



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



NEWSLETTER #19 | January & February 2022

RECENT ACTIVITIES

TEBD SME Workshops

TEBD Agri-Food Networking

Online | 27-28 January 2022



#TEBDAGRI



EUROCHAMBRES



With the aim of generating new business contacts, showcase products or services, find partners, and also to learn about the latest developments & new ideas, the TEBD Agri-food Networking Event was organized online on 27-28 January 2022. The event was organized as the continuation of the online “[TEBD Agri-food Forum](#)” held on 21-22 April 2021, to bring companies together from a wide range of countries.

In order to motivate participants to join the networking part and plan their B2B Meetings on the Online Platform, 6 group sessions, facilitating practical and interactive discussions among companies from both EU and Turkey were organized on the following topics:

- Session 1: Geographical Indication (GI) Products
- Session 2: Dried Fruits and Nuts
- Session 3: Aromatic Plants and Herbs
- Session 4: Frozen Foods (including aquaculture)
- Session 5: Health and Lifestyle Nutritional Products (vegan, gluten-free, diabetic, and so on)
- Session 6: Bio-organic food

In all sessions, Agri-food stakeholders (companies, Chambers and organizations) from all over Europe and Turkey discussed and assessed the topics and introduced their fields of businesses.

As a general discussion, the importance of networking between Agri-food stakeholders, not only farmers, producers, manufactures but also with international organizations and Chambers, has been highlighted as the main important action for the progress of the Agri-food sector.

The activity counted with 143 participants registered to the event from more than 10 countries, such as Turkey, Spain, Lithuania, Greece, England, Belgium, Poland, Bulgaria, Slovenia and Austria. 59 B2B Meetings were organized throught the Networking Platform, and 60% of participants showed up at their meetings. In total 324 minutes of video calls took place.

In terms of topics of interest, 21,1% of the requests and 23,8% of the offers inserted on the registration by the participants were related to Geographical Indication Products. Followed by Health and Lifestyle nutritional products as the second most selected. 27,3% of the B2B meetings organized were related to Health and Lifestyle nutritional products, followed by Aromatic plants and herbs. 17,6% of the participants selected Turkey as their country of interest, followed by Germany with 15,9% and Netherlands by 10,2%.

Do you miss the event? You can watch the [records here](#).

Events

SME Survey Launch "EU - Turkey Business Relations: Views of the Turkish Private Sector"

Hybrid: Ankara- Online | 10 March 2022

SAVE THE DATE



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TEBD SME Survey Launch Event on the “EU-Turkey Business Relations: Views of the Turkish Private Sector”

10 March 2022

Hybrid:
Ankara / Online



SME Survey Launch Event on the “**EU-Turkey Business Relations: Views of the Turkish Private Sector**” will be organised within the framework of the Turkey-EU Business Dialogue (TEBD) Project, on **10 March 2022** in a hybrid environment at TOBB Premises in Ankara, Turkey between 15:00-16:30 (Turkish Time). During the TEBD SME Survey Launch Event, the results of SME Surveys which was carried out in Turkey will be presented. Turkish and English interpretation will be provided during the event.

Participants who will participate the event **physically** must confirm their participation by sending an e-mail to tebd@eurochambres.eu until 4 March 2022. Participants who will physically participate in the event must present a negative PCR test taken within the last 48 hours before the event or a two-dose vaccination certificate showing that the last dose of vaccine was given at least 14 days before the event.

Participants who will participate the event **virtually** must register for the event in order to receive the Zoom link of the event.

SME Surveys were conducted out to collect information from companies in Turkey and in the EU Member States regarding their experiences and views in relation to economic cooperation and trade between Turkey and the EU. The end-goal of the survey is to provide a comprehensive assessment of EU-Turkey business relations.

[Register here](#)

Global Europe Webinar

Online | 17 March 2022



GLOBAL EUROPE:

**EU FUNDED
PROJECTS SUPPORTING BUSINESSES
TO LOOK BEYOND THE EU AND
INTERNATIONALIZE**

THURSDAY, 17 MARCH
10.00 Brussels time
11.00 Bucharest time

HOSTED BY:




ORGANISED BY:





WITH THE PARTICIPATION OF:









The TEBD Project Team will be part of the event promoted by Eurochambres and the Chamber of Commerce and Industry of Romania "**Global Europe webinar**" on **17 March**. The main objective is to support EU SMEs and Business Support Organisations (BSOs) to make their mark in global markets. The event is co-funded by the Latin America IP SME Helpdesk and the EU SME Centre (China).

During the webinar, participants will learn how to access effective, free, and professional EU-funded services that will drive internationalization to critical markets such as Latin America, China, India, Turkey, and Eastern European countries. Whether it is about exporting goods and services to other markets or

transferring technology transfer. **The Global Europe webinar brings key projects funded by the European Commission that support your European business** directly to your home office! Join this online session and discover how you can seize international opportunities for your organization or EU business!

[Register here](#)

RECENT ACTIVITIES

Success Stories

“Twinning for Digitalization (T4D)” is a project that has been developed and implemented by İstanbul Chamber of Commerce (Turkey) in partnership with the Paris Ile-de-France Chamber of Commerce and Industry (France). It is one of 19 partnership projects which is being supported by the European Union in the framework of TEBD.

Digitalization can be considered as both an opportunity and a challenge for small and medium-sized enterprises (SMEs). While the benefits of digitalization can be very significant, companies are often deterred by a lack of resources, or by not having access to the necessary knowledge. Addressing the digitalization needs of SMEs is the main objective of the T4D project, which was launched on 1 April 2019 and is due to end in the summer of 2020.



The T4D project aims to strengthen the capacity of Istanbul CoC to provide advice and support to companies, in order 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 CCI has gained through the development of its own digital support service network under the label of “**Les Digiteurs**”

During the first 12 months of the project, the partners have carried out research on the digital needs of SMEs in the city and province of Istanbul. Paris CCI has produced a **Guidebook of Methodology Transfer and Partnership Building**, and has also provided training to five members of staff from Istanbul CoC. Meanwhile, Istanbul CoC has developed a web platform for SMEs supported by a diagnostic tool to assess the needs of each business, and has also started to set up a digital transformation academy.

During the last few weeks, it has become even more evident that digitalization is vital for businesses to succeed in the 21st Century. The context of the COVID-19 pandemic has forced many companies to move faster in the direction of digitalization. At the end of this period, we can expect to find that those companies which have already embraced digitalization will have suffered less damage than others. One can even say that digital transformation could act as a ‘lifesaver’ for many companies – especially SMEs.

In the long term, the positive impacts of the T4D project are expected to spread beyond Istanbul to other parts of Turkey, as knowledge and best practices are disseminated. Moreover, the T4D partners hope that their project will make a crucial contribution not only to the digitalization of companies but also to the strengthening of mutual knowledge and understanding between the Turkish and EU business communities.

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

Business Opportunity to EU Chambers - Study Visit to Turkey on “Business Cooperation between Cappadocia and the EU”



From **21-25 March 2022**, the TEBD Team will organise a **Study Visit to Kayseri & Nevsehir** (Turkey) for up to **10 EU Chamber executives**. The visit will focus on the opportunities for EU business in Cappadocia region (such as tourism, food & furniture sector), including several presentations, as well as site visits to different SMEs and manufacturing companies of the mentioned sectors.

The objective of this Study Visit is to allow EU Chamber representatives to obtain a better understanding of the main sectors of Cappadocia Region, and the opportunities for EU Business.

All travel and full accommodation expenses will be borne by the TEBD Project.

If you are a full-time employee of a Chamber, and you are interested in participating, please write an email to ustarroz@eurochambres.eu before

2nd March 2022. Do not miss this opportunity!

Visit www.tebd.eu to find out more about the project and activities.

Any questions? Please [CONTACT](#) us.

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TURKEY-EU BUSINESS DIALOGUE

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