



Open Your Door to one of the Fastest Growing Markets in the World!

JOIN US ON A BUSINESS DEVELOPMENT MISSION TO TURKEY

MARCH 15–19, 2010



The New Hampshire International Trade Resource Center (ITRC) is joining the Eastern Trade Council (ETC) to lead a Business Trade Mission to Turkey.

The emphasis for this mission is on customized matchmaking meetings. Delegates will also meet with key contacts from Turkish businesses, U.S. executives already successfully operating in Turkey, government officials, trade specialists, and others. This mission will provide delegates with important networking opportunities and market intelligence to help them successfully expand into this dynamic market.

Why Turkey?

- **Location:** Turkey is a regional commercial hub. It is strategically located at the crossroads of Europe, Asia, Africa and the Middle East.
- **The political environment:** Turkey is a parliamentary democracy with a civil law system influenced by Europe's legal systems. It is well-connected to the international community through membership in the Council of Europe, G-20 major economies, NATO, OECD, and the UN.
- **The economy:** Turkey is growing. US exports to Turkey have tripled since 2003. Until this year, growth averaged over 6% for the past several years.
- **A relatively young population:** Turkey has a relatively young population with a median age of 28 for a population of over 70 million people.

Leading Sectors for Export Opportunities:

- Automotive Parts & Equipment
- Defense Equipment & Services
- Education Services
- Electric Power Systems
- Franchising
- Information Technology
- Medical Equipment & Services
- Natural Gas Transmission, Distribution, Exploration, Storage & Training
- Telecommunications Equipment & Services
- Water & Wastewater Technologies

MISSION BENEFITS

- **Customized One-on-One Business Appointments:** Individual business appointments will be scheduled in **Ankara** and **Istanbul** based on your company's market objectives.
- **In-Country Market Research:** Industry specialists will conduct market research on your industry and market needs.
- **Pre-Mission Teleconferencing:** Talk directly to the person scheduling your meetings to discuss your company's objectives in Turkey.
- **Pre-Mission Preparation Webinar:** Review current market research, learn about the business culture, learn what it takes to sign a contract & develop a strategic plan to follow up with Turkish business partners.
- **In-Country Market Briefings:** Take the opportunity to learn more about current economic & political conditions in Turkey, as well as important cultural and social practices.
- **Official US Embassy Reception & Networking Events:** Business leaders, dignitaries and potential business partners will be invited to these functions.

TRADE MISSION PACKAGE

ITINERARY

DATE	VENUE	PROGRAM
Saturday, March 13	Departure	Travel Day-Flights depart in the evening
Sunday, March 14	Istanbul	Arrive. Time on own to adjust.
Monday, March 15	Istanbul	Group Briefing; Business Matchmaking
Tuesday, March 16	Istanbul	Business Matchmaking US Embassy Reception
Wednesday, March 17	Departure to Ankara	Travel Day & Networking
Thursday, March 18	Ankara	Business Matchmaking
Friday, March 19	Ankara	Continue individual travel/meetings (if needed)

MISSION FEE

Mission Fee: The participation fee for both cities will be **\$2,500** per firm, which includes one representative. The fee for each additional firm representative is **\$500**.

Included

- Mission & meetings coordination
- Business appointments
- Networking events
- Official receptions
- Interpreters
- Group transportation to events



Hotel arrangements and rates, along with suggested flights, will be sent following registration. Hotels, flights, meals and incidentals are the responsibility of each participant.

APPLICATION DEADLINE

Application deadline is January 15, 2010: Please note: There is a limit of 15 slots total for this mission between the 10 participating states. Applications will be considered on a first-come, first served basis.

CONTACT

For further information please contact

Dawn Wivell, Director
NHITRC

172 Pembroke Road
Concord, NH 03301
(603) 271-8444

dwivell@dred.state.nh.us

