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This project is co-funded by the European Union  
and the Republic of Turkey



## NEWSLETTER #17 | September & October 2021

*Dear Colleagues and Stakeholders of TEBD,*

*It has been long time with the summer break and we hope you are doing well! We have had a very busy period as usual. We organised virtual TEBD SME Workshops on “A New Era in Turkey-EU Economic Relations: E-Commerce” in Turkey and “The Turkish Market and Opportunities for Italian agri-food SMEs” in Italy.*

*As you notice, we still carry out most of our activities and events online. However, with increasing vaccination rates and better control over the public health situation, we are planning to start in person or hybrid activities and events soon. Despite the expertise our network gained on collaborating virtually, we are convinced that meeting in person remains an essential element to reinforce networking aspects of our project and activities.*

*This month, we are pleased to present another success story of TEBD Chamber*

*Partnership Project on the "Finding Opportunities & Building Bridges in the Automotive Industry Between Turkey and the EU" that has been developed and implemented by Bursa Chamber of Commerce and Industry (Turkey) in partnership with Bács-Kiskun County Chamber of Commerce and Industry (Hungary), Polish Chamber of Commerce (Poland), and Kilis Chamber of Commerce and Industry.*

*We hope you will enjoy this latest edition of our newsletter and take care, stay safe and we look forward to your attendance at our TEBD SME Survey launch event, on the 6th December, in person in Brussels or online.*

*Oya ERSÖZ - TEBD Project Director*

## RECENT ACTIVITIES

### SME Workshops

#### **TEBD Workshop for SMEs - Kuşadası, Turkey**

Kuşadası Chamber of Commerce Hall | 08 September 2021



**SME Workshop hosted by Kuşadası Chamber of Commerce (08 September 2021)** Kuşadası Chamber of Commerce hosted a successful SME Workshop on “A New Era in Turkey-EU Economic Relations: E-Commerce” in the scope of the TEBD Project.

The workshop held at the Kusadasi Chamber of Commerce Conference Hall was opened by **Bülent İLBAHAR** (Kusadasi Chamber of Commerce President Of Assembly) and **Burcu ATILGAN** (TOBB Project Coordinator) gave a presentation on the TEBD Project. This was followed by informative presentations given by **Assoc. Dr. Çiğdem NAS** (Secretary General of the Economic Development Foundation, IKV) on E-Commerce in the World, EU, and Turkey; **Prof. Dr. Gülüzar Kurt GÜMÜŞ** (Dokuz Eylül University Business Faculty and TOBB Izmir Women Entrepreneurs Board Member) on Entrepreneurship and E-Commerce; and **Dr. Dinçer BAŞDEMİR** (Argevitas Consulting) on Social Media and E-Commerce. The workshop attracted around 25 participants.

## **TEBD Workshop for SMEs - Unioncamere Piemonte (Italy)**

Virtual | 07 October 2021

**On 7<sup>th</sup> October 2021 in the scope of the TEBD Project, Unioncamere Piemonte (Italy) hosted a very interesting and dynamic SME Workshop on “The Turkish Market and Opportunities for Italian agri-food SMEs”.**

The workshop brought around **30 participants** mainly not only from Italy but also from Turkey. The workshop was opened by **Ms. Katia Kosta**, Internationalization expert at Unioncamere Piemonte. The welcome words and TEBD Project was presented by the TEBD Project Director, **Ms. Oya Ersoz**.

Followed by the intervention from **Mr. Ahmet Ozer**, Treasurer of Executive Board of Istanbul Chamber of Commerce who introduced the Food Turkish Market in detail to the participants. The programme was followed by the intervention of **Mr. Fatih Aycin**, Secretary General at Italian Chamber of Commerce and Industry in Turkey, who raised the insight on agri-food market in Turkey and its business opportunities for Italian companies.

The workshop was finalised with a brief presentation of the Enterprise Europe Network by **Ms. Marianna Mucci**, Senior Expert at Unioncamere Piemonte; and the presentation of the upcoming TEBD Agri-food Networking Event that was delayed to January 2022 by Ms. **Ángela Ustárroz**, Capacity Building Expert from the TEBD Project.



**SME Trainings**

## TEBD SMEs Energy Efficiency Training

Virtual | 21 October 2021

With the aim of increasing the awareness of Energy Efficiency, the **TEBD SMEs Energy Efficiency Training** was organized to advise Turkish SMEs on how to use energy efficiently and thus become more competitive.

The activity, which counted with more than **160 participants**, was organized for Turkish SMEs on the **21<sup>st</sup> October 2021** by the TEBD Project, which is implemented by EUROCHAMBRES in close cooperation with TOBB.

The programme was opened by **Ms. Oya Ersoz**, TEBD Project Director and **Ms. Ayşe Çelebi Doğan**, Director of Industry Council of Turkey at TOBB.

**Mr. Canpolat Cakal**, Mechanical Engineer and Energy Efficiency Center Manager at BTSO, introduced the topic, explained why shall we use energy efficiently, presented energy efficiency studies conducted by BTSO and gave some information about ISO 50001 Energy Management System, the financial supports for energy efficiency for Turkish companies and the use of alternative energy sources with among other topics.

**Mr. Geoffrey Saliba**, **Ms. Sonja Starnberger**, and **Mr. Javier Cervera**, Energy Efficiency Experts from the European Union, explained the view of Energy Efficiency in Europe, the overview of legal requirements, some examples of Energy Efficiency Applications in the EU, 2030 and 2050 targets on energy and environment, an overview of the European Green Deal Strategy and much more.



## CHAMBER PARTNERSHIPS

### Success Stories

#### Building Bridges

**"Finding Opportunities & Building Bridges in the AUtomotive Industry Between Turkey and the EU"** is a project that has been developed and implemented by Bursa Chamber of Commerce and Industry (Turkey) in partnership with Bács-Kiskun County Chamber of Commerce and Industry (Hungary), Polish Chamber of Commerce (Poland), and Kilis 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.

Bursa Chamber of Commerce and Industry's aims have two main focuses: strengthening the export capacity of the local enterprises in Bursa, and vitalizing the economic indicators of the country as well as giving contribution to the development levels of their project partner Kilis. The Chambers realized how Turkey needs to increase its export capacity and rate, and this realization is what launched their project: "Finding Opportunities & Building Bridges in the



## Automotive Industry between Turkey and the EU”.

The overall objectives of the action were strategised around the intent to reinforce civil society in Turkey, strengthening mutual knowledge and understanding between the Turkish Chambers and their counterparts in the EU. This was achieved by facilitating the exchange of best practices, contributing to the economic development of Turkey, Poland, and Hungary, promoting the integration of European and Turkish business communities, and ensuring a stronger awareness of the opportunities and challenges of Turkey's future accession to the EU in both Turkey and in the EU. Additionally, more specific aims include specialising the SMEs in the automotive industry, in foreign trade and entrepreneurship issues. By transferring experiences and best practices of Bács-Kiskun County CCI and Polish CC to the Bursa CCI and Kilis CCI, and informing the SMEs on the concerned EU policies and issues, beneficiary SMEs would be encouraged to make business in Poland and Hungary which will contribute to the internationalization of the enterprises, as well as to the economic development of the regions and the country itself.



Such an ambitious project required many different activities. Several trainings on EU Legislation for the Automotive Industry, Foreign Trade Procedures, and Entrepreneurship Issues, and seminars on Environmental Management and Intellectual Property Rights, and Entrepreneurship, Environmental Procedures and Sustainable Development were organized. Also, commercial visits were organised, at which Turkish SMEs participated in

B2B meetings with Warsaw companies, and observed the R&D studies and best practices of Polish companies. The main beneficiaries of this project had been SMEs who showed interest in taking part in the project, especially SMEs in Bursa by participating in these overseas activities, and looking to create a market for both Hungary and Poland.

*“We would like to thank Bursa CCI for training organisations. We have gained valuable insight from these trainings. We also started receiving production/purchasing requests from companies from Poland. Even though we did not conclude any of this possible arrangements, we believe that the process is now open to encouraging opportunities.”*  
- Pınar Özkeseerli, Owner of Özmetal Plastik Ltd. Şti.



However, as many other projects around the globe, “Finding Opportunities & Building Bridges in the Automotive Industry between Turkey and the EU” was impacted by COVID-19, which disrupted the last activities of the project. Nonetheless, Bursa CCI overcame the issues by adapting themselves to new business models and made their EU partners commercial visit as B2B online as their last closing meeting.

*“We held bilateral meetings with the companies in Hungary, Kecskemet. We are still in contact with a few companies we talked to. During the program we had the opportunity to visit production facilities from many different sectors, especially the Mercedes factory visit was a very good benchmark for us. Thank you again for this useful business trip.”*



- *Tuba Özlem Bilgin, Owner of ÖZTUĞ Otomotiv A.Ş., Bursa, Turkey.*

Overall, more than 100 companies benefited from the trainings and seminars given within the scope of the project. All partners had the opportunity to make B2B meetings, and created online training booklets in 4 different subjects translated into 3 languages and shared with the public on the website, ensuring in this way that the outputs of the training reached as many people as possible, making this project as successful as can be.

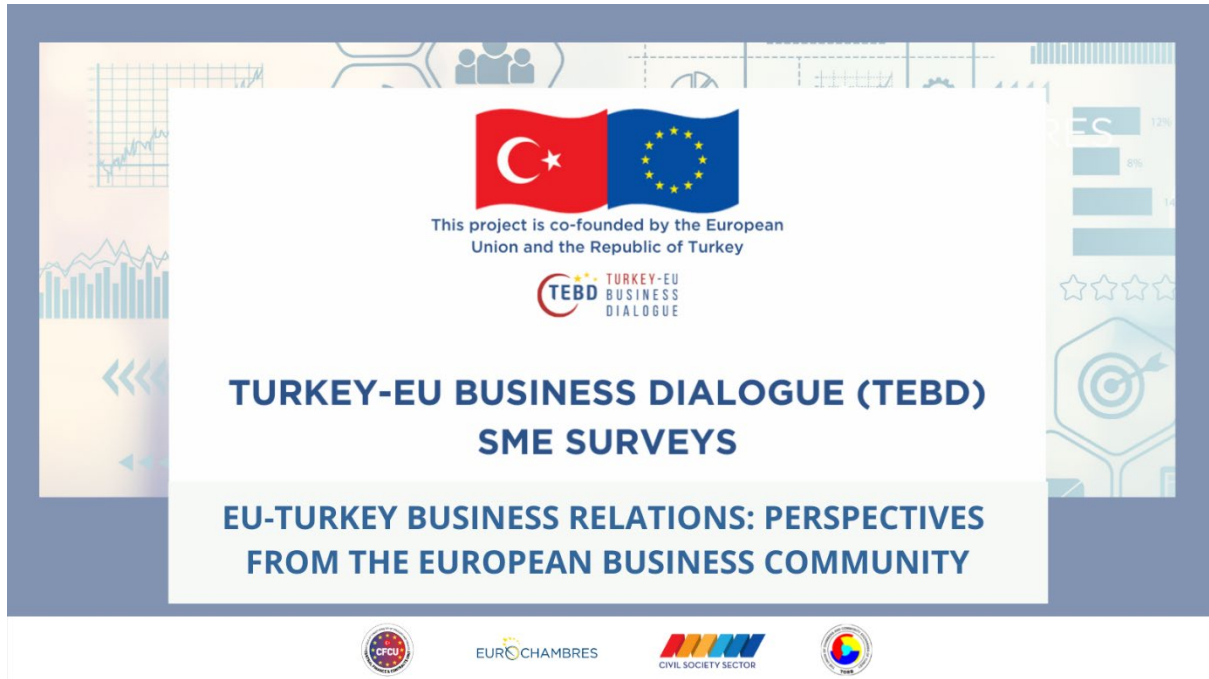
In the framework of TEBD, the European Union is supporting 19 partnership projects involving Chambers in Turkey and Chambers in the EU Member States.

For more information about **Chamber Partnerships**, please see the [TEBD website](#).

## ANNOUNCEMENTS

**11 November 2021, SME Workshop #49, host Chamber is Malatya CCI**

**6 December 2021, TEBD SME Survey Event in Brussels**



*The SME surveys will be carried out with the participation of 10,000 enterprises in the EU and Turkey. If you are collaborating with Turkish business or interest in Turkey market, please complete the following TEBD SME Survey:*

- English- <https://tr.research.net/r/6PZSBYK>
- French- <https://fr.research.net/r/65GDFFB>
- Deutsch- <https://de.research.net/r/RZL22NW>
- Italian- <https://it.research.net/r/6GJNRTS>
- Spanish- <https://es.research.net/r/Z2CZNP3>

The new events details will be announced on our website and social media, and also communicated via email to all current registrants. We look forward to meeting you. Stay tuned for developments: [www.tebd.eu](http://www.tebd.eu).

Should you have questions, please feel free to contact us at [tebd@eurochambres.eu](mailto:tebd@eurochambres.eu).

**Any questions? Please CONTACT us.**

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