



24-25 March 2021



Hilton Garden Inn, Ankara

WORLD COOPERATION FORUM

CONNECTING MANUFACTURERS FROM TURKEY AND TRADESMEN
FROM DIFFERENT COUNTRIES OF AFRICA

100+

TURKISH EXHIBITORS

40+

INDUSTRIES

Reach the prominent Turkish manufacturers eager to expand in African markets directly!

WHY WCI FORUM?

Reshape your future by collaborating with **rapidly growing** Turkish companies with large export capacities. Contribute your country's economy while growing your business in a highly globalized world,

During a whole-two day forum, you will be available to:

- ▶ Meet with numerous manufacturers from different industries
- ▶ Have B2B meetings
- ▶ Meet the leading CEOs, sales managers and representatives from the Turkish market
- ▶ Find top-quality products at quiet competitive prices





World Cooperation Industries Forum will allow you to directly reach manufacturers of various goods from several industries in Turkey. With an opportunity to hold B2B meetings for two days, you will have the opportunity to **reach Turkish companies without the intermediation of third parties.** You will grow your business by new collaborations. WCI Forum offers you a chance to establish direct connections with the Turkish industry members who are eager to invest in the African market.

THE ADVANTAGES OF TURKISH PRODUCTS

Turkey is the world's **19th largest economy and has the 13th largest GDP with 83 million population.** With its young and dynamic population, Turkey has become a key manufacturer in many industries such as automobile and textile.

Moreover, with strong geopolitical relations, Turkish manufacturers have increased the quality in recent years through numerous incentives. One of these incentives is the compliance with **the EU quality standards** as a part of Turkey's on-going process to join the Union.. With the well- educated young population, Turkey is full of potential and able to produce high-quality products for **lower prices when compared with the European countries.**



WHY SHOULD I BUY FROM TURKEY?

Turkish market offers African business people high-quality and various portfolio of products from almost several industries. Thanks to its **geographical location, Turkey is a market physically close to Africa compared to the other exporters like China and India.** Moreover, with Turkish products, you can reform your country's market and shape the future while you grow your business. **With EU quality products and aftersales services,** Turkish companies can provide your business a life-long service. Come and reach your potential with Turkey!



WCI FORUM - INDUSTRIES

Construction Machines and Equipments

- ▶ Heavy Construction Machines (excavators, loader etc.)
- ▶ Concrete Machines
- ▶ Mining Machines (crushing and screening plants, drilling machines etc.)
- ▶ Road Machines
- ▶ Spare Parts
- ▶ Small Construction Machines (power bar cutter, asphalt paver, welding machine etc.)

Construction Machines and Equipments

- ▶ Construction Equipments (door, window, bathroom, kitchen, ceramic, wall paint, wooden equipments, iron equipments, pipes)
- ▶ Lightning and Electrical Equipments (chandelier, cables, switches, plug socket, counter)
- ▶ Furniture (housing, hotel, office, school furnitures)
- ▶ Heating – Ventilating – Air Conditioning
- ▶ Steel and Prefabricated Buildings

Textile

- ▶ Home textile (carpet, curtain, towel, bedclothes)
- ▶ Ready-to-Wear (female, male, children clothes, shoes, bags, accessories)
- ▶ Raw Material and Accessories (fabrics, thread, dye, buttons, zippers)

Agriculture and Husbandry

- ▶ Agricultural machines and hand tools (combine harvester, tractor, trailers, irrigation channels)
- ▶ Green housing and equipments
- ▶ Seeds, saplings, fertilizers
- ▶ Agricultural pesticide
- ▶ Husbandry equipments (milking machines, milk tanks, apiculture, air coolers)
- ▶ Fodder industry
- ▶ Veterinary equipments

Food

- ▶ Staple food products
- ▶ Confectionary and dried nuts/fruits
- ▶ Frozen food
- ▶ Drinks
- ▶ Food packaging machines
- ▶ Store equipments

TURKEY'S STATISTICAL OVERVIEW

Turkey is the world's 19th largest economy with nearly **754 billion \$ GDP in 2019**. The country has a **83 million population with a %1.5 growing rate**. **GDP per capita** in Turkey was around **\$9,000 in 2019**, with the impact of COVID-19 pandemic and changes in foreign exchange rates. Since Turkey holds relatively low interest rates,, the production rates in the country are rapidly going up. From June 2020, **the country has reached 66% of its manufacturing capacity and keeps increasing as the effects of COVID-19 pandemic have begun to fade out**.

Turkey is the world's 29th largest product and 13th largest service exporter with \$234B export value in total. Turkey exports **\$177B of products and \$57.6B of services every year**, with a steady growth rate. The country's largest export item, with a 7,33% share, automobiles, which is followed by delivery trucks with 3.05% and vehicle parts with 2.62%. One of the largest markets for Turkish products is European Union. **42.4% of all Turkish export went to the European Union, with around 9% to Germany**, which is followed by the **United Kingdom with a 6.75%**, Italy with 5.74% and Spain with 4.47%. Turkey also exports around 4.85% of its total export to the United States of America. Some other markets for Turkey are Iraq, Israel, Iran, Saudi Arabia and China.

With the globalization trend from the 2000s, Turkish manufacturers have started to become active in Africa. In Sub-Saharan countries, for instance, **the volume of Turkey's export is \$620M to South Africa, \$433M to Senegal, \$416M to Nigeria, \$298M to Ghana and \$320M to Ethiopia**. With the growing ties and relations between Turkish manufacturers and African business people, the rate of Turkish exports to the African continent is constantly increasing.