



Construction-Construction Materials-Furniture-Home Textile



TUSKON

Confederation of Businessmen and Industrialists of Türkiye

3-10 June 2012, Istanbul
www.tuskonwtb.com



THE REPUBLIC OF TURKEY
MINISTRY OF ECONOMY



BANK ASYA



About TUSKON

Our Structure

The Confederation of Businessmen and Industrialists of Türkiye (TUSKON) is a non-governmental and non-profit umbrella organization for 7 business federations and 168 business associations.



TUSKON today represents 35.000 businesspeople and more than 100.000 companies and it is the biggest business NGO in the country. TUSKON has a member association in every city and important district of the country and in this respect TUSKON is the most widespread NGO in Turkish business community.

Our Network

Being the most widespread business NGO in Türkiye, TUSKON has the widest and strongest domestic networking capacity in the country. This network mainly includes our member federations and associations, and some non-member partner organizations. With this domestic networking capacity, TUSKON is able to provide services including-but not limited to- organizing trade delegations from and to Türkiye, trade and investment match-making activities and helping international companies reach relevant and reliable counterparts in Turkish business community.

TUSKON's strength and pioneering role in Turkish business community does not only come from its networking capacity in Türkiye, but also from its highly developed international network. Today, TUSKON has four representation offices in Washington DC, Brussels, Moscow and Beijing. In addition, TUSKON has partner business institutions and representatives in 130 countries. This international network enables TUSKON to organize bilateral and multilateral business match-making activities not only in Türkiye but also in different regions and countries.





TUSKON's Primary Activities

1. Trade Bridge Programs: The Trade Bridge concept has been developed by TUSKON and consists of bilateral business meetings, product displays, and complementary field trips to different regions of Türkiye. Bilateral business meetings and product displays constitute the core of Trade Bridge programs and are organized in Istanbul, Türkiye. Trade Bridge programs are open to importers from all countries, cover all sectors, and provide excellent opportunities to meet with Türkiye's leading manufacturers and exporters.

At TUSKON's Trade Bridge programs, thousands of participants are matched in advance according to their business profiles, thanks to TUSKON's unique IT infrastructure. TUSKON also provides an interpreter to each international participant in his/her own language for bilateral meetings to handle all possible communication problems.

In addition to participating international businesspeople; foreign dignitaries, including but not limited to, presidents, prime ministers, ministers of trade and industry, presidents of chambers of commerce and industry, and selected journalists are also invited to TUSKON's Trade Bridge programs.

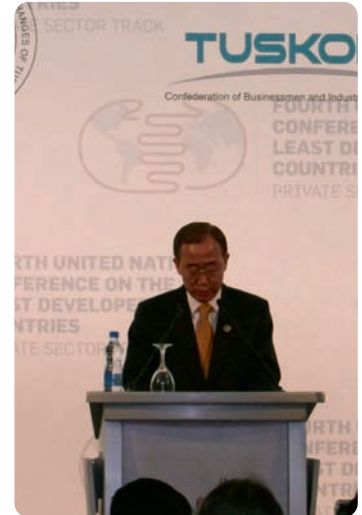
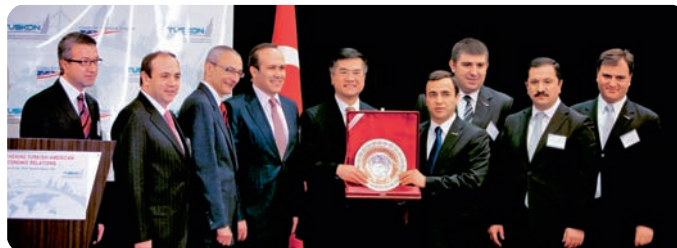
2. Business Delegations to Other Countries: TUSKON organizes trade and investment delegations to potentially viable countries. Some of these delegations are organized by the joint efforts of TUSKON and related government agencies; like the Prime Ministry's Undersecretariat for Foreign Trade of Türkiye and the Turkish Exporters' Assembly. A majority of TUSKON delegations were led by the President of Türkiye or relevant Turkish Cabinet Members.

In addition to TUSKON's delegations, our member federations and their associations organized more than 100 trade and investment delegations in the last two years.

3. Business Delegations Hosted in Türkiye: TUSKON is capable of organizing bilateral business meetings, business forums, seminars and field trips for ministerial dignitaries and business delegations visiting Türkiye. TUSKON is the best positioned organization in the Turkish business community in organizing match-making events for international businesspeople.

For official delegations headed by presidents, prime ministers and ministers, TUSKON also organizes unique events under the name of "business and investment forums" with the participation of distinguished Turkish businesspeople. By doing so, TUSKON provides the opportunity for these high level officials and delegations to meet with the Turkish business community for the purpose of promoting the business climate of corresponding countries.

4. Seminars, Workshops and Working Luncheons Abroad: TUSKON endeavors to promote Türkiye's economic potential and to help Turkish enterprises integrate with the global business community. For this purpose, TUSKON organizes country and event promotion programs, workshops, working breakfasts and luncheons. TUSKON has organized such events mainly in Brussels, Washington D.C. and Moscow; with the participation of distinguished ministers from Türkiye, representatives of leading corporations, ministers, government officials and leaders of civil society organizations from other countries.





Recently Organized Trade Bridge Events



Türkiye World Trade Bridge 2009

Türkiye World Trade Bridge 2009 took place on June 1 - 7, 2009 in Istanbul. It was the first trade bridge event organized on a global scale and was a combination of seven different trade bridge programs for seven different regions of the world, namely Africa, Asia Pacific, Eurasia, Europe, North America, Latin America and the Middle East.

TWTB 2009 was organized by TUSKON under the coordination of the Prime Ministry's Undersecretariat for Foreign Trade of Türkiye (today's Ministry of Economics) and in cooperation with Ministry of Foreign Affairs of Türkiye.

An important ministerial meeting, Istanbul Trade Ministers Meeting, was held during TWTB 2009 with the participation of representatives from 36 different countries; including 21 ministers and six deputy ministers.

H.E. Recep Tayyip Erdoğan, the Prime Minister of Türkiye, participated in the inaugural ceremony of TWTB 2009 and addressed to both Turkish and international businesspeople.



H.E. Recep Tayyip Erdoğan
Prime Minister of Türkiye

A total of 27 ministers and acting ministers, 24 presidents of chambers of commerce, 61 journalists, 63 government officials including ambassadors and 2.250 businesspeople from 135 countries attended TWTB 2009. From Türkiye, 3000 businesspeople participated in the event. 400 Turkish exhibitors with product display stands also attended the program. More than 1.300 interpreters speaking 52 different languages took charge in B2B meetings of TWTB 2009.





Turkiye World Trade Bridge 2010

Turkiye World Trade Bridge 2010 took place on June 14 - 20, 2010 in Istanbul. It was organized by TUSKON under the coordination of the Prime Ministry's Undersecretariat for Foreign Trade of Turkiye (today's Ministry of Economy) and in cooperation with Ministry of Foreign Affairs of Turkiye.

Istanbul Trade Ministers Meeting was organized for the second time during TWTB 2010 with the participation of 40 ministers and acting ministers.

TWTB 2010 hosted 45 ministers and acting ministers, 2.300 businesspeople from 136 different countries. It also welcomed 2200 Turkish companies, including 343 exhibitors. 1.600 interpreters speaking 42 different languages helped the participant during B2B meetings.



United Nations IV. Least Developed Countries Conference

The IV. United Nations Conference on Least Developed Countries (LDC) took place on May 9 - 13, 2011 in Istanbul. LDC conferences are organized once in every ten year and are considered as very important international high level governmental platforms. Tens of heads of governments participate in these conferences where the main purpose is to seek new ways of supporting the least developed countries for economic development.

The IV. Conference included a private sector track for the first time in the history of LDC conferences. The private sector track was consisted of a trade expo, B2B meetings and a business forum. United Nations, the organizer, and the Ministry of Foreign Affairs, the host, chose TUSKON to organize this private sector track.

In the private sector track, 150 companies participated as exhibitors. 547 companies from LDC countries, 400 companies from non-LDC countries and 1200 companies from Turkiye also participated in the event.

Turkiye World Trade Bridge 2011

Turkiye World Trade Bridge 2011 took place on October 24 - 30, 2011 in Istanbul. It was organized by TUSKON under the coordination of the Ministry of Economy and in cooperation with Turkish Exporters Assembly. Turkiye World Trade Bridge 2011 had a sectoral focus for the first time in the history of World Trade Bridges.

TWTB 2011 hosted 732 businesspeople from 85 different countries. It also welcomed 1000 Turkish companies, including 150 exhibitors. 600 interpreters speaking 36 different languages helped the participants during B2B meetings.





Türkiye-World Trade Bridge 2012

Construction-Construction Materials-Furniture-Home Textile

The Confederation of Businessmen and Industrialists of Türkiye (TUSKON) is organizing a new track of its world famous series of international business summit, Türkiye World Trade Bridge, on June 3-10, 2012 in Istanbul under the coordination of the Ministry of Economy of Republic of Türkiye. TUSKON's World Trade Bridge series has gained a wide recognition in international business circles since the first trade bridge program in 2006. Similar to the first sectorial program in 2011, Türkiye World Trade Bridge 2012 (TWTB 2012) will have a sectorial focus as well and it will cover sectors of Construction, Construction Materials, Furniture and Home Textile. TWTB 2012 possesses the most essential characteristics of trade bridge concept such as product exhibition, scheduled B2B meetings, historical and cultural tour of Istanbul, factory and company visits and optional trips to different parts of Türkiye. TWTB 2012 has the following highlighted characteristics:



1. It targets importers/import companies operating in the fields of construction, construction materials, furniture and home textile.
2. Total number of international participants is fixed at 1500.
3. There will be 200 Turkish exhibitors and 1500 Turkish participants.

Targeted Sectors and Industries

Main Sectors	Subsectors and Product Groups	
Construction	<ul style="list-style-type: none"> • Residential Projects • Infrastructure • Energy, petrol and natural gas pipelines • Shopping Mall Projects • Highway and railway projects • Subway and other mass transit projects 	<ul style="list-style-type: none"> • Hydro, coal, natural gas power plants • Airport and marine port projects • Prefabricated buildings • Construction machinery • Urban planning • Architecture and Design
Construction Materials	<ul style="list-style-type: none"> • Marble and other natural stones • Cement, brick and other masonry products • Iron bars • Ceramics, tiles and flooring materials • Faucets, mixers and taps • Sanitary, Bath and Kitchen Products • Lights and lighting equipment • Metal, aluminum, plastic, PVC, PPE and other pipes and fittings 	<ul style="list-style-type: none"> • Door, window and accessories • Home automation systems • Security and CCTV systems and equipment • Electricity plugs, sockets, wires, cables, cords and switched • Air conditioning systems • Isolation products and systems • Construction materials production machinery • Elevators, escalators
Furniture	<ul style="list-style-type: none"> • Home Furniture • Office Furniture • Hospital Furniture • Outdoor Furniture 	<ul style="list-style-type: none"> • Home Decoration • Metal, wood, plastic and bamboo furniture • Security and CCTV systems and equipment
Home Textile	<ul style="list-style-type: none"> • Mattress • Curtain • Bedding Sets, Blankets • Table Cloth • Carpet 	<ul style="list-style-type: none"> • Wall Paper • Pillow, Sheet, Cover, Bed Linen • Bath and Towel • Kitchen Products • Table Ware
Related Machinery	<ul style="list-style-type: none"> • Construction Machinery • Material Handling Equipments • Building Materials Making Machinery • Woodworking Machinery 	<ul style="list-style-type: none"> • Metal Processing Machinery • Ladders & Scaffoldings • Furniture Making Machinery • Textile Machinery



Turkiye-World Trade Bridge 2012 Profile

Who Should Participate?

Buyers, resellers, importers and distributors in the fields of construction, construction materials, furniture and home textile and companies dealing with all kinds of machinery in these fields

Why Should I Participate?

- TWTB 2012 is a highly professional international business summit. It is open only to registered companies selected among thousands of applicants from Turkiye and the world.
- You can participate in 2 day long B2B meetings with Turkish companies. All B2B meetings are scheduled beforehand.
- The event is organized by TUSKON which is the largest and most widespread Turkish business NGO with 35.000 member businesspeople and more than 100.000 companies.
- Leading 200 Turkish manufacturers will participate with their product display booths. 1500 distinguished Turkish companies will participate in B2B meetings.
- TWTB 2012 is targeting specific sectors and product groups making the event even more promising for international companies.
- You will have the chance to meet with superior quality products at more reasonable prices.
- You will experience the level of industrial development of Turkiye which is one of the most dynamic and the fastest growing economies of the world.
- TWTB 2012 is a platform where you can meet with reliable Turkish manufacturers, investors and traders.
- TWTB 2012 is totally free for international applicants.

How to Apply?

The application process is very simple. Visit www.tuskonwtb.com for detailed information and application.

Turkiye World Trade Bridge 2012 Profile

Participating Countries	150
International Participants	1500
Turkish Participants	1500
Turkish Exhibitors	200
B2B Meetings	25.000

Tentative Program

Days	Explanation
June 3-4, 2012 Sunday and Monday	Arrival in Istanbul Check into Hotels
June 5, 2012 Tuesday	Historical and Touristic City Tour in Istanbul Opening Ceremony and Gala Dinner of Turkiye World Trade Bridge 2012
June 6, 2012 Wednesday	Visiting Product Display Booths of Turkish Exhibitors Special B2B Meetings with Turkish Exhibitors
June 7, 2012 Thursday	Visiting Product Display Booths of Turkish Exhibitors B2B Meetings with 1500 Turkish Companies
June 8-10, 2012 Friday, Saturday and Sunday	Visits to Anatolian Cities Departure from Istanbul to Selected Cities in Other Parts of Turkiye Factory, Company and Industrial Zone Visits Local Business Matchmaking with Turkish Companies Historical, Cultural and Touristic Tours

Frequently Asked Questions?

1. Who is eligible for TWTB 2012?

TWTB 2012 is open only to importer companies. An applicant should have an interest to import from Turkiye at least in one product group among target industries.

2. What if my company has some operations in sectors other than the target sectors and industries? Will I be able to make B2B meetings in these additional sectors as well?

If your company has an interest or operation in other fields of business in addition to your operations in any of targeted sectors, construction, construction materials, furniture and home textile, then TUSKON will find you new counterparts in these additional fields as well.

However please keep in mind that your main purpose of participation should still be to meet with Turkish companies in targeted industries.

3. What are the costs that I have to cover?

TWTB 2012 is totally free for international participants. There is no entrance fee for you at all. You only need to cover your international airfare from/to Turkiye and accommodation expenses in Istanbul.

City tours and airport transfers will be free and offered by TUSKON's affiliated business associations. Please keep in mind that the situation is not the same for Turkish participants. Both exhibitors and regular Turkish participants pay a significant amount of application fee. This makes the application process fundamentally selective for Turkish companies.

4. How do you schedule thousands of B2B meetings?

We receive business profiles from international participants until the deadline. Turkish applicants review these profiles and choose online the international companies that they intend to meet. Then TUSKON starts B2B matchmaking process by using special software.

5. I do not speak Turkish. How will I communicate with Turkish businesspeople during B2B meetings?

There is no problem if you do not speak Turkish or a Turkish participant does not speak any foreign language since TUSKON will provide you a separate interpreter who will be able to translate from your own language into Turkish during B2B meetings.

6. What are the mandatory and optional parts of the events?

The main activities on June 6 - 7 are mandatory to participate. Istanbul city tour on June 4 and visits to different Anatolian cities between June 8 - 9, 2012 are optional.

7. What are the recommended latest arrival and earliest departure dates?

You must arrive at Istanbul no later than the evening of June 5, 2012 Wednesday. You also should not leave the event before the close of the event on June 7, 2012 at 18:00.

8. What is the deadline for application?

Application deadline for international participants is April 15, 2012.

9. Whom shall I contact for detailed information or my further questions?

There is a TUSKON representative in your country. If you do not know our representative, please contact us at wtb@tuskon.org for your further inquiries.



Confederation of Businessmen and Industrialists of Turkiye

Merkez Mah. Abide-i Hürriyet Cad.
Hanımefendi Sk. No: 135
Şişli - İstanbul / Türkiye
Tel : + 90 212 315 83 00 (Pbx)
Fax : + 90 212 315 83 01
www.tuskon.org • info@tuskon.org

BRUSSELS OFFICE
Rue de l'Industrie 4
1000 Brussels / Belgium
Tel : + 32 2 230 50 01
Fax : + 32 2 513 33 35
brussels@tuskon.org

WASHINGTON D.C. OFFICE
1701 Pennsylvania Ave.
NW, Suite 300
Washington, DC, 20006 USA
Tel : + 1 202 580 66 44
Fax : + 1 202 280 10 66
www.tuskonus.org
info@tuskonus.org

MOSCOW OFFICE
105064, Moscow,
Ul. Zemlyanoy Val dom 9
off. 4085, Citydell Trade Cent.
Tel : + 7 495 967 97 51
Fax : + 7 495 967 97 52
info@tuskonrussia.org

BEIJING OFFICE
The 29th Floor, Block C, Central
International Trade Center,
No. 2917 Jianguomenwai Street,
Chaoyang District, Beijing (100022)
Tel : + 86 10 656 398 20
Fax : + 86 10 656 398 33
info@tuskonchina.org

www.tuskonwtb.com