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



NEWSLETTER #12 | December 2020

Dear Colleagues and Stakeholders of TEBD,

After a well-deserved break, a crucial year lies ahead of us and the entire TEBD Stakeholders. The implementation period of our project is extended one more year for 2021. We are ready and well-formed with a strong and inclusive Action Plan 2021.

During this challenging time, innovative digital solutions allow businesses, citizens and public administrations to continue their activities. Innovative Chambers address the digitalization needs of SMEs, and innovative SMEs offer digital solutions to help people stay connected and facilitate smart working. We congratulate Istanbul Chamber of Commerce (ICoC) and Paris Île-de-France Chamber of Commerce and Industry (CCI Paris IdF) for successfully implementing the 'Twinning for Digitalization' (T4D) Project and to support the digital transformation of the Chamber members.

This first newsletter of the year presents some very concrete examples of our

project's power to deliver great results for Turkey-EU Business Dialogue. We hope you will enjoy this latest edition of our newsletter and we wish you continued strength. Stay safe and take care of each other!

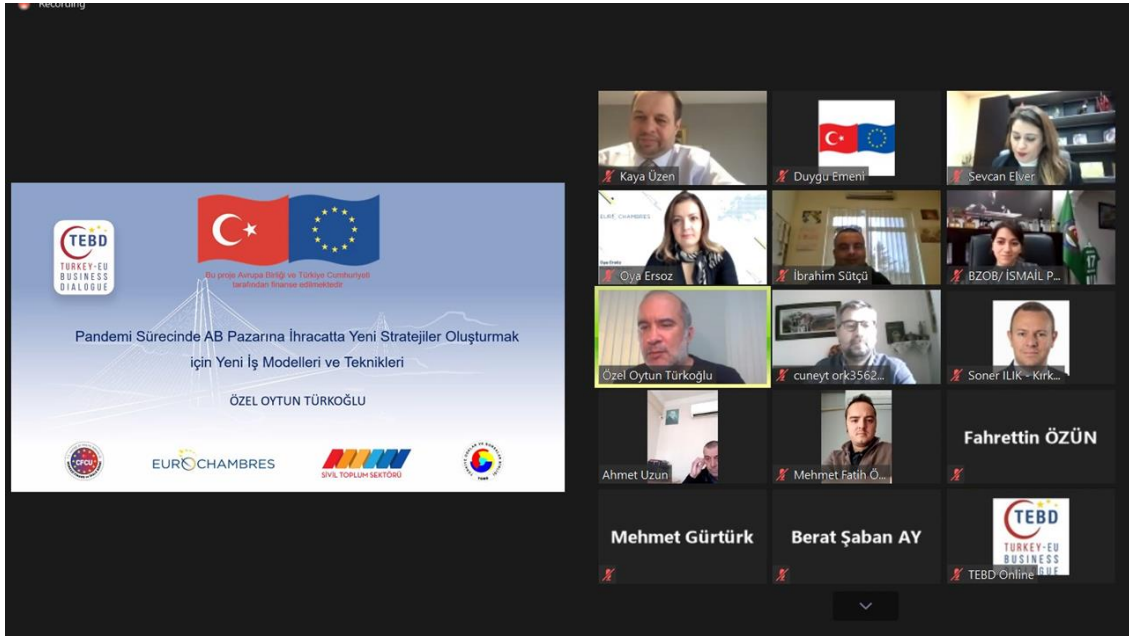
Oya ERSÖZ - TEBD Project Director

RECENT ACTIVITIES

SME Workshops

TEBD Workshop for SMEs - Çanakkale, Turkey

Zoom platform | 21 December 2020



In the frame of the TEBD Project, the online SME Workshop on "New Business Models and Techniques for Creating New Strategies in Exports to EU Market in the Pandemic Process" was hosted by Çanakkale Commodity Exchange.

The workshop was opened by **Mr Sefer Kaya ÜZEN**, President of Çanakkale Commodity Exchange. **Mr Özel Oytun TÜRKÖĞLU**, Business, Marketing and Brand Strategist, participated as a speaker and held a presentation on new business models and techniques in the creation of new strategies in export to the European Market during the Pandemic Process. Stating that E-commerce is a great opportunity for SMEs in times of COVID-19, Mr Türkoğlu mentioned that with an accurate analysis of exports, the target markets should be determined very well and the predictions for these markets should be planned correctly. The TEBD Project was presented by **Ms Oya ERSÖZ**, TEBD Project Director. The workshop attracted around 40 participants.

Among the participants were Çanakkale Commodity Exchange Vice President **Mr C. Cem DEMİR**, TOBB Çanakkale Young Entrepreneurs Council (GGK) President **Mr Orçun OKTAY**, TOBB Çanakkale Women Entrepreneurs Board (KGK) President **Ms Birce Bilici ŞİMŞEK**, GGK and KGK Members, Çanakkale Commodity Exchange Members, and Regional Chamber Presidents and Secretary Generals.

TEBD Workshop for SMEs - Edirne, Turkey

Zoom platform | 18 December 2020

İHRACATA HAZIR OLMANIN GÖSTERGELERİ

- Yapılacak harcamalar için mali kaynaklar var
- Yeterli insan gücü var
- Yönetim iç pazara nispeten daha detaylı ve uzun olan bu süreçte tam katkı veriyor
- İç pazarda başarılısınız
- Ürününün bir kaç noktada rekabet üstünlüğü var
- Uluslararası fiyatınız rekabetçi

Participants visible in the Zoom grid:

- HAKAN
- Duygu Emeni
- Zeynep İyiler
- Öya Ersoz
- TEBD Online
- Ümra Bostan
- hosam nourhas...
- Melike Tatlı
- Hüsnü Bıyıklı
- hakan duman
- TEBD TURKEY-EU BUSINESS DIALOGUE
- Gözde Yılmaz
- Aydoğan Girgin
- ŞEREF KUL
- EBRU SEDEFÇİ
- özlem savaş

Within the scope of the Turkey-EU Business Dialogue (TEBD) Project, Edirne Chamber of Commerce and Industry (Turkey) hosted a successful SME Workshop on “Challenges of SMEs exporting to EU Countries”.

The workshop was opened by **Mr Hakan Enis ŞENYURT**, Assistant Secretary General of Edirne Chamber of Commerce and Industry. **Dr Zeynep İYİLER**, Foreign Trade Consultant and Trainer participated as a speaker and provided insightful 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 attracted around 25 participants and was finalized with a Question & Answer session where participating SMEs presented the issues they are facing, asked their questions, and shared helpful information.

TEBD Workshop for SMEs - Antalya, Turkey

Zoom platform | 16 December 2020



Antalya Chamber of Commerce and Industry hosted a successful interactive SME Workshop on “Post COVID-19 Turkey's place in the EU Value Chain - Business

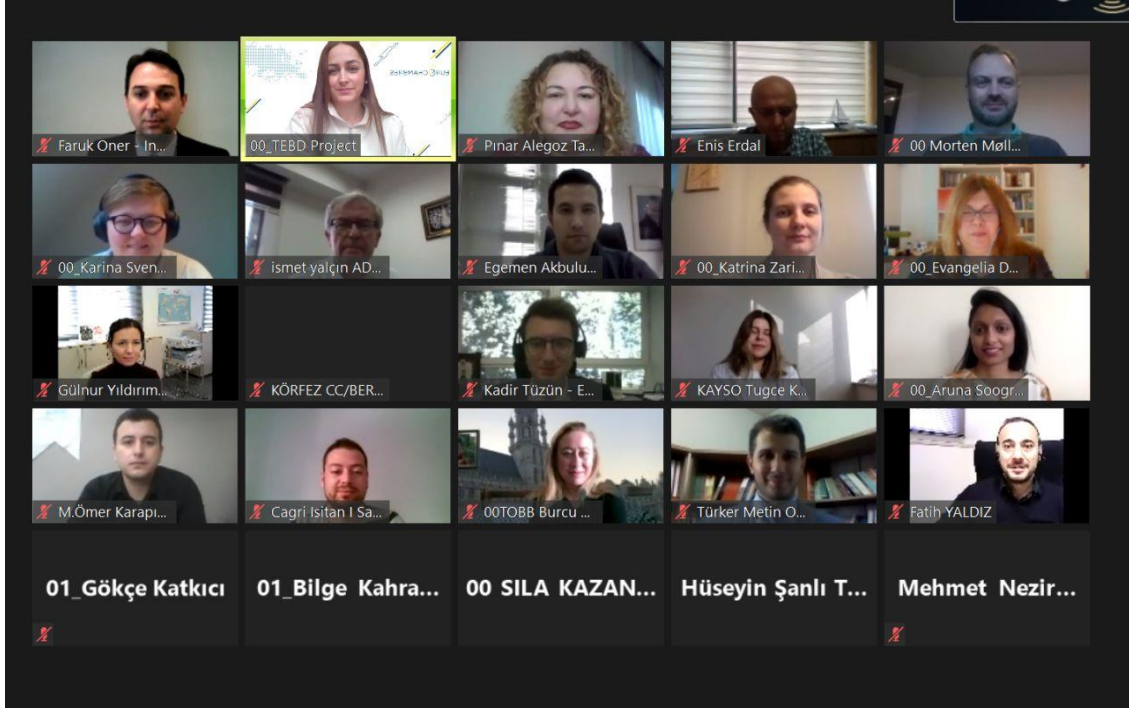
opportunities, risks, and challenges for Turkish SMEs” in the scope of the TEBD Project. The workshop attracted around 23 participants.

The workshop was opened by **Ms Arife ÜNAL**, Antalya Chamber of Commerce and Industry Foreign Affairs Manager. **Dr Zeynep İYİLER**, Foreign Trade Consultant and Trainer, participated as a speaker and gave extensive information on different topics such as the Value Chain; sub and support activities of the Value Chain; Turkey’s and Antalya’s strengths, opportunities, and obstacles in the Value Chain - increasing trends in the EU in the value chain, the barriers and opportunities that may arise post COVID-19; Determining target markets according to the Value Chain – How is market research done?; and Methods of reaching potential companies after market research. The TEBD project was presented by **Ms Burcu ATILGAN**, TOBB TEBD Project Coordinator. The workshop was finalized with a question and answer session.

Solvency Audit

Second Training: Module 3 and 4

Zoom platform | 04 December 2020



The second 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 second training given by four EU Solvency Experts.

During this training, the EU Experts focused mainly on how to assist companies in distress and case-based training. More specifically:

Module 3: Assisting companies in distress 2 – action plan and follow-up, using the specialized tools of the toolkit correctly.

- Tool for creditor management (how to engage in the company's negotiations with creditors to secure backing for the action plan)
- Tool for navigating bankruptcy proceedings/insolvency checklist
- Guidance/good practice for strategic choices in the Action Planning

Module 4: Case-based training – Presentation of real company assistance cases, highlights of value-adding elements, discussion and reasoning of strategic choices made by the consultant.

Following the second training, each Turkish Chamber/Exchange committed to carry out 10

solvency assistance cases (all online) among different Turkish companies who face difficulties, offering assistance using the toolkit provided by the EU Experts.

CHAMBER PARTNERSHIPS

Success Story

Networking leading to Internationalization

‘Develop SMEs and Clusters by International Networking’ is a project that has been developed and implemented by Eskişehir Chamber of Industry (Turkey) in partnership with Barcelona Chamber of Commerce (Spain), Auvergne-Rhône-Alpes Chamber of Commerce (France), and Sivas 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.

Nowadays, as the competition becomes global, individual SMEs experience difficulties in business development and are often unable to take advantage of market opportunities. In such a challenging business environment, networking offers an important route for individual SMEs to address their problems as well as to improve their competitive position. By coordinating their international activities, enterprises can collectively achieve business goals with closer networks and stronger clusters. SME clusters are defined as important and dynamic players within the international market responding to global competition challenges by capitalizing on local opportunities and collective competitive advantage. In order to ensure the efficiency and globalization of clusters, the most important subject is networking. The project has focused on promotion of SMEs, Clusters and Chambers by building capacity on the international networking and marketing.



This project aims to internationalize SMEs and Clusters, strengthen the business relations and integrate the Turkish and European business communities in order to develop and further expand their international collaborations by creating networks between counterparts, and create new opportunities for developing the regions by producing actions to improve SMEs by creating **international networks** and making them stronger together with a **clustering** approach. Specifically in sectors such as aviation and railway industries. In this frame, the project has used some practical instruments in order to achieve this aim.

The project has been based on a defined methodology to “develop SMEs and Clusters by international networking” in order to increase their global competitiveness. The content of the methodology has been formed by the definition of international networking, but details of the project activities have been shaped by considering the scales of the target groups which are the local SMEs and Clusters. The methods used in achieving the goals are as follows: Needs Assessment Surveys on SMEs and Clusters, Trainings about the SME and Cluster Development by International Networking, Fact-finding Missions to Spain and France, International Networking Missions to Spain and France, Individual Consulting Program on Internationalization, Seminars about the SMEs’ Position on the EU-Turkey Customs Union Modernization Process, and New Cluster Coordination Offices to be established by Eskişehir Chamber of Industry and Sivas Chamber of Commerce and Industry. Besides these methods, the project has also worked for social dialogue in line with the EU’s related principles, since strong collaborations are advised between countries according to the Lisbon Strategy.



As the project concentrates on specific sectors as aviation and railway industries in different regions, the target groups have been more interested in the planned activities. The creation of a sectoral specialization environment is an approach that increased the participation of SMEs and the Clusters to the actions. This approach has allowed each region the chance to build on their comparative advantages in targeted industries, and the opportunity to work in collaboration with other partners to drive productivity and internationalization. Moreover, as supported by the European Commission in its Strategic Plan for 2020, the project has consolidated synergies with cross boundary sectors such as automotive and machinery production industries, which are also very strong in the target regions.

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](#).

OTHER NEWS

Chamber Partnership - T4D Project

Closing Conference & Digital 'KOBİM' Platform

Introduction

Zoom platform | 16 December 2020

Bu proje Avrupa Birliği tarafından finanse edilmektedir.

TEBD TURKEY-EU BUSINESS DIALOGUE

Türkiye-AB İş Diyalogu

❖ Türkiye - AB Üst Düzey İş Diyalogu,
İstanbul, 2019

1. İş ve Yatırım Ortamı
2. Beceriler, Mesleki Eğitim
3. Hizmet Sektörü
4. Lojistik ve Bağlantı

❖ Yüksek Ekonomik Diyaloglar

İstanbul, 2019

EUROCHAMBRES
Oya Ersöz
Project Director
Sn. Oya Ersöz | EUROCHAMBRES TEBD Proje Direktörü

CFCU
İSTANBUL TİCARET ODASI
CCI PARIS ILE-DE-FRANCE
SİYİL TOPLUM SEKTÖRÜ

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

The T4D Chamber Partnership Project was 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 was introduced, was held on 16 December 2020.

The conference was opened by **Mr Şekib AVDAGIÇ**, ICoC Chairman of the Board. Then the EU Delegation to Turkey, Economic Counselor, Head of the Department of Commerce and other EU Policies **Mr Bartosz PRYZWARA**; EUROCHAMBRES TEBD Project Director

Ms Oya ERSÖZ; and CCI Paris IdF Project Manager **Ms Pascale CAUX**, drew attention to the project's benefits. TEBD Project Director Ms Oya ERSÖZ held an informative presentation on the TEBD Project as well. Presentations were also held by **Mr Emre KÖSEOĞLU**, **Mr Çağdaş ÖZLENEN**, and **Mr Onur BAYRAMOĞLU** from the T4D Project Team.



In the second session of the conference, a panel discussion was held on "The Compliance of SMEs to Digitalizing and Changing Customer Habits in the World after Covid-19". In the panel moderated by Associate Professor **Dr. Oğuz DEMİR** from Istanbul Commerce University, **Mr Serdar TURAN**, Chief Editor of the Harvard Business Review Turkey and **Mr Kevin BORDAS**, CCI Paris IdF Project Manager, illustrated the necessity of digitalization.

Also, the "Digital Kobim Platform" was introduced during the closing conference. The platform has been developed within the frame of the T4D Chamber Partnership Project and will offer a variety of services to micro, small and medium-sized enterprises, whether in the manufacturing sector or in the service sector, taking into account the target markets. The platform can be accessed at www.dijitalkobim.org as from January 2021.

UPCOMING ACTIVITIES

TEBD Workshops for SMEs



- **Zonguldak, Turkey | 20 January 2021**

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

TOPIC: EU and Turkey Rural Development Policy

Any questions? Please contact us!

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EUROCHAMBRES

CIVIL SOCIETY SECTOR



TURKEY-EU BUSINESS DIALOGUE

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

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