



# TURKIYE - WORLD

## TRADE BRIDGE 2013

Construction - Construction Materials - Construction Machinery - Furniture

JUNE 19 - 20, 2013 / ISTANBUL EXPO CENTRE / HALLS 9-10



**JUNE  
19-20,  
2013  
IEC HALLS  
9-10**

DISCOVER TURKISH PRODUCTS AT TWTB 2013  
TUSKON BUILDS BRIDGES ACROSS THE CONTINENTS

**TUSKON**

Confederation of Businessmen and Industrialists of Türkiye

[www.tuskonwtb.com](http://www.tuskonwtb.com)



REPUBLIC OF TURKEY  
MINISTRY OF ECONOMY



**BANK ASYA**

**ASYA EMEKLİLİK**





### **Construction-Construction Materials-Construction Machinery-Furniture**

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 16-23, 2013 in Istanbul under the coordination of the Ministry of Economy of Republic of Türkiye.

TUSKON's World Trade Bridge series have gained a wide recognition in international business circles since the first trade bridge program in 2006. Türkiye World Trade Bridge 2013 (TWTB 2013) has will have a sectorial focus and covers sectors of construction, construction materials, construction machineries and furniture.

TWTB 2013 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 2013 has the following highlighted characteristics**

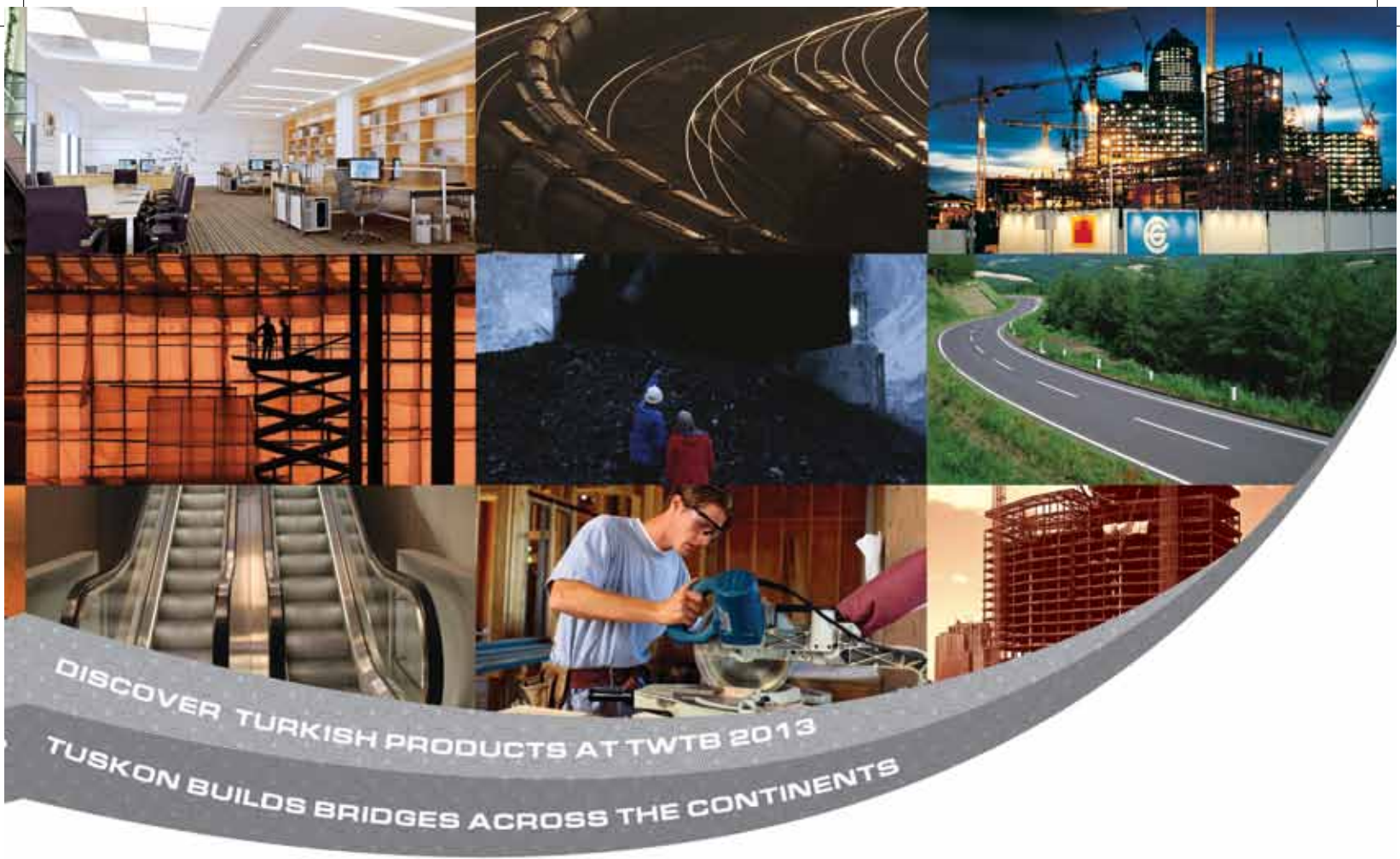
- It targets importers/import companies operating in the fields of construction, construction materials, construction machineries and furniture
- Total number of international participants is fixed at 1000.
- There will be 105 exhibiting and 1500 participating Turkish exporters.

#### **Participant Profiles**

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

#### **Why Should I Participate?**

- TWTB 2013 is a highly professional international business summit. It is open only to registered companies selected among thousands of applicants from Türkiye 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 large stand most widespread Turkish business NGO with 46.000 member businesspeople and more than 120.000 companies.
- Leading 105 Turkish manufacturers will participate with their product display booths. 1500 distinguished Turkish companies will participate in B2B meetings.
- TWTB 2013 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 Türkiye which is one of the most dynamic and the fastest growing economies of the world.
- TWTB 2013 is a platform where you can meet with reliable Turkish builders, construction companies, manufacturers, investors and traders.
- TWTB 2013 is totally free for international applicants.



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### Construction and Contracting

- Residential Projects
- Infrastructure
- Energy, petrol and natural gas pipelines
- Shopping Mall Projects
- Highway and railway projects
- Subway and other mass transit projects
- Hydro, coal, natural gas power plants
- Airport and marine port projects
- Prefabricated buildings
- Construction machinery
- Urban planning
- Architecture and Design
- Commercial Buildings
- Warehouses
- Office Buildings

### Building Materials

- 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
- 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

- Home Furniture
- Office Furniture
- Hospital Furniture
- Outdoor Furniture
- Home Decoration
- Metal, wood, plastic and bamboo furniture
- Furniture Parts, Accessories, Materials and Machinery

### Related Machinery for Construction and Furniture

- Construction Machinery
- Material Handling Equipments
- Building Materials Making Machinery
- Woodworking Machinery
- Metal Processing Machinery
- Ladders & Scaffoldings
- Furniture Making Machinery

### TWTB 2013

Participating Countries	140
International Participants	1.000
Turkish Participants	1.500
Turkish Exhibitors	105
B2B Meetings	25.000







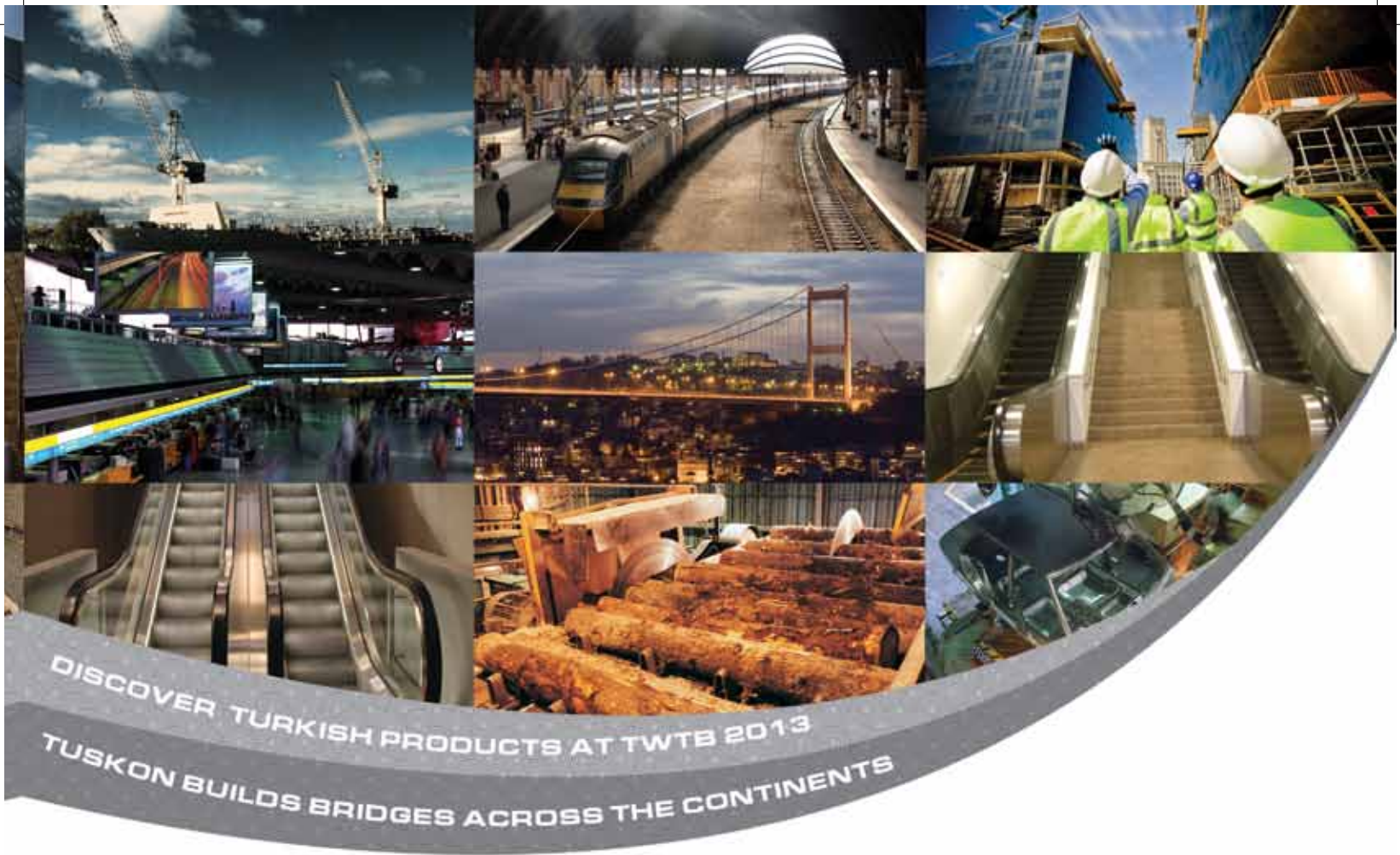
## *Construction, Contracting and Building Materials*

- The second largest construction export industry in the world is in Turkey. 33 contractors from Turkey are in the list of Engineering News Record's (ENR) Top 225 International contractors.
- The total value of projects the Turkish construction industry secured outside of the country in 2012 was 26.1 billion U.S. dollars, increasing 31 percent compared to that of 2011
- Turkey is within the top 12 producers of construction materials in the world
- Basic construction materials of Turkish Industry are cement, building steel, timber, bricks, PVC, polyethylene, glass, ceramic tiles and sanitary ware, being especially strong and competitive in producing construction steel, cement, ceramic and glass products.
- Turkish contractors have completed about 6.500 projects in 93 countries. Total value of the projects made by Turkish contractors abroad has reached \$205 billion.

## *Furniture*

- Turkey is a country that makes high quality of furniture! Turkish Furniture Industry has more than 60 000 companies, including manufacturers and retailers. Istanbul, Ankara, Kayseri, Inegöl and Izmir are Turkey's leading furniture production locations. Increasing its output capacity each year with new investments, Turkish furniture exports to 173 countries on 5 continents worldwide.
- High technology is used in Turkish Furniture Industry! Producers in Turkey closely implement the standards of the global furniture technologies, continuously renewing their machine fleets and using state-of-the-art technologies.
- Different kinds of products by affordable prices! Distinguished for high-quality materials and original designs, Turkish furniture products are renowned for the good price / cost balance. Operating in an effective and professional manner, Turkish furniture companies always offer best quality at best prices.
- Being fast and delivering on time are important concerns for Turkish producers! Proximity to all markets and power derived from new technologies and qualified labour makes it possible to deliver rapidly and on time.





### **Related Machinery**

- Turkish construction machinery manufacturers and exporters follow European and international standards and norms. The obligation to affix the “CE Mark” was imposed on the Turkish market in 2002.
- 4th biggest market in Europe and 11th of the World counts the 9th production place in Europe
- Turkish construction machines were exported to 150 countries in 2011

### **About TUSKON**

#### **Our Structure**

The Confederation of Businessmen and Industrialists of Turkiye (TUSKON) is a non-governmental and non-profit umbrella organization for 7 business federations and 176 business associations.

TUSKON today represents 46.000 businesspeople and more than 120.000 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 Turkiye, 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 Turkiye, 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 Turkiye, 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 140 countries. This international network enables TUSKON to organize bilateral and multilateral business match-making activities not only in Turkiye but also in different regions and countries.







<i>Recently Organized Trade Bridge Events</i>	<i>Participant Countries</i>	<i>Participant Business People</i>	<i>Detail</i>
Turkiye World Trade Bridge 2009	129	5.250	A total of 27 Ministers and acting Ministers, 24 Presidents of Chambers of Commerce, 61 journalists, 63 government officials including Ambassadors
Turkiye World Trade Bridge 2010	130	4.500	Istanbul Trade Ministers Meeting was organized for the second time during TWTB 2010 with the participation of 40 ministers and acting ministers
United Nations IV. Least Developed Countries Conference	150	2.147	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.
*Turkiye World Trade Bridge 2011	85	1.732	Turkiye World Trade Bridge 2011 had a sectoral focus for the first time in the history of World Trade Bridges.
Turkiye Africa Trade Bridge 2011 (TATB7)	43	1.300	Turkiye Africa Trade Bridge-7 (TATB7) which is the 7th business summit between Turkiye and Africa organized by TUSKON
*Turkiye World Trade Bridge 2012 (June)	130	2.970	Focused on Construction, Construction Materials, Home Textile and related machinery.
*Turkiye World Trade Bridge 2012 (November)	130	2.160	Focused on Ready Wear, Textile, Leather, Home Textile and Related machinery

<i>World Trade Bridge 2013</i>	<i>Participant Countries</i>	<i>Participant Business People</i>	<i>Detail</i>
İstanbul	135	2.500	Construction Projects, Building Materials, Furniture, and Machinery for Construction and Furniture





## *Frequently Asked Questions*

### **1. Who is eligible for TWTB 2013?**

TWTB 2013 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, construction machines and furniture, 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 2013 is totally free for international participants. You only need to cover your international airfare from/to Turkiye and accommodation expenses.

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 19-20 are mandatory to participate. Istanbul city tour on June 17 and visits to different Anatolian cities between June 21 - 22, 2013 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 18, 2013 Tuesday. You also should not leave the event before the close of the event on June 20, 2013 at 18:00.

### **8. What is the deadline for application?**

Application deadline for international participants is May 15, 2013.

### **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 [wbt@tuskon.org](mailto:wbt@tuskon.org) for your further inquiries.



## TWTB 2013 DAILY SCHEDULE

### June 17, 2013 Monday

- Arrival in İstanbul
- Check-into Hotels

### June 18, 2012 Tuesday

### June 19, 2013 Wednesday

- Historical and Touristic City Tour in Istanbul
- Visiting Product Display Booths of Turkish Exhibitors
- Special B2B Meetings with Turkish Exhibitors
- Opening Ceremony and Gala Dinner of Türkiye World Trade Bridge 2013

### June 20, 2013 Thursday

- Visiting Product Display Booths of Turkish Exhibitors
- B2B Meetings with 1500 Turkish Companies
- Follow-up meetings with Turkish Businesspeople

### June 21-22, Friday and Saturday

- Visits to Anatolian Cities (optional)
  - \* Departure from Istanbul to Selected Cities in Other Parts of Türkiye
  - \* Factory, Company and Industrial Zone Visits
  - \* Local Business Matchmaking with Turkish Companies
  - \* Historical, Cultural and Touristic Tours

### June 22-23, Saturday and Sunday

- Departure from İstanbul

## What do people think about TWTB?

• “The most important dimension of TUSKON’s program was that it prepared the groundwork for business connections on which the sides would directly sit and talk on concrete agreements given the atmosphere of trust guaranteed by the confederation.”

**Arturo Mendicuti Narro, president of the Mexico City Chamber of Commerce**

• “TUSKON event is an invaluable opportunity for us to promote the Kenyan market in Turkey and also to reach out to a big number of businesspeople in Turkey. It also builds bridges between importers and exporters.” - **Michael Muasa Kilonzo, CEO of Concise Construction Company Ltd., Kenya**

• “Interest in strengthening ties with Turkey and other Middle Eastern partners has grown in the wake of Europe’s slowdown. We would like to create direct investments, we want to strengthen imports, and we’re trying to find out here what business we can do with Turkey.” **Herbert Bautista, mayor of Quezon City in the Philippines.**

• “TUSKON event was so impressive not only because of its scope and number of participants but also for the organizing party’s professionalism and hospitality”- **Roberto Horacio Eguía Benavides, owner of textile producer Robles S.A. and president of the Association of Confectionary Industries of Paraguay (AICP)**

• “We have been closely following Turkey and thanks to the World Trade Bridge organized by TUSKON, we are now planning to invest in Turkey and also supply some materials from Turkey to our market.” **Hisham al-Jamal, Head of Jordan’s Al-Jamal Trade.**

• “I think it is a very good idea. ... We are meeting good materials suppliers and lots of businessmen who want to collaborate. We also now have a different perception of Turkey.”- **Paul Ghita, a general contractor from Romania**

• “This is the only kind of meeting in the region. There are plenty of opportunities here to make good contacts and strike a deal.” **Saliyev, owner of several retail stores in Kyrgyzstan’s capital of Bishkek.**

## HOW TO APPLY?

Please, contact your TUSKON country representative, if you don’t know, please send an e-mail to [wtb@tuskon.org](mailto:wtb@tuskon.org)

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

**MOSCOW OFFICE**  
105064, Moscow,  
Ul. Zemlyanoy Val dom 9  
off. 4085, Citydel Trade Cent.  
Tel : + 7 495 967 97 51  
Fax : + 7 495 967 97 52  
[info@tuskonussia.org](mailto:info@tuskonussia.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](mailto:info@tuskonchina.org)