



TOBB President M. Rifat Hisarcıklıoğlu: We should re-strengthen our old alliances

This region has been in the spotlight of the world agenda when Turkey owned its legitimate rights in East Mediterranean Sea and prevented expansionist policies of Greece. Turkey did not lose any land with

the Treaty of Lausanne. Turkey even asked for Gökçeada, Bozcaada, Tavşan Islands, Semadirek (Samothraki) and Meis (Megisti) which the Ottoman Empire had lost. Turkey managed to have 3 out of these 5 islands.

During the Treaty of Lausanne, Turkey also demanded that principal islands under the control of the Greece had a "non-military status". And this demand was accepted. Dodecanese (12 islands), Aegean islands and Cyprus were not lost with the Treaty of Lausanne. They had been lost long before the negotiations for the treaty began.

What must be done today is to stop creating fictional stories on how these islands were lost and to address the recovery of this non-military status obtained with the Treaty of Lausanne. These islands are demilitarized. Naval bases and military engineering are not allowed on these islands.

What needs to be done against aggressive and expansionist policy of Greece in the Mediterranean Sea, backed by certain countries is first to resort to diplomacy and law. Diplomatic steps which reduce the size of the opposite party must be taken. Relations with the countries in the region must be improved. Alliances, and friends are needed. We have to reinforce our old alliances which have been built over time in history.



The Insurance industry enters a new era now. Türkiye Sigorta bringing together public insurance and annuity companies under the umbrella of the Wealth Fund is founded. Turkey's biggest insurance and annuity company which serves 15 million customers with its 38 regional offices and 2620 employees has started its operations. This platform's goal is to become a regional and global leader in elementary, life

insurance, annuity and Islamic insurance.

Atilla Benli, Chairman of the Board and Chief Executive Officer at Türkiye Sigorta told that Türkiye Sigorta is the biggest insurance and annuity company of Turkey with 15 million customers and added, "Our goal is to achieve sustainability in production and profitability, and become a global insurance company."

Benli told that they will work for a production, goal and success oriented Turkey

and added, "By providing insurance to local and national investments, we, as Türkiye Sigorta, will contribute to the proud and confident position of Turkey to build an even brighter future."

Zafer Sönmez, Managing Director of Turkey Wealth Fund told, "We have reached an important milestone towards our goal to increase savings base in Turkey and first, to become a regional and then, a global leader in insurance."



digitalization and e-commerce are becoming the most prominent subjects all around the world and said, “they became even more prominent with the pandemic. Turkey’s overall e-commerce volume was TRY 136 billion last year. This year, the volume of e-commerce increased by 64% during the first half of the year when compared to the previous year. It increased from TRY 56 billion to TRY 92 billion. During the first half of 2019, the share of e-commerce in overall commerce was 8%. This year, this share is about 14%”. Underlining that the global trend is similar to these numbers, TOBB President Hisarcıklioğlu continued as “when we look at the world, we see that almost all fast-growing companies go for the e-commerce option. This is the outcome of effective use of technology.”

TOBB President Hisarcıklioğlu said that they are preparing companies and entrepreneurs for the digital world and underlined that they are currently realizing great projects in cooperation with the global tech giant Vodafone.

President of the Union of Chambers and Commodity Exchanges of Turkey (TOBB) M. Rifat Hisarcıklioğlu attended the video-conference meeting of TOBB Turkey

Technology Meetings. During his speech at the opening of the meeting, TOBB President Hisarcıklioğlu emphasized that

Values of Manisa

Exchanges and Chambers in Manisa continue to work to increase brand values of geographical signs. They organize trips to national and international trade shows for products and producers to improve their recognition and accessibility. Akhisar Trade and Commerce Chamber have had a stand in Worldfood Food and Drink Trade Show in Istanbul since 2005. The Food and Drink Trade Show in Antalya and Olivtech Trade Show in Izmir is among the many trade shows and fairs that the chamber takes part in to increase brand values of the town’s products. In addition to the above, as part of implementing promotional activities for Akhisar and their products included their strategic development program, the chamber participated in ANUGA Trade Fair organized in Cologne, Germany and one of the most important food and drink trade show in the world. Akhisar, the capital of olive production in Turkey with 14



million olive trees is very precious for the country with its brand value in international markets and registered products. Akhisar grows 15-20% of table olives and 70 % of Green Domat Olives in Turkey. Therefore,



this town is known as the "Capital of Olive". Akhisar Trade and Commerce Chamber had Uslu and Domat olives which are among the most popular olive types in Turkey registered in 2010.



Kırşehir prioritizes publicity and branding

Kırşehir Chamber of Commerce and Industry's Chairman Mustafa Yılmaz said that their project named "Kırşehir'in Dijital Belleği Müzesi" (Kırşehir's Digital Memory Museum) was found successful and worthy of supporting. He continued, "overall goal of our project is to make our city a Brand Town and make it more appealing for tourists. We want to establish

a museum to that end. Our current aim is to prepare a feasibility work to see the technical, financial and administrative applicability of our idea; and if this idea is applicable, we want to help create a new tourism destination in our city and contribute to increasing its competitive power in tourism, consequently increasing the recognition of it." Kırşehir Chamber



of Commerce and Industry's Chairman Mustafa Yılmaz also said, "Within the framework of Ahi-order Week celebrations, we will also hold Kırşehir Sale Days this year. We want to make a brand out of the edible salt we produce from the salt cave in Tepesidelik Village. We also included a branding operation for our thermal waters in our strategic plan for 2019-2023."

Kırşehir Commodity Exchange Market Chairman Neşet Yavuz said, "Our city is squeezed in between the metropolitan cities like Ankara, Kayseri, and Konya, but with a much less developed industry. On the other hand, we also cannot benefit from many elements that form the fundamentals of the industry such as an airport or train access."



Gold broke the record of the last 3 decades

The increase in USD/TRY rate contributed to the global increase of gold prices, which resulted in a remarkable increase in demand for gold in Turkey. With this increased demand, gold import rose

to the highest level of the last 3 decades.

With the increase in gold prices and the uncertainty in economy, people started to show an historic level of demand towards gold, which is regarded as the "security

blanket". This increased demand resulted in the record amount of gold import in August since 1989. According to data from the Ministry of Commerce, gold import is increased by 394% monthly (four times as before). Total amount paid for gold import in August exceeded USD 4 billion.

By the end of July and the beginning of August, local investors gravitated towards foreign exchange, gold, or investment funds containing either because the yields of TRY investments were lower than expected. The latest money bank statistics show that local investors purchased gold that worth USD 700 million. Local investors increased foreign exchange and gold deposit that worth USD 15.5 billion in three weeks, and most of this increase in demand was in gold.

According to the Ministry's data, export decreased by 5.74% in August in a year-on-year basis and was recorded as USD 12 billion 463 million.