

## NEWS

### Turkey, Lithuania Set \$1B Trade Volume Target



Turkey and Lithuania are looking to double the bilateral trade volume from its current level, Turkey's Minister of Trade Ruhsar Pekcan said: "Our trade volume with Lithuania is around \$562 million, which is very low. We aim to increase it to \$1 billion as a first stage".

Pointing to Lithuania's success in innovation, technology, FinTech, communications, and information technology, Pekcan said the ministry backs the cooperation of firms from both sides, at the Turkey-Lithuania Business Forum in the Lithuanian capital Vilnius. She also highlighted the potential of health tourism.

*For detailed information, please visit [DEİK](#) website.*

### ICI Turkish Manufacturing PMI July 2020 Report Announced

The results of Istanbul Chamber of Industry (ICI) Turkey Manufacturing PMI survey (Purchasing Managers Index), the fastest and most reliable reference for the manufacturing industry's performance that is the leading indicator of economic growth that realized as 56,9 in July which was the highest level since February 2011. PMI pointed out to a strong recovery following the recessions in March, April and May.

Since the conditions continued to be normalized and customers started their operations again, increase in new orders of Turkish manufacturers was experienced for the second month successively. Besides, the expansion was observed to gain speed and one of the fastest growth rates since June 2005 was recorded. New export orders demonstrated a moderate increase compared to the total new orders in this period. Production recorded growth in July like in the previous month. This increase realized in the highest rate since February 2011 and 31 percent of the firms notified that the production increased.

*For detailed information click [here](#).*

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## Women Gain Key Economic Benefits from Greater Trade, Study Finds

Trade increases women's wages and helps close the wage gap between men and women while creating better jobs for women, a new World Bank Group report concludes. Countries that are open to international trade tend to grow faster, innovate, improve productivity, and provide higher income and more opportunities to their people. Countries that are more open to trade, as measured by the trade-to-GDP ratio, have higher levels of gender equality.



The report, produced in collaboration with the World Trade Organization, marks the first major effort to quantify how women are affected by trade using a new gender-disaggregated dataset. The dataset, developed by the World Bank Group, allows researchers to understand how women are employed, in which industries they work, how much they earn, and whether or not they are involved in global trade. This analysis helps governments see how trade policies can affect women and men differently.

For detailed information, please visit [World Bank Group website](#).

## WTO Issues New Report on How COVID-19 Crisis May Push Up Trade Costs

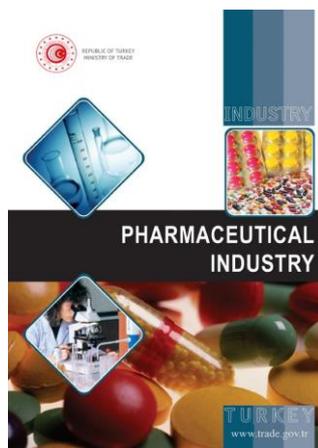


The WTO Secretariat has published a new information note warning of possible increases to trade costs due to COVID-19 disruptions. The note examines the pandemic's impact on key components of trade costs, particularly those relating to travel and transport, trade policy, uncertainty, and identifies areas where higher costs may persist even after the pandemic is contained.

For the full report please click [here](#).

## SECTORS

### Sectoral Reports: Pharmaceutical Industry



Pharmaceutical industry has a production structure comprised of high level of technology and automation. Approximately 31.000 people are employed in the sector in Turkey. Due to its nature, pharmaceutical industry is one of the industries which has a high proportion of personnel with university education (50%).

In recent years, there has been a trend towards biotechnological products in the world. The share of products produced by synthesis chemistry in the pharmaceutical market has been declining. The Turkish biotech pharmaceutical market reached TL 5.4 billion in 2018, corresponding to approximately 17% of the total prescription drug market is steadily increasing, similar to the trend around the world. In the same year, the total biosimilar drug market increased by 48% compared to the previous year, reaching approximately TL 282 million.

In 2019 the total value of Turkish pharmaceuticals export increased to US 1,3 billion. Turkey is now exporting various pharmaceutical products to 180 countries including developed countries like South Korea, Switzerland, Germany , USA, UK etc.

For the full report, please visit the [Ministry of Trade website](http://www.trade.gov.tr).

### Turkish Government Launches Necessary Measures for Safe Holiday

Presidency of the Republic of Turkey Directorate of Communications released a statement declaring; "Turkey is now preparing to host visitors following the serious measures it has taken to combat the novel coronavirus." The measures include the following;

The Ministry of Culture and Tourism launched the "Safe Tourism Certification Program" to set health measures for domestic and foreign visitors seeking to enjoy a safe holiday in Turkey. Facilities and vehicles will be required to meet the hygiene standards established by the Safe Tourism Certification Program. Over 720 hotels have applied for certification.



Blue Flag certified beaches have been arranged in line with recommendations by the Coronavirus Scientific Advisory Board.



With the newly-introduced insurance system, international visitors will be able to benefit from healthcare services in Turkey. The limits are set between EUR 2,000 and EUR 7,000 with costs ranging from EUR 12 and EUR 33.

For detailed information, please see *Invest in Türkiye* newsletter 78<sup>th</sup> issue.

## Send Us Your Inquiry

For your inquiries about Turkish exports,  
please contact << [ihrticari@trade.gov.tr](mailto:ihrticari@trade.gov.tr) >> by indicating  
the Harmonized System (HS) Code of the product/sector of your interest.

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