



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 construction businesses (housing, shopping malls and related businesses, services and construction materials)-

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.

One of the identified industries is **construction** in Egypt (shopping malls and related businesses and services, franchising) and the Palestine Territories (construction materials).

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 construction projects?
- 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.

One of the Identified industries is **construction**(shopping malls and related businesses and services) in Egypt and the Palestine Territories (construction materials).

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.

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

- Joint project development for construction projects in the target countries
- Trade and distribution of construction products and systems in the above mentioned industry
- Technical advice for clients, firms etc.
- Support of local enterprises through external know-how (planning, making, modernization, maintenance, quality assurance, product, controlling 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: gbbi@tobb.org.tr • www.tobb.org.tr • www.eu-turkeyglobalbusinessbridges.eu

Shopping Malls and related businesses and services in Egypt

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 m ² (2011)	Gross Leasable Area per 1000 in m ²
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.

Building Materials in the Palestine Territories

Building materials constitute 27% of exports and is going to expand with the local construction boom in the Palestine Territories. 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.

Business Opportunities for EU and Turkish Enterprises

There are many new construction projects including housing, shopping malls and related business services and building materials coming up 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 Egypt 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 Egypt 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 & related businesses & services, franchising) **& Construction Material & Products) (Egypt, Palestinian Territories)**
Panel 3 Food and Beverages, Aquaculture, Dairy (Egypt, Tunisia, the Palestinian Territories)
Panel 4 Production in the Palestinian Territories (Plastics), Ready Made Garments (Egypt)
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 (Construction-Housing, Shopping Malls and Franchising and Building Materials)

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 _____

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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 _____

–

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 (Construction-Housing,
Shopping Malls and Franchising and Building Materials)

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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