



Trade missions will occur before and after the US-Turkey Creative Economies Summit, October 12-13, 2013 in Istanbul, Turkey.



US-TURKEY CREATIVE ECONOMIES SUMMIT

Is your company, university, association or organization looking to boost its global competitiveness and expand into one of the most dynamic markets in the world? Join TRCNA's Trade Missions to Turkey, one of the world's leading countries and a hub in a region with high demand for US-made products, services, technologies, innovation, research & development, and educational programs.

The following groups will be the focus of these delegations:

- Industry leaders & economic development specialists
- Higher education
- Agriculture
- Renewable energy
- Automotive and manufacturing
- IT and information communication technologies
- Leaders viewing creative and design capacity as a competitive advantage
- Creative design, engineering & infrastructural services
- Directors of creativity, design and innovation; design buyers, design consultants
- Designers and creative executives across a variety of disciplines, such as architecture, graphic design, advertising, fashion design, industrial design, visual & digital arts, media, engineering, and more

Why Turkey?

Turkey is an attractive international partner for reasons that span centuries. Here are just a few reasons your organization should consider building ties with Turkish counterparts:

- Turkish officials aim for Turkey's economy to rank as one of the top ten economies in the world by 2023.
- Turkey's average annual growth rate is 5.2%.
- Turkey's GDP tripled in size from 2002-2012, growing from \$230B to \$786B.
- Since 2009 Turkish-U.S. bilateral trade has grown 75% to nearly \$20B.
- Turkey's economy is the 6th largest in Europe and the 16th largest in the world.
- The average government budget deficit since 2009 in Turkey has been 1.9%.
- The Turkish economy has an investment grade rating from both Fitch and Moody's.
- Turkey is the 5th most visited destination in the world.
- Europe's fastest growing economy is Turkey, which also houses the continent's youngest and fastest growing population.
- Geographically, Turkey is a natural bridge between the East, West, North, and South and is a hub in the region to many other

- countries in Europe, Asia, Caucasus, Middle East, Africa, etc.
- Turkey's population is young and getting younger - over half are under 29.
- The population of Turkey currently sits at 74 million people.
- Nearly 12,000 Turks studied in the US during the past school year - more than any other European country.



President Barack Obama:

'Over the past four years, our trade has surged and US exports to Turkey have more than doubled. As the US pursues a new trade and investment partnership with the EU, I want to make sure that we also keep deepening our economic ties with Turkey.' (May 17, 2013)



Matt Clayson, Director, Detroit Creative Corridor Center (DC3):

'Thank you to TRCNA for coordinating such a productive week. The session helped us vet partners for the College for Creative Studies (CCS) and partners for DC3. The meetings helped our team establish a better understanding of the current state of the creative industries in Istanbul, the relationship between various players, and the opportunities for deeper collaboration.

I have been on many of these trips in the past, and have never experienced one that has been so organized and efficient. We were 15 minutes early for each meeting and were on schedule the whole week - quite a feat considering Istanbul traffic and the distances between each destination.

TRCNA's Turkey office representative, Selcuk, was a warm host, showing us local attractions, and providing good insight into the Turkish culture and the business and education worlds.

'We have already developed relationships as a result of our travels in June, which will benefit us for many years to come.' (June 29, 2013)

Benefits to Joining the Trade Missions

- Meetings with foreign industry executives and government officials, pre-screened and tailored to your individual needs
- Pre-arranged meetings with potential distributors, suppliers, and partners
- Networking opportunities with industries and associations, including Chambers of Commerce, association and business councils that are influential in the business and educational community
- Site visits to local facilities, research institutions, and industry production sites where your innovations or technologies may be

applied

- Media coverage
- Exhibition area during the Creative Economies Summit
- Opportunity to initiate, develop, or complete deals

Logistics

Dates: October 6-13th or 12-19th, 2013

Cost: Individualized pricing upon request.

The Turkish Resource Center will take care of all your planning and logistics before, during, and after the Trade Mission.

- International airfare
- 5 & 4 star hotels
- In-country transportation, including to and from the airport
- Industry-specific meetings
- High-level meetings, ex: government ministries
- Business briefings
- Translation services
- Networking opportunities
- Tours

Be sure to ask about the **STATE TRADE EXPORT PROMOTION (STEP) PROGRAMS** to see if your company qualifies for funding that can be applied toward the cost of your Trade Mission.

Please contact us to learn more about how you and your organization may benefit from increased connectivity with Turkish partners.

For more information or to participate, visit www.trcna.org, call (248) 885-2227, or e-mail Ms. Nurten Ural at n.ural@trcna.org.