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This project is co-funded by the European Union
and the Republic of Turkey



NEWSLETTER #10 | SEPTEMBER 2020

Dear Colleagues and Stakeholders of TEBD,

We are back from an unusually busy summer and the autumn will continue in the same pace!

Despite current restrictions, we have proudly carried out twelve Monitoring Visits in the framework of the TEBD Chamber Partnership Projects, and four SME Workshops in August and September. Over the summer, we continued preparations for our online activities for the autumn. Our new Capacity Building activity named Solvency Audit, SME Workshops with different innovative topics and blending inspiring and thought-provoking speakers, Women Entrepreneurship Forum, and many more are getting ready.. Stay tuned!

*This month, we are pleased to present the Chamber Partnership Project on **“Developing a New Service Model To Support Companies On Energy Efficiency”** that has been developed and implemented by Kocaeli Chamber*

of Industry (Turkey) in partnership with Walloon Chamber of Commerce and Industry (Belgium).

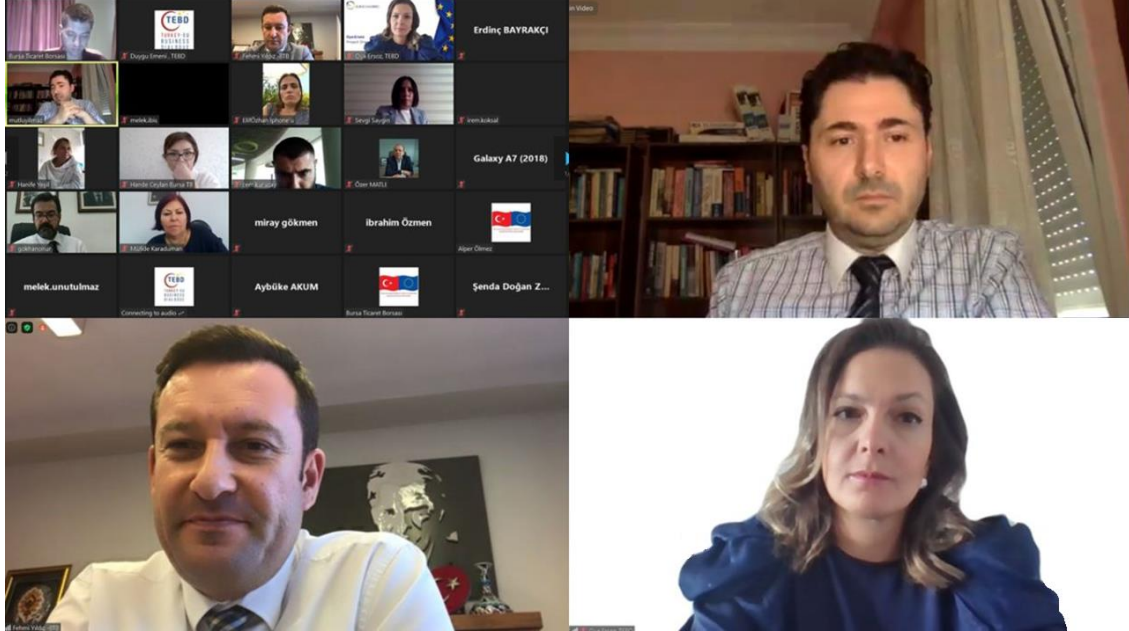
We hope you will enjoy this latest edition of our newsletter. Fully ready for the rest of this unusual year! With that, we wish you all the best and hope to see you, albeit virtually, at our different activities!

Oya ERSÖZ - TEBD Project Director

RECENT ACTIVITIES

TEBD Workshop for SMEs - Bursa, Turkey

Zoom platform | 23 September 2020



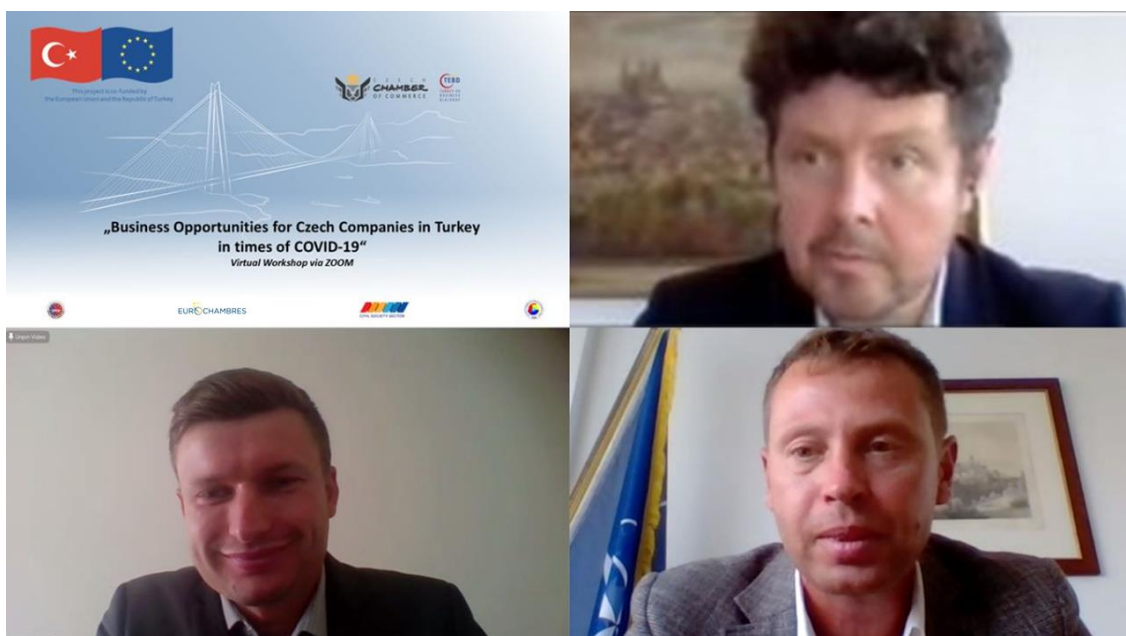
Within the scope of the Turkey-EU Business Dialogue (TEBD) Project, Bursa Commodity Exchange (Turkey) hosted an SME Workshop on "New Business Models and Techniques in the formation of New Strategies for Exporting to the European Market during the COVID-19 Pandemic".

The workshop attracted around 33 participants and was opened by **Mr Fehmi Yıldız** , Secretary General of Bursa Commodity Exchange. **Mr Mutlu Yılmaz**, Foreign Trade Consultant, Trainer, and Academician, participated as a speaker and provided insightful information about the problems caused by the Customs Union in exports to European Union countries, different strategies to be followed in exports in the pandemic process, and new business models and alternative marketing techniques. The TEBD project was presented by **Ms Oya Ersöz**, TEBD Project Director.

Among the participants were, **Mr Özer Matlı**, Bursa Commodity Exchange President of the Board of Directors & Board Member of the Union of Chambers and Commodity Exchanges of Turkey (TOBB); **Mr Gökhan Onur**, Vice President of the Assembly; **Ms Sevgi Saygın**, President of TOBB Bursa Women Entrepreneurs Board & Women Entrepreneurs Board Eastern Marmara Region Representative; **Mr İbrahim Özmen**, President of TOBB Bursa Young Entrepreneurs Board & Eastern Marmara Region Young Entrepreneurs Board Representative; and SMEs that are members of Bursa Commodity Exchange.

TEBD Workshop for SMEs - Prague, Czech Republic

Zoom platform | 02 September 2020



On 2 September 2020, in the framework of the Turkey-EU Business Dialogue (TEBD) project, the Czech Republic Chamber of Commerce (Hospodářská komora České republiky) hosted a successful virtual SME Workshop on “Business Opportunities for Czech Companies in Turkey in times of COVID-19”.

The workshop was opened by **Mr Radek Jakubský**, the Vice President of the Czech Republic Chamber of Commerce and attracted around 22 participants. The TEBD project was presented by **Ms Oya Ersöz**, TEBD Project Director.

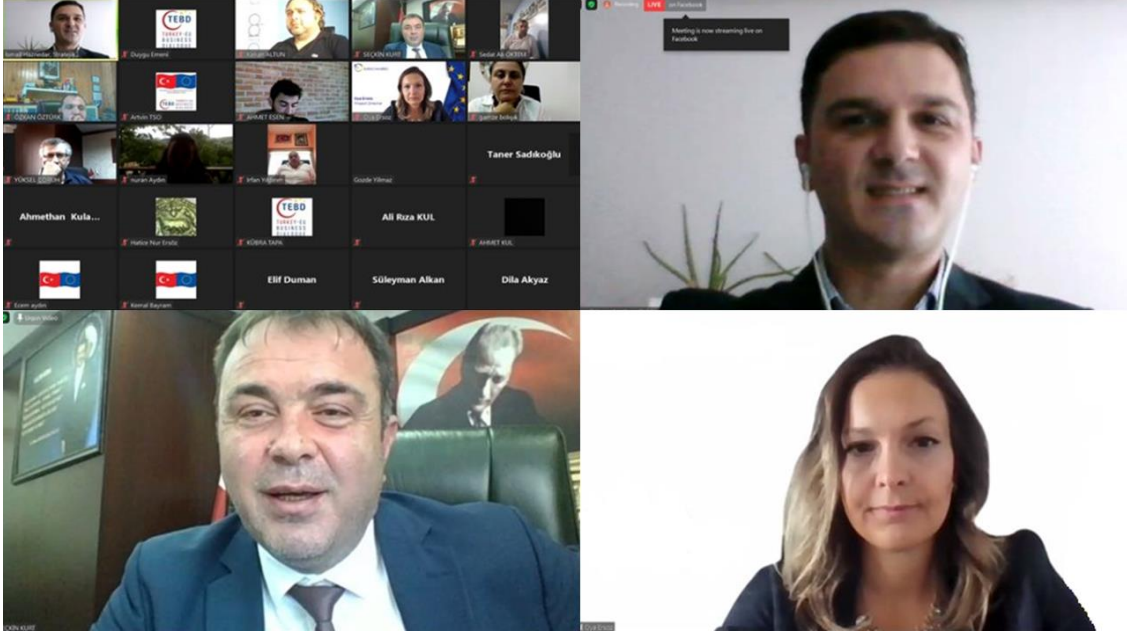
Mr Jiří Čištecký, the Consul General at the Consulate General of the Czech Republic in Istanbul, Turkey talked about the Current Economic Situation in Turkey in times of COVID-19. Turkey is one of the Czech Republic's traditional trading partners and is currently the 6th most important non-EU trading partner. The main export items are cars and their components, machinery and equipment, and the developing IT sector. **Mr Jan Ondřejka**, the Commercial Counselor/Deputy Head of Mission at the Consulate General of the Czech Republic in Istanbul, Turkey followed by sharing detailed information on Opportunities to Grow (Turkey-Czech Trade and Investment relationship, and Trade in Goods and Services (Possibilities and Restrictions). **Mr Zbyněk Drugda**, Sales Area Manager at ŠKODA Transportation a.s continued by sharing his knowledge and authentic experience on doing business in Turkey. He talked about the Market Characteristics, Market barriers, the Current Situation and Business Outlook, and gave examples of Successful Business Cases.

In the framework of the TEBD Chamber Partnership Project, Samsun Chamber of Commerce and Industry is coordinating a project on “Strengthening of EU-Turkey Business Bridges through more cooperation and comprehension of the EU” in partnership with the Czech Republic Chamber of Commerce. **Mr Oğuz Sandıkçı**, Manager of Foreign Affairs at Samsun Chamber of Commerce and Industry, participated as a speaker providing participants information on the project, its activities, and the Samsun region in Turkey. Find more information on the TEBD Chamber Partnership Project [here](#).

Following the SME Workshop, the Czech Republic Chamber of Commerce organized a Study Visit to Samsun, Turkey between 23 and 27 September 2020 in the framework of their TEBD Chamber Partnership Project with Samsun Chamber of Commerce and Industry. The Study Visit focused on the sectors of agriculture, food, construction, furniture, engineering, automotive, IT, logistics, health, and agriculture.

TEBD Workshop for SMEs - Artvin, Turkey

Zoom platform | 12 August 2020



Artvin Chamber of Commerce and Industry hosted a virtual Workshop on ‘The impact of SMEs Institutionalization on EU Export’ on 12 August 2020, in the framework of the TEBD project.

The workshop was opened and participants were welcomed by **Mr Seçkin Kurt**, President of Artvin Chamber of Commerce and Industry. **Ms Oya Ersöz**, TEBD Project Director presented the TEBD Project and also acted as a moderator. **Mr İsmail Haznedar**, Strategist and SMEs Consultant, Gain Global Founder and CEO, and JCI Former President, lead by examining the problems faced by SMEs in exports within the framework of corporate governance and evaluating the suggested solutions. This was followed by an interactive discussion and Q&A session. Following to TEBD SME Workshop, an “Institutionalization Index” survey was carried out to participants in order to assess their business' level of institutionalization, and provide tailor made consultancy and advise in 33 key areas.

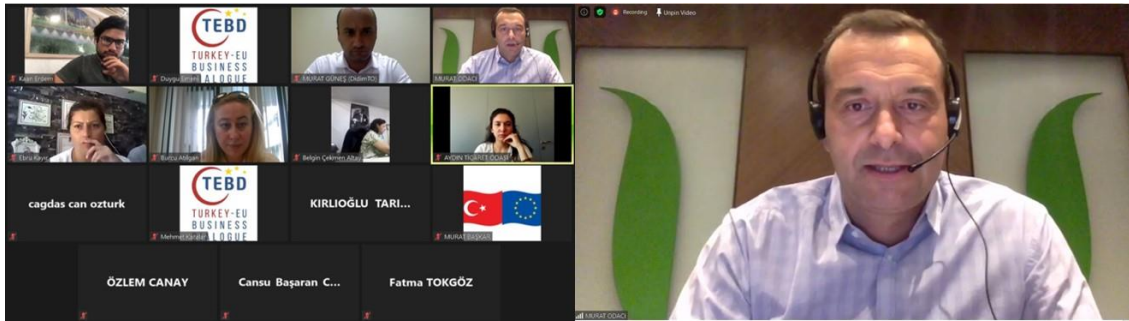
The workshop took place via Zoom virtual platform and was also broadcast live via Facebook. The workshop was attended by 35 participants via Zoom and 181 participants via live broadcast, mostly companies from different sectors and Chambers in the Black Sea region in Turkey. Among the high-level participants were **Mr Eşref Merttürk**, President of

Borçka Chamber of Commerce and Industry, **Ms Hatice Nur Ersöz**, Chairman of the Board of TOBB Artvin Women Entrepreneurs Council, and **Mr Ali Rıza Kul**, Secretary General of Trabzon Chamber of Commerce and Industry. The workshop was organized with the support of Trabzon Chamber of Commerce and Industry and ABIGEM Trabzon .

Watch the full replay [here](#).

TEBD Workshop for SMEs - Aydın, Turkey

Zoom platform | 12 August 2020



Aydın Chamber of Commerce hosted a virtual Workshop on ‘Challenges of SMEs exporting to EU countries’ on 12 August 2020, in the framework of the TEBD project.

The virtual workshop attracted around 26 participant and the main purpose was to inform the participants about expanding to and enhancing performance into EU markets.

The workshop was opened by **Mr Murat Odacı**, Foreign Trade Consultant and Trainer, who acted as both the moderator and the speaker. The TEBD project was presented by **Ms Burcu Atılğan**, Project Coordinator TOBB (Turkish Union of Chambers and Commodity Exchanges). Mr Odacı continued by talking about strategies on exporting to EU countries, what to pay attention to, and sharing exporting techniques. This was followed by SME representatives sharing their own experiences exporting to EU countries. The workshop was finalized with a discussion, and question & answer session.

CHAMBER PARTNERSHIPS

Monitoring Visits



In the framework of TEBD, the European Union is funding 19 partnerships involving Chambers in Turkey and those in the EU Member States.

Each partnership includes at least one Turkish Chamber and one EU Chamber. The selected partnerships launched their activities in April 2019, with a project duration of between 12 and 15 months.

The TEBD Team provides training, coaching and continuous support for the successful implementation of each partnership project. This includes on-site monitoring visits, mid-term reviews, online support, and so on.

The third round of Monitoring Visits have started taking place as of July 2020. So far Monitoring Visits have been carried out to the following twelve Chamber Partnership Projects: Eskişehir Chamber of Industry (CI), Afyonkarahisar Chamber of Commerce and Industry (CCI), Samsun CCI, Bursa CCI, Istanbul Chamber of Commerce (CC), Ankara CI, Giresun Commodity Exchange (CE), Istanbul CI, Kocaeli CI, Uşak CCI, Trabzon CCI, and Artvin CCI.

For more information about the 19 Chamber Partnership Projects in the framework of TEBD, please see the TEBD website: [Chamber Partnerships](#)

Success Story

Increasing Awareness and Eliminating Energy Waste

“Developing a New Service Model To Support Companies On Energy Efficiency” is a project that has been developed and implemented by Kocaeli Chamber of Industry (Turkey) in partnership with Walloon Chamber of Commerce and Industry (Belgium). It is one of 19 Chamber Partnership projects which is being supported by the European Union in the framework of TEBD.

Using less energy to perform the same task – that is, eliminating energy waste and lowering consumption costs. The aim of the project is to increase Chamber capacity and become a point of contact for SMEs to increase awareness on energy efficiency and educate about energy management to reduce consumption costs. Energy efficiency brings a variety of benefits, it is an important way to increase SMEs’ profitability and competitiveness as well as delivering wider benefits in terms of economic productivity and savings.



In order to increase their Chamber capacity on energy efficiency, Kocaeli Chamber of Industry (Kocaeli CI) carried out studies and organized a study visit to Walloon Chamber of Commerce and Industry (Walloon CCI) to make on-site observations of “best practices” and perform cluster activities on energy efficiency in Walloon Belgium, legal regulations, and incentive systems. Also, after necessary training, Kocaeli CI has been awarded the ISO 50001:2018 Energy Management System certification as a result of an audit conducted by an independent notified body.

There are two benefactor target groups of the project. The first group *consists of* 20 pilot SMEs operating in Kocaeli, Turkey employing 20-150 people and having completed the Energy Audits identifying the energy leakages and potential energy saving areas. These audits give guidance on investments in order to reduce energy consumption levels. The second *group consists of* participants of minimum 60 to 150 individuals with the organization of six associated training activities. Thus, it is aimed to complete energy audits in 20 companies and to reach 150 SMEs with training activities.



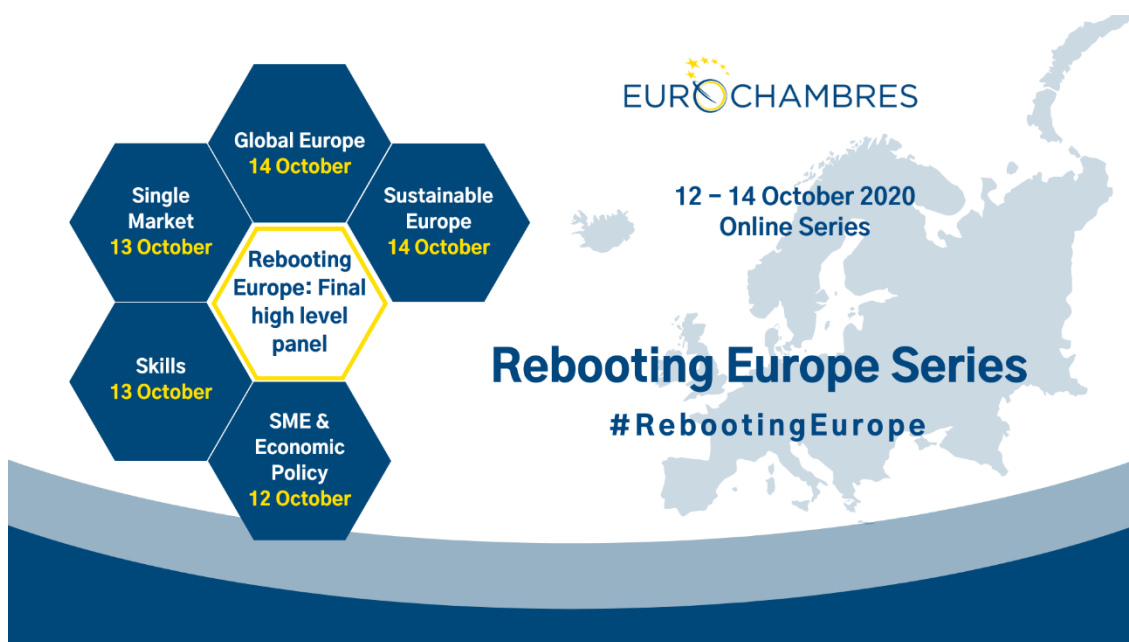
Within the framework of the partnership project, to increase SME awareness, trainings have been given with main themes being energy management and ISO 50001 Energy Management System. By participating in these training's, companies have become more conscious of the fact that they can save a significant amount of energy through the implementation of an appropriate energy management system. Also, preliminary energy audits to 20 companies are to be carried out with the support of expert consultants. Site audits to 10 companies were carried out successfully and survey reports were submitted as a result. In addition, energy management plans for 10 companies have been established for which a detailed study has been carried out. Evaluation surveys related to the training's and audits were distributed and over 90% of the participants indicated that their satisfaction was achieved and related activities were carried out successfully.

In the following of the project, a dissemination seminar will be organized to create the multiplier effect on raising awareness on energy management and ensure the spread of the project studies to the East Marmara region in Turkey.

Find more information on the TEBD Chamber Partnership Project [here](#).

OTHER NEWS

EUROCHAMBRES: Rebooting Europe Series



Businesses – micro, small, medium and also large – are suffering **economic hardship as a consequence of the COVID-19 pandemic** that dwarfs even the peak of the financial crisis of 2008 to 2012 years ago.

Chambers of Commerce & Industry have been closer than ever to their members since the crisis began and recognize their role in helping businesses to recover from the dramatic economic slowdown. The crisis has underlined the **importance of the EU and the inter-connectivity of the European economy**. A coordinated European approach is needed to revive the supply of goods and services, uphold free movement and stimulate demand.

The July 2020 special European Council reached agreement on a comprehensive package of over **€1.8 trillion**, combining the next **multiannual financial framework long-term**

budget with an extraordinary '**Next Generation EU**' recovery fund. Although the budget has dominated high level EU political discussions and media headlines in recent months, a number of other powerful **EU policy instruments** will be critical in ensuring a swift and sustainable economic revival.

EUROCHAMBRES is organizing and hosting the EUROCHAMBRES Rebooting Europe online events series that will enable **exchanges of views and opinions** on some of the key levers at the EU's disposal to drive the recovery.

Visit the website for more information and registration: chambers4eu.eu

European Green Deal



Get ready for the European Green Deal call, launched in September!

The world is facing unprecedented challenges and Europe is responding with the European Green Deal, an ambitious yet attainable action plan for a systemic transformation towards a climate-neutral continent by 2050.

Research & Innovation has the capacity to accelerate a just and sustainable socio-economic transition by demonstrating innovative solutions. Responding to the urgency of the challenges at hand, the Horizon 2020 Green Deal Call aims for tangible results in the short- to medium-term. It focuses on rapid scalability, dissemination and uptake to bring real benefits to Europeans in their daily life.

The [Green Deal call](#) aims to support with €1 billion research and innovation projects to respond to the climate crisis, provide more protection to Europe's biodiversity and habitats under threat, and accelerate a sustainable recovery.. The call is structured in eight thematic areas reflecting the key work streams of the European Green Deal:

1. Increasing climate ambition
2. Clean, affordable and secure energy
3. Industry for a clean and circular economy
4. Energy and resource efficient buildings
5. Sustainable and smart mobility
6. Farm to fork
7. Biodiversity and ecosystems
8. Zero-pollution, toxic-free environments

And two horizontal areas - strengthening knowledge and empowering citizens, which offer a longer-term perspective in achieving the transformations set out in the European Green Deal.

The deadline for submissions is **26 January 2021**, with selected projects expected to start in autumn 2021.

[Factsheet: Horizon 2020 European Green Deal call](#)
[Tenders and funding portal](#)

UPCOMING ACTIVITIES

TEBD Workshops for SMEs



- **Muğla, Turkey | 07 October 2020**

TOPIC: **Challenges of SMEs exporting to EU Countries**

Hosted by Muğla Chamber of Commerce and Industry via virtual Zoom platform

- **Bingöl, Turkey | 22 October 2020**

TOPIC: **Digital Marketing**

Hosted by Bingöl Chamber of Commerce and Industry via virtual Zoom platform

- **Çanakkale, Turkey | 26 October 2020**

TOPIC: **New Business Models and Techniques for Creating New Strategies in Exporting to the EU Market in the Pandemic Process**

Hosted by Çanakkale Commodity Exchange via virtual Zoom platform

Any questions? Please contact us!

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TURKEY-EU BUSINESS DIALOGUE

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For questions concerning the newsletter, please contact tebd@eurochambres.eu

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