

Presentation For Turkey

Why Turkish Companies Should Compete in USA & Current Business Environment. DEIK Istanbul, Presented by Atakan Arica

- Why USA?
 - Geography--→Size states
 - Buying Power-----→GDP
 - Competition-----→Everyone is here
 - Mature Open Market-----→Why you should be here
- Business climate
 - Requires commitment
 - Start small and do your homework
 - Strategy and planning requirements
- Must do for a successful business in US
 - Legal: Learn about contract and product liability laws
 - Contract
 - Product liability, warranties,
 - Accounting:
 - Type of corporation, what state risk factors
 - Federal accounting guidelines,
 - Learn about GAAP
 - Taxes, repatriotization of earnings
 - Labor Laws
 - Minimum wage,
 - Discrimination, Gender, Race, Age, Americans with Disabilities Act.
 - Proper documentation
 - Unions if necessary
 - Understand the culture
 - Customers
 - Suppliers & vendors
 - Hire experienced people.
 - Market Research for your products and services
 - Operation and Supply Chain Management
 - Reassess and expand if necessary
- General three prong strategy (all three need to be interconnected and supported)
 - Cultural exchange & education
 - Teach about Turkish products & business environment
 - Learn about American culture and business environment
 - Learn how to deal with top management
 - Study in same schools
 - Learn how to negotiate
 - Learn how they think & approach issues
 - Decision making process
 - Business Strategies
 - Become a member of Chamber of Commerce
 - Become a member of industry group
 - Attend trade shows
 - Learn to follow through
 - Maintain professionalism
 - Only work with reputable companies and people
 - Manufacturing or service?

- Logistic Strategy inbound & international
- Use your connections in the Commercial Attaché's office
- Educate yourself to understand the other side.

- Political Approach
 - Keep in constant contact with your Consular office
 - Know your local USA & State representatives
 - Support your Turkish lobbying efforts in State and on a National level in US
 - Explain the importance of Turkey to all foreign government officials
 - Help draft legislation
- General info about current economic situation in USA & World
 - Now
 - Next few years
 - What is shifting in the world
 - Developing countries expanding West bound (Indian Tata buying Jaguar, Ulker buying Godiva, Cherry looking at Volvo)
 - Service Industries are growing fast because of the Technology (IT, Accounting, call centers, Medical records, Medical Imaging technology)
 - Globalization... What does it mean for Turkey

Better opportunities for now and the future.

- Q&A