

Talking Turkey

a major
market in
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Stuart Hotel
119 London Rd
Derby
DE1 2QR

Wednesday 21 June

5.30pm - 8.00pm



east midlands
international
trade association
the business network
for international trade



Talking Turkey



Date: Wednesday 21 June 2006
Venue: Stuart Hotel, Derby

Programme:

- 17h30 Registration & refreshments
18h00 Welcome & Introduction
18h05 **Doing Business in Turkey: Colin Barratt, Vice-Consul, Istanbul**
- An economic overview
 - Rectifying UK perceptions of business in Turkey
 - Why consider Turkey now?
 - Key Opportunities
 - How to do business in Turkey
 - Business customs
- 18h40 **CD from the Istanbul Chamber of Commerce**
- The economy of Istanbul
 - The business & commercial life of the city
 - The role of tourism in the economy of Istanbul
 - A guide to the services that the chamber provides
 - An industrial zone in the city of Izmir
- 18h55 **What the British Chamber of Commerce of Turkey (BCCT) can do for UK Businesses: Gözde Kutlu**
- Services provided by BCCT
 - Helping your business establish in Turkey
 - Practical examples of how the BCCT helped Bemrose Booth
- 19h05 **BemroseBooth Case Study: Robbie Medford**
- Our perceptions beforehand about doing business in Turkey
 - Route to market
 - What we learnt en route
 - Our successes and rewards
- 19h35 **Q&A and Round Table Discussions**
20h00 **Close**

Speakers:

Colin Barratt is the Vice Consul (Trade & Investment), at the British Consulate-General in Istanbul.

- Colin manages the UKTI programme in Turkey for attracting Turkish investments into the UK;
- He is also the Sector Manager for various trade sectors including Food & Drink, Fire, Police & Security, Sports & Leisure, Infrastructure, as well as Textiles & Clothing.

Gözde Kutlu is the Events and Projects Development Manager at the British Chamber of Commerce of Turkey (BCCT) in Istanbul.

- Gözde was born in Turkey and graduated from the Istanbul Technical University in 1998 as a Survey Engineer (BSc). While studying a postgraduate diploma course in Management Studies at London School of Management in 2000, she worked at the Turkish-British Chamber of Commerce and Industry (TBCCI) on a part-time basis as trade assistant and also worked at a firm of management consultants, primarily helping Turkish companies to establish in the UK.
- Since 2004 Gözde has been working for the (BCCT) as Events and Projects Development Manager. Her job covers all aspects of helping UK firms to establish links in Turkey, organising the seminars and meetings, creating new channels, and also handling trade enquiries.

Robbie Medford is International Sales Manager for BemroseBooth Limited (Security Printers), Derby – a company manufacturing sophisticated printed products such as cheque books, scratch cards and sim packs.

- Robbie has been involved in the printing industry for some 25 years, and has extensive international trade experience including selling to the Far East, Scandinavia, Africa and the Middle East.
- He was responsible for BemroseBooth's successful establishment in the Turkish market. It took Robbie and his team 2 years to achieve this and they are now the primary supplier of high security printed products in Turkey.

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