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This project is co-funded by the European Union
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NEWSLETTER #11 | October & November 2020

Dear Colleagues and Stakeholders of TEBD,

This period of the year is always a very busy one. We are delivering on our 2020 Activities in various ways and at the same time making preparations for our 2021 Activities.

But there was much more to celebrate. In the last week of November, we organized the Women Entrepreneurs Forum. We had the pleasure to bring women entrepreneurs, policymakers, international financial Institutions, EU & Turkish Chambers, and so on, together.

Due to the Covid-19 pandemic, and considering the hard times for all SMEs, we gave priority to our Solvency Audit activity which started in November 2020 in order to offer a first line services within Turkish Chambers to Turkish SMEs who face financial and operational difficulties.

We have also continued to monitor trends and organize a wide range of SME Workshops in cooperation with local Chambers.

We hope you will enjoy this latest edition of our newsletter. Although the pandemic continues to impact our operation, the work continues! Please, to all of you, stay safe and stay connected!

Oya ERSÖZ - TEBD Project Director

RECENT ACTIVITIES

Women Entrepreneurs Forum

Zoom platform | 23-24-25 November 2020



With an aim to discuss and promote a constructive dialogue between Women Entrepreneurs from Turkey and the EU while allowing participants to build their networks, as well as polish their skills and expand their knowledge, the **TEBD Women Entrepreneurs Forum** was

organized online on 23-24-25 November 2020. The Forum was organised by the TEBD Project, which is implemented by [EUROCHAMBRES](#) in close cooperation with [TOBB](#), in collaboration with the EUROCHAMBRES Women Entrepreneurs Network and the TOBB Women Entrepreneurs Council.

The Women Entrepreneurs Forum was made up of an introductory session, and four engaging and interactive thematic sessions with High-Level speakers.

- Session 1: Women Entrepreneur Support Programmes in Turkey and EU
- Session 2: Private and Public Sources of Funding in Turkey and EU
- Session 3: Learning by Doing: Inspiring Practices of Women Entrepreneurs
- Session 4: Roles and Activities of EU and Turkish Chambers in Women Entrepreneurship

The importance of networking, not only between women entrepreneurs, but also with organizations, institutions, banks, or governments has been highlighted during the entire Forum. Building a solid structure at local, regional, and national level through Committees or Councils is very important for the progress of this target sector.

As the main challenges to be improved, conciliation of personal and professional lives of women was raised as the first stage. Secondly, the need of building a strong financial system to support women entrepreneurs and increase the leadership women positions in Business. Finally, Women Entrepreneurs may have a significant influence strengthening Turkish and European business relations and improve consequently the women power in all aspects.

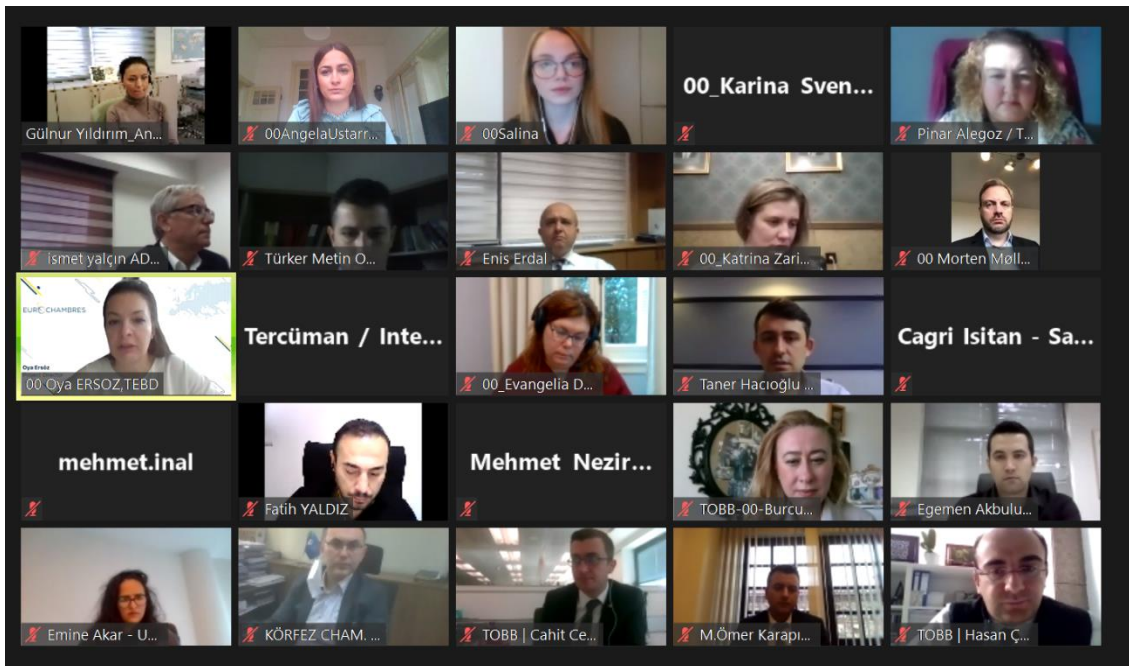
The Forum recorded close to 900 registrations. Over 500 participants joined the Opening session and between 250 and 400 participants attended each thematic session. The Forum was also attended via Live Streaming, being viewed over 3,200 times through different channels, such as YouTube, Facebook, and Twitter. There were 39 high-level speakers, among others **Mr M. Rifat HİSARCIKLIOĞLU**, TOBB President and Vice President of EUROCHAMBRES; **Ms Martha SCHULTZ**, EUROCHAMBRES Women Entrepreneurs Network President; **Mr Ben BUTTERS**, EUROCHAMBRES CEO; **Mr Bülent ÖZCAN**, Directorate for EU Affairs, Directorate General for Financial Cooperation and Project Implementation; **Ambassador Nikolaus MEYER-LANDRUT**, Head of the EU Delegation to Turkey; **Ambassador Mehmet Kemal BOZAY**, Permanent Delegate of Turkey to the EU; and **Ms Nurten ÖZTÜRK**, TOBB Women Entrepreneurs Council President.

Did you miss the event? You can watch all the sessions [HERE](#).

Solvency Audit

First Training: Module 1 and 2

Zoom platform | 19 November 2020



Following the first EU Acquis Audit activity that took place in 2019, a second “service” from our Capacity Building Component is developed in the TEBD Project, called the Solvency Audit activity.

The objective of this activity is to develop capacity within Turkish Chambers and Commodity Exchanges to offer a first line service to companies who face difficulties. This service will be based on the existing Early Warning Mechanism developed for EU SMEs. The goal is to develop a diagnostic toolkit, which allows the Chamber/Exchange and the company to evaluate its risk for insolvency or bankruptcy. The Solvency Audit activity is organized as Mentoring and Training modules for 25 Turkish Chamber/Exchange executives in three

different sessions (5 modules) from November 2020 until January 2021.

The first Solvency Audit training, organized by the [TEBD](#) Project, and supported by [TOBB](#) and selected EU Experts, took place on 19 November 2020. Turkish Chamber/Exchange executives selected from across Turkey attended the first training given by our four EU Experts:

- Mr Morten Møller - Business Hub Central Denmark
- Ms Evangelia Daratsanou - Business Hub Central Denmark
- Ms Katrina Zarina - Latvian Chamber of Commerce and Industry
- Ms Aruna Soogrim - Paris Île-de-France Chamber of Commerce and Industry

The first and second module was performed during the first training and participants started the understanding and application of a set of specialized tools when assisting companies in crisis. The methodology of Early Warning, understanding the concept & the overview of the step-wise assistance, and the reasons behind opting for survival or closure of a company was introduced. As well as the initial contact with the company owner, screening, and diagnosis, using the guidelines and checklists prepared by the experts.

SME Workshops

TEBD Workshop for SMEs - Erzurum, Turkey

Zoom platform | 19 November 2020

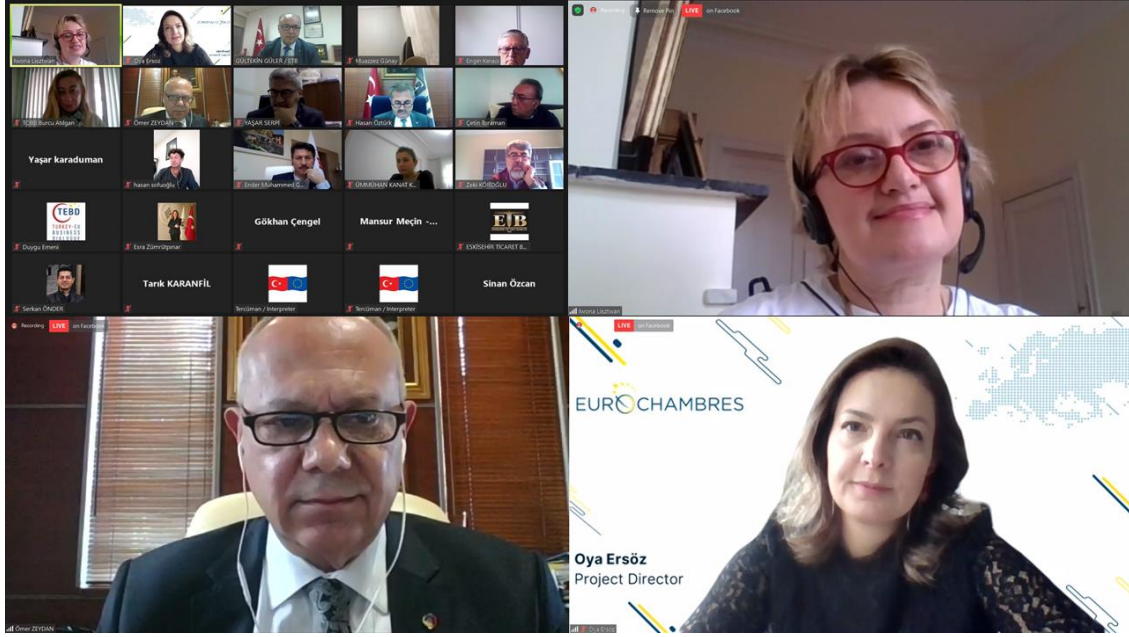


Erzurum Commodity Exchange hosted an SME Workshop on ‘EU Trade Policy and Relations with Turkey’ on 19 November 2020 in the scope of the TEBD Project. The workshop attracted around 18 participants.

The workshop was opened by **Mr Yıldırım Hakan ORAL**, Chairman of the Board of Erzurum Commodity Exchange. **Ass. Prof. Çiğdem NAS**, Secretary General of the Economic Development Foundation (IKV) participated as a speaker and shared vast information on the recent Trade Policy Developments in the European Union (EU), the EU-Turkey Customs Union, the effects of the EU Green Deal, and more. The TEBD project was presented by **Ms Oya ERSÖZ**, TEBD Project Director.

TEBD Workshop for SMEs - Eskişehir, Turkey

Zoom platform | 30 October 2020



Eskişehir Commodity Exchange hosted a very interactive and fruitful SME Workshop on ‘EU Rural Development Policy’ on 30 October 2020 in the scope of the TEBD Project. The workshop attracted around 50 participants.

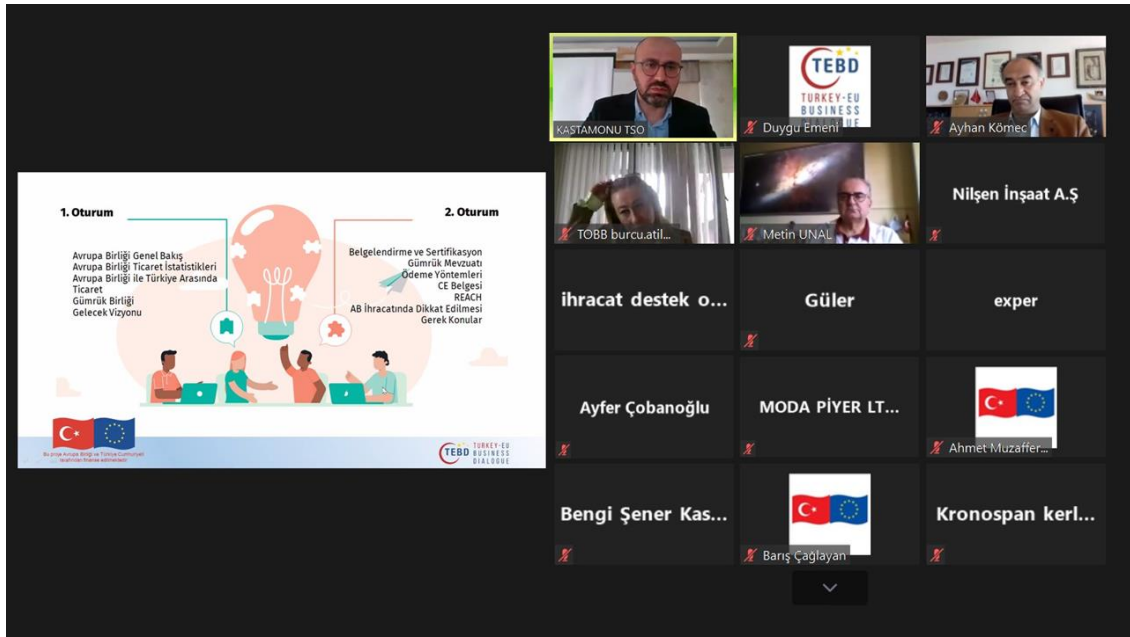
The workshop was opened by **Mr Ömer ZEYDAN**, President of Eskişehir Commodity Exchange. **Ms Iwona LISZTWAN**, IPA Rural Development Programme Manager for Turkey in the Directorate-General for Agriculture and Rural Development of the European Commission, participated as a speaker and provided insightful information on the topics of ‘Rural development policy in the European Union today (2014-2020) and in 2021-2027’, and the ‘IPA Rural Development Programme (IPARD) 2014-2020 for the Republic of Turkey based on the EU rural development policy model’. Detailed content was provided on e.g. EU Rural Development priorities, measures, the European Green Deal, CAP objectives and reform policy principles, Institutional system for rural development, IPARD support for investments, LEADER, and more. The TEBD project was presented by **Ms Oya ERSÖZ**, TEBD Project Director. The workshop was finalized with a very interactive discussion and question and answer session

Among the participants were, **Mr Ender Muhammed GÜMÜŞ**, Turkish Ministry of Agriculture and Forestry Eskişehir Provincial Director of Agriculture and Forestry; **Ms Muazzez GÜNAY**, Eskişehir Agricultural Engineers Chamber President & **Mr Çetin TORAMAN** Board Member; **Ms Ümmühan K. ÖNDER**, Eskişehir Agricultural Engineers-Kale Agricultural Chamber Secretary General; **Mr Hasan SOFUOĞLU**, Eskişehir TepeBaşı

Municipality Rural Services Director; **Dr Orhan POLAT**, Member of the board of the Eurasia Local and Rural Development Association and LEADER Expert; and members of Eskişehir Commodity Exchange.

TEBD Workshop for SMEs - Kastamonu, Turkey

Zoom platform | 22 October 2020



Kastamonu Chamber of Commerce and Industry hosted a virtual Workshop on ‘Challenges of SMEs exporting to EU countries’ on 22 October 2020, in the framework of the TEBD project.

The interactive workshop was opened and moderated by the workshop speaker **Mr Fatih SARAÇ**, Foreign Trade Consultant and Trainer. Mr Saraç introduced the European Union and gave trade statistics, and provided information on the Customs Union and Legislation, Green Deal, CE Marking, Reach Compliance, Incoterms, Trade Platforms, and so on.

Attending SMEs also participated actively by articulating the problems they face in doing business with the EU which lead to discussions on possible solutions. The TEBD project was presented by **Ms Burcu ATILGAN**, TOBB Project Coordinator. The workshop attracted around 25 participants and was finalized with a question and answer session.

TEBD Workshop for SMEs - Bingöl, Turkey

Zoom platform | 21 October 2020

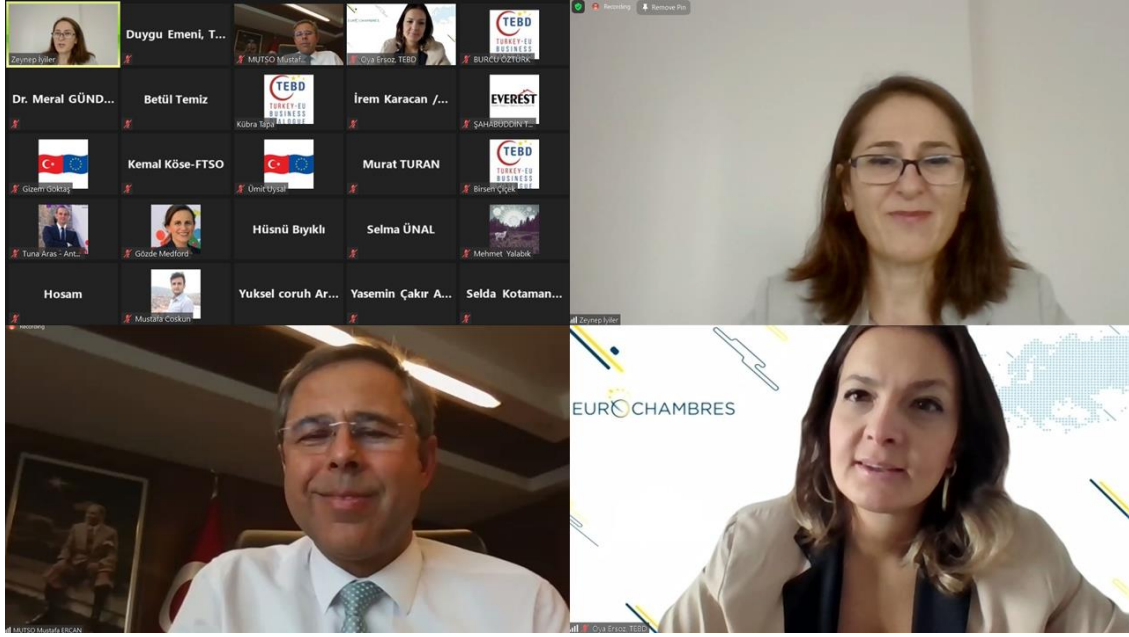


Bingöl Chamber of Commerce and Industry hosted a successful SME Workshop on 'Digital Commerce' in the framework of the TEBD Project. The workshop attracted around 33 participants.

The workshop was opened by **Mr Yunus Emre KATRANCI**, Secretary General of Bingöl Chamber of Commerce and Industry. **Dr Zeynep İYİLER**, Foreign Trade Consultant and Trainer, participated as a speaker and gave extensive information on different topics such as Are we ready for Digital Commerce?, Understanding Digital Users, the Importance of the Purchase Process, Digital platforms (web, blog, social media, etc.), Advertising methods, B2B and B2C e-commerce platforms, Legal issues (ETBIS, Distance Sales, E-exports, Trust Stamp, etc.), and similar. The TEBD project was presented by **Ms Burcu ATILGAN**, TOBB Project Coordinator. The workshop was finalized with a discussion and question and answer session.

TEBD Workshop for SMEs - Muğla, Turkey

Zoom platform | 07 October 2020



In the framework of the TEBD Project, Muğla Chamber of Commerce and Industry (Turkey) hosted a succesful SME Workshop on “Challenges of SMEs exporting to EU Countries”.

The workshop was opened by **Mr Mustafa ERCAN**, President Of Board Of Directors of Muğla Chamber of Commerce and Industry. **Dr Zeynep İYİLER**, Foreign Trade Consultant and Trainer participated as a speaker and gave extensive information about Competitive Advantage, Ways of Differentiation, Indicators of being ready for Export, Tools to communicate with markets, Export Marketing Planning, Types of information to look at, and so on. The TEBD project was presented by **Ms Oya ERSÖZ**, TEBD Project Director.

The workshop was finalized with a question and answer session where participating SMEs presented the issues they are facing, asked their questions, and shared helpful information. The workshop attracted around 30 participants.

CHAMBER PARTNERSHIPS

Success Story

Forming Relationships and Increasing Trade

The “Supporting EU–Turkey Trade Integration (SETTI)” Project has been developed and implemented by Gaziantep Chamber of Commerce (Turkey) in partnership with Sevilla Chamber of Commerce (Spain) and Adıyaman Chamber of Commerce and Industry (Turkey). It is one of 19 Chamber Partnership projects which is being supported by the European Union in the framework of TEBD.

Foreign trade acts as a simulator of economic growth of a country and is considered as an important factor determining relationships between countries. Inversely, cordial relationships also help in promoting trade relations. The objective of the SETTI project was to strengthen mutual relations between Gaziantep Chamber of Commerce (Gaziantep CC), Sevilla Chamber of Commerce (Sevilla CC), and Adıyaman Chamber of Commerce and Industry (Adıyaman CCI) in order to support foreign trade activities between European and Turkish companies.



To build lasting relationships and increase foreign trade, many activities were carried out in the framework of the SETTI Chamber Partnership project. A study visit was organized to Sevilla, Spain with participation of experts and board members from all Chamber partners. The Turkish committee was presented the opportunity to look into European practices inside and outside of Sevilla CC. Also, an informative event called “Turkish Day” was organized with the participation of the Ambassador and Trade Counsellor of Turkey in Madrid, Spain. During this event detailed information about Turkish products and markets were given to Spanish companies. Following this event, a number of Spanish companies visited Gaziantep, Turkey and had B2B meetings with Turkish companies to get familiar with their products and services, and establish relationships. As a result of these B2B meetings, business agreements were formed between Turkish and Spanish companies.



Within the scope of project, foreign trade intelligence units were set up in Gaziantep CC and Adiyaman CCI, through trainings and applying good practices acquired from Sevilla CC and the “Xpande System”, which is the national trade intelligence system of Spain. The aim of these units is to offer coaching and consultancy services determining target markets and target customers of companies and develop their foreign trade capacities. Within these units more than 40 pilot companies from different sectors received foreign trade intelligence services. Even though the SETTI Chamber Partnership project has been finalized, these units are still ongoing and providing services to companies wanting to expand their export and import business. A selection of three companies, which benefited from the Foreign Trade Intelligence Units’ services, have **exported in** more than 1 Million Euro to their target markets and used the sustainable information received to create a more solid basis for trading.

Find more information on the SETTI Chamber Partnership Project and the Foreign Trade Intelligence Center [HERE](#).

OTHER NEWS

Global Europe Webinar: Key projects funded by the European Commission

Zoom platform | 21 October 2020



The Turkey-EU Business Dialogue (TEBD) Project was presented by **Ms Oya ERSÖZ**, TEBD Project Director, during the Global Europe Webinar hosted by EUROCHAMBRES in cooperation with the Latvian Chamber of Commerce and Industry (CCI), supported by Lithuania CCI and Estonia CCI on 21 October 2020.

The Global Europe webinar brings key projects funded by the European Commission and supporting European businesses together. The TEBD Project joined other EU-funded projects supporting European SMEs to internationalize and presented participants the projects, their activities, and assistance that can be provided in doing business internationally.

UPCOMING ACTIVITIES

Chamber Partnership - T4D Project

Closing Conference & Digital 'KOBİM' Platform

Introduction

Zoom platform | 16 December 2020

13:00 - 14:30 TRT



'Twinning for Digitalization (T4D)' is a TEBD Chamber Partnership Project that has been developed and implemented by Istanbul Chamber of Commerce (Turkey) in partnership with Paris Ile-de-France Chamber of Commerce and Industry (France).

The project was launched on 1 April 2019 with the main objective of addressing the digitalization needs of SMEs. The T4D project aims to strengthen the capacity of Istanbul Chamber of Commerce to provide advice and support to companies, in order to help them access the benefits of digital technologies - including online marketing and e-commerce. In particular, the project partners have shared knowledge and expertise that Paris Chamber of Commerce and Industry has gained through the development of its own digital support service network under the label of "Les Digiteurs".

The Chamber Partnership Project is being finalized and in order to support the project activities and digital transformation of the Chamber members, a Project Closing Conference and Digital 'KOBİM' Platform Presentation, where the digitalkobim.org service structure will be introduced, will be held on Wednesday, 16 December 2020, between 13:00 - 14:30 TRT.

In the second session of the conference, a panel discussion will be held on "The Compliance of SMEs to Digitalizing and Changing Customer Habits in the World after Covid-19".

For more information and REGISTRATION please click [HERE](#).

TEBD Workshops for SMEs



- **Antalya, Turkey | 16 December 2020**

Hosted by Antalya Chamber of Commerce and Industry via virtual Zoom platform

TOPIC: Post COVID-19 Turkey's place in the EU Value Chain. Business opportunities, risks, and challenges for Turkish SMEs

- **Edirne, Turkey | 18 December 2020**

Hosted by Edirne Chamber of Commerce and Industry via virtual Zoom platform

TOPIC: Challenges of SMEs exporting to EU Countries

- **Çanakkale, Turkey | 21 December 2020**

Hosted by Çanakkale Commodity Exchange via virtual Zoom platform

TOPIC: New Business Models and Techniques for Creating New Strategies in Exporting to the EU Market in the Pandemic Process

Any questions? Please contact us!

WARMEST CHRISTMAS WISHES & HAPPY NEW YEAR

From the TEBD Team



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TURKEY-EU BUSINESS DIALOGUE

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For questions concerning the newsletter, please contact tebd@eurochambres.eu

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