

21-24 NOVEMBER

10 THOUSAND FOREIGN
BUSINESSMEN FROM
100 COUNTRIES AND 40
THOUSAND COMPANIES
WILL PARTICIPATE.

**17 MÜSİAD
EXPO**
CNR EXPO İSTANBUL

GLOBAL

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The General Chairman of MÜSİAD
ABDURRAHMAN KAAAN

**"WE ARE PRODUCING INNOVATIVE
FINANCIAL PROJECTS"**

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Abdurrahman Kaan, the General Chairman of Independent Industrialists and Businessmen’s Association stated that “We departed by stating ‘Our concern is Turkey’. What Turkey needs is the projects making the industrialists independent from the interest system consisting of innovative financial models. We work as a project production center as MÜSİAD.” After making statements regarding MÜSİAD Expo.”

To be held at CNR Expo Istanbul between 21st and 24th November 2018, 17th MÜSİAD EXPO is preparing to host for a record number of countries this year. MÜSİAD Expo will host for foreign businessmen and statesmen coming from all around the world from Asia to Europe and Middle East, from Africa to Turkic States. The projects aiming to increase the productivity of Turkey almost in all industries will constitute the main agenda items in 17th MÜSİAD EXPO which is organized with motto “Work is Here: Our Concern is Turkey”

Abdurrahman Kaan, the General Chairman of Independent Industrialists and Businessmen’s Association stated that “We departed by stating ‘Our concern is Turkey’. What Turkey needs is the projects making the industrialists independent from the interest system consisting of innovative financial models. We work as a project production center as MÜSİAD.” After making statements regarding MÜSİAD Expo. 17th MÜSİAD EXPO

will be a platform where we present solutions and our models to help our country’s economy and the business world which asks for production.”

“OUR PROJECTS INCLUDE ALTERNATE MODELS FOR THE INTEREST SYSTEM”

Stating that they have been working on Interest Free Investment and Business Models, Abdurrahman Kaan stated that they side with production economy and it is not possible to fight against inflation without any adjustment in interest ratios and that the costs will increase at the end in a spiral constituted with high interest. Kaan provided information regarding projects to be launched at MÜSİAD EXPO and have their contracts signed while drawing attention to the fact that they are developing a series of projects on Interest Free Investment and Business Models in this sense.

“DOMESTIC PRODUCTION, NATIONAL BRAND”

“Domestic and National Product Utilization Campaign” is being put to the life with the motto “Domestic Production, National Brand”. Explaining the purpose of the project Abdurrahman Kaan stated that “The awareness regarding national brands which are the equities of this country and brands selected our country as their production bases must be increased and our consumers must be encouraged to use domestic products instead of imported products” while emphasizing the need to decrease the dependence to imported products.

MASS INDUSTRY ADMINISTRATION (TOSİ)

Another project to be revealed at MÜSİAD EXPO is the TOSİ project including establishment of industrial zones named TOSİ in 81 provinces for medium scaled industrialists for industrial growth and development of value-added products. Abdurrahman Kaan, General Chairman of MÜSİAD (Independent Industrialists and Businessmen’s Association)

A man with a beard and mustache, wearing a dark blue suit, a white shirt, and a red tie with a black pattern, stands with his hands clasped in front of him. He is positioned in front of a dark wooden bookshelf filled with books. To his left, a portion of a flag is visible, featuring a white field with a black and gold geometric design. The background is slightly blurred, emphasizing the man.

INTEREST FREE INVESTMENT AND BUSINESS MODELS

Drawing attention to the fact that they developed projects on Interest Free Investments and Business Models as MÜSİAD (Independent Industrialists and Businessmen's Association), Kaan provided information regarding projects to be launched at MÜSİAD EXPO and to have their contracts signed.



It is expected that 17th MÜSİAD EXPO will witness over 8 thousand B2B meetings and approximate 400 purchasing councils in addition to ministers from 30 countries will participate such meetings.

stated “The industrial establishments in our country realize their productions in small industrial zones such as industrial facilities of approximately 100-150 square meters. It is not possible for establishments to take up spaces in Organized Industrial Zones of 3 thousand square meters financially. The physical environment affects their production conditions and as a result, their production numbers are low. The main idea of this project is to increase the physical conditions and lead the companies to bigger objectives. TOSIs will be an alternate for establishments such between industrial zones and OSBs (Organized Industrial Zones). It will encourage the establishments which desire to pass to medium scale from small scale. The project will be realized with leadership of TOKİ and constructed as a production campus.” regarding project.

BIOGAS ORGANIC AND ORGANOMINERAL FERTILIZER FACILITIES

Stating that the most important precaution to be taken against current account deficit of Turkey is to increase the energy sources to make Turkey free from being foreign dependent in energy and new projects to be realized in the field of renewable energy, Abdurrahman Kaan stated that they are working on Biogas

Organic and Organomineral Fertilizer Facilities with widespread participation, multiple parties and interest free financing as MÜSİAD. 81 Biogas + Organic Fertilizer Facilities will be established in 81 provinces within the scope of the project. The project will stop the natural gas importation of 128 million dollars and chemical fertilizer importation of 400 million dollars and directly provide employment for 5000 people.

VENTURE CAPITAL FUND

A project for creating a capital with multiple partners and participation to support MÜSİAD members at investment stages, the Venture Capital Fund will be a significant force behind the entrepreneurs who wish to produce and develop their production investments. The signature ceremony of the project will be held at 17th MÜSİAD EXPO.

SOCIAL COOPERATION WITH KARZ-I HASEN FUND


Remarking that Karz-ı Hasen Fund was created to protect the members from the spiral of interest and create a solidarity and cooperation culture between the members, Abdurrahman Kaan stated “Karz means debt given to be taken back. We are starting this project for lending between the members or deceased

members’ wives and children for solidarity culture and helping a gratis to members or deceased members’ wives and children”.

TURKISH COMMERCE AND CULTURECENTERS IN AFRICA

MÜSİAD’s projects for Africa were accelerated as this year was announced as the “Year of Africa”. Remarking that they set out to strengthen the mutual commerce and investment relations between various African countries and Turkey, Abdurrahman Kaan stated “MÜSİAD will lead the Africa expansion of Turkish economy with Turkish Commerce and Culture Centers in Africa”.

MÜSİAD EXPO RECEIVED SIXFOLD APPLICATIONS

It is expected that 17th MÜSİAD EXPO will witness over 8 thousand B2B meetings and approximate 400 purchasing councils in addition to ministers from 30 countries will participate such meetings. Abdurrahman Kaan stated that this year, 17th MÜSİAD EXPO took sixfold more applications compared to previous years and there will be participation from 100 countries from Europe to asia, Africa to Middle East while contributing the exportation of 500 billion dollars aimed for the year of 2023 for Turkey”. 

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Deputy General Chairman of MÜSİAD

ADNAN BOSTAN

“WE AIM TO CARRY MÜSAİD EXPO TO THE WORLD”

Adnan Bostan, Deputy General Chairman of Independent Industrialists and Businessmen's Association (MÜSİAD) stated that MÜSİAD EXPO to be held between the dates of 21st and 24th November 2018 will be one of their most crowded expos. Adnan Bostan stated that their objective is to carry MÜSİAD EXPO to world and transform it into a global exhibition.

Independent Industrialists and Businessmen's Association (MÜSİAD) continues its growth efforts both in Turkey and abroad. Representing Turkey in the best possible way with its representation offices at 209 points in 79 countries, MÜSİAD aims to open representation offices in all countries over the world. Holding 17th MÜSİAD EXPO between the dates of 21st and 24th November 2018, MÜSİAD is preparing to realize one of its most crowded exhibitions of the last ten years. MÜSİAD aims to break the record of participation this year as approximately 10 thousand guests from 100 countries are expected.

Ekovitrin Interviewed Andan Bostan, Deputy General Chairman of MÜSİAD. Andan Bostan explained MÜSİAD's activities in abroad, its objectives and works regarding MÜSİAD EXPO.

“WE WILL OPEN REPRESENTATION OFFICES IN ALL COUNTRIES: We have an objective to have representation in all countries over the world. The most significant point of this objective was Africa this year. We have tried to reach all points of Africa in this year which we announced to be the Year of Africa.”

■ Let's begin our interview with a question related with MÜSİAD EXPO. 17th MÜSİAD EXPO will be realized at Istanbul CNR Exhibition Center between the dates of 21st and 24th November. This is an important exhibition for our country. How many participants and guests are expected for the exhibition this year? Which countries are more interested?

We are expecting approximately 10 thousand foreign businessmen from almost 100 countries. We may state that we expect at least 40 thousand companies. Approximately 600 companies will participate to the exhibition from Turkey. There will be at least 7 thousand business meetings in the B2B organization where the business meetings are conducted. MÜSİAD EXPO will be one of the most crowded exhibitions of the last ten years as 'Common Point of Thinking Together' (B2B) sessions, HighTechPort where we present the productions and technologies



“We are expecting 10 thousand foreign businessmen from 100 countries to MÜSİAD EXPO Exhibition. Approximately 40 thousand companies will participate. Approximately 7 thousand business meetings will be helped at B2B organization.”

of our growing defense industry, ÜGİK which is the International Young Businessmen Congress bringing our young businessmen together and International Business Forum where economic forecasts and thoughts are shared are included to our Exhibition. A fully loaded organization awaits us. We are expecting to break the record regarding participation. We had a meeting in Istanbul to inform the foreign businessmen residing in Turkey regarding the exhibition. The hall of MÜSİAD was full of Palestinian, Syrian, Qatari, Jordanian, Algerine, etc. businessmen. Approximately 40 foreign businessmen residing in Turkey attended to this meeting. Many companies that are not members of MÜSİAD wish to participate MÜSİAD EXPO additionally. We are inviting them to our B2B event. To give an example, currently 180 businessmen are registered from Algeria. But this number will reach to 350-400. IBF is a

forum where our representatives over the world come together on an intellectual subject. Our subject this year is the use of foreign currencies as an alternative against the dollar.

■ Do you plan to conduct EXPO Exhibitions abroad?

Yes, our aim is to carry MÜSİAD EXPO to the world and turn it into a global exhibition. We have established Müstakil Fuarçılık AŞ company for this purpose. MÜSİAD EXPO is organized once in every two years. We plan to organize the exhibition as one year in Turkey and one year in foreign country or countries. It may be possible to be organized in two or three countries in some years. We aim to make Müstakil Fuarçılık AŞ an organization company which will lead our departments in countries which haven't gone to.

■ Which subjects and projects will draw attention this year in MÜSİAD EXPO?

MÜSİAD EXPO participants will be able to watch the needs of the global bu-

siness world and agenda items and establish solid business connections this year. Additionally, we will present interest free business models and project ideas to our businessmen who are forced to struggle against the spiral of interest. We believe that everyone who produces or wishes to produce goods in Turkey must be at MÜSİAD EXPO. The international investors will experience a dynamic, reliable and strong investment media which is never seen over the world by participating in 17th MÜSİAD EXPO.

The most important need of Turkey is the projects which frees the business world from the interest system with innovative financial models. “Domestic and National Product Utilization Campaign” aims to decrease the dependence to imported products with the motto of “Domestic Production, National Pride”. We wish to improve the physical conditions of our manufacturers and lead them to bigger objectives with our project consisting of establishment of industrial sites named Turkish Mass Industrial Administration (TOSİ) in 81 provinces of Turkey for medium scaled industrialists.

We started works for Biogas Organic and Organomineral Fertilizer Facilities with widespread participation, multiple partners and interest free financing. 81 Biogas + Organic Fertilizer Facilities will be established in 81 provinces within the scope of the project. The project will produce energy and decrease the use of chemical fertilizers by using animal faeces, organic waste materials and agricultural waste materials. The project will stop natural gas importation for 128 million dollars and chemical fertilizer importation for 400 million dollars and provide employment for 5000 people directly.

The project to create a capital with multiple partners and participation to support MÜSİAD members at investment stages, the Venture Capital Fund is a solidarity project which will be announced in 17th MÜSİAD EXPO. Aiming to become a significant force behind the entrepreneurs who wishes to develop their production investments, the project will present an interest free growth potential to the entrepreneurs. Another project, Karz-I Hasen Fund was established to protect the members against spirals of interest and create a solidarity and cooperation culture between the members.



“MÜSIAD HAS REPRESENTATION OFFICES IN 88 COUNTRIES”

“MÜSIAD aims to be represented in all countries over the world. We are being represented in 202 points in 88 countries currently. We have announced the year of 2018 as the Year of Africa. We are aiming for Asia Pacific and South America for the year of 2019. **We work like a civil commercial attache.** We wish to extend the commercial diplomacy”

■ **How many countries over the world have your representation offices? What works are being conducted abroad?**

We have representation offices, representatives and partners whom we have signed goodwill agreements with at 209 points in 79 countries over the world. Most of them are offices with completed structures including Europe. Other than this, we have representation offices in Africa, Middle East and many other locations. On the other hand, there are locations which we have signed Memorandums of Understanding (MOU) at the moment. Thanks to IBF partnership, we have provided a status to our relations with our franchise contracts and memorandums of understanding. We are expanding our MoUs to different countries. Lastly, we are executing an agreement with the biggest chamber of commerce of China.

MÜSIAD aims to establish representation offices in all countries over the world. The most Important point of this object was Africa for this year. During this year which we announced to be “Year of Africa”, we worked to reach all points of Africa. We aimed for Asia Pacific and South America for the next year. We will especially work on South America and hopefully we will acquire good results.

■ **Are Representation Offices struc-**

tured as “Offices”?

Some are structured as offices while others are structured as offices with our businessmen or local businessmen. Sudan is the most beautiful example of this: we have two co-chairs. One chair is a Sudanese businessman and the other one is Turkish. They work as co-chairs. They are both adapting Su-

danese businessmen to MÜSIAD and bringing them together with Turkish Businessmen. They conduct their operations together in an effective way. In some countries, our representation offices are offices while some are not offices by their physical situation. According to the roadmap, the representation offices need to have an office at the end of the first year and act as a branch office after one year. While this is very easy in some countries, foundation of an association in some countries is



ADNAN BOSTAN:
“We wish to extend the commercial diplomacy. The important thing for us is to influence the country instead of its fields when you enter a country.”



THE PRESIDENT OF THE REPUBLIC, RECEP TAYYİP ERDOĞAN PUT TURKEY INTO NEW MARKETS: “The President of the Republic, Recep Tayyip Erdoğan is leading us, the businessmen for putting Turkey into new markets such as Africa and South America.”

troublesome especially depending on government method of countries. In such countries, we prefer to continue our activities as representatives.

■ What are the purposes of MÜSİAD for its structuring abroad?

We wish to make the commercial diplomacy widespread. The important thing for us to influence the country instead of many fields of it when we enter that country. For example, this is done by our government. It starts with airline, coheres with services and develops relations with various building and supports with TİKA sent there. Afterwards, the institutes enter the country. Yunus Emre enters and conducts various education activities there. Kızılay (Red Crescent) goes with aids. But the first ones to enter are the businessmen. You start to present Turkey and Turkish businessmen at the beginning. The travels between countries increase with commerce. The people who never come to Turkey starts to come. This lays the foundations of the future relations. In fact, we become civil attaches in these countries even if we are not official attaches.

■ Can we say that the entries to new markets which have been developing for the last fifteen years (USA, Chi-

na, Middle East axis) are parallel to the vision of the state?

Of course, we can. Yet, we are the representatives of business world. We have mission to think for our members in Turkish market whom we represent and put them to world markets. The politics of the state in this sense are excluded for us. We have to be there even without political interventions. We have to export the goods we manufacture to grow and develop the economy of the country. We have to bring foreign currencies. We have to grow as a country. This has to be done with the vision of an industrialist both by the current government and the next one. We mustn't forget that. Today, direct flight of THY (Turkish Airlines) to a country is one of the simplest examples of what make our jobs easier. For example, how were we going to Nigeria before? First, we flew to European countries from Turkey, then we waited there for a day and transfer to another flight. We would be travelling for 4-5 days. Yes, now you fly from here and land in Nigeria in 6 hours, you complete your works in Nigeria and return at the night of the same day with another

flight. This is a great opportunity, we fly with THY like a private plane. Therefore, government allowing us direct flights with THY is a very significant advantage.

■ How will geographical expansions of MÜSİAD accelerate the country's economy?

First of all, how many of us were exporting in the year of 1990? How many of us were exporting in the year of 2000? How many of us started exporting in the year of 2010? When we ask the question, everyone can raise their hands affirmingly. Why? The number of employees increased, surface areas increased, the type and dimensions of the works being done changed. These are all important details in my opinion. Yet, entering more countries by each passing day is a great advantage for us. It allows diversification. Today, the supply in Turkey may not be sufficient for countries which we are aiming for.

The foreigners are trying to establish partnerships with Turkey to grow and enter African markets. They are trying to establish partnerships with companies in Turkey to enter Middle East. Because, they cannot enter those markets directly. They cannot do bu-





AGRICULTURE PROJECT IN SUDAN

“We will realize an agriculture project in Sudan. We have many new plans to operate the land, produce the required fertilizer insitu, harvesting and packaging products and then marketing the products in Sudan or exporting the same in other countries.”

business in Iran, Syria and Qatar. Most of companies in Europe are trying to do business in Qatar, Kuwait and Dubai in partnerships with companies in Turkey. This is an important point, I believe that our works over the world will increase the responses we receive in this sense.

■ Which points and countries over the world must be given importance?

Let me summarize the perspective of MÜSİAD shortly. It is obvious that the perspective to sell the products we produce to the world would not work in our era. Additionally, our foreign policy is the same. Each of our members are different, from SMEs to big industrialists we have many differing members. Most of our SME manufacturers are conducting hot sales thanks to MÜSİAD EXPO and especially the connections they establish at B2B meetings. We are becoming available in small scale by presenting many products of general cleaning, materials, machines, necessities and related products by presenting them to world market. We have no problem in this regard, but when we go to an upper level, meaning medium scale and higher than this, the system applied by MÜSİAD changes. What is this system? For example, agriculture project in Sudan. We are talking about approximately 800 thousand donums (a donum corresponds to 920 square meters) here. The operation of this land, production and operation of fertilizer required for this land, harvesting and packaging of the harvest, sales of the harvest in that country or exporting

the same to third world countries; we have many new plans. We never thought about this in the past. Now we can talk about producing and packaging at site, using and exporting from the site. The commerce we do is different now. This was our first subject.

Second subject is the added value we produce. People used to say this back then: “let’s buy this machine and produce this. Now there is no such thing. Now we ask about what type of technological products we will produce or what type of software we will develop? Which ones will be developed as products? What is the added value? or work on different innovative products. The feedback from the value-added products will be different. If we do not do this, we will face problems tomorrow. Because the correct thing to do is obvious. Mathematics show this. There is no meaning for this we cannot increase the price per kilogram for the products we export. Our problems will not end unless we realize these developments and stop importation. We have to produce the raw materials. We may take the easy way out: let’s bring the raw material from abroad and press the start button with expensive electricity. We produce the product and customer buys it anyways. Let’s sell it for 1,5 TRY when we produce for 1 TRY; 2 TRY when we produce for 1,5 TRY. What will happen? This is the biggest loss for the country. If we

have to produce that machine and if its innovative, optimal and logical, we have to produce it. Otherwise, there is no meaning to produce a machine with no added value just to make a domestic machine. This is like producing a gasoline car and our efforts to produce one. We have to work on unmanned aerial vehicle not domestic cars. Of course, the offspring does not grow at once. It grows gradually. You cannot produce an unmanned aerial vehicle when you did not produce car. We have a specially acquired experience in our tradition. What is this? We produced spare parts. We produced chassis. We have experience. We may progress fast by skipping some stages. Our development speed depends upon on the size of our dreams.

■ What are the strategies of MÜSİAD for activities abroad?

MÜSİAD works at two sides as organization in Turkey and organizations abroad. Domestic and foreign organizations have equal values for us. The abroad shows the significance we give to our objectives. Almost most of our activities especially weight heavy on abroad.

■ MÜSİAD announced the year of 2018 as the “Year of Africa”. What sort of projects you are conducted in Africa?

Our priority regarding Africa was to create representatives and representative offices. Our intense efforts continue for this. Other than that, we have

WE WILL ESTABLISH TURKISH COMMERCE CENTERS IN AFRICA



"Our priority regarding Africa was to have our representatives and representation offices. Our intensive efforts continue for this matter. We have a project to establish Turkish Commercial Centers in African countries additionally. These centers will allow storage, sales and marketing opportunities in many countries of Africa for products produced in Turkey."

a project to establish Turkish Commercial centres in African countries. These centres will allow storage, sales and marketing opportunities in many countries in Africa for products manufactured in Turkey. These commercial centres will be storage areas such as Cash & Carry. People will be allowed to purchase goods wholesale or retail there. It will be established over an area exceeding 100 thousand square meters. We will be able to promote Turkish products in addition resolve the volume problem, one of the biggest problems of many African countries for purchasing goods from Turkey. We are conducting a multidirectional project when it is considered that we are facilitating access of Turkish brands to African markets, placement of brands in such markets and foundation of new companies thanks to Venture Capital Fund which we created.

■ A new era begins for fighting against inflation. How do you evaluate the All Out Fight Against Inflation Program?

We have opened this program to all our members. Each of our members signed their specific commitments. We have informed the Ministry with the information. What is given here is not the commitment or the number. It is the change of mind. We have put this perception into the mind. Our artisans,

merchants and citizens must stay calm and rational regarding correction of this inflation growth and price increments. We say this to all our members: Be sensitive no matter our hardships. Consider your prices. Conduct more reliable works and commerce at the same. Many companies working with its equities have no such problem. We are trying to support the companies which do business with loans as much as we can.

■ What is the scene as we consider the Turkish economy? What are the specific problems? What has to be done?

There is one thing I care the most, but we have to distinguish the tone there. The tone is this: Yes, we have problems. But, only speaking about the problems will make us go back. We have to be aware of our problems and keep our morale high. We can easily resolve this with high morale. If we speak of raises made to raw materials when we meet, how can we motivate our company with this morale? We can't. We have to do this. If we state that everything is perfect while we are having problems, we cannot perceive the problems. We have to look to the future with awareness of our problems and high motivation. We do this as

MÜSİAD. Currently, this is the situation in Turkey. We need time to treat the inflation infection in our bodies. But most important, we need morale. If we treat the problems we experience with right prescriptions and be patient and positive constructive in our communication, we may eliminate it swiftly. We have to do this rationally without getting excited with our country in our hearts. Then, we will get rid of this in 2 years. We will walk on a hard path for 2 years. We have to adjust our clothes and shoes for this. We have to walk on this path with awareness on conditions. We will have no problem when we know the conditions.

There were people who saw the general overhead accounts for the first time for the crisis of last year. The ones who complained about the electricity expenses found out that all lights were kept open when the factories were inactive. They learned to close their lights. They gave bonuses to the personnel for their suggestions on savings. Many companies saved money with such ideas. Actually, they got rid of unnecessary expenses. We have to pull ourselves together. We have to observe our lives. The old people have a saying: cut one's coat according to one's cloth. We are forgetting the size of the cloth. We have to check the size of the cloth externally. Otherwise, we will get cold. ■

DOMESTIC AND NATIONAL BRANDING IN SCOPE OF TURQUALITY

Attributing branding as the “rising value of 21st century”, **Salim Çam**, PhD., the Chairman of Board of Directors of Progroup Uluslararası Danışmanlık told about ‘National and Domestic Branding’ in scope of TURQUALITY to Ekovitrin.



Salim Çam, PhD., the Chairman of Board of Directors of Progroup Uluslararası Danışmanlık told about ‘National and Domestic Branding’ in scope of TURQUALITY to Ekovitrin.

Progroup Uluslararası Danışmanlık company continues to rise among domestic and national consultancy companies which we are proud of with increasing recognition in Turkey and over the world. Could you talk about your ascension?

We had a single vision when Progroup was being founded in 2003. It was becoming a “World Brand as a Domestic and National Turkish Consultancy company” from Turkey. Since the day of its foundation, we have protected ourselves from many external threats such as “no work experts”, “experts on making things harder”, “experts grieving improvements of others”. The funny thing was that such experts and systems were not aware of themselves when they were asked why they were making such threats. It was like they never tasked their brain for this matter.

We ‘make a promise’ to our business friend

and this is called ‘undertaking’ in branding language. Then, we roll up our sleeves for our promise and improve the process. As a result, ‘trust’ is created. Our customer is our friend. We see our friends as ‘value’ not as price. This is our prescription. If everyone adapts the same, Turkey would become a brand. Therefore, we

are not afraid to explain or prescription. Improvement of everyone makes us ‘happy’. We may explain the prescription of Progroup with the integral given below in detail.

■ You have explained this numerously, but what is the exact purpose of Turquality?

The mission of TURQUALITY® is to create a domestic locomotive from Turkish brands, strengthen the brand power and corporate infrastructure of companies and create a brand awareness in Turkey.

The objectives of TURQUALITY® is to provide financial sources for companies with branding potential for turning them into global brands; provide support with strategy, operation, organization and technology consultancy for development of companies and brands for creation of global Turkish brands; give training support to management units of companies within the program; conduct communication and promotion activities for creating a positive Turkish goods image abroad; increase brand awareness of Turkish companies; give information support for allowing Turkish companies to take actions within the market knowledge; acting as incubator and catalyser for selected Turkish brands.

As seen from its mission and objectives, it is a significant incubator and catalyser in infrast-

We may explain the prescription of Progroup with the integral given below in detail:

$\int_{Trust}^{Promise} (Business Process)$

As seen above, our branding service consists of promise, trust and processes.

$\int_{Cost}^{Benefit} (Customer Processes)$ There, you see Progroup’s ‘value’ creation formula.

The common point in brand an values $(\frac{Business Processes}{Customer Processes})$

In this framework, the value is created in customer processes with Turquality and $\frac{Benefit}{Cost}$ is ensured and benefit are increased and costs are decreased.

structural and economical means for creation of Turkish brands.

■ Where to start to create a perception to use and have others use Turkish goods?

I was born and grew up in Turkey and I am raising my children to be beneficial for our country. I work for my children to add value to their countries when they begin their careers and wealth of my children and country. I wish that all Turkish businessmen and businesswomen, employees adding value to the economy to have the same self-devotion.

The education lies at the foundation of all achievements. Remember the 'Domestic Goods Week' which we celebrated in the elementary school. We would all make preparations, prepare products with our own efforts and obtain profits to make our class and school more beautiful. Now, it is time to make our country more beautiful. If we nationalize our minds in basic education, we would grow children working for their countries in the future, valuing domestic and national production and contributing to economy by spending their monies within their countries. It is important to create a national value, not just a commercial value. This has to be sustained and extended to all stages of education. I believe that we have to nationalize our minds first to nationalize the production.

Local agreements are required to be executed in business relations and manufacturers are required to be leaded to local products in this scope. In case that the product required by the manufacturer is in demanded at a higher price in Turkey and its alternative abroad is cost-effective, the alternative appears to be attractive. In this case, the state's creation of infrastructure for most economic and quality production for the related product within the country borders will decrease the input costs of the manufacturer and increase the quality. Additionally, the policies to encourage the consumers to consume domestic and national goods must be developed.

It is good to see that many public institutes and authorities act more careful about purchasing and selling domestic and national products and services lately. But, this requires serious observation and supervision for sustainability.

■ Which parameters require how much care as to speak in number?

Recently, the increase in importation was bigger than the increase in exportation even though tariff and out-of-tariff preventions brought to importation. The highest importation ratios are in raw material and semi-finished product items. The shares of these are almost at eighty-five percent of total. The state, industries,

**Dr. Turquality
Founded by Salim
Çam 15 years ago,
Progroup received
the Management
Consulting Award of
the Year.**



universities and non-government organizations must meet more frequently, and actions for production of imported raw materials and semi-finished products must be taken.

“WE HAVE LOTS OF WORK TO DO”

■ What can you do for domestic goods and service production as PROGROUP, the National and Domestic Consultancy Company?

It is our job to create Turkish business model for Turkey. We may list these under the headings given below:

What will be done?

- Domestic and National Product and Service Inventory
- Obligation to Purchase Domestic and National Goods and Services
- Utilization of Domestic and National Raw Materials
- Education on Awareness for Using Domestic and National Raw Materials
- Supports and Incentives for Production and Sales of Domestic and National Goods and Services
- Supports and Incentives given to Purchasers and Users of Domestic and National Raw Materials
- Grouping Works
- Production of Imported Raw Materials and Semi-Finished Goods in Turkey
- Purchasing Domestic Consultancy, Education, Information Technologies, Counselling, Legal Assistance Services
- Purchasing and Promoting Domestic and National Goods and Services

Who will do it?

- Chambers, Unions, Associations, Universities, Syndicates, Consultants
- Public Institutes, Legal Entities and Corporations, Customers and Consumers
- Product Manufacturers and Service Providers, Pub-

lic Institutes, Legal Entities and Corporations

- Nurseries, Elementary Schools, High Schools, Universities, Consultants, Public Institutes, Legal Entities and Corporations, Syndicates
- Ministries and related General Directorates, Chambers, Associations and Syndicates
- Ministries and related General Directorates, Chambers, Associations and Syndicates
- Organized Industry Zones, Associations, Chambers, Universities, Consultants
- Consultants, Universities, State, Industries, Chambers, Associations, Unions
- Chambers, Unions, Associations, Syndicates, Public Institutes, Legal Entities and Corporations, etc.
- State, Press

“BRANDING TURKISH LIRA WOULD ALSO TURN TURKEY INTO A BRAND”

■ Branding is not only ensured with product or service. The currency of the country also has a significant role in branding. Isn't it?

All disciplines serve the branding. The currency, product, service, economy, technology, investment, competence, society of a country constitute the matters between promises and trust regarding branding of that country. The use of United States Dollars in USA and over the world as a common currency created the branding perception regarding USA.

■ Then, how to brand Turkish Liras?

As you know, the “National Money” matter is at the agenda lately. The National Currency in Turkey “the current of the country which you are working with” allow circulation of Turkish Liras and speed up the branding of Turkey as it will be used for trading.

Other than this, the products and services produced in Turkey must satisfy the customer needs or exceed the expected quality for brand





ding and creating a brand value. In this scope, creating high end goods or services with high end R&D works, state of the art technology in addition to high ethics will create constant value for the customers. The customer observing such value, meaning benefiting from this while decreasing costs will demand your products and services with your currency.

When you consider that Turkish Liras is used for trading in all countries, your currency constantly reminding Turkey in such country would become a brand and brand the country it represents.

■ What are your suggestions regarding branding Turkish Liras?

You have to speed up the usage of your product or service in a country to brand it. We used to have “Domestic Goods” weeks at the schools and students’ awareness would be raised. The use of domestic goods must be encouraged and supported. Incentives may be given to encourage this. As you know, VAT returns would be paid to encourage VAT payments as you know. Now, the persons producing Turkish

goods with this model may have returns with a specific ratio from the State.

The goods and service purchases of the state must be always from Turkish brands and with Turkish Liras. While high level of sensitivity is shown for this, all administration levels must act sensitive for this matter. We must fulfil these to increase the value of TRY against foreign currencies to prevent the loss of currencies to the outside.

Many inputs are being imported in industry. Some of this is imported as it is cheap, some of this as it is not produced in Turkey and remainder of this is because of the fact that it belongs to a brand. This matter is discussed numerously, yet it only remained as a motto. The solution of this and branding of Turkish Liras is related with decreasing the cost of a product by realization of infrastructure works to be done by public institutes and corporations. If some goods are procured from abroad cost effectively, it may also be procured from Turkey cost effectively. The sources constituting the goods are required for production of the same. Our biggest problem for these sources is the sour-

ce of raw materials. We have a significant raw material importation. There must be 100-days programs for resolving this. As for branded imported products, we have to extend the branding supports of Turquality to raise the image of Turkish goods.

■ Can you explain the effects of Turquality to branding?

Turquality gives value to the people both with its employment support and application within business model. To enter the scope of Turquality, the domestic and national brands are requested to become perfect from employment, competence, skill management to training and development in scope of human resources management. Additionally, the domestic and national brands within the scope of Turquality receives the qualified employment support.

The infrastructure supports of Turquality regarding management and information technologies systematize the works of corporations and make them globally competitive. These works allow qualified services and products of domestic and national brands to be demanded over the world.

INFRASTRUCTURAL AID OF TURQUALITY

■ Could you tell us about the infrastructure supports of Turquality?

The infrastructural aids of Turquality split into two as management consultancy and information technologies consultancy. Additionally, they provide consultancy support for aimed markets exclusively.

GENERAL AID OF TURQUALITY

■ Does Turquality have other aids for branding domestic and national companies?

The aids stated above are the aids only given for creation of corporate infrastructure. Other than these, we may list the aids given below:

- Patent, beneficial model and industrial design registration, brand registration/renewal/protection;
- Promotion expenses;
- Store rent;
- Store basic installation/decoration/architectural expenses;
- Offices, warehouses, showrooms, aftersales services, departments/shelves/decorated corners’ rent;
- Basic installation/decoration/concept and architectural expenses of offices, warehouses, showrooms, aftersales services, departments/shelves/decorated corners;
- Market entry documents, certification, licensing, testing/clinic testing;



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- Franchise decoration/installation/concept architectural expenses;
- Franchise rent;
- Consultancy services for creation of corporate infrastructure;
- Consultancy services for exclusively aimed markets;
- Employment;
- Market research and reports;
- Exhibitions;
- Storage services;
- Development Roadmap

■ What do you mean by end to end branding? Could you tell us about your works in these subjects?

The end to end branding includes the whole country. This scope includes sports, arts, education, economy, products, services, green areas, aesthetics of buildings, behaviours of people, design and development of products and services, business administration model, behaviours of businessmen and businesswomen, success of nongovernmental organizations, politics, policies, managers, bureaucrats, local currency, etc. of Turkey.

If you do not care about green areas in your country even though you present the perfect services and products indicates that your clothing is good but your souls are not healed sufficiently. And others may refrain from purchasing products or services from people with

mental problems. Our readers may ask about the relationship between green areas and branding. Since this algorithm is never established, this is one of our missing areas. This is like that. Allah gave us five sense organs. These sense organs have a perception when they work simultaneously. Meaning that the branding is realized when you appeal to all sense organs from sight, smell, palpation, gustation and hearing. When you visit the country which you bought products and services from and see the greenest areas and sites, you get the message regarding vision and development of the country. The customers then wish to trade with countries with developed visions.

As Progroup, we occupied ourselves with branding of Turkey. We serve our Turkey both personally and as a company for end to end branding of Turkey. Then, we check the operations by the roadmap and conduct revision management if necessary. There are many people whom I personally serve other than Progroup as a person who is working in branding. I have the responsibility regarding branding of member companies of nongovernmental organizations. As the Chairman of National Brands Working Group of MÜSİAD, the responsibility I undertook for branding the members continues with work group and industry leaders.

Additionally, we started Turquality and Brand Management courses in Universities. I am providing this course at the Globalization

Desk at Istanbul Trade University. Other than this, we have Turquality and Branding Expertise programs with Galatasaray University and Istanbul Technical University. This year, we will develop the same program with Istanbul Technical University and repeat it this year.

We have met with some governorates and discussing courses such as national and domestic products and branding in elementary schools. We are developing business models regarding Turquality and Branding and creating works regarding the same.

Our work is to speed up the “Branding of Turkey”. The priority for us is to create “value” as we stated above. Each Turkish citizen has a debt to this country. We are trying to pay our debt by doing this. We think about what we can provide not what we can take. Therefore, we prefer the path with no footprint. Our basic values are based on “giving-taking” not “taking-giving”. This provides us the inner peace. Therefore, we guided 41 Turkish Brands into the scope of Turquality and Branding until this day and they all entered. This must be an indicator for what is done is correct.

■ What are the conditions to enter Turquality for companies producing or selling domestic and national products and services?

The domestic and national brands must have their brands registered in Turkey and abroad and must be exporting to enter the scope of Turquality. On the other hand, and most importantly, they must have a perfect management business model. At this point, the ‘Turquality Management Business Model’ becomes valid. Algorithmic connections must be made between the main subjects of this business model and functions of the same. We may list these subjects and functions as given below:

- Strategical Planning and Corporate Performance;
- Brand Management and Performance;
- Human Resources Management;
- Marketing and Sales Management;
- Supply Chain Management (Planning, Production, Purchasing, Storage, Shipment, Logistics, Quality and Sales);
- New Product Design and Development Management;
- Information Systems Management;
- Digital Transformation Management;
- Governance Management.

The multiplier of ten different subjects and functions is the value, not the price here. The value is acquired with benefit/cost. Therefore, very special efforts are required for branding domestic and national companies established to provide benefits. ■



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