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



## NEWSLETTER #16 | June & July 2021

*Dear Colleagues and Stakeholders of TEBD,*

*We hope this newsletter finds you in good health.*

*With the vaccination getting up to speed, the overall Covid-19 situation in Europe and Turkey is improving. Despite the positive signs, during the remainder of the year caution will be required especially when it comes to the organization of larger events.*

*We are still not able to bring our stakeholders together physically. Fortunately, we have meanwhile solid experience in organizing wide range of events online.*

*In this newsletter, you will see how we, the TEBD team in collaboration with local Turkish Chambers, continuously bring SMEs even online to deepen into many different topics from trade issues to value chains, from business opportunities to entrepreneurship, from rural development policies to e-commerce and so on. all over Turkey. In June and July, Adiyaman CCI, Gebze CC, Bartin CCI, Denizli CE and Tokat CCI hosted fruitful and interactive SME Workshops.*

*We are also pleased to inform you that all Chamber Partnership Projects were implemented successfully. We would like to congratulate all project partners for their efforts. This month, we will present one of them:*

***The "Knowledge is Power" Project has been developed and implemented by Edirne Commodity Exchange (Turkey) in partnership with Yambol Chamber of Commerce and Industry (Bulgaria). Despite current restrictions, we have proudly carried out Monitoring Visits in the framework of the TEBD Chamber Partnership Projects.***

*We hope you will enjoy this latest edition of our newsletter and have some rest/holidays with your beloved ones in August. Stay safe and take care!*

*Oya ERSÖZ - TEBD Project Director*

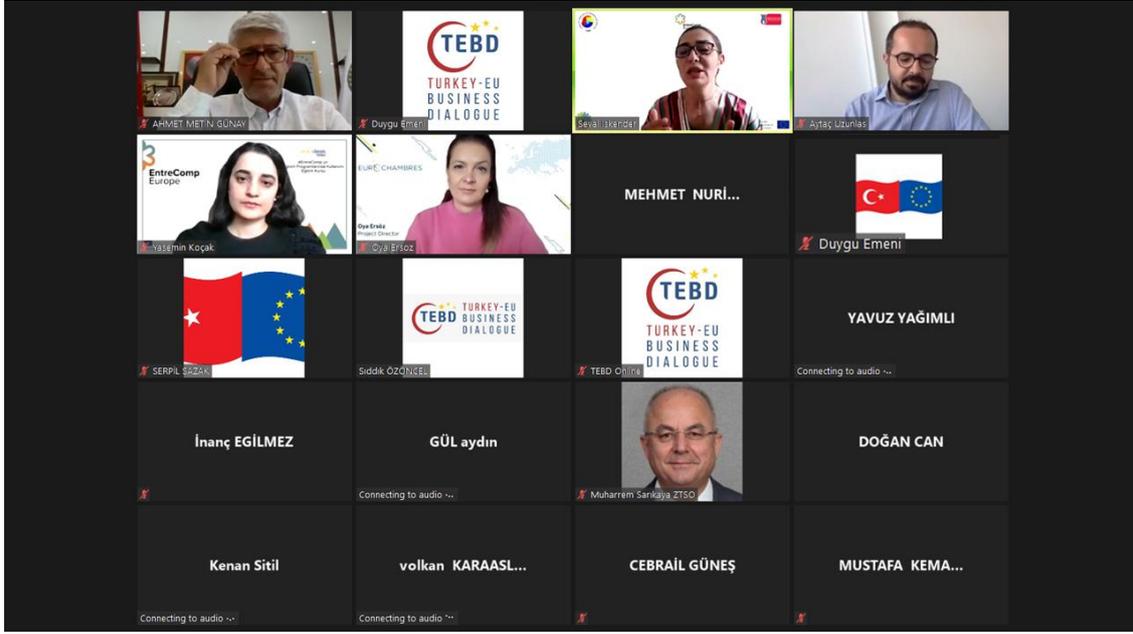
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## RECENT ACTIVITIES

### SME Workshops

#### TEBD Workshop for SMEs - Adiyaman, Turkey

Zoom platform | 04 June 2021



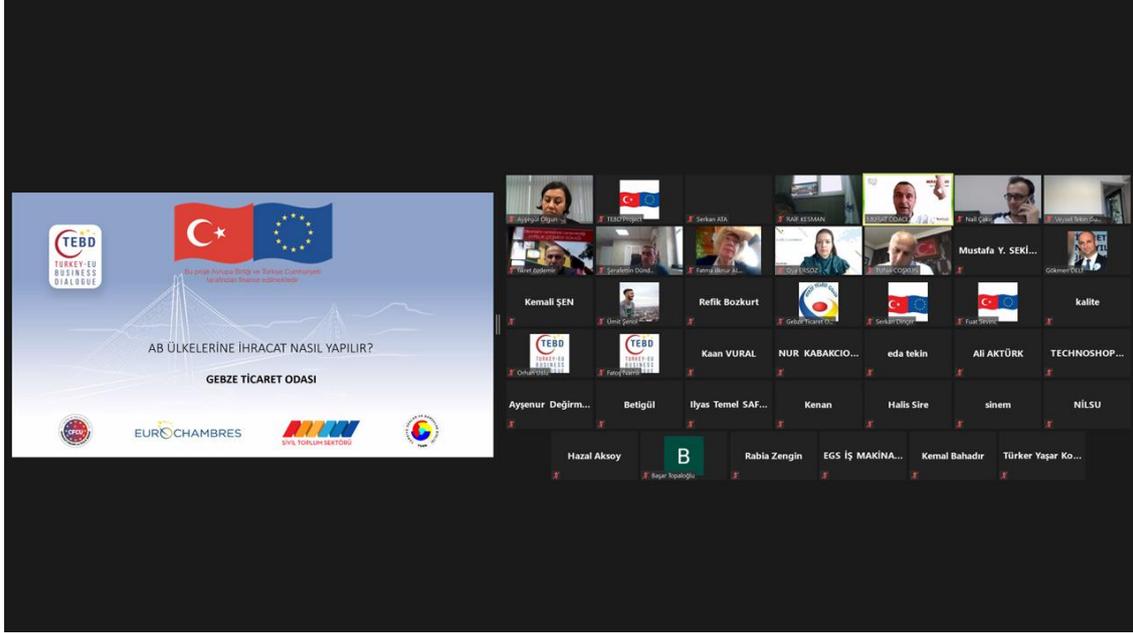
Adıyaman Chamber of Commerce and Industry hosted a fruitful SME Workshop on 'How to bring new business ideas to life? Business Model Canvas Based on European Entrepreneurship Competencies (EntreComp)' on 04 June 2021 in the scope of the TEBD Project. The workshop attracted around 21 participants.

The workshop was opened and moderated by **Ahmet Metin GÜNAY**, Adıyaman Chamber of Commerce and Industry Vice Chairman of the Board. The TEBD project was presented by **Oya ERSÖZ**, TEBD Project Director. Insightful topics on different ways of bringing new business ideas to life, Entrepreneurship Competencies, Business Competences, and the Business Model Canvas were handled by expert speaker **Aytaç UZUNLAŞ**, Manager and Trainer. As the topic of the workshop was based on European Entrepreneurship Competencies ([EntreComp](#)), a presentation on EntreComp was given by **Seval İSKENDER**, the Union of Chambers and Commodity Exchanges of Turkey (TOBB) Brussels Representation; and **Yasemin KOÇAK**, Expert at Turkish National Agency.

*"EntreComp creates a shared understanding of the knowledge, skills and attitudes that make up what it means to be entrepreneurial. It is a flexible reference framework designed to illustrate the competences that make up the entrepreneurship key competence, and to support and inspire actions to help develop this key competence in all areas of lifelong learning."*

## TEBD Workshop for SMEs - Gebze, Turkey

Zoom platform | 22 June 2021



Gebze Chamber of Commerce hosted a SME Workshop on 'Challenges of SMEs exporting to EU' on 22 June 2021 in the scope of the TEBD Project. The workshop attracted around 40 participants.

The workshop was opened by **Nail ÇİLER**, Gebze Chamber of Commerce President of Board of Director, under the moderation of **Ayşegül OLGUN**, Accreditation Officer.

Following to the presentation of the TEBD Project given by **Oya ERSÖZ**, TEBD Project Director, insightful topics on Techniques to be Used in Exporting to EU Countries, Key Sources of Information in EU Market Research, Application of Accessing Import / Export Statistics of the EU Market, Trend Analysis Application in Target Market Selection, Tips for Identifying EU Countries That Can Be Successful in Exporting, EU Import Procedure, EU Business Culture and Business Risk Assessment, and many more were discussed by expert speaker **Murat ODACI**, Foreign Trade Consultant and Trainer. The workshop was closed with a Question and Answer session.

## TEBD Workshop for SMEs - Bartın, Turkey

Zoom platform | 07 July 2021

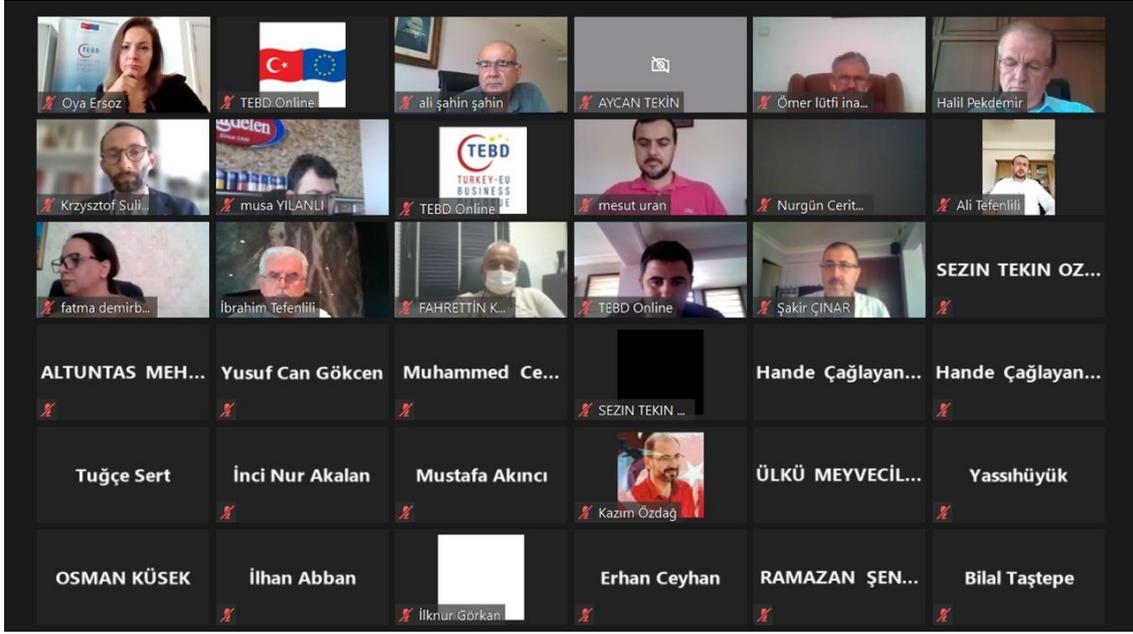


**Bartın Chamber of Commerce and Industry hosted a successful interactive SME Workshop on “Post COVID-19 Turkey's place in the EU Value Chain - Business opportunities, risks, and challenges for Turkish SMEs, and the Importance of E-Commerce After Covid” in the scope of the TEBD Project. The workshop attracted around 25 participants.**

The workshop was opened by **Halil BALIK**, Bartın Chamber of Commerce and Industry President Of Board Of Director. **Ayşegül TAŞÖZ DÜŞÜNDERE**, Project Coordinator at TEPAV (Economic Policy Research Foundation of Turkey), participated as speaker and gave a comprehensive presentation and answered questions from SMEs on different topics such Turkey's Place in the EU and the World Value Chain, Economic Opportunities, Customs Union, Import and Export, barriers and opportunities that may arise post COVID-19, Target Markets, what kind of Economic Structure Bartın has encountered with Covid-19 (Province and SMEs), Digitalization, and so on. The TEBD project was presented by **Oya ERSÖZ**, TEBD Project Director and ended with an interactive Question and Answer session.

## **TEBD Workshop for SMEs - Denizli, Turkey**

Zoom platform | 08 July 2021

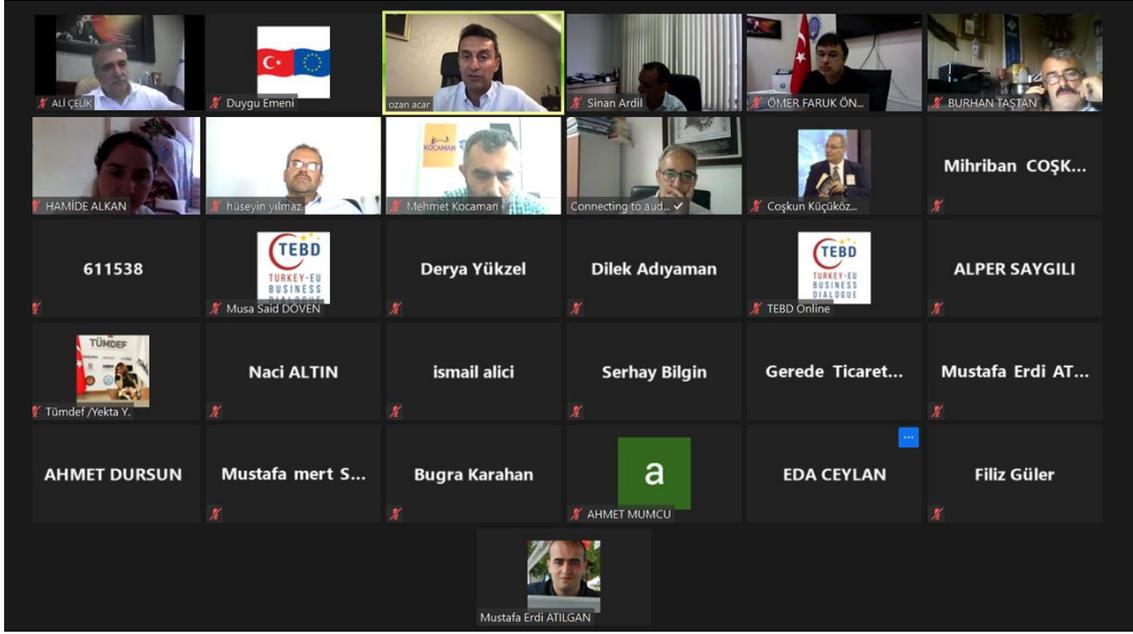


Denizli Commodity Exchange hosted a fruitful SME Workshop on 'EU and Turkey Rural Development Policy' on 08 July 2021 in the scope of the TEBD Project. The workshop attracted around 35 participants.

The workshop was opened by **İbrahim TEFENLİLİ**, Denizli Commodity Exchange President Of Board Of Director. This was followed by a presentation on the TEBD project given by **Oya ERSÖZ**, TEBD Project Director. Speakers **Krzysztof SULIMA**, IPA Rural Development Programme Manager for Turkey in the Directorate-General for Agriculture and Rural Development of the European Commission and **Şakir ÇINAR**, Turkish Ministry of Agriculture, Agriculture and Rural Development Support Institution Denizli Provincial Coordinator, provided insightful information on the topics of Rural development policy in the European Union and in Turkey, the local expectations from IPARD in Turkey and EU Strategies, the **EU's Common Agricultural Policy (CAP) reform for 2023-2027**, and many more. *"The new CAP paves the way for a simpler, fairer and greener CAP, and bolsters environmental measures and also includes provisions to ensure greater support for smaller farms and help young farmers enter the profession"*. The workshop was finalized with an interactive discussion.

## TEBD Workshop for SMEs - Tokat, Turkey

Zoom platform | 27 July 2021



**Tokat Chamber of Commerce and Industry hosted a successful interactive SME Workshop on “E-commerce: Shaping Digital Future of the EU and Turkey” in the scope of the TEBD Project. The workshop attracted around 28 participants.**

The workshop was opened by **Ali ÇELİK**, Tokat Chamber of Commerce and Industry President Of Board Of Director. **Ozan ACAR**, TOBB Chairman of the Turkish E-Commerce Council & Trendyol Chief of Corporate Affairs participated as speaker and shared information and insights on the integration of the economy of Turkey and the EU, the effects of EU regulations on Turkish businesses, trade, market entry, digitalization and developments, E-Commerce: applications and developments, and many more. The workshop ended with an interactive Question and Answer session.

## CHAMBER PARTNERSHIPS

### Monitoring Visits

**Kars Commodity Exchange**

Kars, Turkey | 26 July 2021



In the scope of the “**Accreditation Guidance to Kars Commodity Exchange and provision for cheese production variety**” project carried out under the coordination of [Kars Commodity Exchange](#) (Kars CE) in partnership with the Chamber of Commerce and Industry of Serres (Greece), Galati Chamber of Commerce, Industry and Agriculture (Romania), and Ardahan Chamber of Commerce and Industry (Turkey), TEBD Project Director **Oya ERSÖZ** and TOBB Official **Burcu ATILGAN** performed the third Monitoring Visit on 26 July 2021.

We would like to thank Secretary General **Adem MOCO**, Project Assistant **Çağatay ERGİN**, and Financial Expert **Tolga KARACAY** for their kind hospitality, and contributions within the scope of the project.

The project “Accreditation Guidance to Kars Commodity Exchange and provision for cheese production variety” is one of the 19 TEBD Chamber Partnerships Projects developed in the framework of the TEBD project.

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## Success Story

### Together we share Knowledge and Experience, like we share Tundza and Maritza

"Knowledge is Power" is a project that has been developed and implemented by Edirne Commodity Exchange (Turkey) in partnership with Yambol Chamber of Commerce and Industry (Bulgaria). It is one of 19 Chamber Partnership projects which is being supported by the European Union in the framework of TEBD.

As good neighbours do, Turkey and Bulgaria share many things, such as the same goal: to strengthen mutual knowledge and understanding between Turkish Chambers and their counterparts in the EU. This project promoted the integration of European and Turkish business communities, as well as ensuring a stronger awareness of the opportunities and challenges of Turkey's future accession to the EU by sharing know-how, experience and knowledge flowing like the Tundza and Maritza rivers throughout the history of both countries.



The project began in April 2019, with an opening press conference on the 29<sup>th</sup> of May in Edirne, where Edirne Commodity Exchange (Edirne CE) and Yambol Chamber of Commerce and Industry (Yambol CCI) discussed their common activities and vision for the

wellbeing of the region. Between August and September 2019 both chambers stayed in touch, constantly learning from each other through activities such as training programmes and sessions for 16 women members from both organizations. The aim was to acquire a better knowledge of management and communication skills, effective ways to express their ideas better in business world and sharing know-how between two parities which will play an important and sustainable role in the Edirne region regarding the EU accession period of Turkey. Additionally, five specialists from Edirne CE trained for 30 hours on several inclusive EU legislations, foreign trade, and international fairs which were given by lecturers from Bulgaria as an EU member state. The capacity of Turkish Chamber Specialists improved by gaining meaningful knowledge and experience, necessary in order to lead Edirne CE's members who want to do import/export. Moreover, during this period a very comprehensive on-sight survey was conducted to assess the levels of knowledge and interest on foreign trade of the 412 active members of Edirne CE. The survey resulted in an inclusive report, which increased the awareness of the stakeholders and public about project, and the TEBD Grant Programme in the region.



After completing the trainings, Study Visits were organized accordingly. In September 2019 a daily visit was organized to an import-export company in Edirne. In November 2019, a three-day study visit was organized to Hannover Chamber of Commerce and Industry, and to the biggest agriculture and agricultural machinery fair in the world - the Agritechnica Fair in Hannover-Messe, Germany. In February 2020, a two-day study visit was organized to Plovdiv Chamber of Commerce and Industry and AGRA Fair in Plovdiv, Bulgaria. All of those fair and Chamber visits resulted in meeting private companies, and additional opportunities

to create synergy among Chambers, Commodity Exchanges, CSOs and private companies.

An additional outcome of the project was a collective Database Booklet of the members of both project partners who were dealing with the same business areas. Ensuring a solid, reliable and an encyclopaedic source of knowledge, this database enhanced the capacity and role of Edirne CE in the EU accession process by improving cooperation and establishing network with EU member states during Study Visits.

Despite the hardships of the Covid-19 pandemic, by the end of the project, both partners gained an important experience on European Union grant project implementation; from April 2019 all the way to its end on August 2020, this projects' legacy is an ongoing, solid relationship between two neighbouring countries.

In the framework of TEBD, the European Union is supporting 19 partnership projects involving Chambers in Turkey and Chambers in the EU Member States.

For more information about **Chamber Partnerships**, please see the [TEBD website](#).

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## ANNOUNCEMENTS

### TEBD Agri-Food Networking Event



After careful consideration, to ensure the best networking experience, the **TEBD Agri-Food Networking Event** planned on 28-29 July 2021 will be **postponed to the Autumn of 2021**.

Whilst it has been a hard decision, the TEBD team would like to host a profitable experience for the benefit of all participants. Therefore, to efficiently deliver a plentiful networking experience, bringing together companies from a wide range of countries to generate new business contacts and contracts, find partners, learn about the latest developments, and more, the TEBD Team, in consultation with its partners, has decided to postpone the event. However, the Agri-Food Networking Event is far from over and will be held in the Autumn of 2021.

The new event dates will be announced on our website and social media, and also communicated via email to all current registrants. We look forward to meeting you in the Autumn. Stay tuned for developments: [www.tebd.eu](http://www.tebd.eu).

Should you have questions, please feel free to contact us at [tebd@eurochambres.eu](mailto:tebd@eurochambres.eu).

**OTHER PROJECTS**

## European Entrepreneurship Competencies (EntreComp)



The EntreComp Europe Project is an initiative co-funded by the COSME programme of the European Union. EntreComp (Entrepreneurship Competencies) helps you understand what it means to be entrepreneurial in all aspects of life! It offers a shared understanding across Europe (and beyond!) of what it means to be 'entrepreneurial'. If you want to learn more about local events and activities and connect with practitioners and organizations throughout **Belgium, Spain, Italy, Moldova, and Turkey**, then join collaborative communities and start your entrepreneurial journey.

Click [HERE](#) for more information about the project.

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## TURKEY-EU BUSINESS DIALOGUE

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For questions concerning the newsletter, please contact [tebd@eurochambres.eu](mailto:tebd@eurochambres.eu)

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