

ON: Monday 15 March 2010, 3.30pm – 7.00pm
AT: London Chamber of Commerce, 33 Queen Street, EC4R 1AP

TURKEY: DEVELOP YOUR BUSINESS IN ONE OF THE WORLDS LEADING TRADING HUBS

PROGRAMME

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| 3.30PM | REGISTRATION AND TEA |
| 3.50PM | CHAIRMAN'S OPENING REMARKS Michael Thomas Director General Middle East Association and Turkish British Business Council |
| 4.00PM | INTRODUCTION TO THE MARKET Jessica Hand Director UKTI Turkey & HM Consul-General British Consulate-General, Istanbul |
| 4.15PM | ECONOMIC OUTLOOK Franziska Ohnsorge Senior Economist, Office of the Chief Economist European Bank for Reconstruction and Development |
| 4.30PM | CULTURAL ELEMENTS OF DOING BUSINESS Sam Thompson Development Director The London School of English International |
| 4.45PM | SECTOR FOCUS: CONSTRUCTION Speaker TBC |
| 5.00PM | MARKS & SPENCER: NOT JUST ANY CASE STUDY... Stephen Rayfield International Area Manager Marks & Spencer plc |
| 5.15PM | UK TRADE & INVESTMENT, LONDON Brian Dent International Trade Adviser UK Trade & Investment, London |
| 5.30PM | QUESTIONS AND ANSWERS |
| 5.45PM | CHAIRMAN'S CLOSING REMARKS |
| 6.00PM | DRINKS AND NETWORKING |
| 7.30PM | CLOSE |

QUICK FACTS

- Turkey has the 6th largest economy in Europe
- Turkey is the 15th largest market in the world
- It is fully recognised as a candidate for EU accession and a member of the European Customs Union since 1995
- Turkey has a vast consumer market and a skilled young population
- Istanbul has been designated as Europe's Capital of Culture for 2010

KEEN TO LEARN MORE?

Not only is Turkey a compelling and stable market in itself but it is also widely recognised as a key foothold in the Middle Eastern and Central Asian markets. The Turkish market is rapidly emerging and set to become one of the world's top 10 economies by 2050. It is a country with political and economic stability that has weathered the global economic storm. The UK has a solid trading history with Turkey and as such the UK is the fourth largest source of imports in Turkey from the EU and British exports were valued at £2.5 bn in 2008 alone.

Long-term opportunities have been identified in almost all sectors from the environment, marine, agriculture and waters sectors, the key priority sectors; through to the ICT, design, financial services, technology and construction industries. Turkey has a positive perception of British goods and services and many UK companies have forged successful partnerships in the region. Over 1,600 UK based companies are already active in the market such as Marks & Spencer, Cadbury, HSBC, Tesco and Aviva to name but a few and yours too could be among these businesses!

Turkey is a 'delightful' destination for UK and European Trade and Investment. What are you waiting for?

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