

Talking Turkey

A major market in Asia minor

Cotgrave Place Golf Club
Stragglethorpe
Nottingham
NG12 3HB

Wednesday 23 April 2008

5.15 pm – 8.00 pm



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Programme:

- 17h15 **Registration & refreshments**
18h00 **Welcome and introduction**
18h10 **Can Levent Seçkin: Investment Opportunities in Turkey**
18h35 **Yani Paisios: Business Opportunities in Turkey**
19h00 **Zeynep Yondem: How the Turkish Embassy can help your business**
19h10 **John Hughes: A&S Metallurgical Resources - Case Study**
19h40 **Q&A and discussion**
20h00 **Close & networking**

Speakers:

Can Levent Seçkin is the Vice President and the Head of Investment Promotion Services Department of the Investment Support and Promotion Agency of the Republic of Turkey.

- Mr. Seçkin has an engineering degree from the Istanbul Technical University, and a MBA from Istanbul University, Turkey.
- Between 1995 and 2001 he ran his own company "DES Promotion and Consulting" and specialised as a "Globalisation Advisor".
- Mr. Seçkin worked as representative and advisor of Development Economic Western Switzerland between 2001 and 2006, and also as the principal consultant of Invest Hong Kong between 2005 and 2006.

Yani Paisios is a Commercial Officer at the British Consul General in Istanbul.

- Yani has been with the Commercial Section, now UK Trade & Investment, of the British Consulate General since 1987.
- He currently covers the Electronics, Information and Communication Technologies with a Turkey-wide remit.

Speakers (continued):

At different periods during his career with the Consulate General Yani has covered sectors such as Instrumentation and Factory Automation, Biotechnology & Pharmaceuticals, Healthcare & Medical, Chemicals and Printing.

- Yani holds degrees in Business Administration and Accounting & Finance. He was employed as the Accounting Manager of a Turkish manufacturing company before joining the Consulate General.

Zeynep E. Yondem is the Commercial Counsellor at the Turkish Embassy in London.

- Zeynep worked at the Undersecretariat of Foreign Trade in Turkey at different positions since 1996.
- Before the post in London, she worked as a chief of section at the General Directorate of Exports.
- Zeynep's experience includes studies in product and market diversification for exports, competitiveness strategies and export legislation.

John Hughes is the Marketing Development Manager for A&S Metallurgical Resources Ltd.

- John worked in the UK foundry industry for 10 years, after studying Metallurgy at Sandwell College.
- In 1997, he joined Globe Metallurgical, an American company who specialised in supplying sophisticated metallurgical products to the foundry industry worldwide.
- In 2001, John joined A&S Metallurgical Resources Limited, a well-established British company with a strong domestic presence but with limited overseas sales.
- Over the past 7 years, A&S has developed its export sales from 2% to 40% of its £25M turnover.

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