



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 [renewable energies](#) 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.

One of the identified industries is [renewable energies](#) in Egypt and Tunisia, and also in the Palestine 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 renewable energies?
- 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 **renewable energies** in Egypt and Tunisia.

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 in the target countries
- Trade and distribution of products and energy systems & technology
- 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

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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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

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Solar Energy in Egypt

90% of the 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.

The market shows demand for special applications for the use of solar power e.g. for heating up water (solar thermal) or production of power. Specifically DC equipment and appliances have a chance for stand-alone (island) solutions such as water pumping, air condition, fridges, for beach houses (500,000 at the Mediterranean coast in Egypt), then solar thermal for swimming pools.

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.

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 an important place for renewable energy investments. 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.

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

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 and for providers of services in maintenance and installation.

PV in Turkey

The development of renewable energies is an important target of the Turkish energy and economic policy. Within the next 10 years the renewables (including water) shall cover at least 30% of power generation. Turkey is much depending from imports of Fossil Fuels, as local raw materials for power generation (including brown coal,

wood, water, cover only 24% of the primary energy consumption.

Turkey has the potential to produce ca. 380 Bn KWh p.a. with an average annual solar irradiation of 1.311 KWh/m². While grid-connected projects are financially not feasible, stand-alone systems offer interesting business opportunities. Investors can calculate with a modified feed-in tariff of 13,3 US Cent/KWh for 10 years (valid until 2015). Local content benefits increase the opportunity to produce PV parts locally. Turkish producers are therefore looking for co-operations with EU producers. With regard to deliveries to Northern Africa, Turkey offers logistical advantages in comparison with China, because the production prices are nearly equal.

Business Opportunities for EU and Turkish Enterprises

Solutions and applications for the use of renewable energy show many new 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 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 Tunisia.

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 and Franchising) and Construction Material (The Palestinian Territories, Egypt)
Panel 3 Food and Beverages, Aquaculture, Dairy (Egypt, Tunisia, the Palestinian Territories)
Panel 4 Production in the Palestinian Territories (Plastics, Ready Made Garments)
Panel 5 Electro Mechanical, ICT, Engineering, Optics, automotive (Egypt, Tunisia, the Palestinian Territories)
Panel 6 Tourism (Egypt, the Palestinian Territories, 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 (Renewable Energy)

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 _____

–

–

3. Size of your company

Turnover in 2011: ≤ 2 M. EUR , > 2 M. EUR & ≤ 10 M. EUR , > 10 M. EUR & ≤ 50 M. EUR , > 50 M. EUR

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, please specify)

5. Objectives and 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 _____

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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: _____

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 (Renewable Energy)**

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 _____

–

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 _____

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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 _____

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

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