



“GRANDE FINALE”
HOLLAND-TURKEY
TO BE CONTINUED...

INVITATION

INCOMING TURKISH MISSION

A Turkish economic mission headed by His Excellency Minister of State Zafer Çağlayan will be visiting the Netherlands from 14 until 16 December 2009. Minister Çağlayan and his delegation will attend the Symposium and Network Reception on 15 December.

MATCHMAKING PROGRAMME

The EVD will organise a matchmaking programme for Turkish and Dutch companies on 15 December in the morning at WTC Rotterdam. The focus sectors will be Iron & steel - Machinery & components - Electrical machinery & equipments - Automotive - Furniture - Ready wear - Textile - Home Textile - Technic Textile - Leather Confection & Shoes - Pulses - Fresh fruits & vegetables.

Companies who are interested in attending the matchmaking programme please go to www.evd.nl for more information and registration.

NETHERLANDS-TURKEY TRADE AWARD 2009

During the Network Reception at the Town Hall of Rotterdam, hosted by Deputy Mayor Hans Vervat, the Netherlands-Turkey Trade Award 2009 will be presented to a company that has done outstanding business between Turkey and the Netherlands. The

award -an initiative of NETUBA (Netherlands Turkey Business Association)- will be presented by Frank Heemskerk, Minister for Foreign Trade of the Netherlands.

CULTURAL PROGRAMME

Film

Moviehouse Lantaren/Venster will show Two Lines / Iki Cizgi by Director Selim Evci (2008), on 14 December, 19.30 hrs. The movie is a brilliant illustration of the tension between modernity and tradition. You can make a reservation at www.lantaren-venster.nl

Exhibition

In cooperation with the Turkish Consulate General in Rotterdam, an exhibition on the famous ship Karadeniz, representing the young Turkish Republic during its first trade mission to the Rotterdam Port in 1926, will be on display in the Town Hall of Rotterdam.

For more information about the cultural programme, please go to www.turkije-instituut.nl

15 DECEMBER 2009
WTC ROTTERDAM



You are cordially invited to the Grande Finale of the 'Holland-Turkey: Investments & Trade 2009' programme that will take place on 15 December 2009.

Turkey and the Netherlands have a longstanding and strong economic relationship. But there is ample scope for a further deepening and intensification of the economic and commercial ties between the two countries. Positive economic developments over the past years and the promising potential of the Turkish economy on the one hand, and the strong international tradition of the Netherlands and world-class knowledge and experience in a number of sectors on the other hand, make a perfect fit.

That is why ING, FME-CWM and Fenedex launched the programme 'Holland-Turkey: Investments & Trade 2009'. In a series of events the three organizing parties shared the opportunities for enhanced business co-operation and partnership with Dutch and Turkish entrepreneurs. A large kick-off event, an economic mission to Turkey, workshops and seminars all focused on new bilateral business opportunities.

ING, FME-CWM, Fenedex and their partners look forward to welcoming you to a unique event which will officially close the Holland-Turkey Year, but at the same time will open doors to future Dutch-Turkish partnerships.

To register for the Symposium, the Workshops and the Network Reception, please go to www.hollandturkey2009.nl.

PROGRAMME SYMPOSIUM

15 DEC 2009 - WTC ROTTERDAM

- 13.00 Registration
- 13.30 Inaugural session
Ben van de Vrie
Chairman Dutch Trade Board Turkey Working Group
Opportunities for growth
- Frank Heemskerk
Minister for Foreign Trade of the Netherlands
Pioneers in international business
- Zafer Çağlayan
Minister of State for Foreign Trade of Turkey
Turkey, your future business partner
- Panel discussion with Turkish and Dutch entrepreneurs
Practical experiences and lessons learned in bilateral co-operation and partnership
- 15.00 Coffee and tea break
- 15.30 Parallel Workshops
- 17.00 End of the Symposium at the WTC, walk to the Town Hall
- 17.30 Network Reception and Netherlands-Turkey Trade Award 2009 ceremony at the Town Hall of Rotterdam
- 19.30 End

PARALLEL WORKSHOPS

Please select one of the workshops at your registration.

Workshop 1

BUSINESS CULTURES TURKEY AND THE NETHERLANDS

The Turkijie Instituut, together with the Universities of Twente and Baskent, conducted a study on the differences and similarities in negotiating and business cultures between Turkey and The Netherlands. The findings of this study will be presented at the closing event. Based on these findings, the participants of the workshop will be provided with tools for improving their chances on the Turkish and Dutch markets. Do's and don'ts will be discussed by experienced Dutch and Turkish managers.

Workshop 2

ENVIRONMENTAL TECHNOLOGY

Environmental technology is one of the sectors with great potential for bilateral co-operation between Turkey and The Netherlands. During this workshop business opportunities in the field of waste management, soil management, water management and clean technologies will be discussed. A cluster of Dutch companies conducts a three year programme entitled "Netherlands Waste Management Programme" to further enhance bilateral partnerships in this field. The programme is supported by the Netherlands government.

Workshop 3

MARKET ENTRY INTO TURKEY

The Turkish market offers excellent business opportunities for Dutch companies both in terms of trading as well as investments. During this workshop information will be given on investment opportunities in various Turkish regions, logistics, distribution channels, customs issues, and Turkey as a hub to other regions.

Location Symposium
Beurs - World Trade Center
Beursplein 37, Rotterdam

Location Network Reception
Town Hall Rotterdam
Coolingsingel 40, Rotterdam