



We Are Opening the Door to one of the Fastest Growing Markets in the World

JOIN US ON A BUSINESS DEVELOPMENT MISSION TO TURKEY

MARCH 15–19, 2010



The Maine International Trade Center (MITC) is joining the Eastern Trade Council (ETC) to lead a Business Trade Mission to Turkey.

The emphasis for this mission is on customized matchmaking meetings. Delegates will also meet with key contacts from Turkish businesses, U.S. executives already successfully operating in Turkey, government officials, trade specialists, and others. This mission will provide delegates with important networking opportunities and market intelligence to help them successfully expand into this dynamic market.

Why Turkey? There are several reasons:

- **Location:** Turkey is a regional commercial hub. It is strategically located at the crossroads of Europe, Asia, Africa and the Middle East.
- **The political environment:** Turkey is a parliamentary democracy with a civil law system influenced by Europe's legal systems. It is well-connected to the international community through membership in the Council of Europe, G-20 major economies, OECD, NATO and the UN.
- **The economy:** Turkey is growing. The government has initiated a number of economic reforms, adopted a tighter fiscal policy and reduced corporate tax rates to further strengthen the economy. Growth averaged over 6 percent for several years but has pulled back a little in the current global economic environment.
- **A relatively young population:** Turkey has a relatively young population. The median age of the country's more than 70 million people is under 28 years.

MISSION BENEFITS

- **Customized One-on-One Business Appointments:** Individual business appointments will be scheduled in **Ankara and Istanbul** based on your company's market objectives.
- **In-country Market Research:** Industry specialists will conduct market research on your industry and market needs.
- **Pre-mission Teleconferencing:** Talk directly to the person scheduling your meetings to discuss company's objectives in Turkey.
- **Pre-mission Preparation Seminar:** Review current market research, gain an understanding of the business culture, learn what it takes to sign a contract, and develop a strategic plan for follow up with Turkish business partners.
- **In-Country Market Briefings:** Take the opportunity to learn more about current economic & political conditions in Turkey, as well as important cultural and social practices.
- **Official US Embassy Reception & Networking Events:** Business leaders, dignitaries and potential business partners will be invited to these functions.

TRADE MISSION PACKAGE

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DATE	VENUE	PROGRAM
Saturday, March 13	Optional Departure	Travel Day-Flights depart in the evening and arrive Sunday morning
Sunday, March 14	Istanbul	Down day
Monday, March 15	Istanbul	Group Briefing; Business Matchmaking
Tuesday, March 16	Istanbul	Business Matchmaking US Embassy Reception
Wednesday, March 17	Departure to Ankara	Travel Day & Networking
Thursday, March 18	Ankara	Business Matchmaking
Friday, March 19	Departure	Return to the US or continue individual travel/meetings

MISSION FEE

Mission Fee: The participation fee for both cities will be **\$2,500** per firm, which includes one representative. The fee for each additional firm representative is **\$500**.

Included:

- Mission & Meetings coordination
- Business appointments
- Networking events
- Official Receptions
- Interpreters
- Group transportation to events

Excluded:

- International & Domestic Airfare & Hotels
- Non-Group Meals
- Incidental expenses (Including in-country transportation to business meetings)
- Airfreight of promotional materials
- Travel insurance

APPLICATION DEADLINE

Application deadline is January 15, 2010: Please note: There is a limit of 15 slots total for this mission. Applications will be considered on a first-come, first served basis.

CONTACT

For further information please contact
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