

## TURKISH CHAMBER DEVELOPMENT PROGRAMME – II

### The 11 action plans - objectives & activities

#### Summary

#### TCDP-01

Sheffield  
-  
Adana  
Regional CCIs

Increasing the level of international trade activities of non-exporting and exporting companies operating in the neighbouring towns and cities of Adana and in the Eastern Mediterranean Region:

- A. Establishment of “**The East Mediterranean Foreign Trade Centre**”, which will represent a unified body of the local Foreign Trade Clubs of the region;
- B. A series of **capacity building workshops** led by Sheffield Chamber of Commerce, covering a variety of topics essential to internationalisation in a business support context;
- C. Upgrade Adana Foreign Trade Club’s web site to **East Mediterranean Trade Portal**, which will be a new step for all members into e-commerce.

#### TCDP-02

Barcelona  
-  
Antalya  
Isparta  
Burdur

Technical assistance to promote the participation of local SMEs of the West Mediterranean region in the benefits of tourism activities:

- A. Organisation of a system for the promotion and management of the new alternative tourism: creation of the **Marketing Destination Organisation**. This entity aims at marketing a new model of sustainable tourism as a new alternative and complementary model to traditional mass-tourism and will be supported by physical persons, SMEs from the tourist sector, including operators receptive agencies and providers of complementary services;
- B. Creation and marketing of **new products** which are of interest for independent tourism;
- C. Implementation of a **direct marketing on-line sales system** and design of a **marketing plan** for the West Mediterranean products.

#### TCDP-03

Lyon  
-  
Edirne  
Corlu

Consolidating and extending the creation of the first foreign language centre in Edirne CCI (ETSO), a means to reinforce the role of Thracian CCIs in the development of new competitive skills (business English practice) of their members:

- A. **Transfer of know-how** in the field of **business English courses** from ETSO to Corlu CCI;
- B. Set up 2 **new business English courses** at ETSO for other publics (beginners or false beginners) and a conversation class (intermediate people);
- C. Supervise both Turkish partners to **ensure the continuity** of their training activity and to disseminate the results on other Thracian CCIs.



#### TCDP-04

Marseille  
-  
Konya  
Karaman

SMEs internationalisation and investment promotion facilities, or how to build professional and sustainable knowledge and competency thru exports promotion services and events:

- A. **Market analysis** (*identification of the current needs and expectations of local SMEs*);
- B. **Learning by doing** in Marseille CCI & Provence Promotion (*training session*);
- C. **Dialogue platform** (*between Turkish local, regional, national Chambers*);
- D. **Investment promotion** (*assistance*);
- E. **International and domestic donors' fund raising** (*identification and matching projects*);
- F. **Monitoring**.

#### TCDP-05

Valencia  
-  
Kusadasi  
Didim  
Selcuk

KUTAP II: Increasing the technical capacity of the Kusadasi Chamber of Commerce through the implementation of quality services for the enterprises:

- A. Establishment of the **Kusadasi Small Business Development Centre**;
- B. Preparation and delivery of a **local community workshop**: "*Trying to find the basic needs of the Kusadasi commercial community in order to provide quality services to increase the local development*";
- C. Transfer of the KUTAP methodology to 2 additional Turkish partners (**seminar** and set up of 3 **working groups** to help them define an Action plan);
- D. Guidance and training to develop the "**City of Smiles**" programme, which aims at enhancing the tourism services that local enterprises provide to visitors.

#### TCDP-06

British Chambers  
of Commerce (BCC)  
-  
Union of Chambers  
and Commodity  
Exchanges of Turkey  
(TOBB)

**Turkish Chambers Quality Project 2004**, a clear path for quality improvement of the overall performance and organisation of the Turkish Chambers.

Elements of the Accreditation Standard:

- *Engagement with the business community,*
- *Governance & management,*
- *Membership,*
- *Financial health,*
- *Multi-level development of the Chamber network.*

Reminder of phase I project:

10 Chambers participated in the development programme and subsequently achieved the Accreditation Standard that was verified by external assessment and approved by the Accreditation Board.



The phase II of the project aims at **introducing the Quality model to a further group of Chambers**. Over time, the entire Chamber network within Turkey would aspire to the Accreditation standard using their external assessors who will be trained during the ongoing phase:

- A. Review the Accreditation Standard and make any necessary changes;
- B. Re-assess the phase I Chambers to ensure that they continue to meet the Standard and to inform the review process;
- C. Re-engage the Accreditation Board to become the driving force behind a gradual national roll out of the Standard;
- D. Develop the specification for the role of external assessors;
- E. Select and train external assessors;
- F. Provide a development programme to the selected Chambers;
- G. A minimum of 10 currently non-accredited Chambers to successfully meet the Standard.

#### TCDP-07

Antwerp  
-  
Bursa

Stimulation of expertise in the Bursa region regarding doing business with the EU and the region of Antwerp, in particular:

- A. **Survey** among 500 SMEs (*identify needs and verify export potential*);
- B. **Training seminars/workshops** (*transfer of know-how in marketing possibilities and individual workshop for 36 SMEs*);
- C. **Partner search** in the Antwerp region;
- D. **Study visit** to Antwerp region (*5 selected Turkish SMEs*).

#### TCDP-08

Danish  
-  
Trabzon

Internationalisation of the Trabzon region:

- A. **6 international trade training sessions** for 20/40 companies with the support of the Copenhagen Business College, based on 6 areas of specific request for knowledge:
  - *How to export,*
  - *Export strategy,*
  - *International marketing,*
  - *Standards & regulations,*
  - *E-trade & e-marketing,*
  - *Higher productivity;*
- B. **Study visit** in Copenhagen (*learning Best Practices to enable Trabzon CCI to restructure its international trade department*).

#### TCDP-09

Madrid  
-  
Istanbul

“**Start-Exporting Programme**” for Turkish non exporting SMEs, based on personal and financial supports:

- A. Identification of 200 potential enterprises (*actual databases and survey*);
- B. Training of the project managers within Istanbul CC “tutors”;
- C. Final selection of the 20 participating companies;



- D. Selection and training (Madrid) of 4 external consultants “promoters” that will carry out the internal analysis of the selected companies;
- E. Internationalisation phase (design and implementation of an action plan).

#### TCDP-10

UC Liguri  
-  
Kocaeli

How to boost companies' internationalisation in the Kocaeli province to enhance their competitiveness and facilitate networking:

- A. **Training and knowledge** (*assessment of needs, on-site training*);
- B. **Services development** (*info, business plan, partner search, trade missions*);
- C. **Promotion** (*raising awareness activities, website updating, co-operation at local level*);
- D. **Networking** (*selection of partners, planning of international activities*).

#### TCDP-11

Rotterdam  
-  
Gaziantep

Foreign trade improvement co-operation between Gaziantep Chamber of Industry and Rotterdam Chamber of Commerce:

- A. **Clear-vision on international oriented ambitions & skills** (*assessments of needs of the foreign trade dept & members*);
- B. **Project management team** (*setting up & training*);
- C. **Study tour in Rotterdam**;
- D. **Implementation of a pilot project** (*product and service range*).

