



TOBB President M. Rifat Hisarcıklıoğlu: We should realize structural reforms

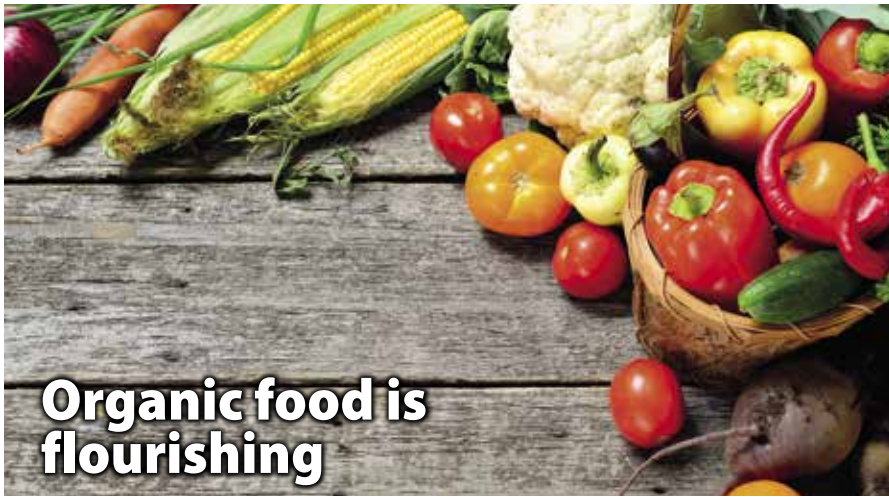
The world is currently discussing a new industrial revolution. The ways of working, the methods of producing are remarkably changing, and will continue to

do so. Digitalization started with shrinking the world, now it is transforming everything we know. In order to protect our industry and preserve the competitive power, we

need to keep up with this change. We know what happens to the countries that lose their industrial cultures. We also know what has become of Germany and Korea, who successfully protected their industrial cultures.

The world economy is going through a challenging path and slowing down. As if Covid-19 was not enough, increasing global protectionism applications, populism increasing in Europe, and trade wars fueled by Trump's actions are among the factors that affect global economy the worst

As a Turkish private sector, we hope to sustain stability and see Turkey grow through reforms. We need to start realizing structural reforms immediately, which will increase our competitive strength. There is much to do, many steps to take on the economy. A new era started in the global economy. The era of easy growth with low interest rates and ample cash is over. Developing countries like Turkey must focus on a new and different growth process based on efficiency increase and innovation.



Organic food is flourishing

In addition to thousands losing their lives around the world, the new coronavirus (Covid-19) pandemic also caused the wheels in economy stop almost completely. As many industries temporarily closed down, some industries, like organic food, flourished.

The impacts of Covid-19 were felt in almost all industries around the world. The pandemic also created remarkable changes

in the daily lives of people everywhere. Reshaping the preferences of people about healthy eating, the pandemic already has significant outcomes for the organic food industry this year.

The coronavirus pandemic increased the demand towards organic and sustainable food products. Retailers all around the world sustain a significant increase in their organic

product sales. Online retailers also record the highest sales growth they have seen so far.

The global organic food sales that exceeded USD 100B last year are expected to grow over 25% this year and reach a market of USD 150B in the next five years. The growth in Europe is especially significant for Turkey, which is one of the largest organic food suppliers.





President of the Union of Chambers and Commodity Exchanges of Turkey (TOBB) M. Rifat Hisarcıklioğlu gave a speech at the Electronic Commerce Information System Digital Introduction Meeting organized by the Ministry of Commerce to announce Turkey's e-commerce numbers. He mentioned that the importance of e-commerce increased

even more due to the new coronavirus outbreak.

Expressing the importance of the industry's traceability and the evaluation of data, TOBB President Hisarcıklioğlu also mentioned the need for traceability of e-commerce data for the creation of policies and incentives to improve the industry. TOBB President Hisarcıklioğlu

also reminded that they told the importance of gathering the data of the industry at a single institution at the Council of Industry Economy of Turkey.

TOBB President M. Rifat Hisarcıklioğlu emphasized that they explained the benefits of digitalization, e-commerce and e-export to the entrepreneurs within the concept of the trainings they have provided during the Covid-19 pandemic and he continued, "we are teaching them how to transform their works into e-commerce and building a bridge of e-export from Turkey to Europe."

TOBB President Hisarcıklioğlu said, "With our Union's undertakings and the support of the Ministry of Commerce, the customs procedures of return processes of the goods that were exported via e-commerce are significantly decreased. Furthermore, in order to enable women to have an active role in economy, a regulation to provide tax exemption for female entrepreneurs and their products sold via e-commerce is live. I would like to thank our government."

Three cooperation opportunities in healthcare with the USA

The Turkish Union of Chambers and Commodity Exchanges, together with the US Chamber of Commerce had an online round table meeting with Dr. Fahrettin Koca, the Turkish Minister of Health.

Rifat Hisarcıklioğlu, President of TOBB and Kush Choksy, Senior Vice President Middle East and Turkey Affairs, U.S. Chamber of Commerce both made a speech at the beginning of the meeting.

Rifat Hisarcıklioğlu, President of TOBB told that TOBB and the U.S. Chamber of Commerce had been cooperating for many years and working on various projects, organizing technical meetings which also included the healthcare industry.

Kush Choksy, Senior Vice President



Middle East and Turkey Affairs, U.S. Chamber of Commerce told that TOBB, U.S. Chamber of Commerce and the Turkish Ministry of Health have maintained a strong cooperation for more than five years and that they see opportunity in three areas.

Mr. Choksy added that they support Turkey's fight with coronavirus and closely observe the normalization process in two countries and congratulated the Turkish Medicines and Medical Devices Agency for becoming the newest regulatory member of the ICH.



Ordu is aiming to apply Industry 4.0 in agricultural production

Servet Şahin, President of Ordu Chamber of Commerce and Industry, said "Organized Industrial Zones were to be invested in to be able to manufacture industry and technology-based products and to contribute to the economic development of the city, the region and even the country; enough funds must be urgently transferred and activated."

Şahin continued, "Our most prominent problem is for our hazelnuts, which is the backbone of our economy, being exported without added value. We aim for our hazelnuts to be sold and exported as an industrial product with added value. Economic development of a city, especially Ordu, is possible not only via agricultural products, but also via

production of medium-high- and high-tech products."

Ziver Kahraman, CEO of Ordu Commodity Exchange Market said: "Ordu has a potential to become a Brand City through a diversity in hazelnut. We believe that Ordu's best chance to become a Brand City is through hazelnut. Our wish and goal is to create awareness and a brand in hazelnut production scraps and waste."



Geographical signs of Izmir

With a cultural heritage stemming from hosting numerous civilizations throughout a 5 centuries-long history, Izmir is a rather rich city for its regional and traditional food and agriculture products. Merging this richness with the inscription of a geographical sign both protects the real producers of the products and contributes to the regional and national economy.

Geographical signs expand the awareness of the consumer through the logo/emblem (name or sign of origin) they carry and provide distinctiveness in the promotion and marketing of the product. The geographical sign logo reassures the consumer while providing a certain prestige for the brand. The geographical sign logo authenticates that a product has a story and its recipe has reached us



without corruption over the centuries; this reassures the consumer of the authenticity of a product. The geographical sign logo can only be used by the producers that produce as instructed in the geographical sign registration certificate and that had successfully passed all audits; this way, unfair competition with imitation products is prevented for these producers.

Izmir Chamber of Commerce, Izmir Commodity Exchange Market, Ödemiş

Chamber of Commerce, Ödemiş Commodity Exchange Market, and Bergama Chamber of Commerce are actively taking part in this processes, to ensure that geographical signs receive the due value in domestic and international markets and provide a competitive edge for the producers. They are working on projects in both the registration process and the commercialization process after the registration.

