

Team Finland Turkki

Kaupalliset mahdollisuudet suomalaisille
yrityksille Turkissa 2021

Team Finland



- Team Finland on yrityksille kansainvälistymispalveluita tarjoavien julkisten toimijoiden verkosto.
- Verkosto pyrkii tarjoamaan yrityksille sujuvan palveluketjun neuvonnasta rahoitukseen.
- Verkostoon kuuluvat mm. ulkoministeriö, Business Finland, Keskuskauppakamari, Finnvera ja ELY-keskukset
- Maatasolla Team Finland –toimintaa johtaa Suomen suurlähettiläs ja koordinoi edustuston määrittelemä Team Finland -koordinaattori



Edustustot palvelevat suomalaisia ja yrityksiä ulkomailla

- Edustustot tarjoavat konsuli-, passi- ja maahantulolupa-palveluja ja avustavat hätään joutuneita suomalaisia.
- Edustustot auttavat yrityksiä kansainvälistymään.
- Edustustojen poliittinen ja taloudellinen raportointi tukee Suomen valtiojohtoa päätöksenteossa.



Turkki-tiimin jäsenet

- Suomen suurlähetystö, Ankara
 - Ari Mäki, suurlähettiläs
 - Timo Sysiö, Team Finland –koordinaattori
 - Team Finland –erityisasiantuntija
- Ulkoministeriö, Helsinki
 - Sini Suonpää, Team Finland –koordinaattori (EUR)
- Business Finland, Istanbul
 - Pelin Gökcek, Senior Advisor
 - Nilüfer Alapinar, Senior Advisor
 - Talha Dayi, Advisor
- Business Finland, Berliini
 - Kirsi-Maarit Poljatschenko, Senior Director, Region Europe Central

Toimintaympäristö Turkissa vuonna 2021



- Koronaviruspandemia
 - 3 miljoonaa tartuntaa
 - 20 000 päivittäistapausta
 - Maansisäiset ja kansainväliset rajoitukset
- Poliittinen tilanne
 - Presidenttivaltainen järjestelmä
 - Opposition asema
 - Turkki-EU-suhteet
- Taloustilanne
 - Turkin BKT kasvoi 0,4-1,9 prosenttia viime vuonna
 - 2021-2023 BKT:n odotetaan kasvavan 4-6 prosentin vuosivauhtia
 - Rakenteelliset haasteet



Painopistealueet Turkissa vuonna 2021

1. Smart Energy Finland
 - District Heating
 - Industrial Energy Efficiency:
 - Electrical Vehicle Charging
2. Bio and Circular Finland
 - Waste to Energy
 - Agriculture
3. Education Finland
 - Digitalization
4. Batteries from Finland
 - Electrical Vehicle Production
5. Sustainable Manufacturing Finland
 - Industry 4.0

Market Opportunities



BROWSE BY CATEGORY

- Sales lead (1)
- Business opportunity (2)
- Country outlook (4)
- Future watch (0)

FILTER BY

- INDUSTRY
- MARKET AREA
- TURKEY

LATEST (TOTAL 7)

COUNTRY OUTLOOK 15.02.2021

TURKKI PYRKII UUSIUTUVAN ENERGIAN INVESTOINTITUILLA HIILINEUTRAALIKSI 2033

Country / Region:	Turkey
Market area:	Europe
Industry:	Cross-industry

SALES LEAD 05.02.2021

TURKEY – TELECOMS OPERATOR REQUIRES 5G COMPATIBLE SOLUTIONS

Country / Region:	Turkey
Market area:	Europe
Industry:	ICT and digitalization

BUSINESS OPPORTUNITY 18.12.2020

COUNTRY OUTLOOK 24.11.2020

23.3.2021

7



Palvelut liikematkailijoille

- Matkustustiedotteemme tarjoavat hyödyllistä tietoa kohtamaan turvallisuudesta.
um.fi/matkustustiedotteet
- Tavoitamme matkailijan viesteillämme hätä- ja kriisitilanteissa nopeasti ja helposti, kun hän on tehnyt matkustusilmoituksen.
matkustusilmoitus.fi
- Päivystysnumero neuvoo ja auttaa ulkomailla hätä- ja kriisitilanteisiin joutuneita: +358 9 1605 5555

Pelin Gokcek

Senior Advisor

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Sectoral Responsibilities:

- Cleantech
- Energy
- Manufacturing (incl. Maritime, Mining, Construction, etc.)

Current inquiries:

- *District heating*: To organize an online event to present the Finnish offering related to geothermal district heating to the Turkish authorities, sectoral associations and project implementers
- *Sustainable manufacturing*: Roundtable event or seminar with Foreign Economic Relations Board of Turkey (DEIK) on smart manufacturing and supply chain management opportunities in Turkey
- *Batteries from Finland*: Analysis of the need of batteries in Turkey especially with regards to the electrification of heavy-duty machinery and EVs incl. EV charging

Nilüfer Alapınar

Senior Advisor

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Sectoral Responsibilities:

- Bio & Circular Economy
 - Pulp and paper technology and solutions, Wood products (like sawn timber, log houses and thermowood), Agro-technology, Packaging, Waste-to-Value and Circular solutions, Textiles and other bio-based fibers, Water and Wastewater solutions
- Health & Well-being
 - Digital health solutions, diagnostics, medical equipments
- Education
 - Digital education solutions, teacher training

Current inquiries:

- Health and Well-Being:
 - Co-hosted online event with DEIK Health Committee held on January 28th with digital health solutions providers to develop business with the Turkish private hospital chains.
- Education:
 - Digital education solutions to Turkish education providers
- Bio & Circular Economy:
 - Online event in cooperation with Turkish Clothing Manufacturers Association on Sustainable Textiles and Biomaterials
 - Co-hosted online event with DEIK for water and waste-water solutions

23.3.2021

Talha Dayi

Advisor&Project Manager, CRM

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Sectoral Responsibilities:

- ICT&Digitalisation
- Manufacturing

Current inquiries:

- Inquiry on 5G compatible startups&emerging companies by a Turkish Telecom operator
- Inquiry on hosting companies at an online event about "Cybersecurity Law" on 6th or 8th of May



- Minister Paula Lehtomäki launched the activities of the Turkish-Finnish Business Guild in Istanbul in September 2004 by revealing the above logo of the Guild.
- An informal networking platform for subsidiaries and the representatives of Finnish companies operating in Turkey.
- No membership fee
- Consists of 244 companies in total, led by the President Mr. Murat Kırçuval former Senior Country Manager of Nokia.
- Regular luncheons 2-3 times a year with the participation of a guest speaker and Team Finland members.



Some of the Guild Activities



General Meetings / with Guest Speakers

- 2004 Jari Wilen –Minister of Foreign Trade
- 2008 Esko Aho (Prime Minister of Finland, 1991-1995)
- Jyrki Katainen 2009- Minister of Finance

Meeting with some Finnish companies

- Poyry (Consulting)
- Componenta (Casting Solutions)
- Finnvera (Export Finance)
- Okobank (Banking)
- Mandatum (Investment Banking)

Meeting with some Turkish companies/Institutions

- DEIK / Invest in Turkey / Investment Bank
- Turkish Journalist
- Turkish Lawyer



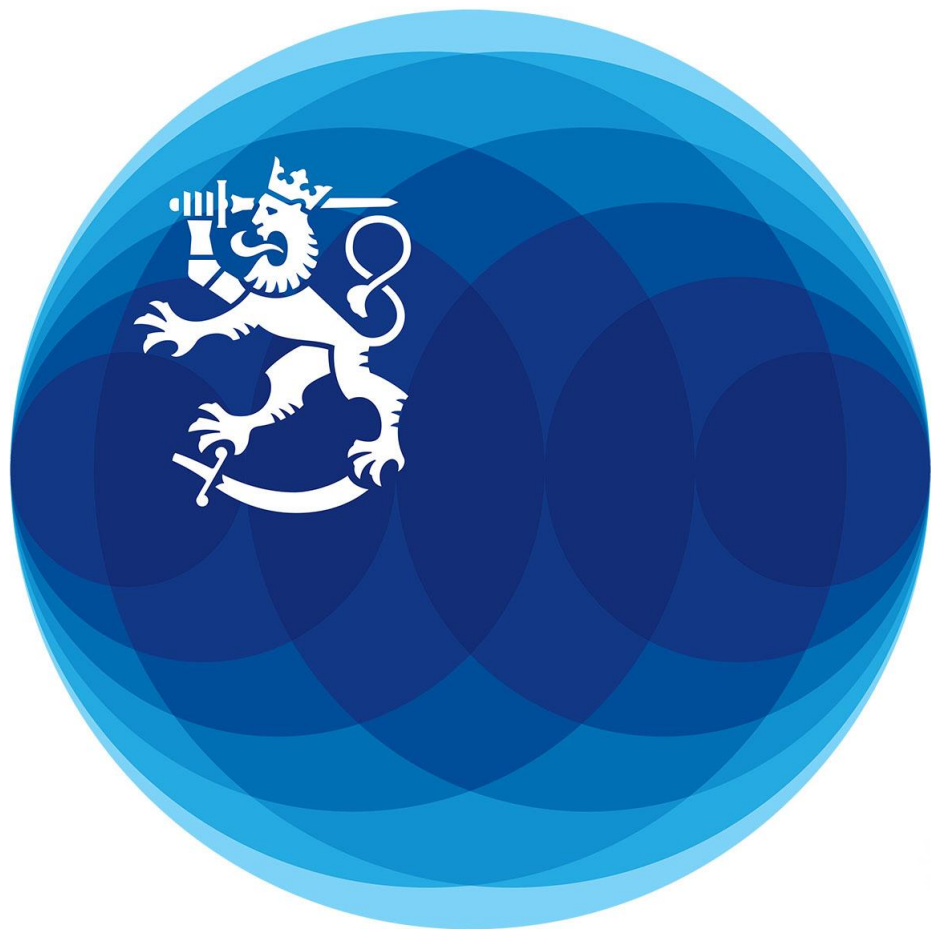
Executive meetings

- 2005-Grand Committee of Finnish parliament 10 people-
- 2005 -Olli Rehn Enlargement Commissioner -5
- 2006 -Matti Vanhanen- Prime minister - Ankara 2009-Matti Vanhanen- Prime minister – Istanbul reception
- 2009 Sauli Niinistö, Speaker of the Finnish Parliament –

Business Delegations



- 2004 Paula Lehtomäki Minister of Foreign Trade and Development
- 2007 Paavo Väyrynen -Minister for Foreign Trade and Development of Finland
- 2012 Prime Minister Katainen and Minister Stubb



Kiitos!



finlandabroad.fi/turkki



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