



## TOBB President M. Rifat Hisarcıkloğlu: Everyone should review their business plans again

**C**oronavirus pandemic continues to spread wider than the initial estimates. Therefore the plans and forecasts made are changing. Every day,

we discover and learn something new about the virus. Taking decisions about our daily lives or economy without taking the virus into account is not possible.

In the beginning it was expected that staying at home, closing schools and businesses and social isolation would decrease the number of cases and then we would start to live with the virus. Nowadays, the prevalent opinion is that this will not be over that easy. Living with the virus seems to be not as easy as it first looked.

Now we learn that decreasing case numbers does not mean that virus virulence is decreasing. We are also learning that opening the economy requires serious planning and risk analysis. In conclusion the possibility of opening the economy and business going back to normal when virus virulence decreases is not as high as previously thought.

All of the above indicates that without a treatment or vaccine for this disease, living with the virus will not be easy. This means that opening trade channels and industries such as tourism where social interaction is high will not be easy. We are in a period where everyone needs to review their business plans.



**T**he novel coronavirus affecting the entire world became a global threat in a very short period of time. The governments, local administrations, international organizations and private sector actors are searching for ways to fight the pandemic.

Approximately 55 percent of the world's population lives in urban spaces. The fact that this pandemic, which threatens more than 4 million people's lives, spread much more quickly in the

USA and European countries, which have higher urbanization rates, than African and some Asian countries with lower urbanization rates shows that the most devastating effects are experienced in cities with dense populations.

Countries are searching for ways to slow down the spread of Covid-19, a disease more widely observed in urban areas, and face the pandemic by improving their engineering and digital infra-

structure capabilities, and by developing community driven communication tracking technologies.

In this process, the countries are trying to develop smart city practices such as improving their digital infrastructure, integrating AI technologies into the process, measuring the mobility of their citizens through location tracking, and tracking the spreading trends of the disease and health status of patients every day.



meeting, TOBB President Hisarcıklioğlu mentioned that the Minister Pakdemirli was in contact and consultation with TOBB since the first day Covid-19 was announced.

TOBB President Hisarcıklioğlu underlined that the Ministry and TOBB materialized two significant projects during these tough times and said, "We first actualized the DİTAP project. Then we started working on how to prevent the loss and waste of food, which is becoming a larger problem with each day. We started Gıdanı Koru Kampanyası (Preserve Your Food Campaign). We will keep working together with our 365 chambers and exchange markets, to ensure a faster growth for our industry". TOBB President Hisarcıklioğlu also emphasized the importance of preserving our local values in agriculture.

The Ministry of Agriculture and Forestry, Bekir Pakdemirli noted that many people who had the chance left the cities during the pandemic restrictions in Turkey, which doubled the population in villages.

## "We will keep producing"

**B**ekir Pakdemirli, the Minister of Agriculture and Forestry, and M. Rifat Hisarcıklioğlu, the President of the Union of Chambers and Commodity Exchanges

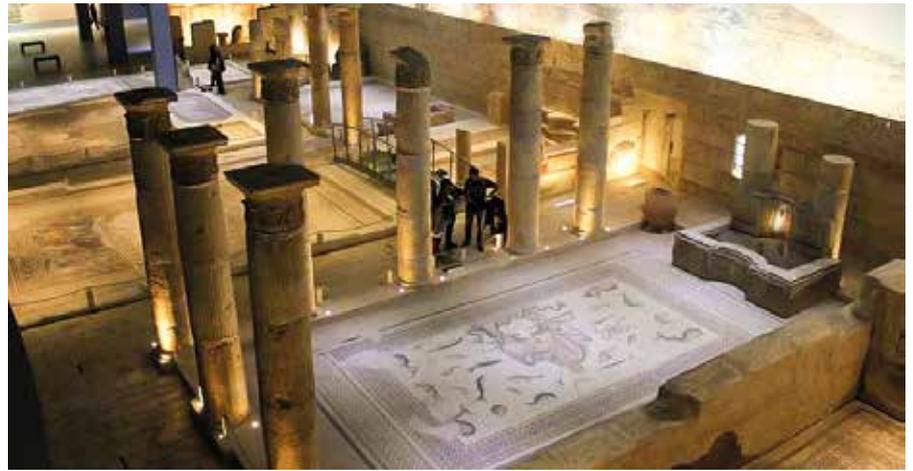
of Turkey (TOBB) met with the heads of 365 chambers and exchange markets via video conference.

During the speech he gave at the

## Gaziantep's valuables are crowned with a geographical sign

**L**ocated on the historical Silk Road, Gaziantep has been one of the most important cultural centers around the world ever since the ancient times both for its trade and its cuisine.

In order to preserve and sustain this cultural heritage and to hand the regional riches of a national culture down to the



next generations, Gaziantep Commodity Exchange, Gaziantep Chamber of Industry, Gaziantep Chamber of Commerce, Nizip Commodity Exchange, and Nizip Chamber of Commerce have worked together to preserve products specific to Gaziantep under a geographical sign.

Gaziantep's thousands-of-years old traditional cuisine and cultural values continue to gain value in commercial

markets with TOBB's support and the intensive labor of Chambers and Commodity Exchanges.

Emphasizing that Gaziantep has a unique culinary treasure admired by the whole world, Mehmet Akıncı, Gaziantep Commodity Exchange Chairman says that such a reputable treasure is imprinted with the marks and values of all the ancient civilizations that had lived in the region.



## Bartın is eagerly waiting for Filyos Project

**T**he President of Bartın Chamber of Commerce and Industry, Halil Balık said “the biggest economic problems of our city can be defined as unemployment and migration. Our city will attract more attention when the current incentive system is revised and using incentives to benefit from our logistic disadvantage, which is the fact that Bartın is not located on

the transit roads connecting metropolises.”

Halil Balık continued, “new investments for new industrial facilities must be provided by completing the organized industrial zone in Bartın in consideration of Filyos Valley project. To do that, new investments in the region must be enabled by increasing the number of companies that manufacture medium- and high-tech products with a

high capacity for export.”

Halil Balık also said, “Branding can be enabled if the city has wide opportunities in terms of transportation. Filyos Port Project will ensure that both the maritime transport and Saltukova Airport see a higher traffic as well as an improvement for the railroad transportation. We make great endeavors to fulfil our parts in this path to make Bartın into a “brand city”. Within this framework, we will ensure that our city of Bartın becomes a brand with a professional point of view together with all the players in our city.”



## The impact of Covid-19 on the business life

**T**he stagnations endured since the 2nd World War generally happened either due to political mismanagement, financial melt-downs or oil crises. However, the situation is now very different as the experts warn the global pandemic will reshape the whole work life.

With Covid-19 pandemic, the entire society as well as the work life surely went into an adaptive mode at least till the end of this period.

Also, as the active members of corporate life, we began exploring and addressing questions and problems that were not before raised. For the short term, we continue our struggle while for the long term, we learn new lessons. This period undoubtedly offers companies and



their employees priceless insight about the future.

Ever since the identification of the first official Covid-19 case in Turkey, in order to protect their workers, clients and

other partners and minimise potential risks, companies are taking necessary precautions based on their digital expertise.

We humbly tried and compiled the impact of the Covid-19 on the business life.