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This project is co-funded by the European Union
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NEWSLETTER #9 | JULY 2020

Dear Colleagues and Stakeholders of TEBD,

In July, the improved situation of Covid-19 allowed us not only to plan again essential business trips and small-scale events, but also for our desire to enjoy well deserved and hopefully relaxing holidays in these still unusual times.

In this last newsletter for the summer, we update you on the most recent developments.

We are extremely happy to inform you that we have started to organize virtual TEBD SME Workshops.

We are pleased to present the Chamber Partnership Project on 'Improving European Dialogue for Business' that has been developed and implemented by Çerkezköy Chamber of Commerce and Industry (Turkey) in partnership with the Drama Chamber of Commerce and Industry (Greece).

We proudly carried out third Monitoring Visits to Bursa Chamber of Commerce and Industry (Turkey) and Ankara Chamber of Industry (Turkey) in the framework of the TEBD Chamber Partnership Projects.

We hope you will enjoy this latest edition of our newsletter! With that we wish you a good holiday season! Relax, stay safe, take care, and see you again in the autumn!

Oya ERSÖZ - TEBD Project Director

RECENT ACTIVITIES

TEBD Workshop for Turkish and EU SMEs - Kocaeli, Turkey

Zoom platform | 15 July 2020



Kocaeli Chamber of Industry hosted a virtual Workshop on 'Post COVID-19 EU Industry and Trade Strategy Change and Its Impact on Turkey' on 14 July 2020, in the

framework of the TEBD project.

The virtual workshop was attended by around 85 companies and chambers from different sectors and regions in Turkey and the EU. The main purpose was to inform the participants about trade and strategy change as a result of the COVID-19 pandemic and its effect on Turkey-EU Business cooperation.

The workshop was opened by **Mr Hasan Tahsin Tuğrul**, the President of the Assembly of Kocaeli Chamber of Industry, who also acted as the moderator. This was followed with a speech given by **Mr Ayhan Zeytinoğlu**, Chairman of the Kocaeli Chamber of Industry and Vice President of TOBB, and continued with a speech by **Ambassador Christian Berger**, Head of the EU Delegation to Turkey. The workshop ended with an interactive question and answer session.

TEBD Workshop for SMEs - Mersin, Turkey

Zoom platform | 17 July 2020



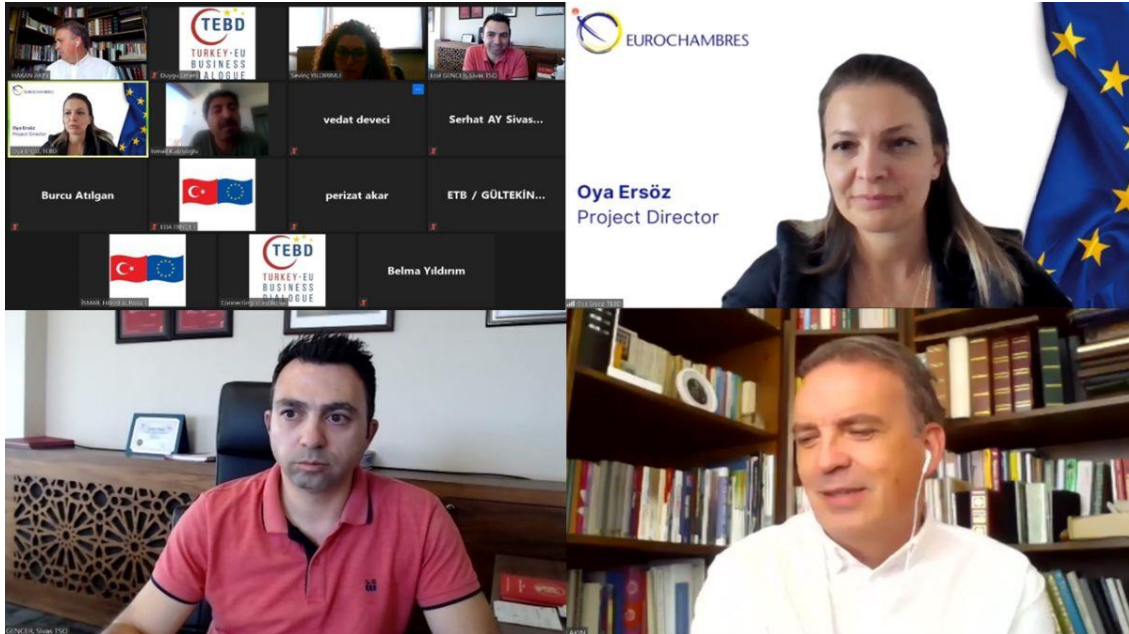
Mersin Chamber of Commerce and Industry hosted a virtual Workshop on 'Challenges of SMEs exporting to EU countries: The Problems SMEs Operating in the

Mersin Region are facing and their Solutions' on 17 July 2020, in the framework of the TEBD project.

The virtual workshop attracted around 20 participant. **Ms Burcu Atılgan** from TOBB (Turkish Union of Chambers and Commodity Exchanges) presented the TEBD project and activities. Then **Mr Okan Özoğlu**, Secretary General of the Turkish-German Chamber of Commerce and Industry, discussed about trade between Turkey and the EU with focus on the effects of the COVID-19 pandemic on the different sectors in Turkey, export opportunities with the EU, and difficulties in the customs application. **Mr Mutlu Yılmaz**, Foreign Trade expert & Trainer, continued by sharing his expertise and views on the Customs Union, the free trade agreement, and the effects it has on Turkish SMEs exporting to the EU. The presentations were followed by an interactive discussion and question & answer session.

TEBD Workshop for SMEs - Sivas, Turkey

Zoom platform | 22 July 2020



Sivas Chamber of Commerce and Industry hosted a virtual Workshop on 'Challenges of SMEs exporting to EU countries' on 22 July 2020, in the framework of the TEBD project.

The virtual workshop was opened by **Mr Erol Gencer**, the Secretary General of Sivas Chamber of Commerce. The TEBD project was presented by **Ms Oya Ersöz**, the TEBD project Director. **Mr Hakan Akin**, Foreign Trade Consultant and Trainer, addressed the challenges that Turkish SMEs can face when exporting their products to the EU as well as their solutions, and new markets and alternative sales channels in exporting to EU countries. The workshop was finalized with a question & answer session.

CHAMBER PARTNERSHIPS

In the framework of TEBD, the European Union is funding 19 partnerships involving Chambers in Turkey and those in the EU Member States.

Each partnership includes at least one Turkish Chamber and one EU Chamber. The selected partnerships launched their activities in April 2019, with a project duration of between 12 and 15 months.

The TEBD Team provides training, coaching and continuous support for the successful implementation of each partnership project. This includes on-site monitoring visits, mid-term reviews, online support, and so on. The third round of monitoring visits have started taking place as of July 2020.

For more information about the 19 Chamber Partnership Projects in the framework of TEBD, please see the TEBD website: [Chamber Partnerships](#)

Monitoring Visits

Bursa Chamber of Commerce and Industry

Bursa, Turkey | 08 July 2020



As part of the TEBD Chamber Partnership Projects, the third Monitoring Visit to Bursa Chamber of Commerce and Industry with project topic **“Finding Opportunities & Building Bridges in the Automotive Industry between Turkey and the EU”** has been performed with success and social distancing. The Monitoring Visit was performed by Ms Oya Ersöz, TEBD Project Director (EUROCHAMBRES).

Ankara Chamber of Industry

Ankara, Turkey | 24 July 2020



As part of the TEBD Chamber Partnership Projects, the third Monitoring Visit to Ankara Chamber of Industry with project topic **“Fostering SMEs’ growth by transfer of expertise between Spanish and Turkish Chambers: SMEs’ Observatory”** has been successfully performed by Ms Oya Ersöz, TEBD Project Director (EUROCHAMBRES) and Ms Burcu Atılgan, Project Coordinator (TOBB).

Success Story

Establishing sustainable dialogue and enhancing capacity

‘Improving European Dialogue for Business’ is a project that has been developed and implemented by Çerkezköy Chamber of Commerce and Industry (Turkey) in partnership with the Drama Chamber of Commerce and Industry (Greece). It is one of 19 Chamber Partnership projects which is being supported by the European Union in the framework of TEBD.

The ‘Improving European Dialogue for Business’ project was launched on 16 July 2019 and aims to establish a sustainable dialogue between Çerkezköy Chamber of Commerce and

Industry (Çerkezköy CCI) and Drama Chamber of Commerce and Industry (Drama CCI), and enhancing the capacity of Turkish Chambers and their role in the EU accession of the project. Additionally, it also aims to strengthen the institutional capacity of Çerkezköy CCI.



Dialogue is so valuable that it can build stronger relationships while helping SMEs become more collaborative, innovative and successful. By carrying out activities such as match-making events, study visits, trainings, and so on, this project contributes to the development of mutual knowledge and understanding between Turkish Chambers and their counterparts in the EU.

During the 12 months of the project, the partners made a start with a Kick-off Event and Road-Map Workshop discussing the project activities and introducing the project to target groups. Within the framework of the project activities such as Matchmaking events, Joint Network Visits to Brussels (Belgium), an Analysis Survey, a Job Shadowing Programme, and a Training Programme have been carried out. Also, a Help Desk for SMEs has been established to address any questions from members. The comprehensive Training Programme was designed to improve the capacity of the members of Çerkezköy CCI and exists of four modules - Business Literacy, Functions of the Management, Financial Literacy, and Compliance with Financial Systems. These modules helped SMEs understand relevant approaches of business and financial literacy and the importance of organisational capacity, comprehend the best practices of managerial skills, explore a range of internalization tools, and understand the interaction between business and financial skills.



The implementation of the activities continue to have a significant impact on the institutional capacity of Çerkezköy CCI, and the cooperation between Drama CCI and Çerkezköy CCI. The project has especially unearthed the high willingness of the members of Çerkezköy CCI to be involved in EU related activities, utilize the knowledge they have gained from the project activities towards improving their businesses, and seize business opportunities with SMEs in the EU.

UPCOMING ACTIVITIES

TEBD Workshops for SMEs



- [Aydın, Turkey | 12 August 2020](#)

TOPIC: Challenges of SMEs exporting to EU Countries

Hosted by Aydın Chamber of Commerce via virtual Zoom platform

- [Artvin, Turkey | 12 August 2020](#)

TOPIC: **The impact of SMEs Institutionalization on EU**

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

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EUROCHAMBRES



TURKEY-EU BUSINESS DIALOGUE

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