candidates to manufacture the new C-HR Concept.

The concept of the subcompact crossover will undergo changes until the Geneva Motor Show next March, where the announcement of a production location is likely, according to Karl Schlicht, the Executive Vice President of Toyota Europe. "B-SUV is the fastest growing market segment, holding great potential in Europe", Schlicht said, adding that the company has decided to manufacture the C-HR Concept which will come in both hybrid and petrol versions.

Manufacturing the Corolla and Verso model at its plant in Adapazari, Sakarya, located in northwestern Turkey, the Japanese automotive giant was granted an investment incentive certificate of TRY 1.2 billion this year, calling for a capacity increase up to 250,000, from 170,000, vehicles per year, and the upgrading of assembly lines for the likely addition of the new model.

Earlier reports have suggested that the production model of the C-HR was a high probability addition to the Adapazari plant, given Turkey's close proximity to the key European market and the Middle East. Employing some 3,300 people at its Adapazari plant, Toyota Turkey's exports to over 50 countries, reached a volume of USD 2 billion in 2014.

## UPCOMING EVENTS

### High-Tech Port by MUSIAD | Doha, QATAR 8-6 October 2015

The High-Tech Port by MUSIAD will feature participants such as government officials, investors, producers, project owners, local and foreign businessmen, shareholders from defense, aerospace, maritime, ICT, energy & environment and automotive sectors. ISPAT Vice President Furkan Karayaka is scheduled to deliver a speech during the panel session entitled: Trade and Business Opportunities between Turkey and Qatar.

### Presidential Visit in Japan | Tokyo, JAPAN 9-7 October 2015

Turkish President Recep Tayyip Erdoğan, accompanied by ISPAT President Arda Ermut, will pay an official visit to Japan in October. During his visit in Japan, Erdoğan will meet Japanese CEOs in a dinner and attend the Turkish-Japanese Business Council Roundtable Meeting, both co-organized by ISPAT and DEIK. During the visit, ISPAT will also hold a seminar in cooperation with BTMU and JETRO for the promotion of Turkey's investment environment with the participation of 500 Japanese business people.

### TUMEXPO - TUMSIAD General Trade Fair | Istanbul, TURKEY 22-25 October 2015

The 3rd annual TUMEXPO - TUMSIAD General Trade Fair will convene in the Istanbul Congress Center and will feature major corporations in the machinery, textiles, food, automotive, cosmetics, and construction sectors. Bringing together visitors and participants from European, Middle Eastern and Central Asian countries, the fair will offer an international networking platform to exchange ideas and hold bilateral talks. As a sponsor of the fair, ISPAT will have a booth in the event.



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## PAST EVENTS

### B20 Turkey Conference | Ankara, TURKEY 5-3 September 2015

B20 Turkey Conference brought together government officials with global business leaders and CEOs ahead of the G20 meetings in Antalya. ISPAT President Arda Ermut delivered the welcome speech in the panel entitled "Global FDI & Capital Allocation Around the World: The Impact of Tax". As a sponsor of the event, ISPAT also hosted a gala dinner for prominent business leaders from all over the world.

### UK-Turkey Business Forum | Istanbul, TURKEY 17 September 2015

Organized by the Turkish-British Chamber of Commerce and Industry in association with ISPAT, the forum was held with the main focus on business opportunities in finance, cross border PPP, hi-tech & innovation. Necmettin Kaymaz of ISPAT participated in the panel on PPP as a panelist and drew attention to the importance of PPP projects for Turkey's economic development.

### Working Breakfast & 7th Turkey Investment Conference | New York, USA 29 September 2015

Turkish Prime Minister Ahmet Davutoğlu, accompanied by ISPAT President Arda Ermut and his team, held a series of meetings in the US, including one-to-one meetings organized by ISPAT. As per the scheduled program, the Turkish delegation had a working breakfast organized by TOBB and the US Chamber of Commerce, where top executives of the world's giant companies such as Metlife, Chase, Pfizer, Coca-Cola, UPS and Cisco came together to exchange views on Turkey's economy and business environment. On the same day, the Turkish delegation attended the 7th Turkey Investment Conference, held by DEIK and Goldman Sachs in New York. Addressing an audience of around 400 US investors, Prime Minister Davutoğlu highlighted Turkey's investment opportunities and invited them to invest in Turkey.

### G20 B20 Energy Forum | Istanbul, TURKEY 2 October 2015

G20-B20 Energy Forum started with the keynote speech by Turkey's President Recep Tayyip Erdoğan, and brought together senior government and G20 officials, as well as global leaders of the B20 energy community for a roundtable discussion of challenges of the world energy markets. The meeting focused on the B20 energy communique that will be presented to the G20 Energy Ministers and Energy Working Group.

### Meeting: OECD Delegation | Istanbul, TURKEY 2 October 2015

ISPAT hosted an exclusive dinner meeting with an OECD delegation of around 50 people in Istanbul in scope of Turkey's G20 Presidency. The delegation included Angel Gurría, Secretary-General of the OECD; Mithat Rende, Ambassador, Permanent Representative of Turkey to the OECD; and other OECD Ambassadors.



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the potential