

NEWS

In 2019, Turkey's Export Rose to 180 Billion Dollars



Export in December were US \$ 15 billion 385 million according to the Generalized Trade System (GTS). In 2019, Turkey's export rose to 180 billion 468 million dollars and broke the historical record. Monthly export records are broken in 8 months of 2019.

Export of 23 sectors exceeded US \$ 1 billion. The fact that the Chemistry, Ferrous and Non-Ferrous, Machinery, Cereals, Furniture, Air Conditioning,

Cement, Defense, Carpet, Fishery, Ornamental Plants sectors broke the historical record of Turkey in 2019.

For detailed information, please click [here](#).

Franchise Sector to Create an Ecosystem of 50 Billion Dollars in 2020

Franchising is a business relationship in which the owner of the business providing the product or service assigns to independent people the right to market and distribute the franchisor's goods or service, and to use the business name for a fixed period of time.

The franchising system aims to enable the investor to have a business by using the knowledge of the institutionalized brand owner, by creating the equal opportunity in the region where they are located and by using their knowledge in making a serious investment.



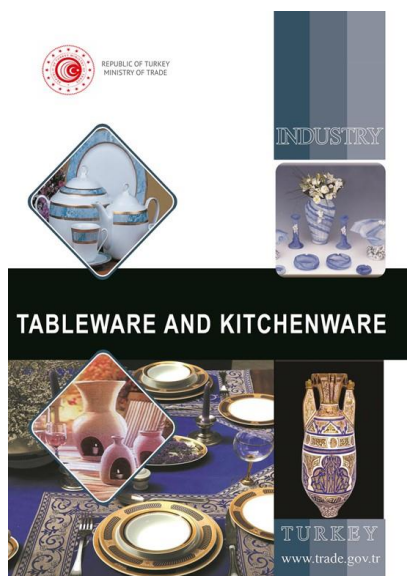
Franchise system develops and grows with applications of many different brands from different sectors in Turkey. There are over 20 sectors in Turkey that operates with franchise system, are branding and growing with franchise system. Turkish brands are not only an important player in service exports, but also an important tool in the development of Turkey's economy and international recognition.

Among the reasons for this rapid growth of the franchising system are the amount of capital required for the system, the motivation of the entrepreneur, the standardization of the system, an accepted brand and control mechanism.

For detailed information, please see [The Turkish Perspective](#) magazine February 2020 issue.

SECTORS

Sectoral Reports: Tableware and Kitchenware



Tableware and kitchenware industry consists of glassware, ceramic ware, porcelain ware, metalware, plastic ware and electrical equipment. Turkish tableware and kitchenware industry not only fulfils the demand of domestic consumers but also supplies world markets. The industry meets the demand of both traditional and modern life styles.

The glass industry in Turkey is highly developed and competitive. Turkish glass production has very old and traditional roots. Production started in the Seljuk Period and during the Ottoman Empire Istanbul was the center of glass production.

Hand-made glassware has a good reputation abroad and reflects the beauty of Turkish art. Today, the number of glass products reaches to thousands of items including hand-made and machine-made products.

The ceramic industry in Turkey has a long tradition which can be traced back several thousand years. In the Seljuk and Ottoman Periods, ceramic art acquired new dimensions and pieces of exquisite beauty. Until the late 15th century the center for ceramic and pottery production was Iznik (earlier called Nicaea). Today, Turkish ceramics of the Iznik style are world famous.

The Turkish tableware and kitchenware market has shown steady growth in both production and export volume and this situation are expected to continue with high-quality, high-value products. The total Turkish exports of tableware and kitchenware articles has reached US \$ 1,35 billion in 2018.

For the full report, please visit the [Ministry of Trade](#) website.

The Power Symbol of Turkey: Jewellery

Turkey is one of the top four countries that receives the most luxurious yacht orders. On the other hand, Turkish brands in the ready-made clothing and cosmetics sector, which continue to go retail worldwide, are shown as the closest candidates of the top 100 list. Another luxury product group that is driving Turkey brand forward is jewellery.



The designs that come from the masters who grew up in ancient lands that hosted different civilizations for centuries, are in the first place in the jewellery choice of developed countries, especially the USA and Japan. The number of world-famous names among buyers is also quite high.

For detailed information, please see [The Turkish Perspective](#) magazine February 2020 issue.

EVENTS

Turkey's National Participations at Exhibitions - February 2020

Turkish companies from various sectors will participate in exhibitions from all around the world in February 2020 as listed below:

EXHIBITION	DATE	PLACE	SECTORS
PRODEXPO	Feb 10-14, 2020	Moscow, Russian Fed.	Food, Beverages
PREMIERE VISION	Feb 11-13, 2020	Paris, France	Textile, Apparel
HVAC R EXPO SAUDI	Feb 11-13, 2020	Riyadh, S. Arabia	HVAC R
TEXTILLEGPROM	Feb 11-14, 2020	Moscow, Russian Fed.	Textile
PREMIERE VISION FABRICS	Feb 11-13, 2020	Paris, France	Fashion
COTERIE	Feb 11-13, 2020	New York, USA	Fashion
BIOFACH	Feb 12-15, 2020	Nurnberg, Germany	Organic Food
PREMIERE VISION SPORTS	Feb 12-13, 2020	Portland, USA	Footwear, Sports Materials and Components
MICAM	Feb 16-19, 2020	Milan, Italy	Footwear, Leather
GULFOOD	Feb 16-20, 2020	Dubai, UAE	Food, Beverages
LINEAPELLE	Feb 19-21, 2020	Milan, Italy	Leather
CJF CHILD AND JUNIOR FASHION	Feb 24-27, 2020	Moscow, Russian Fed.	Children's Wear
COLLECTION PREMIERE	Feb 24-27, 2020	Moscow, Russian Fed.	Fashion
UZBUILD	Feb 25-28, 2020	Tashkent, Uzbekistan	Construction
EURO SHOES PREMIERE COLLECTION	Feb 25-28, 2020	Moscow, Russian Fed.	Footwear, Leather, Bags
KOREA BUILD	Feb 26-Mar 1, 2020	Seoul, S. Korea	Building Material, Interior Design
KIEV INTERNATIONAL FURNITURE FORUM	Feb 26-29, 2020	Kiev, Ukraine	Furniture, Lighting
EGYPT PROJECT AND WINDOOREX EGYPT CONSTRUCTION WEEK	Feb 27-29, 2020	Cairo, Egypt	Construction
INTERNATIONAL EISENWARENMESSE 2020	Mar 1-4, 2020	Cologne, Germany	Hardware
JEC WORLD	Mar 3-5, 2020	Paris, France	Composite Materials
MIDDLE EAST ENERGY	Mar 3-5, 2020	Dubai, UAE	Energy
WARSAW PACK	Mar 3-5, 2020	Warsaw, Poland	Packaging
HONG KONG INTERNATIONAL JEWELLERY SHOW	Mar 4-8, 2020	Hong Kong, China	Jewellery
LA TEXTILE	Mar 4-6, 2020	Los Angeles, USA	Textile, Fabrics
KUWAIT BUILDING	Mar 4-7, 2020	Kuwait, Kuwait	Construction
EQUIPAUTO ALGERIA	Mar 5-8, 2020	Alger, Algeria	Automotive
AUTOMECHANIKA	Mar 5-7, 2020	Ho Chi Minh, Vietnam	Automotive

Focus Business Turkey

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REPUBLIC OF TURKEY MINISTRY OF TRADE GENERAL DIRECTORATE OF EXPORTS

IWA OutdoorClassics	Mar 6-9, 2020	Nurnberg, Germany	Outdoor Activities, Defense
LIGHT +BUILDING	Mar 8-13, 2020	Frankfurt, Germany	Lighting, Building
THE BIG 5 SAUDI	Mar 8-11, 2020	Jeddah, S. Arabia	Construction

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please contact << ihrticari@trade.gov.tr >> by indicating
the Harmonized System (HS) Code of the product/sector of your interest.

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