



EU Turkey Global Bridge Building Initiative 2013

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

THIS IS THE TEMPLATE LETTER TO BE SENT BY THE FOCAL POINTS TO NATIONAL, REGIONAL, LOCAL CHAMBERS, SECTORAL ASSOCIATIONS AND COMPANIES. SHOULD THE FOCAL POINTS WISH TO COLLECT AND FILTER THE APPLICATIONS, THEY CAN INDICATE THEIR OWN CONTACT DETAILS IN THE LETTER. OTHERWISE, THE APPLICATIONS CAN DIRECTLY BE SENT TO THE CONTACT ADDRESSES BELOW.

Date

Subject: Invitation to a rare opportunity for *Electro-mechanical & ICT businesses* Trilateral Matchmaking events starting with EU-Turkey in Antalya, February 2013

Dear Sir, Madam,

The EU Delegation to Turkey in partnership with the Ministry of Economy of Turkey and the Union of Chambers and Commodity Exchanges of Turkey (TOBB) invites you cordially to take part in the new initiative titled EU-Turkey Global Business Bridges.

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.

Two identified industries are **Electro-mechanical & ICT services, Engineering, Optics, Automotive** in Egypt, Tunisia, and the Palestinian Territories.

The matchmaking 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.

Please find more information on the business opportunities for EU-Turkish co-operations in the information enclosed.

We are looking forward to your participation by sending back the attached application form.

In case of questions, please do not hesitate to contacting us under the e-mail address gbbi@tobb.org.tr (Turkey), ch@itm-online.de (EU).

Sincerely



EU Turkey Global Bridge Building Initiative 2013

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

- **Are you looking for new and promising business opportunities in Electronics, Mechanics and IT?**
- **Do you need partners who enhance your competitiveness?**
- **Are you interested in support for entering new markets?**
- **Do you like to save time & money by entering 3 markets at once?**

If you say “yes” to one of these questions, please have a look to the Tripartite Business Matchmaking 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 in partnership with the Ministry of Economy of Turkey and 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.

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

- Joint development of production, sub-contracting and outsourcing projects in the target countries
- Marketing and sales of electronics, mechanics, IT services, and projects
- Technical and economic advice for clients, firms etc.
- Support of local enterprises through external know-how (engineering, planning, modernization, maintenance, quality assurance, controlling, training etc.)
- Financial participation in local enterprises, project financing solutions
- Cooperation in R & D

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 industry.

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

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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: gbbsi@tobb.org.tr • www.tobb.org.tr • www.eu-turkeyglobalbusinessbridges.eu

Electro, Mechanicals, ITC in Tunisia

Machinery and electrical equipment exports of Tunisia amounted to 7.2 bn USD in 2010. The key competitive advantage of Tunisia in this sector is an engineering-educated workforce available for competitive wages. Main products are 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

Source: UN COMTRADE

Tunisia offers growth opportunities in **Electronics** (Printed circuits, electronic boards, connectors, coils and transformers, capacitors and resistors), in **Electricity** (Wires and cables, cable harnesses, lighting fixtures, cells and batteries, switches switchboards, circuit Breakers. Along with the positive trend recorded in investment in the production of electrical and electronic components, Tunisia is positioning itself as a regional center of excellence as regard with industrial engineering. Several international companies already have competence centers in Tunisia. Many international firms run development centers devoted to semiconductors dedicated to their industrial activities, employing hundreds of Tunisian engineers and executives.

In the **mechanical and metallurgical industry**, Tunisia is a partner for steel & metal industry and foundry, metal working, machinery and equipment, automotive, motorcycle & cycle components and assembly of industrial vehicles, shipbuilding and repair. The country is 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, and shows growth opportunities. 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.

Tunisia offers very competitive opportunities in **ITC** such as Business Process Outsourcing (BPO: Contact centers and call centers, marketing research, telesales, technical support, assistance, telecommuting, data entry, offshore IT services, software and web applications development, application management (TMA), system integration, consulting and assistance.

Tunisia is also an interesting partner for the **aerospace industry** due to the establishment of Airbus. Other com-

panies are setting up engineering centers in Tunisia in cooperation with local partners, to develop projects in the field of engineering for the aerospace industry.

The Palestinian Territories

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.

Business Opportunities for EU and Turkish Enterprises

The electro-mechanical and ICT industry show many new business opportunities in the target countries, 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 Tunisia, and the Palestinian Territories. Topics such as 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 Tunisia, and the Palestinian Territories.

Turkish – EU Matchmaking 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 matchmaking 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 addition to visits of companies and project 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 for all sectors is **limited to 250** from EU countries 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 6 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 & Beverages, Aquaculture, Dairy (Egypt, Tunisia, the Palestinian Territories)
- Panel 4: Plastics, Ready Made Garments (Production in the Palestinian Territories)
- Panel 5: Electro Mechanical, ICT, Engineering, Optics, Automotive (Egypt, Tunisia, the Palestinian Territories)**
- Panel 6: Tourism (Egypt, Tunisia, the Palestinian Territories)
- 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
(Electro, Mechanical & ICT, Engineering, Optics, Automotive)
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 _____

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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 Turkey Egypt Tunisia the Palestinian Territories , No (If yes, pls. specify)

–

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

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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 _____

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
(Electro, Mechanical & ICT, Engineering, Optics, Automotive)
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 _____

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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. €

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