



# 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 [tourism and related services](#) 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 [tourism and related services](#) 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.

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](mailto:gbbi@tobb.org.tr) (Turkey), [ch@itm-online.de](mailto: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 tourism and touristic 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.

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

- Joint development of new tourism projects and touristic programs in the target countries
- Marketing and sales of touristic programs, conference 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

**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: gbbei@tobb.org.tr • www.tobb.org.tr • www.eu-turkeyglobalbusinessbridges.eu

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 know-how and marketing capabilities to help diversify Egyptian tourism.

## 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 tourism, 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, 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.

## Tourism in the Palestine Territories

Tourism is a very important sector and the main source of income for the country. Incoming tourists count to 2 MN, mainly Christian visitors. This segment reached its peak. As a second group of incoming tourist the country is keen to get more Muslim visitors. Contacting the largest tourism companies in Indonesia, Malaysia, and Turkey started, those who organize the pilgrimages tour to Mekka. The Palestinian Territories are a Holy Land also for Muslims as they went to Jerusalem, Bethlehem prior to their pilgrimages to Mekka. Now there is new board for cooperation between the private and public sector on how to market and develop a strategy for the tourism. One step is a classification for getting the quality. The sector participates in the leading international tourism fairs. According to the Palestine Central Bureau of Statistics, the number of hotel rooms in PAL increased from 2,000 in 1995 to 7,000 in 2012 and will reach 11,000 in 2013 due to many reconstructions. The number of PAL tour guides is about 200. Academies teach already topics for tourism at Universities in Bethlehem and Jerusalem, Hebron, and Gaza.

## Business Opportunities for EU and Turkish Enterprises

The tourism industry shows 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 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, 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, and 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 (Tourism)

20. - 23. February 2013 in Antalya

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

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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