

NEWS

Turkish Business Confidence Jumps 5 Percent

The business confidence index increased by 5 percent on a monthly basis to reach 102.1 in March, the Turkish Central Bank said on March 25.

That followed the 4.5 percent month-on-month improvement in business sentiment recorded in February. The 100-point level on the index separates optimism from pessimism.

Seven of the eight business sentiment survey's main sub-indices rose in March on a monthly basis, the Central Bank data showed.



The sharpest increase was registered in the sub-index measuring the total amount of orders in the past month. The related index soared 16 percent in March compared to February. The sub-index related to the total amount of current orders also increased 11 percent on a monthly basis.

For detailed information, please see [The Turkish Perspective](#) magazine February 2019 issue.

Trading Places: The World in 2049

As firms and governments reorganise production in the face of new technological possibilities and geographic realities, international trade and the blocs that governed it are set for major shifts from here to 2049.

Trade is the oldest human activity. Since antiquity, it has shaped successive civilisations, stimulated innovation, and underpinned modes of production. It has determined the paths and places of development, as much a cause of wars and



famines as it is responsible for rapid increases in prosperity and well being. For these reasons as for many others, trade, and thus international trade, will still be around in 2049.

The question is how international trade, today the product of hyper-globalisation and ultra-liberalism, will evolve and affect the world of tomorrow. A world in which technological and economic interconnection, as well as climate change, will be game changers.

For detailed information, please visit [UNCTAD](#) web site.

SECTORS

Sectoral Reports: Cosmetics and Personal Care Products Industry



Parallel with the increase in living standards, the wish to keep a young and attractive appearance, the increasing number of working women and the young population of the country has led to the development of the cosmetics sector in Turkey. The Turkish cosmetic products industry has shown very good performance in terms of quality, production capacity and variety. The increase in both domestic and world demand is the major driving force for the rapid development of the sector. Today, Turkish cosmetics and personal care products companies offer high-quality, diverse products.

The Turkish cosmetics and personal care products industry has also reached world standards in terms of quality. Most of the companies have ISO 9000 Quality System Certificates and ISO 14001 Certificates. In addition, Turkish cosmetics and personal care products manufacturers closely follow recent international and national developments in environmental issues and comply with environmental legislation and regulations. The cosmetic and personal care products regulations adjusted to European Cosmetics Directive 1223/2009.

Exports of the Turkish cosmetics and personal care products industry have an upward trend. While it was US\$ 61 million in 2000, the value of cosmetics and personal care products exports reached US\$ 763 million in 2017. This remarkably high increase in the export value has undoubtedly been achieved due to the recent modernization and technological improvements carried out in the sector.

For the full report, please visit the [Ministry of Trade](#) website.

Passion for Fashion

Celebrities and big companies in pursuit of Turkish fashion designers. Besides pursuance of world standarts, Turkey has influenced the fashion industry through pioneer designs for 20 years. Catering for the world's majority of needs in terms of production and providing raw material, has an industry featuring the latest production techniques with R&D studies and new tech investments.

The innovations brought by the technology age, opportunities such as transportation and fast access are satisfying for the followers at this point. Turkish brands are hosting the world's leading fashion giants while offering their own style to the world with its multicultural advantage.

For detailed information, please see [The Turkish Perspective](#) magazine April 2019 issue.



Fertile Lands

As we talk about the strategic geographical location of Turkey, we should talk about its fertile lands, too. Being located in the ancient "Fertile Crescent" between Asia and Europe, Turkey is one of the richest regions in the world in terms of vegetation. Thanks to the advantages of the climate zone it is in as well as its geographic location, 11.000 species of vegetation grow on its lands. 30% of these are endemic to Turkey. Therefore, Turkey is exporting around 200 medical and aromatic plants today.



Each year about 60 new species are added to the flora of Turkey with the ongoing floristic studies. In an era when the world gravitates towards plant resources in wellness and treatment, and "return to nature" trend is on the rise in gastronomy from farm to table; the potential that its richness in vegetation will bring to Turkey is very high. Turkey, feeding more than 100 million people including foreign tourists every year, performs 10 billion dollars of export in this field. The growth in the food sector continues. With the production by more than 40,000 organizations with around 600,000 people, the food industry is moving towards being a 300-billion-dollar sector.

For detailed information, please click [here](#).

EVENTS

Take The Chance To Reach New Trade Partners - Buyers Missions

You can take the chance to reach new trade partners by participating in buyers mission programs.

Within these programs, foreign visitors participate in B2B meetings in Turkey **without any accommodation expenses**.

Buyers mission programs are organized in a wide range of sectors from food and agriculture to machinery and textiles under the coordination of the Ministry of Trade.

Choose the most suitable program for you from the table below, contact our [commercial representative](#) in your country and **let us host you in these events**.

EXHIBITON / EVENT	CITY	DATE	SECTORS	PROGRAM
Eurasia Rail 2019	İzmir	Apr 10-12, 2019	Rolling Stock, Infrastructure & Logistics	Apr 9: Arrival, Apr 10: B2Bs and Briefing, Apr 11: Visit to Fair, Apr 12: Departure
Intertraffic İstanbul 2019	İstanbul	Apr 10-12, 2019	Traffic Management, Infrastructure, Park Systems	Apr 9: Arrival, Apr 10: B2Bs and Briefing, Apr 11: Visit to Fair, Apr 12: Departure
Cukurova Furniture Related Industry Fair	Adana	Apr 10-14, 2019	Furniture	Apr 9: Arrival, Apr 10: B2Bs and Briefing, Apr 11: Visit to Fair, Apr 12: Departure
IDEX 2019	İstanbul	Apr 11-14, 2019	Dental Equipment and Materials	Apr 10: Arrival, Apr 11: B2Bs and Briefing, Apr 12: Visit to Fair, Apr 13: Departure
BIOEXPO Fairs	İstanbul	Apr 17-19, 2019	Pharmacy, Analysis, Laboratory Technology and Equipment	Apr 16: Arrival, Apr 17: B2Bs and Briefing, Apr 18: Visit to Fair, Apr 19: Departure
EVTEKS 2019	İstanbul	Apr 23-27, 2019	Home Textile	Apr 22: Arrival, Apr 23: B2Bs and Briefing, Apr 24: Visit to Fair, Apr 25: Departure
SHOEXPO	İzmir	Apr 24-26, 2019	Shoe	Apr 23: Arrival, Apr 24: B2Bs and Briefing, Apr 25: Visit to Fair, Apr 26: Departure
ICSG İstanbul 2019	İstanbul	Apr 25-26, 2019	Smart Grids and Cities	Apr 24: Arrival, Apr 25: B2Bs and Briefing, Apr 26: Visit to Fair, Apr 27: Departure
Konya Construction Fair 2019	Konya	Apr 25-28, 2019	Construction	Apr 24: Arrival, Apr 25: B2Bs and Briefing, Apr 26: Visit to Fair, Apr 27: Departure
DOMOTEX TURKEY 2019	Gaziantep	Apr 27-30, 2019	Carpet and Flooring	Apr 26: Arrival, Apr 27: B2Bs and Briefing, Apr 28: Visit to Fair, Apr 29: Departure
IDEF 2019	İstanbul	Apr 30-May 3, 2019	Defence Industry	Apr 29: Arrival, Apr 30: B2Bs and Briefing, May 1: Visit to Fair, May 2: Departure
MAGROTEX'19	Mardin	May 1-4, 2019	Agriculture Equipment, Food and Livestock	Apr 30: Arrival, May 1: B2Bs and Briefing, May 2: Visit to Fair, May 3: Departure

Turkey's National Participations at Exhibitions - April 2019

Turkish companies from various sectors will participate in exhibitions from all around the world in April 2019 as listed below:

EXHIBITION	DATE	PLACE	SECTORS
BAUMA 2019	Apr 8-14, 2019	Munich - Germany	Construction Materials and Machinery
COVERINGS 2019	Apr 9-12, 2019	Orlando - USA	Natural Stones, Floor Coverings and Technologies
23 rd ELCOM UKRAINE 2019	Apr 9-12, 2019	Kiev - Ukraine	Electrics, Lighting, Cable, Power and Automation Systems
IFFIP INTERNATIONAL FORUM OF FOOD INDUSTRY AND PACKAGING	Apr 10-12, 2019	Kiev - Ukraine	Packaging and Food Technologies
AIRCRAFT INTERIORS EXPO 2019	Apr 10-12, 2019	Hamburg - Germany	Aviation Industry and Technologies, Cabin Interiors
CAUCASUS BUILD	Apr 11-14, 2019	Tbilisi - Georgia	Building and Building Materials
125 th SPRING CANTON FAIR 1 st Phase	Apr 15-19, 2019	Guangzhou - China	Electrical and Electronic Products, Building Materials and Industrial Products
BEAUTYWORLD MIDDLE EAST	Apr 15-17, 2019	Dubai - UAE	Cosmetics
AGROFOOD & PLASTPRINTPACK 2019	Apr 15-17, 2019	Baghdad - Iraq	Agriculture, Food, Packaging Products, Equipment and Technologies
EXPOKOS 2019	Apr 16-18, 2019	Pristine - Kosovo	Building and Construction Materials, Energy, Construction Machinery
SIAM 2019	Apr 16-21, 2019	Meknes - Morocco	Agriculture, Food, Farming Machinery and Equipment
SEEBBE 45 th INTERNATIONAL BUILDING FAIR	Apr 17-20, 2019	Belgrade - Serbia	Building, Construction
HONG KONG HOUSEWARE	Apr 20-23, 2019	Hong Kong - China	House and Kitchenware, Electrical Appliances
AUTOMECA FEIRA 2019	Apr 23-27, 2019	Sao Paulo - Brazil	Automotive
MEBELEXPO	Apr 24-26, 2019	Tashkent - Uzbekistan	Wood Processing Machinery, Furniture, Accessories and Home Textile
FOOD & HOTEL VIETNAM 2019	Apr 24-26, 2019	Ho Chi Minh - Vietnam	Food, Food Processing, Catering and Hotel Equipment
BEAUTY KENYA	Apr 26-28, 2019	Cosmetics, Personal Care	Nairobi - Kenya

PROJECT QATAR	Apr 29-May 1, 2019	Doha - Qatar	Building and Construction
SIAL CANADA 2019	Apr 30-May 2, 2019	Toronto - Canada	Food, Beverage, Food Equipment
125 th SPRING CANTON FAIR 3 rd Phase	May 1-5, 2019	Guangzhou - China	General Trade
AGROPACK UZBEKISTAN	May 2-4, 2019	Tashkent - Uzbekistan	Food, Agriculture and Packaging
OROAREZZO	May 4-7, 2019	Arezzo - Italy	Gold, Silver and Jewellery
FEIRA APAS	May 6-9, 2019	Sao Paulo - Brazil	Food and Food Technologies
HOFEX 2019	May 7-10, 2019	Hong Kong - China	Food and Hotel Equipment
SEAFOOD EXPO GLOBAL 2019	May 7-9, 2019	Brussels - Belgium	Seafood
NIGERIA AUTOPARTS EXPO 2019	May 8-11, 2019	Lagos - Nigeria	Automotive Spare Parts and Accessories
AGROFOOD&PLASTPRINTPACK ETHIOPIA	May 9-11, 2019	Addis Ababa - Ethiopia	Food, Beverage, Packaging and Agriculture Technologies

Send Us Your Inquiry

For your inquiries about Turkish exports,
please contact << ihrticari@trade.gov.tr >> by indicating
the Harmonized System (HS) Code of the product/sector of your interest.

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