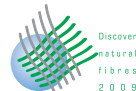


BDS = Business development services

Sr. No.	Topic	Proposed Date
1	SME - BDS Clinic - Seat Mattings for IT industry	May 7, 2009
2	4 th Workgroup Meeting-Coir business audit presentation	May 11, 2009
3	-Coir exports to Turkey. -Cluster based thematic mats presentation	May 21, 2009
4	One to one meeting with Turkish Company	May 22, 2009
5	Launch of Alappuzha management association (AMA) Management Training Program for coir companies	June 05, 2009
6	SME - BDS clinic	June 12, 2009
7	3 rd BDS Training	June 18 & 19, 2009
8	Round table meeting on "How to get market entry into PSUs"	Jun 26, 2009
9	BDS Networking meet	July 10, 2009
10	SME-BDS Clinic	July 17, 2009
11	Basic management training for the co-op societies.	July 31, 2009

International year of natural fibres - 2009



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**A Practical Presentation
on**

Coir mats and mattings exports to Turkey



**Speaker : Mr. Vedat Kunt - Director,
VEGO Consulting and IT Ltd.
Turkey**



Organised By



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2009

Seminar Date : 21 May 2009 (Thursday)
5 PM to 8 PM (followed by dinner)

One to one Meeting Date : 22 May (Friday)
10 AM to 1 PM

Venue : Hotel Royal Park, Alleppey.

Focus on Coir doormats & mattings :

- ◆ Achieving sales success in Turkish market
- ◆ Doing research for Turkey market
- ◆ The Science of participating in exhibitions in Turkey
- ◆ Planning a business tour to Turkey
- ◆ Role & importance of internet in doing business with Turkey
- ◆ Price pattern in Turkey
- ◆ Sales promotion methods in Turkey
- ◆ Distribution channel in Turkey
- ◆ Presence of chain stores in Turkey and market entry strategy
- ◆ Government tender business in Turkey & role of Turkish agents in Tenders
- ◆ Major importers of doormats & mattings in Turkey
- ◆ Import duties in Turkey
- ◆ Transport cost in Turkey
- ◆ Payment terms in Turkey
- ◆ Consumer taste in Turkey

Other side topics of discussion could be :

- ◆ Why to do business in Turkey ?
- ◆ Getting your company ready for exports to Turkey
- ◆ Buying Process in Turkey (Govt. / Private)

Profile of Vedat Kunt :

He studied BSc. in Industrial Engineering & MBA in International Marketing. He is the promoter of VEGO Consulting and Information Technologies Ltd.- Turkey, advising companies on international trade. He has 24 years of field experience in international trade & marketing in the field of textiles, consumer goods & floor coverings. He has worked in Turkey, EU, France & Switzerland.



He has been Certified by International Trade Center ITC / UNCTAD as a Management Development Advisor. He is a director in the Board of Directors of INSME -International Network of SMEs in Rome, Italy. He is also a member of the Executive Committee of EPROCA (European ProClusters Association in Helsinki, Finland).

Economic overview Turkey

Turkey's dynamic economy is a complex mix of modern industry and commerce along with a traditional agriculture sector. It has a strong and rapidly growing private sector, yet the state still plays a major role in basic industry, banking, transport, and communication. The largest industrial sector is textiles and clothing, which accounts for one-third of industrial employment; Other sectors, notably the automotive and electronics industries, are rising in importance within Turkey's export mix. Real GNP growth has exceeded 6% in many years. GDP growth in 2007 was 8.5% . Economic fundamentals are sound, marked by moderate economic growth and foreign direct investment. Turkey began accession membership talks with the European Union in 2005.

Market features of Turkey :

	TURKEY	INDIA
Population	7.68 crores	110 crores
	69% of population lives in urban areas, offering good scope for coir door mats & mattings	29% population lives in urban areas
GDP (PPP) 2008	US \$ 906 billion	US \$ 3267 billion
GDP (per capita income) 2008	US \$12,000	US \$ 2800
Total Exports 2008	US \$ 141 billion	US \$ 175 billion
Total Imports 2008	US \$ 204 billion	US \$ 287 billion
GDP growth 2007	4.6%	9%
Mobile phones	61 million (6.1 crores)	362 million (36 crores)
Internet users	13 million (1.3 crores)	80 million (8 crores)
Commercial bank prime lending rate 2008	8%	8.5%

Currency : 1 Turkish Lira = Indian Rs. 31

India's Total Export / Import to Turkey:

	Export to Turkey (Rs. Crores)	Import from Turkey (Rs. Crores)
2007-08	7,043	6,801
2008-09 (Apr Sep) 6 months	3,880	4,609

Coir Export from India to Turkey in comparison to All Countries :

Export Statistics for COIR ALL ITEMS (Year 2007 2008)

Country	Value in Rs. Lacs	Quantity in Tonnes
All Countries	59288.8	187566.72
Turkey	601.00	1243.40