EU Turkey Global Bridge Building Initiative 2013

(EU-Turkey Business Connectivity on Egyptian, Tunisian and Palestinian Markets)

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Tripartite Business Match Making Events sponsored by

EUROPEAN UNION DELEGATION TO TURKEY

MINISTRY OF ECONOMY TURKEY

UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY TOBB

The EU Delegation to Turkey has launched a new initiative titled EU-Turkey Global Business Bridges with the Ministry of Economy of Turkey as the beneficiary in partnership with the Union of Chambers and Commodity Exchanges of Turkey (TOBB). The initiative aims at facilitating trade and investment partnerships between EU and Turkish companies in third countries by organizing three business matchmaking events in 2013 in Turkey, Egypt and Tunisia. Identified countries and value chains are as follows:

Egypt: Transportation & Logistics, Solar energy applications, Retail & Franchise & Shopping Malls, Aquaculture, Dairy, Tourism, and other areas of business interest.

Tunisia: Renewable energy applications, Tourism, Electro, Mechanicals, ICT, Food & Agribusiness & Olive, and other areas of business interest.

Palestinian Territories: ICT, Food & Beverages, Pharmacy, Building Materials, Plastics, Ready Made Garments, and other areas of business interest such as the Industrial Zone in Jenin.

The match making events will assist companies from EU to get new business opportunities, in a time where it is crucial to balance declining markets in the Euro Zone by new markets outside Europe. Turkish companies can expand their operations in the Southern Mediterranean Region in cooperation with their EU partners. Egypt and Tunisia are now looking for value proposals and reliable business partners to explore the opportunities after the political changes. The initiative offers businessmen first-hand information and contacts to potential partners, experience and market know-how in EU, Turkish, Egyptian, Palestinian and Tunisian markets.

Business opportunities for EU-Turkish co-operations exist in the following areas:

- Joint project development in the target countries
- Trade and distribution of products, technology and systems in the above mentioned areas
- Technical advice for clients, firms etc.
- Support of local enterprises through external know-how (planning, making, modernization, maintenance, quality assurance, product, controlling, training etc.)
- Financial participation in local enterprises, project financing solutions
- Cooperation in R & D
- Retail and trade cooperation, logistics and transportation

Experts assist participating companies in the search for potential counterparts, to meet them, to receive information on important subjects of the business cooperation, and to identify special solutions (technologically, financially) for projects in the above mentioned sectors.

Insight views into new developments, markets and technologies, as well as acquisition support on concrete offers will be given by the project. Participating companies will have individual contacts with their potential partners, with representatives of legal authorities, with public and governmental organizations. The visit program is aimed to fit the individual demand of the participants.

Contact

EU: Claus D. Hagenhoff • ITM International Trade Marketing GmbH • PO Box 1320 • D-61364 Friedrichsdorf

Mobile: (+49-172) 670 10 70 • Fax: (+49 6172) 7572-99 • E-Mail: ch@itm-online.de • skype cdhagenhoff

Turkey: Tuğçe Ersan, Irmak Atalay TOBB • Phone: (+90 341) 218-24 38, 218 2436 • E-Mail: gbbi@tobb.org.tr • www.tobb.org.tr • www.eu-turkeyglobalbusinessbridges.eu

Next steps by the focal points (i.e. Embassy, Business association, Chambers)

Recommendation - Guidelines

1. Decide who is the sender of this information (Embassy, Business association, Chamber etc)
2. Enter the senders address on the company application form (as return address in the field with phone, fax, e-mail, address)
3. Forward this information to the respective national focal point
4. Send out the company information packages to the relevant industries (enterprises, special industry associations etc.)
5. Collect company applications (deadline: 16.12.2012)
6. Proceed the completed application forms to Mr. Hagenhoff by e-mail (ITM, ch@itm-online.de)

Note: There will be a separate matchmaking event in Mersin with Egyptian, EU and Turkish enterprises in the area of transportation and logistics in February 2013.

In case of any further questions please contact Ms. Tuğçe Ersan, Ms. Irmak Atalay (TOBB, gbbi@tobb.org.tr), or Mr. Claus Hagenhoff (ITM, ch@itm-online.de)

Selected business opportunities at a glance (Source: Tepav Report 2012)

Egypt

Good growth opportunities for transportation and logistics

Transport and logistics has high importance and a major growth potential in Egypt, especially in third party logistics services and construction and management of logistic hubs. Turkish and EU firms can upgrade the much needed freight and trucking services, and provide logistical services as well as infrastructure within the context of logistic hubs and industrial zones. The sector has cross cutting links to shopping malls, tourism, and food & agriculture value chains.

The transportation sector encompasses 4.1% of the GDP in Egypt and formally employs over 32 thousand people. Egypt has more than 67,728 kilometers of roads, 6,700 kilometers of railways, globally ranked airports in all major urban centers, including an air cargo airport of five terminals in Cairo, 6 seaports on the Mediterranean and 9 on the Red Sea, six dry ports and an extensive network of Nile river transport facilities. 90% of the country's exports are shipped via ports while the 8% of the global maritime trade passes through the Suez Canal, creating revenues of USD5.2 billion a year.

Third Party Logistics (3PL) is however weak and unreliable: Trucking system is underdeveloped, big firms prefer having their own logistics department for reliability. Rail and internal waterways are underutilized, only 0.8% and 1.8% of internal transportation is being shipped by rail and ships. The sector is faced with huge infrastructure problems: Egypt's LPI rank in infrastructure is 106th out of 155.

On the other side, transportation and logistics show growth opportunities. As the sector is strong in demand, major shortfalls in capacity are expected in the next five to ten years, especially in ports and dry ports. Anticipating the demand, the government is investing major resources in the upgrading of the infrastructure: in 2008/09, USD5.49 billion was invested in roads, with upcoming investments in rail and port infrastructure totaling 10 billion USD. The government is implementing a long term project for turning the Suez Canal area into a major international logistics and production center, which offers further opportunities to companies in the sector.

Key opportunities lie in trucking and freight services, development and management of dry ports, logistic hubs and industrial zones.

Expansion need in Egyptian retail, franchising and shopping malls

Egypt and Turkey opened their first shopping malls in 1986 resp. 1988. Today there are close to 300 malls in Turkey while only around 30 in Egypt. 2000's witnessed a boom in shopping malls in Egypt; several mall complexes opened including the largest and second largest shopping malls of the MENA region. The market is still highly unsaturated and is expected to grow hand in hand with the Egyptian middle class.

Shopping malls have wide-encompassing value chains that bring together SME's in diverse fields such as waste management, security, IT and retail, and offer the early mover's advantage in a rapidly growing market. Shopping malls have backward linkages to construction services, construction materials, safety and security services, electrical engineering, waste management and forward linkages to franchising and retail. The market for modern retail concept and shopping malls in Egypt is unsaturated, with most dense city (Cairo) having less gross leasable area per capita than several similar cities.

Most of the malls in Egypt are located around Cairo. Greater Cairo has 620,000 sqm of shopping mall area, with around 30 shopping malls (Istanbul: 4,1 million sqm area and 126 malls).

Most shopping malls are those that cater to the middle class, while three malls in Cairo (Beymen, First Mall and Galleria) cater to high income consumers. The trend of the past decade showed a rapid increase in the number of major shopping malls. City Stars was the largest shopping mall of the Middle East when it was opened in 2005, and has 150,000 sqm of gross leasable area. It is a part of a USD800 million project including retail, office, residential spaces and three hotels. Mall of Arabia opened in 2011 and surpassed City Stars as the largest mall of Egypt and second largest in the Middle East.

The number of shopping malls is growing fast: Mall of Egypt, 160,000 sqm mall expected to open in 2014. However, the market is unsaturated, with most dense city (Cairo) having less gross leasable area per capita than several similar cities.

Metropolitan Region	Population in millions	Gross Leasable Area in million m² (2011)	Gross Leasable Area per 1000 in m²
Cairo	19,6	0,62	31,6
Istanbul	13,2	4,1	310,6
Mumbai	20,9	1,26	60,3
Beijing	19,6	1,35	68,9
Jakarta	28,3	3,87	136,7
Mexico City	21,1	3,6	170,6

Increasing security concerns, as well as hot weather, and suburbanization due to high population density of the city is turning shopping centers into safe, accessible and attractive spaces for leisure activities (urban life factor).

The franchising market offers high potential for growth. There are only 45 operating franchises in Egypt, mostly food and clothing (compared to 1876 in Turkey). Fast-food chain sales reached 2,6 billion in 2010, showing 13% year to year increase. The Growing middle class expected to drive demand: Only 33 passenger cars per 1000 inhabitants as of 2009. (EU: 471, Turkey: 95, and Tunisia: 76).

The retail sales which increased by two-digits in each of the previous years have experienced a crease in 2011. Already in the course of the year 2012 there is a growth visible and 2013 will see again greater dynamics. Although this sector is still dominated by informal enterprises, it offers chances for the organized retail trade, which until now has conquered only small parts of the market volume. The radical changes in 2011 had considerable delays in the planned construction of shopping centers, a revival is apparent as of 2012. This just approaches the Non Food sector as well as foreign business firms and brands, too.

Applications for the use of solar energy

90% of total electricity production of Egypt in 2010 was based on Fossil Fuels. Of the remaining 10%, 2,8GW come from Hydropower while 550 MW come from wind energy. The government plans to increase the share of renewables to 20% of electricity supply by 2020. High subsidies on energy distort the consumer incentives and delay the adaptation of solar water heaters.

The country is rich in terms of solar energy: an average annual solar irradiation of 2000-2600 KWh/m2 compared to 1000 KWh/m2 in Central Europe. The first 70MW concentrating solar thermal power plant in the country was inaugurated in 2011 south of Cairo. The contractors were Spanish, suppliers German and operators Egyptian.

The business area of solar water heaters is on the verge of major expansion. The removal of energy subsidies, agreed upon by all political actors to ease the 97 billion EGP burden on the state budget, will significantly affect both household and industrial consumer behavior and boost the demand for water heaters. Despite very rich resources of solar energy, only 9 companies are active in Egypt for solar heaters, including one government company. Five companies import and install while four produce locally and install. There is an opportunity for Turkish and EU businesses to combine their manufacturing and R&D know-how with the design and manufacturing capabilities of Egyptian SMEs. This sector has backward linkages to plastics and metallic goods manufacture, and forward linkages to the construction services, installation, maintenance and repair services. The low number of market players means that there will be relatively low competition for early movers.

Tourism in Egypt

The location of Egypt prepares the country for all year round tourism: Sea resorts are active 11 months a year due to stable and warm weather. Prior to the revolution, Egypt was receiving close to 15 million international arrivals. The visitor arrivals have dropped to 10 million in 2011, but are expected to reach pre-revolutionary levels in mid of 2013. Large hotels dominate: The national average is 207 beds per hotel. Five star hotels host the largest share of visitors: 42% of 50 million nights of stays in 2010 were in five star hotels.

Despite high brand reputation, tourism in Egypt is not diversified. Cultural travels prefer 20% of visitors, with key destinations in Ancient Egyptian sites and modern Cairo. Sun and Sea attract 80% of tourists, visiting the resorts mainly on the Red Sea and Mediterranean, including scuba diving.

Growth opportunities in tourism can be seen in the conference tourism: It is an emerging branch where low operating costs and widespread English proficiency (35% of population) constitute main advantages.

Another area of growth is ecotourism, which is already emerging in Egypt, where visiting natural heritages on the Nile River and Oases in the desert come up. According to UNWTO, Ecotourism captured 7% of the global tourism market in 2007 and is an industry growing in double digits. Smaller and environmentally and socially responsible hotels, excursion organizations and souvenirs can attract the increasingly environmentally conscious tourists. EU and Turkish firms can bring their know-how and marketing capabilities and help diversify Egyptian tourism.

This sector has wide linkages to travel agencies, transportation services, food and souvenirs manufacture on the back side and restaurants, retail and tour operations on the forward side.

Aquaculture in Egypt

Aquaculture is an emerging market in Egypt with predominantly freshwater intensive production, but with little or no processing. Marine aquaculture is largely missing, but is increasingly demanded in the EU and Egypt.

The total production of both fresh water and sea water fish was 919 thousand tons (2010 est.), with a domestic market size USD1,56 billion (2010 est.). The per-capita fish consumption is 15,9 kg/year, which is higher than Turkey (9kg/year) and close to EU average (22kg/year).

Aquaculture accounts to 65% of total seafood production, a sector of predominantly private firms (99%). Most of aquaculture is concentrated in the fresh waters of the Nile Delta. Marine Aquaculture is relatively underdeveloped. Most widespread methods are semi-intensive farming in brackish water ponds or intensive farming in tanks (emerging). Marine fishing is comparatively weak due to underdeveloped seeding facilities and conflict with tourism. A long sea coast rich in natural feeds, is an untapped market.

The sector sees a structural change. Informal businesses are being replaced by modern establishments. The domestic Market access is realised both through wholesalers and direct sales. Farmers can sell their goods in agricultural wholesale markets in every large city or make agreements with wholesalers.

The market is regulated by the General Authority for Fish Resources Development (GAFRD) and the National Aquaculture Legislation. R&D activity is mainly performed by government fisheries and the universities in Cairo, Ein Shams, Alexandria, Suez Canal, El Azhar, El Mansura, Tanta, Asuit, Zagazig and Upper Egypt.

Growth opportunities can be seen in the huge unmet demand: Egypt is a net importer of fish products with imports being 32 times of exports (2010, Source: UN Comtrade):

Commodity Description	Export Value	Import Value
Fish, frozen, excluding fillets	254.317	255.456.343
Fish, prepared or preserved, nes	145.395	104.937.539
Fish fillets, frozen	137.574	33.389.634
Fish, fresh or chilled, excluding fillet	11.601.109	982.931
Crustaceans and molluscs, prepared	14.495	189.351
Total	**12.152.890**	**394.955.798**

These figures explain the fast growth: The sector outperformed expectations by the Ministry of Agriculture (1 Million tons by 2017).

This already active value chain has over 300 hatcheries and 16 fish feed manufacturers which provide the necessary inputs for operating.

Market Access is given by preferential trade agreements for seafood with EU and GCC markets.

There is a growing demand in the EU, which will reach from 22 kg to 24 kg per capita per year by 2030, with growth in some Eastern European countries reaching 50%. Marine fish accounting to 75% of consumption, besides the market trends of frozen fillets and ready-to-eat packages in the EU.

This sector has backward linkages to seed and feed production, and forward linkages to processing, freezing and packaging and cold chain storage. Turkish and EU firms can bring their know-how in marine aquaculture and fish processing to combine it with the market expertise and value chain know-how of Egyptian firms. In addition the EU firms can bring their know-how in sustainable and eco-friendly marine aquaculture.

Dairy market in Egypt

There are 3334 registered dairy firms active in Egypt, a number higher than all the Mediterranean companies except for Turkey. 95% of the firms in the sector are microenterprises employing fewer than 5 people. The country is a net importer of milk, chiefly from New Zealand, USA and EU. In 2011, net imports of milk were USD300 million.

Cheese and curd is the largest dairy export commodity, reaching USD482 million exports with a positive trade balance. Cheese is a rapidly growing export product: showing 68% CAGR (compound annual growth rate) between 2007 and 2011. Main export partners are Saudi Arabia, Iraq, Libya, and Yemen. Butter is a dairy product with a very small export market for Egypt. However Egypt's butter imports reached a level of USD180 million in 2011. Chief import partners are New Zealand and USA.

Growth opportunities can be seen in the very large, young and expanding local market: A population of 82,5 million, with an annual growth rate of 1,96% and a median age of 24,3. However the local market is fragmented: 95% microenterprises point at opportunities in consolidation.

Good quality milk used for production of milk products such as cheese is sourced from expensive imported milk, with a price per net weight of 2,9USD/kg. Key problems in this area are difficulty of finding high quality raw milk and unhealthy production methods in some farms and the spoilage or deterioration of milk quality during transportation and storage.

Complementarities between Egyptian, Turkish and EU firms can improve the quality standards and introduce best practices in this value chain while taking part in the production of fast growing export products such as cheese. This sector has backward linkages to husbandry, production technology, health standards, and forward linkages to packaging equipment, packaging, cold storage and transport.

Tunisia

Agro-food

The food and agricultural exports of Tunisia have totaled 1,2 billion USD per year. The three dominant groups of export are vegetable oils, vegetables and fruits (fresh and preserved), and seafood. Olive oil and dates are the two key products, accounting to 321 million USD and 200 million USD respectively. Tunisia is the world's largest exporter of dates, with a market share of 28%. Tunisia is the 3rd largest exporter of olive oil and the 7th producer of olives and accounted for 4,2% of global production in 2010. Tomatoes, citrus fruits, potatoes, grapes, shrimps and pepper are the other major agricultural export items.

Sectorial exports are predominantly not processed or lightly processed. In olive oil and wine, non-diversified export markets, lack of branding and inconsistency in quality are obstacles for growth.

As there is relatively low product diversification and processing, export of processed or prepared products is small, accounting to 20 million USD. Export of juices and non-alcoholic drinks account to 20 million USD while alcoholic beverages are around 17 million USD.

Growth opportunities can be seen in the following areas:

Fruits and vegetables: Processing of fruits and vegetables into products such as preserves, jams, sweets and sweeteners both for local and export market.

Pepper and cacao products are growing export items that can benefit from packaging and branding to achieve higher profit margins.

Olives and olive oil: Branding: Despite good quality, 42% of olive oil exports go to Italy, to be re-exported under Italian brands. Quality standards: European brands buy from intermediaries who cannot provide oils with consistent quality and taste. Direct production would enable quality control and eliminate intermediaries.

Beverages: Non-alcoholic: juices of orange and grape as well as tomatoes.

Alcoholic: Export-oriented wine production.

European and Turkish businesses can combine their competences in food processing, quality standards and branding to realize the high potential of the sector.

This sector has backward linkages to agriculture, food processing machinery, and forward linkages to derivative products such as cosmetics, culinary tourism, packaging, and design. Transport and logistics is also an integral determinant of the sector's overall competitiveness.

Electro-mechanical industry in Tunisia

Machinery and electrical equipment exports of Tunisia amounted to 7.2 billion USD in 2010. The key competitive advantage of Tunisia in this sector is an engineering-educated workforce available for competitive wages. The main product of the sector is electric wire and cables, followed by switches & switchboards and road vehicle parts.

Tunisia's Top 10 Electrical Machinery Exports, 2010

Export Item	Trade Value (USD)
Insulated electric wire, cable, bars, etc	1,274,769,635
Switches, relays, fuses, etc switchboards and control panels, nes	661,120,863
Other electrical machinery and equipment, nes	218,816,230
Other electric power machinery, parts, nes	101,608,232
Printed circuits, and parts thereof, nes	91,210,005
Electronic microcircuits	53,848,478
Automotive electrical equipment and parts thereof, nes	53,803,707
Batteries and electric accumulators, and parts thereof, nes	44,998,360
Transformers, electrical	31,726,693
Crystals, and parts, nes of electronic components of heading 776	31,540,124

Souce: UN COMTRADE

This sector is also closely linked to chemicals and metals sectors as its suppliers and the automotive and electronics sectors as its end consumers.

With 2.6 billion USD export value, electrical machinery is more than half of the exports. The largest export item is insulated electric wire, followed by switches and switchboards.

Tunisia is also an important exporter of vehicles and vehicle parts, the exports of which account to 446 million

USD. The sector chiefly produces road vehicle parts, followed by aircraft parts and rail vehicles.

Growth Opportunities can be seen in wires and cables, switches and switchboards and vehicle parts

For example, EU automotive parts and electronics manufacturers seeking further integration along the supply chain can benefit from the opportunities in Tunisia in this sector while Turkish component manufacturers can take this as an opportunity for internationalization. The product development and process optimization capabilities of the EU firms can benefit both Turkish and Tunisian manufacturers.

Renewable Energy in Tunisia

Due to its large coastal area and southern desert, Tunisia is bestowed with a high potential for both solar and wind energy. Its strategic position on the power transmission lines between Europe and North Africa makes Tunisia and important place for renewable energy investments.

Tunisia is on the high voltage transmission network, bridging North Africa and Europe through transmission lines to Italy.

Tunisia shows a high solar irradiation: 1600-2200 kWh/m2. It is already one of the key countries of the DESERTEC project, and it is expected that by 2016 first solar electricity will reach Italy via low loss transmission network to be built.

Growth opportunities can be seen in Utility scale Photovoltaic (PV), concentrating solar power(CSP), on-shore & off-shore Wind Energy.

Tunisia offers opportunities for Turkish and EU manufacturers of wind power generators and solar panels as well as providers of services such as maintenance and installation.

Tourism in Tunisia

Tunisia is an important tourism destination with 7 million tourists coming to a country of 10.5 million. The most important bottleneck is the low value added: On average 500USD spending per tourist, compared to 850USD in Egypt. This is the result of a combination of factors like some luxury hotels offering low prices: A room in a five star hotels may cost as low as 50 Euros in a high season, besides the lack of high quality options for dining and souvenirs; the lack of entertainment alternatives; and a general difficulty in moving around the country.

Moreover there is no diversification in this sector, which is focused chiefly on sun and sea tourism on the eastern coast and a smaller degree of heritage tourism around Tunis.

Tunisia was visited by seven million tourists a year prior to the revolution. There was a drop to below 5 million in 2011 due to the turmoil, but the Ministry of Tourism foresees 20% growth a year, with the numbers to reach pre-revolutionary levels in 2013. The country has a rich historical heritage: 8 UNESCO heritage sites with 10 applications pending for being selected by UNESCO.

Growth opportunities can be developed by a diversification: For instance the desert tourism is increasing in popularity. The Qatari Diar Real Estate company is building a USD80 million luxury resort in the western desert. Besides that, high value added tourism can be offered by a luxury and small hotels with spa and wellness. And tourism related activities such as restaurants and local crafts (carpets, pottery, ironwork, leather) can explore more income per traveler.

Small luxury hotels and local arts & crafts manufacturers from Tunisia, Turkey and EU can cooperate to benefit from the potential of high value added tourism in Tunisia.

In the long run tourism can be one of the locomotive sectors of Tunisian economy through the adoption of a clear overall strategy that will entail anything from improvement of physical infrastructure to a legal reform to promote FDI in hospitality and catering.

This sector has wide linkages to travel agencies, transportation services, food and souvenirs manufacture on the back side and restaurants, retail and tour operations on the forward side.

The Palestinian Territories

The potential business sectors of the Palestinian Territories need to consider the political situation of the country as a territory occupied by the State of Israel. So it is the question what are sectors which offer clear opportunities for external partners. Those sectors will have to consider not only the demand in the domestic markets but also those in the markets of Israel as there is no customs and basically a very easy access of products made in the Palestinian Territories to Israel.

The TEPAV study has indicated that 85% of the country’s exports were addressed to Israel whereas only 15% of them were addressed to the other countries. Similarly, Israel has a 73% share in the imports of the Palestinian Territories.

From this figures it is clear that one might find more economic potential if one looks closer to the import statistics of Israel: The Israel market plus the markets in those countries with which Israel has special relations might offer additional opportunities for items which are produced in the Palestinian Territories by local and/or new foreign investors. So it seems to be important to look into those sectors which are of need in the Palestinian Territories itself, in Israel plus in those countries with which Israel has special relations, and in the neighboring country Jordan where the majority of the population is Palestinian.

The following business sectors are potential areas for joint business undertakings by Turkish and EU companies in the Palestinian Territories:

a. The ICT related businesses offers promising and competitive services for outsourcing projects: An educated workforce and comparably cheap labor costs (25% lower than India), high problem solving capacity, and already well connected with Israeli firms (32%) and international firms (50%), independence from logistical constraints, and strong competitiveness in web and applications development makes the Palestinian Territories an attractive location for the European businesses that aim at expanding into Arabic-speaking countries, or “Arabize” their software. There are at present around 124 ITC companies in the country with approx. 6400 programmers and an output of around 600 Mn USD (2010). Foreign investors are Cisco since 2008, Google, Microsoft, and HP.

b. Food and beverages: The growing local demand can be better leveraged particularly in the dairy products, cereals and processed vegetables & fruits. The caveat of this sector is the relatively small domestic market, logistical constraints and possible export constraints. The products in this sector would need to have high value added per weight, export oriented and not competing with Israeli goods in the export markets. Agricultural products can be exported quota free to EU. Exported are fruits, dates, cut flowers, herbs, vegetable, tomatoes, olives, and tropical fruits.

c. Pharmaceutical products and the medicine sector is advanced and promising, The country tries to buy licenses to produce generic medicine. An agreement between EU and Israel was recently signed to facilitate test permits, which can include the Palestinian territories.

d. Building materials: This sector constitutes 27% of exports and is going to expand with the local construction boom. EU countries whose exports are declining can take advantage of pairing with Turkish firms already active in the Palestinian Territories to benefit from the booming local demand.

e. Textiles and garments: The Palestinian Territories have a relatively less diversified export market for this sector. Footwear is the major export item in this sector, and Turkish and EU firms can diversify the export destinations and increase the value added in production. The key advantages of the Palestinian Territories are the direct access to the US markets via Israel-USA FTA, and the indirect access to USA via Egypt and Jordan through the Qualifying Industrial Zones (QIZ) Agreement.

f. Plastics and disposables production in the Palestinian Territories for the Israel market can be highlighted as an option of articles which then are marketed in Israel and those countries with which Israel has a special relations (like the USA). Simple products which can be easily manufactured, have definitely a market in Israel and will secure employment, salaries, and will have positive spill over effects to others in the Palestinian Territories.

Besides that, the Turkish Economic Policy Research Foundation (TEPAV) has co-operated since a number of years to assist the Palestinian Territories in organizing the Jenin Industrial Park as a business opportunity for foreign investments.

Business Opportunities for EU and Turkish Enterprises

The above mentioned sectors show many new and already known business opportunities, which businesses out of Europe and Turkey can jointly explore. The objective of the matchmaking event in Turkey is therefore, to present and visualize the manifold opportunities for EU-Turkish business activities in Egypt, Tunisia, and the Palestinian Territories. Topics such as trade, joint project development, know-how and technology transfer, investment shall be discussed besides the issue of how to make business and how to operate in Egypt, Tunisia, and the Palestinian Territories.

Turkish – EU Match Making Event

The event offers interested businesses from the mentioned industries the possibility to build up new and influential contacts in the target countries, to intensify existing contacts or to obtain a first-hand impression on the economic situation and opportunities. The match making event is an active workshop for businesses, during which the participants receive information regarding ongoing plans and projects, have direct negotiations between enterprises and prepare first drafts of co-operations. Another topic will be the presentation of financial programs for projects or target countries. Workshops and trade fair visits will be organized in order to visit companies and relevant sites. The participating businesses will be carefully prepared and advised by the assigned experts. Together with the project partners in Turkey and business associations, the experts will research suitable partners in the target countries, with which the business meet during the panels. The participating companies will be individually supported in terms of organization, laws and tax issues, and interpretation services where needed.

Fees: The participation is free of charge.

Travel: Flight to and from Antalya and hotel accommodation in Antalya can be booked individually or by local booking service in Turkey. Flight and hotel cost will be covered by the participants.

Application: Until **16.12.2012** with the enclosed **application form**.

The number of participants is **limited to 250** from EU 27 and Turkey.

Program of the EU – Turkey Global Business Bridge Building Initiative Matchmaking 1 in Antalya, Turkey, 20.-23.02.2013

Preliminary

Wednesday, 20.02.2013

	Individual Travel of EU and Turkish participating companies to Antalya, transfer to Hotel
19.00	Briefing on the final program and practical tips and overnight stay in Antalya

Thursday, 21.02.2013: Summit for the Turkish and EU businesses in Antalya

08.30	Leave from Hotel to the conference venue	
09.00	Opening of the event by representatives of Ministry of Economy	
09.15	Greeting Address: EU Delegation Turkey	
09.30	Keynote Address: TOBB	
09.45	Information on financial programs for businesses and projects in Turkey, Egypt, Tunisia	
10.15	Coffee Break	
10.45	Markets & business opportunities in Egypt by Mr. Alaa Ezz, FEDCOC Cairo	
11.15	Markets & business opportunities in Tunisia by Mr. Karim Garnaoui, Conect Tunis	
11.45	Markets & business opportunities in the Palestinian Territories & Jenin Industrial Zone by Mr. Jawabreh, FPCCIA	
12.15	Questions and Answers	
12.45	Lunch Break	
13.30	Individual B2B Meetings between EU and Turkish companies in 7 panels	
	Panel 1:	Renewable Energy & Solar (Egypt, Tunisia)
	Panel 2:	Construction (housing, shopping malls and related businesses and services, Franchising) and Construction Material (the Palestinian Territories, Egypt)
	Panel 3	Food and Beverages, Aquaculture, Dairy, Pharmacy (Egypt, Tunisia, the Palestinian Territories)
	Panel 4	Plastics, Ready Made Garments (Production in the Palestinian Territories)
	Panel 5	Electro Mechanical, ICT, Engineering, Optics, Automotive (Tunisia, the Palestinian Territories)
	Panel 6	Tourism (Egypt, Tunisia)
19.00	Dinner	
20.00	Overnight stay in Antalya	

Friday, 22.02.2013

	For all businesses:
10.30-18.00	Follow up of B2B talks, group visit to project sites for the different industries in greater Antalya

Saturday, 23.02.2013

09.00-17.00	For the companies from the sector Food, Beverage, Aquaculture and interested businesses:
	Visit of the Trade fair ANFAS Food Product - International Trade Exhibition for Food Antalya
	For all businesses:
10.30-16.00	Individual Follow of B2B talks and visit to project sites in greater Antalya, resp.
	Individual Flights back to EU resp. travel back home

EU – Turkey Global Business Bridge Building Initiative

Application Form for Enterprises from EU

20. - 23. February 2013 in Antalya

Please return to: ITM GmbH, Fax (+49) 6172-7572-99, E-Mail ch@itm-online.de or mail to:

ITM International Trade Marketing GmbH
Mr. Claus D. Hagenhoff
P.O. Box 1320
D-61381 Friedrichsdorf - Germany

Name ____

Position / Title : ____

Company / Institution Name : ____

Address : ____

Town, Postal Code, Country: ____

Phone, Fax, Mobile: ____

E-Mail, www : ____

1. Your products, activity, service – please send your company profile ____

____

2. Your core competencies ____

____

____

3. Size of your company: Turnover in 2011: ≤ 2 M. € ❑, > 2 M. € & ≤ 10 M. € ❑, > 10 M. € & ≤50 M. € ❑, > 50 M. € ❑

Turnover from overseas operations and exports _____%. Languages spoken: English ❑, French ❑, Turkish ❑, Arabic ❑,

Number of Employees :< 10 ❑, 10 - 49 ❑, 50 – 249 ❑, ≥ 250 ❑ Other Language ❑____________

4. International activities at present____

____

Do you have existing partnerships in Turkey ❑ Egypt ❑ Tunisia ❑ the Palestinian Territories ❑, No ❑ (If yes, pls. specify)

____

5. Objectives & fields of interest in Turkey ❑, Egypt ❑, Tunisia ❑, The Palestinian Territories ❑ ____________________

____

5.1. Trade ❑, 5.2. Subcontracting / outsourcing ❑, 5.3. Production ❑, 5.4. Investment ❑, 5.5. Logistics ❑

5.6. other, ❑ please specify____

____

6. Expectations from prospective partner(s)____

____

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7. Desired Business Contacts (pls. tick box): Client ❑, Dealer ❑, Agent ❑, Representative ❑, Distributor ❑, Supplier ❑, Management / marketing consultant ❑, Legal consultant ❑, Technical consultant ❑, Strategic partner ❑, Project partner ❑, Joint-venture (JV) partner ❑, Investor ❑,Logistics provider ❑, Facilities manager ❑, Project developer ❑, Engineering firm ❑, Design firm ❑, Other ❑____

8. If you like to get additional information beforehand, please specify: ____

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Please return this form before 16.12.2012 in order to give the organizer sufficient time for partner research. **Thank you.**

Date Stamp / Signature

EU – Turkey Global Business Bridge Building Initiative

Application Form for Enterprises from Turkey

20. - 23. February 2013 in Antalya

Please return to: ______________________, Fax (+_________)_________, E-Mail _________@_________.__ or mail to:

____
____
____
____

Name ____

Position / Title : ____

Company / Institution Name : ____

Address : ____

Town, Postal Code, Country: ____

Phone, Fax, Mobile: ____

E-Mail, www : ____

Membership in TOBB ❑TÜSIAD ❑, TÜMSIAD ❑, TUSKON ❑, TIM ❑, MÜSIAD ❑, Other ❑ pls. specify____________________

1. Your products, activity, service – please send your company profile ____

____

2. Your core competencies ____

____

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3. Size of your company: Turnover in 2011: ≤ 2 M. € ❑, > 2 M. € & ≤ 10 M. € ❑, > 10 M. € & ≤50 M. € ❑, > 50 M. € ❑

Turnover from overseas operations and exports _____%. Languages spoken: English ❑, French ❑, Turkish ❑, Arabic ❑,

Number of Employees :< 10 ❑, 10 - 49 ❑, 50 – 249 ❑, ≥ 250 ❑ Other Language ❑____________

4. International activities at present____

____

Do you have existing partnerships in EU ❑ Egypt ❑ Tunisia ❑ The Palestinian Territories: ❑, No ❑ (If yes, pls. specify)

____

5. Objectives & fields of interest in EU ❑, Egypt ❑, Tunisia ❑, The Palestinian Territories ❑ ______________________

____

5.1. Trade ❑, 5.2. Subcontracting / outsourcing ❑, 5.3. Production ❑, 5.4. Investment ❑, 5.5. Logistics ❑

5.6. other, ❑ please specify____

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6. Expectations from prospective partner(s)____

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7. Desired Business Contacts (pls. tick box): Client ❑, Dealer ❑, Agent ❑, Representative ❑, Distributor ❑, Supplier ❑, Management / marketing consultant ❑, Legal consultant ❑, Technical consultant ❑, Strategic partner ❑,

Project partner ❑, Joint-venture (JV) partner ❑, Investor ❑,Logistics provider ❑, Facilities manager ❑, Project developer ❑, Engineering firm ❑, Design firm ❑, Other ❑____

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Date Stamp / Signature