

# GLOBAL CONNECTION

INTERNATIONAL MEDIA

THIS REPORT IS PRODUCED AND PUBLISHED BY GLOBAL CONNECTION MEDIA SA WHICH TAKES SOLE RESPONSIBILITY FOR THE CONTENT

2015  
Turkey  
G20

## TURKEY: G20'S MOST DYNAMIC MEMBER

TURKEY IS ONE OF THE MOST DYNAMIC, VISIBLE MEMBERS IN THE G20. WE EXPECT TURKEY TO BE EVEN MORE SO IN THE FUTURE

### ERDOĞAN, PRESIDENT OF THE REPUBLIC OF TURKEY:

"As the G20 presidency, we attach great importance to strong, sustainable, balanced and inclusive growth"

### ENERGY OF THE FUTURE

The renewable energy target of Turkey is ambitious: Particularly in regard to solar and wind power, the country has great potential and investors' appetite is quite big

# G20



# Priorities at the G20 Summit in Turkey: Implementation, investment and inclusiveness

Recep Tayyip Erdoğan  
President of the Republic of Turkey



**"WE BELIEVE THAT THE MOST EFFECTIVE WAY TO REALIZE ROBUST NATIONAL AND GLOBAL GROWTH IS TO ESTABLISH STABILITY AND CONFIDENCE"**

greater share from increased economic prosperity.

In addition to the goal for increasing women's participation in the labor force adopted by the G20 last year, we also reached agreement on the goal for reducing youth unemployment this year.

In this context, G20 countries commit to reducing the number of youth who have low skills qualifications or are employed in the informal sector by 15% until 2025.

I believe this to be an important step to ensure more inclusive and sustainable growth for our economies.

Similarly, we initiated Women 20 (W-20) - whose establishment I strongly supported - within the G20 for strengthening women's role in the economy.

Furthermore, when we speak of inclusiveness, we are not only speaking of establishing more inclusive economic structures within the G20 countries.

We also intend inclusiveness on a global scale.

During our presidency, we paid special attention to including low income and developing countries from different parts of the world in our work.

On our G20 energy agenda, we specifically discussed the problem of access to energy in Africa and focused on contributing to greater cooperation between the G20 countries and African countries on this subject.

In addition, we prepared a framework to further deepen the dialogue between low income developing countries and the G20 to ensure a robust contribution from the G20 for achieving the 17 Sustainable Development Goals adopted at the UN Development Summit.

We made progress on many issues on our agenda ranging from food waste to infrastructure investment needs of developing countries.

As part of our inclusiveness agenda, we carried out significant efforts in order to ensure the integration of SMEs to the global economy.

We led the establishment of the World SME Forum in İstanbul with the International Chamber of Commerce.

This forum will provide the SMEs with a stronger means to express their views globally.

This year, important issues such as trade and climate change are on the global agenda. We believe that progress can be made and solutions may be developed for many of these issues if the G20 acts together.

This is our goal as President of G20.

G20 is the most important international collaboration platform that convenes advanced and rising economies as equal partners.

Our goal this year was to make this platform more inclusive to ensure that more people in our countries and globally took ownership of the steps taken by G20.

With this understanding, we aim to issue a robust and more inclusive message of global cooperation to the world at the G20 Leaders Summit in Antalya on 15-16 November 2015. \*

When we met in Washington as G20 leaders in 2008, the main issue on our agenda at that first summit was the global economic crisis.

While the leaders of the G20 countries which represent 85% of the world economy, 75% of world trade and a third of the world's population may have differing views on any number of issues, they reached a mutual understanding to act jointly with respect to the crisis that was affecting the whole world.

As a result, this platform which brings together the advanced and rising economies around the same table to discuss global issues began to meet regularly at the highest level.

We must make good use of this common understanding in order to resolve the global issues before us.

The steps taken by the G20 since 2008 were very productive in terms of alleviating the effects of the global crisis and, more specifically, made the global financial system more resilient.

The existence of strong coordination between leading economies of the world on financial and macroeconomic issues today is due, to a large extent, to the G20.

Our long-term goal now must be to take necessary measures to prevent crises in the future and to provide an institutional structure for global economic cooperation.

As Turkey, we determined three priorities when taking over the Presidency of the G20; implementation, investment and inclusiveness.

We believe that the most effective way to realize robust national and global growth is to establish stability and confidence.

To do this, the commitments that have been made must be implemented effectively.

If we implement the growth strategies accepted by the G20 members last year, we can expect to achieve an additional 2.1% growth by the year 2018.

This will mean an additional 2 trillion dollars for the global economy.

In Antalya, we plan to approve a report that indicates the implementation of our growth strategies based on a concrete timeline.

In this way, we will be able to show to the world that we stand by our commitments and follow up on our decisions.

In the meantime, we are also aware of the growing need to support infrastructure investments for robust and sustainable growth.

That is why investment is one of our priorities during our presidency of the G20.

It is estimated that around 70 to 90 trillion dollars will be needed for global infrastructure investments until 2030.

Therefore, it is vital that the private and the public sectors work together to meet financing needs for these global infrastructure investments.

In Turkey, we have witnessed the very positive results of the productive collaboration between the public and the private sector.

If we succeed in creating such an effective cooperation by bringing together the dynamism of the private sector with the investment needs of the public sector, we can revitalize global infrastructure investments.

With this understanding, we asked G20 countries to develop concrete and comprehensive investment strategies.

At the Antalya Summit, we shall discuss, as G20 leaders, our strategies for infrastructure investments as a whole.

Another priority for us is inclusiveness. Turkey, as the president of G20, adopted inclusive growth, in addition to robust, sustainable and balanced growth, as one of the fundamental goals of the G20.

We attach special importance to eliminating rising inequality as well as ensuring that disadvantaged groups, and especially women and the youth, receive a

## "OUR BASIC PRINCIPLE IS INCLUSIVENESS"

Deputy Prime Minister Cevdet Yılmaz: "The world is growing as a whole and we cannot solve the problems we face with the efforts of certain groups only"

Emerging markets that are the driving power of the global economy have an increasing role in global economic governance. Turkey, a country that has strong links with both the emerging countries and the developed countries, chairs the G20 this year and also organizes the summit. We spoke with Mr. Cevdet Yılmaz, Deputy Prime Minister in charge of the economy, about Turkish presidency, the agenda of the G20 and the objectives and concrete expectations for the coming period.

**To what extent the emerging markets contributed to have increase in importance of the G20 Summit?**

With the crisis of 2008 and afterwards, the G20, while preserving its economic and financial focus, put in its agenda issues ranging from employment to economic development. Collective actions in these areas have been very successful to limit the size and propagation effects of the crisis. Moreover efforts have been made to prevent new crises in the coming period. However, although the world economy advances in the right direction, we see that economic recovery of the recent period has not reached the desired levels, and that after the crisis we have entered a new phase. This new phase, which is characterized primarily by growth rates being below long-term average growth rates, has made the role of developing countries in global economic governance important. In this new stage, the G20 vision should aim to include all population strata in the development and economic growth at the global level and evolve to put in the centre the policies that developing economies may also implement to some extent.

**What is the importance and what are the points that differentiate the Turkish G20 presidency?**

As a developing country, to voice the problems of countries and groups that are not represented on the platform of the G20, in formulating the priorities of its G20 Presidency Turkey emphasized the importance of "inclusiveness".

One of the most important developments of Turkey's G20 presidency was the creation of a new engagement group Women-20/W20 within the platform of the G20. Similarly, as the country with the youngest population in Europe, we attach particular importance to youth unemployment, which is a problem encountered especially in developing countries, and we also wish to increase young people's participation in employment and education. The member countries of the G20 should consider Turkish presidency as a chair that seeks to make the G20 more and more important for people that are outside the G20, which is trying to find ways to ensure the participation of all strata of the society in economic decisions and processes. The world is growing as a whole and we cannot solve problems with the efforts of certain groups only. It is our wish that this approach and this perspective persist in the coming years in the G20 platform, which is one of the best examples of global solidarity.

On the other hand, Turkey is neighbouring with countries that are sources of political problems in the



world. In this sense as well as being an economic cooperation platform G20 also has an important potential to contribute to peace and global stability. Turkey could contribute much in conflict resolution processes in the region and is also an influential player who can guide the G20 countries during this process.

**In the short and medium term, what are the responsibilities and the main points of the agenda of the G20?**

To solve existing global economic problems, we must have the determination, effective coordination and powerful structural reforms. The G20 countries have proven their power and effectiveness in development of solutions to world crises and in giving direction to the global economy. However growth is weak and vulnerable, unemployment remains at high levels and inequality increases. The low level of trust continues to hamper consumption and investment. For these reasons, the primary responsibility of the G20 should be to continue working for the development of policies that could accelerate global growth. In this sense, during the presidency of our country, an effective framework for implementation of growth strategies has been developed, and this framework also includes significant structural reforms. Given the lack of investment in the world, concrete and ambitious investment strategies were developed. In addition, in the short and medium term, our agenda includes important issues such as employment and the reduction of the gap between men and women regarding participation in the labour market and the accomplishment of International Monetary Fund reform.

**What is the cyclical importance of Turkey's hosting the G20?**

Turkey is able to understand the sensitivities and needs of both groups, and thus represents a work platform that meets all these aspirations. Due to its geopolitical position and its cultural and historical ties, Turkey is facing some issues that have an impact on the world financial and economic system, long before these issues reach the world financial and economic system. The issue of refugees is an excellent example in this sense. On this issue and others, Turkish presidency of G20 made known publicly the problems of a broad group of stakeholders; our responsible and sensitive attitude is also widely appreciated by many independent organizations and by many non-G20 countries. \*



**Chairman**  
Burhan Ozkan  
**Publishing Director**  
Mehmet Altıtop  
**General Coordinator**  
M. Onur Taysu  
**Deputy General Coordinator**  
Ismail Burhanoglu  
**Director**  
Bernard Jahrmann

**Editors**  
Handan Acan  
Nilgun Yilmaz  
**Design**  
Arzu Kaya  
**Contributing Journalists**  
Aidan McMahon  
Erhan Aslanoglu  
**Operations Manager**  
Berni Guzelce  
**Regional Coordinator**  
Baru Zeynep Kotan

**Advertising Coordinator**  
Tunc Altınbaş  
**Project Manager**  
R. Ali Zinçirli  
**Digital Marketing**  
Kurtulus Ozturk, Anil Gul  
**International Media Coordinator**  
Sergey Shevchenko



**Headquarter:** Rue de la Mercurie 12 CH-1003 Lausanne, Switzerland. TEL: +41 21 311 64 84  
**Turkey Contact:** Tokfen Tower Kat. 8 Büyükdere Cad. No.209 4. Levent 34394 İstanbul, Turkey. Tel: +90 212 371 84 44  
**UAE Contact:** Emirates Towers Level 41, Sheikh Zayed Road, PO Box 31303, Dubai, UAE. Tel: +971 4 313 28 21

# G20 Summit Antalya, Turkey, November 15-16

The Tenth meeting of G20 heads of state and government will be hosted under the presidency of Turkey for the 2015 term. Following a full year of preparations, world leaders will come together at the G20 Leaders Meeting in Antalya, Turkey, on November 15-16.

The G20 platform was formed because of a need for coordinated decision-making and action on a global scale, particularly in relation to the emerging markets. The need arose in the wake of the 1998 Asian financial crisis, which adversely affected not only the G8 countries, but the world economy as a whole. Today, the G20 represents not only the largest 20 economies, but its diversity is also a representation of the population and geography on a global scale. It provides a broad setting for the discussion of monetary and fiscal policies, as well as energy, trade and investment issues. The G20 includes Argentina, Australia, Brazil, Canada, China, the European Union, France, Germany, India, Indonesia, Italy, Japan, Mexico, Russia, Saudi Arabia, South Africa, South Korea, Turkey, the United Kingdom and the United States.

G20 member states represent 85 per cent of the world economy, 75 per cent of world trade and two-thirds of the world population. It plays a major role on the economic front, bringing together both developed and emerging economies from different continents on a single, comprehensive international platform. The host country for the summit assumes the presidency for the term, as well as organises all G20 activities. The troika formed by the previous, current and upcoming presidencies aims to ensure the continuity of the G20 agenda.

#### Turkey's G20 presidency

The G20 agenda was quickly institutionalised when the first summit was held in 2008. This tradition has since continued and the number of meetings organised per term has continuously increased. Turkey's G20 presidency is not only a reflection of its political and economic achievements, but also an acknowledgment of its place in the global system. During its G20 presidency, Turkey has hosted more than



#### TURKEY'S G20 PRESIDENCY IS NOT ONLY A REFLECTION OF ITS POLITICAL AND ECONOMIC ACHIEVEMENTS, BUT ALSO AN ACKNOWLEDGMENT OF ITS PLACE IN THE GLOBAL SYSTEM

60 meetings at various levels, accommodating close to 60,000 visitors from December 1, 2014 until now. Approximately the same number of visitors will be accommodated during the summit. The summit is important because of the decisions that are expected to be taken at the highest levels.

Throughout the year between each summit, many proposals are raised at the interim meetings, which then need to be decided upon by the G20 leadership. Under its presidency for the term, Turkey has tasked Deputy Prime Minister, Cevdet Yılmaz to coordinate all G20 activities. Other institu-

tions that assisted in this coordination are: the Directorate of Inspection at the Prime Ministry; the Ministries of Foreign Affairs, Economy, Finance, Labor and Social Security, Food, Agriculture and Livestock, Culture and Tourism; the Under secretariat of Treasury and the Central Bank of Turkey.

Host countries have the right to invite one country of their choice as guest to the summit every year. With this in mind, Turkey has invited Azerbaijan to the G20 Summit. Recep Tayyip Erdoğan, President of the Republic, announced the invitation of Turkey in speaking thus: "We used the right granted to us as the host

country for Azerbaijan. Azerbaijan will appear this year in the decision-making mechanism of the G20."

Other countries invited in previous years are: Spain (Permanent Guest), Singapore (as it is a global financial centre), Malaysia (due to its ASEAN Presidency for the term), Zimbabwe (due to its African Union Presidency for the term) and Senegal (due to its NEPAD Presidency for the term).

#### G20 engagement groups

One of the main aims of the G20 is to reach larger audiences by gathering different segments of society together to produce more comprehensive solutions. The G20 turned its satellite activities into regularly organised events in 2009 when representatives of the business world met for consultations at the Toronto summit. Since then, players from different segments have been grouped into six different categories: B20 (Business-20), C20 (Civil-20), L20 (Labor-20), T20 (Think-20), Y20 (Youth-20) and W20 (Women-20). Every year, the G20 Presidency appoints a lead coordinator for each of these subgroups. These appointed lead coordinators organise various events every year with the leading experts in their field in order to develop policy suggestions to be submitted to the G20 leaders. With the contributions of these subgroups, the G20 has become a more transparent, comprehensive platform that is a better representative of its constituents.

Since Turkey assumed the G20 presidency this year, the 2015 G20 Leaders Summit will be held in Antalya. Antalya was chosen because the city offers a large variety of accommodation options, transportation and other logistical infrastructure facilities. Other key features are its magnificent bay view, the countless cultural and natural attractions this beautiful port and mercantile city has on the Mediterranean coast, and the great potential to promote the country in the international arena. \*

## Turkey: R&D center of the world

R&D incentives, qualified talent and economic stability have been drawing the think tanks of global giants to Turkey. The number of R&D centers in Turkey has increased to 141 from 20 over the last five years. More than 50 foreign companies including Siemens, Ford, Bosch and General Electric have moved their R&D centers to Turkey. More companies are on the way...

Globally, production has been shifting from West to East and from developed countries to emerging ones and Turkey has been a key beneficiary of this move.

Turkey is increasingly allocating more time and resources to areas such as research and development, design and branding. In 2012, Turkey's R&D expenditures exceeded 13 billion Turkish lira. Meanwhile, the number of R&D centres in Turkey has increased to 141 from 21 over the last five years. This growth in R&D not only encourages domestic companies, but also attracts foreign corporations. The incentives given by Turkey for patent-oriented R&D projects are attracting the think tanks of global giants. Siemens, Ford, Bosch, General Electric and more than 50 other major corporations have moved their R&D centres to Turkey. Toyota, Samsung and SAP are expected to follow.



#### Ford is among the top three in the world

A key research and development investor, Ford has invested 600 million Turkish Lira in Turkey to open its third R&D center. Nearly 1,300 Ford Otosan engineers log more than three million hours of engineering service a year at the center.

#### Siemens' think tank in Gebze

Operating in 190 countries, Siemens runs R&D centres in eight countries and has recently unveiled its 14th facility in Turkey. Siemens develops mainly energy and industrial automation products

and applications at its Gebze R&D center. This is the first building in the country to receive a LEED Gold certificate and it is fully compliant with the highest environmental standards.

#### Bosch exports R&D from Turkey

Bosch has invested €35 million in high tech research at its research and development centre in Bursa, making it its second largest R&D centre in diesel systems. In 2013, its headquarters applied for four patents and received two. The Diesel Systems R&D centre has received 17 patents to date.

#### WHY THEY COME

##### Qualified talent is important

Turkey's young and qualified population has played a huge role in the development of R&D centres. Besides the country provides advantages in terms of rapidly expanding infrastructure and logistics.

##### Economic stability is also important

Thanks to the economic stability Turkey has enjoyed over the years, many successful, next generation technology firms have emerged. Turkey leads Europe in the world of finance. Some European car plants are located in Turkey. There are also brands that service the Europe, Middle East and Africa (EMEA) market in the area of consumer electronics.

##### Incentives are attractive

Iceland and Turkey have witnessed the highest growth rate (10 per cent annual average) in R&D expenditure since the early 2000s. The incentives provided to R&D amounted to six billion Turkish lira in 2013. Right now, only a handful of countries provide incentives as generous as Turkey does.

#### General Electric invests \$900 million

One of the nine engineering centres of GE in the world, the Turkish Technology Center (TTC) has grown thanks to investments in aviation research, development and innovation work. GE has built this new engineering centre as part of its \$900 million investment plan in Turkey.

#### New centres to open

Samsung, known for having an R&D budget in excess of \$10 billion, has given the green light to open an R&D facility

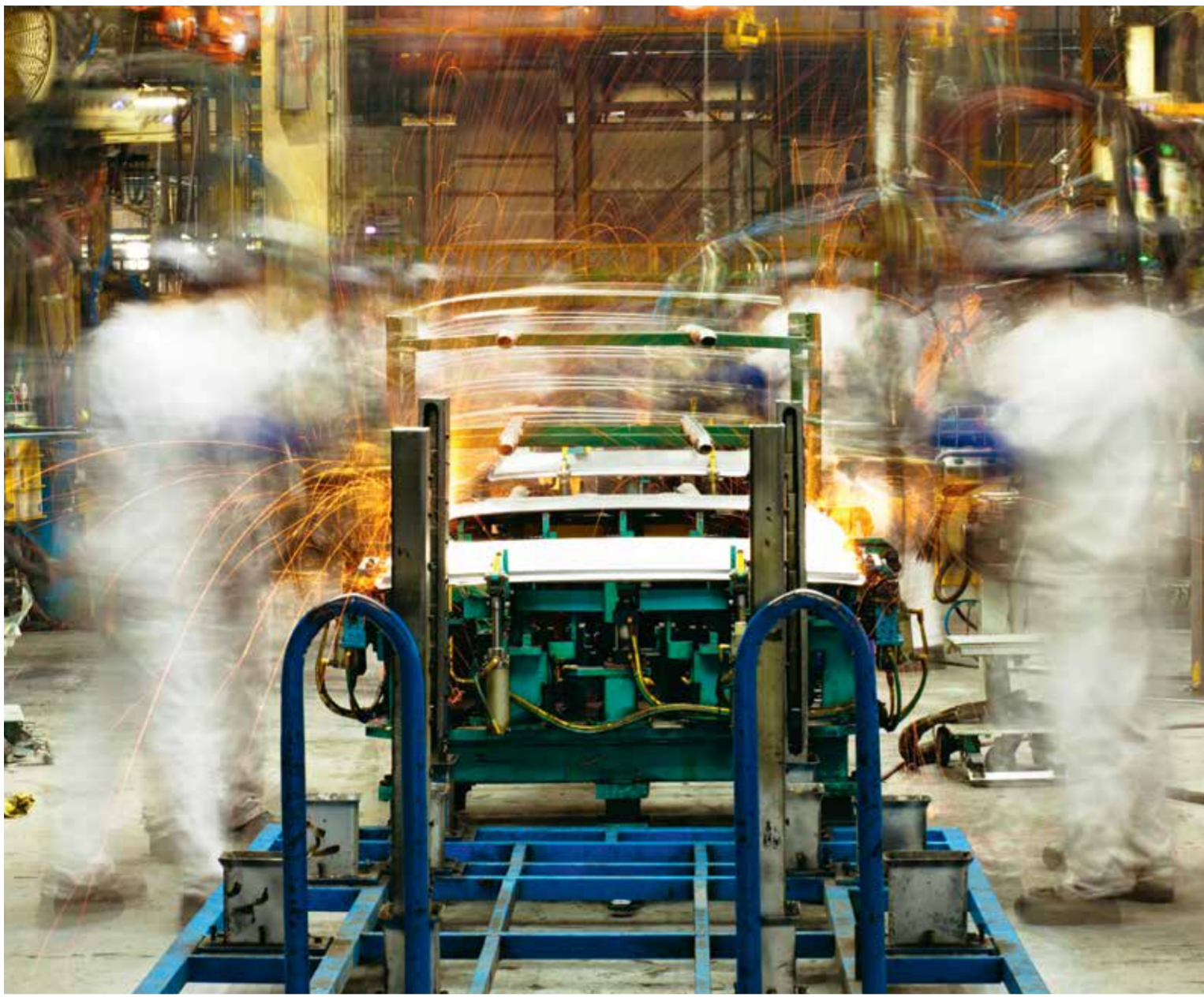
in Turkey. The company is still discussing its plan with officials. Furthermore, German software giant SAP has also started to work on plans to open an R&D centre in Turkey, one that would employ a staff of 300. Another example is Toyota, which is expected to build one to develop its new models.

In addition, thanks to the incentives provided by Turkey, manufacturers operating in various industries, such as machinery and agribusiness are now focusing more on R&D investments and filing patent applications.

#### Turkey's global giants: Vestel, Arçelik and Beko

Turkey's global brands in durable consumer goods, Arçelik and Beko are among the top 10 brands in the world and are competitive on a global scale in terms of R&D. Between them two Koç Holding companies now operate eight R&D centres in Turkey. Employing over 1,000 people, these companies develop innovative products to meet customer demands across the region and globally. It has developed customised refrigerators and washing machines for the Chinese market; pizza ovens for the Italian market; and solar powered refrigerators for regions without any electricity in South Africa.

Vestel, a Zorlu Group company, makes model investments at its R&D centre, which was built with national and international project partners in line with its principles of sustainable development. The company uses cutting edge technology and systems, as well as leverages its close ties with universities. It employs an engineering staff of 800. Vestel is among the few leading companies manufacturing LCD TVs in Europe. \*



# Right time, right economic vision

As the president put forward Turkey's vision for this year's meeting, at the right time and in the right frame. Turkey, more participatory, more employment, investment, and hence sustainable growth laid out a perspective highlighting.

PROF. DR. ERHAN ASLANOĞLU  
PİRİ REİS UNIVERSITY, DEPARTMENT OF  
ECONOMICS AND FINANCE

Antalya is welcoming the heads of state from the G20 countries, which account for 85 per cent of the world's GDP, 75 per cent of global trade and nearly two-thirds of the world's population. G20 countries have begun to meet periodically at the head of state level following the 2008 global crisis. This year's meeting coincides with a period of exceedingly crucial developments in the world economy. G20 countries convened immediately after the 2008 global crisis, playing a critical role in preventing a deeper crisis and achieving start of growth in the economies. A common will emerged with regard to synchronised implementation of monetary and fiscal policies, and proposal and application, albeit partial, of some structural measures. Nevertheless, despite accomplishing growth at this point, there remains the issue of its sustainability, and overcoming the output gap, in other words, higher potential production than demand, throughout the world.

On the contrary, in the past year, we have been going through a period of lowered growth projections in the world economy and vital developments that cause this. The growth rate of China's economy headed below seven per cent and by extension, global trade slowed down as the most important developments. Another crucial factor was falling commodity prices due to the decline in the demand that the Chinese economy creates. Decreasing commodity prices such as oil, copper and chrome are pressing the countries that produce them, as well as speeding up globally falling demand. There are signs of possible reversal of the growth cycle that has been created with the fast growth in China along with rising global trade and commodity prices since the beginning of 2000s.

Add to these, the problems experienced in the Eurozone and the liquidity issues that some countries have begun to feel following signs of interest rate hike by the Fed, and you have more arguments about the output gap and sustainability of growth in the world in general. Many of the leading indicators are reaching the gloomiest levels since the 2008 crisis. Furthermore, crucial political and geopolitical developments are taking place, particularly in the Middle East. Under these circumstances, the G20 summit in Antalya becomes more paramount due to the need to produce coordinated policies with regard to solving these problems. In addition to monetary and fiscal policies



Turkey has one of the most dynamic economies with the highest growth potential among the G20 countries

## DURING A TIME OF CRUCIAL GEOPOLITICAL DEVELOPMENTS IN THE MIDDLE EAST, ANTALYA SUMMIT BECOMES EVEN MORE IMPORTANT UNDER THE TERM PRESIDENCY OF TURKEY

on closing the output gap and sustainability of growth, it will be necessary to discuss and take concrete steps regarding some of the more fundamental structural problems. High borrowing throughout the world is preventing sufficient amount of demand to be created. Another obstacle standing in the way of demand increase is the rising income and wealth inequality. Demographic developments such as aging populations or higher health spending are preventing demand increase in many products. As the president for the term, the vision Turkey has set out for this year's meetings has the right timing and the right framework. Turkey has presented a more participative perspective that highlights more employment and investment, and thus sustainable growth. It has prioritized implementation of the policies on which a consensus has been reached.

The coming period bears significant factors that can distinguish Turkish economy

in a positive way. First of all, nearly 25 per cent of Turkey's population are in the 0-14 age group, in other words, they are considerably young. Even if the population begins to age in 2050s, it will continue to be a country with a younger population on average. Another important point is the benefits that falling commodity prices can offer. In the past decade, high energy and commodity prices have been among the most substantial reasons of the current account deficit, pressure on the exchange rates and inflation in Turkish economy. The fall in commodity prices offers a great opportunity to lower the current account deficit, inflation and interest rates in Turkish economy. Naturally, the global economy must also create an environment to support to goals. It is hard to estimate the timing; however, it is highly likely for Turkish economy to enter into a period with low inflation and interest rates, and higher than average investments and production growth as at the beginning of the 2000s.

In conclusion, the G20 leaders are going to come together in Antalya to hold one of the most critical meetings on the state of the global economy since the 2008 global crisis. With the vision it presents as the president for the term, Turkey is setting a framework that can provide help in solution of the issues. Turkey has one of the most dynamic economies with the highest growth potential among the G20 countries. Falling commodity prices can also be a distinguishing factor for Turkish economy in the coming period. During a time of crucial geopolitical developments in the Middle East, Antalya summit becomes even more important under the term presidency of Turkey since it can have weight in determination and solution of the issues. \*

# THE NEW BRAND OF NEW TURKEY

Meet the new brand of Turkey. Reflecting its hard-earned strength with its rich historical heritage, Turkey's new brand: "Turkey. Discover the Potential" invites everyone to discover its wealth of possibilities.

Turkey is not just one of the top 20 economies in the world, but also an inseparable element of the values that constitute the common heritage of humanity and history. That is why Turkey took on the challenge three years ago to develop a new brand to reflect its existing historical value with a common statement. The decision was to design a common logo or slogan that will appear on every product made in Turkey, and the Turkish Exporters' Assembly was authorised to oversee the process.

London-based Saffron Brand Consultants was commissioned to coordinate the creative work for the logo. However, all public enterprises, ministries, NGOs and Turkey's leading corporations also participated in the process as stakeholders. The new brand imagery was to be all-encompassing, acknowledging everyone who genuinely owned and took part in the process.

## Authentic motifs contemporary perspective

The slogan selected for the graphic alternatives is: "Turkey. Discover the Potential." This is a highly illustrative slogan, easily understood at first glance and suitable for every industry, product and service.

Turkey brand will add value to every product label from figs, TV sets, leather jackets, olive oil, bicycles and ceramics. The logo was to marry Turkey's thousands-of-years-old cultural heritage with its vision for the future.

Everybody loved the logo, the result of painstaking work. Nothing in the logo was left to chance. The Turkish and Islamic civilisations were a great source of inspiration for the design. Gold, turquoise and blue are its basic colours, blending the spiritual view of the East with

the minimalist contemporary art of the West.

## Not only a brand but also a proposal

Thanks to this new identity, Turkey has acquired value to promote itself based on the qualities of its stakeholders. The logo was inspired by the cultural motifs used by the Anatolian civilizations in their tapestry (kilims), handicraft and architecture throughout history, giving it that universal appeal.

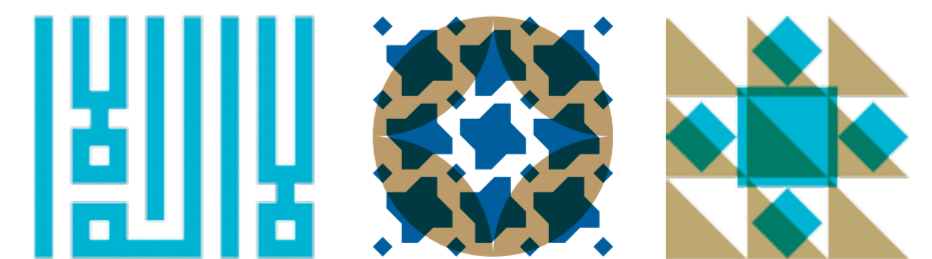
The logo hints at the rich heritage of modern-day Turkey: it features kilim motifs, called "Hands on Hips," passed on through the ages from Mesopotamia and Central Asia; Kufic calligraphy, an art form the Seljuks mastered and the most elegant heritage of the Islamic civilisation; and ceramic tiles that demonstrate the refined spirit and finesse of Ottoman art. These three elements were merged with the eight motifs imbued from the common heritage of Anatolian civilizations using a contemporary interpretation.

The eight motifs in the logo symbolise the following: rise, synergy, the world, a meeting point, the East and West, innovation, unity and harmony. Turquoise was selected as the logo's base colour. The international authority on colour, Pantone, picked turquoise as the colour of 2010. In Turkish culture, turquoise symbolises the colour of the millennium. In fact, the word "turquoise" is derived from the colour of the ceramic tiles in the Blue Mosque. Westerners who visited the mosque liked this colour so much that they named it "turquoise," meaning Turkish blue. The word "turquoise" is also used for the greenish blue semi-precious gemstone known as "firuze" in Turkish. This gemstone is an integral part of the architecture of Khorasan, the cradle of Turkish culture. \*



## Discover the potential

The eight motifs symbolise these concepts: rise, synergy, the world, a meeting point, the East and West, innovation, unity and harmony



## WHAT INSPIRED THIS?

- Turkey has been home to 33 civilizations, each has left an imprint
- The trade capacity linked to the historical Silk Road is a definite advantage
- Turkey is like a gate that connects the wealth and mystery of the East with the West
- The people of this magnificent land lived in a rich, cultural geography thanks to the Ottoman Empire, one of the three empires that would reach the 20th century. People were able to develop acumen for doing business with every culture from East to West and North to South
- A modern secular state, the Republic of Turkey helped set an example to the rest of the world

# Most dynamic and prominent member of G20

Turkey is one of the most dynamic, visible members in the G20. We expect Turkey to be even more so in the future. Why?

Illustration: Cem Kızıltug



Turkey performed a major structural overhaul of its financial industry, making it more resilient against future financial crises

The world economy went through a dramatic structural transformation during the post-1980 globalisation period, turning the whole world into a free market society with the adoption of liberal economic principles. Major players behind this process (mainly led by Europe, which teamed up with the US/EU) were: Russia (who integrated with the world markets after the fall of the USSR), China (who opened itself up to the world), and Brazil and India (who pursued aggressive growth models). Turkey also gave up its protective policies after the 1980s and, thanks to its export-led growth model, has been able to integrate with the global economy.

The real momentum, however, would not pick up until Turkey established its political stability in the early 2000s. We expect this uninterrupted stable growth trend, which has been occurring since the 2002 elections, to continue in the medium term.

The G8 platform was not equipped to address the issues of the new era. In addition to the US/EU and Russia, other major markets such as Turkey

**TURKEY'S ROLE AND WEIGHT HAVE BEEN INCREASING NOT JUST IN ECONOMIC DECISION-MAKING, BUT ALSO IN REGARDS TO THE PLATFORM OF REGIONAL AND INTERNATIONAL POLITICS**

had emerged as serious players, substantially changing the outlook of the world economy.

### From 2001 to present day

The G20 was officially established in 1999 with Turkey as one of the founders. At that time, the aim was to monitor and evaluate financial developments in the Far East during the post-crisis period (1997-1998), and later in Russia and Brazil. Today, the G20 countries account for 85 per cent of the world economy and 80 per cent of global trade. G20 members collectively account for two-thirds of the world population. The G20 of today shapes not only global policies, but also represents a large portion of the world economy. Turkey is one of the most important players in the G20. It has a growing economy and a substantial demographic, political and strategic weight.

Turkey experienced a devastating financial crisis in 2001, but was able to turn the situation around. The country re-achieved stability very quickly, thus creating a success story envied by the rest of the world. Turkey performed a major structural overhaul of its financial industry, making it more resilient against future financial crises. During the EU harmonisation process, Turkey achieved major structural reforms, improved and diversified its trade relations, revived its domestic market activity, established and pursued a firm monetary policy, and achieved export-led investment growth. In this way, it was able to earn a special place within the G20.

### A democracy with Muslim majority

Why is Turkey one of the most important members of the G20? Turkey's unique track record, experience and success set a vital example. For example, it was the only G20 country hardly affected by the 2009 financial crisis, thanks to the reforms

### DEEPLY ROOTED PARTNER: UNITED KINGDOM

A friendly relationship, growing trade and increasing investments between the United Kingdom and Turkey have created an excellent dynamism within the G20. The story of friendship and alliance between the UK and Turkey goes back to the founding years of the Turkish Republic, and relations have been improving ever since. There are many British companies, schools and institutions in Turkey. Cultural and economic relations are very good, and today thousands of British citizens own real estate in Turkey, not just in the large cities but in all corners of the country. In addition, Turkey is a major supplier for the UK in many industries, including apparel, food and automotive. The total trade volume between the two countries was \$15.8 billion as of the end of 2014. This volume could easily grow to \$20 billion in the near future.

that helped fortify its financial industry after 2001. The country sustained its stable growth trend and achieved improvements in employment and foreign trade. Also, Turkey has been working systematically to achieve its target of becoming one of the top 10 economies in the world by 2023. This means the country's position in the G20 will be stronger in the future.

Furthermore, Turkey's role and weight have been increasing not just in economic decision-making, but also in regards to the platform of regional and international politics. Located at the centre of a constantly changing political landscape that is frequently plagued by international conflicts and unrest, Turkey not only sets an example of a modern and democratic Islamic country, but also acts as a mediator between the East and West. \*



The data points to quite a lively era in terms of renewable energy sources in Turkey in the coming years

## ENERGY OF THE FUTURE

*The renewable energy target of Turkey is ambitious: Particularly in regard to solar and wind power, the country has great potential and investors' appetite is quite big.*

There is currently a popular series on TV called "Revolution." It features a dystopian view of a world suffering from a lack of electricity. Fictional as it may be, the series still makes a point - and one on which the entire world is working at the moment: the diversification of energy sources. The world is projected to run out of known oil reserves in about 50 years, natural gas reserves between 63 and 119 years, and coal reserves between 119 and 176 years. The solution against fossil fuels is renewable energy.

Norway and Sweden are leading the way in renewable energy efforts in Europe, which plans to obtain 20 per cent of its energy need from renewable energy by 2020. In the US, 14.3 per cent of the electric energy consumed in the first six months of 2014 was obtained from renewable sources. The US plans to obtain 20 per cent of its electricity from wind and solar sources by 2030. Studies show that the entire global energy supply could be obtained from renewable energy by 2050.

### Turkey's action plan is ready

Turkey's goals are ambitious as well: To reach an installed capacity of 20,000MW in wind energy by 2023, and 600MW in solar energy and 600MW in geothermal energy in 2015. Meanwhile, the target in hydroelectric energy is to use the entire current potential of 50,000 MW in Turkey. With a projected energy need of 450 billion kWh by 2023, Turkey's action plan is

### TURKEY IS PREPARED TO TAKE ON ITS RESPONSIBILITY FOR THE FUTURE GENERATIONS OF THE PLANET

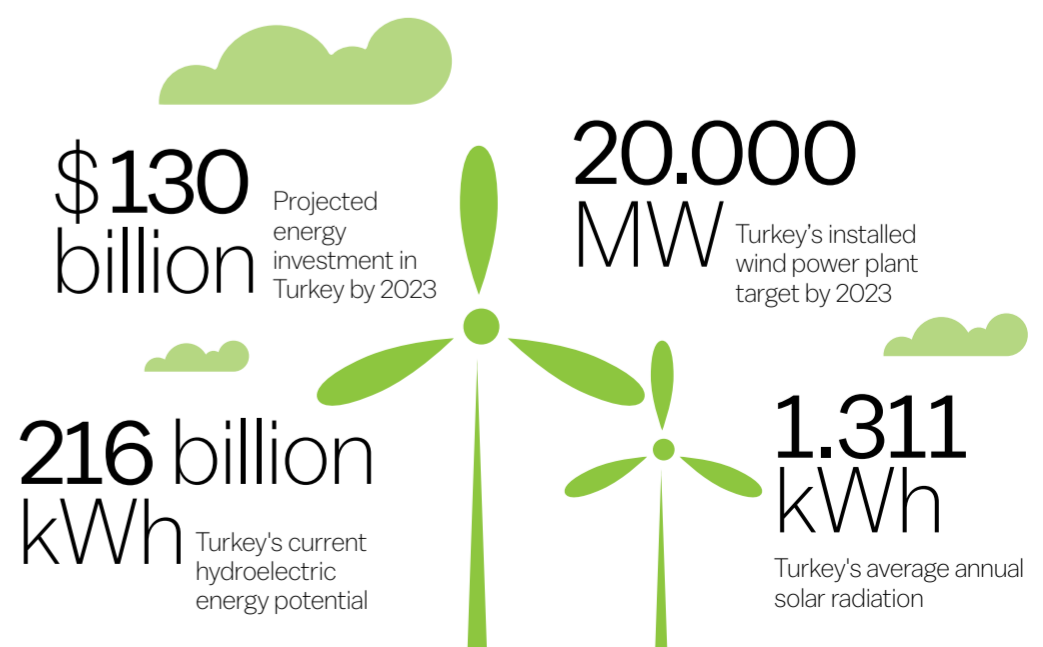
ready. Pursuant to the Climate Change Action Plan 2011-2023, Turkey is going to develop a policy according to the principle of "common, but differentiated responsibilities" and within the scope of special circumstances of the United Nations Framework Convention on Climate Change. "Sustainable development" is a key term for Turkey. This is because Turkey is a growing country with goals, and it does not have the luxury to compromise from its growth targets. Nevertheless, it is prepared to take on its responsibility for

the future of the planet. Accordingly, the sustainable development policy is being implemented by expanding it to a diverse range of areas such as know-how sharing, financing, project development, R&D operations, incentive mechanisms and corporate organization.

### Benefits in both solar and wind energy

Among the main goals for 2020 is to increase the amount of carbon absorbed by forested areas. The aim is to increase this amount by 15 per cent compared to 2007 levels. There is no reason for Turkey not to achieve these objectives as it enjoys a high potential in wind, solar and hydroelectric energy sources. For instance, Turkey receives a lot more sunlight when compared to European countries. Turkey has a 380-billion kWh solar energy potential with an average annual solar radiation of 1,311kWh. The areas and cities with the highest solar radiation are the Southeastern Anatolia and Mediterranean regions, and Konya and Karaman, respectively. Wind is Turkey's other renewable energy resource. Turkey has an installed wind power plant target of 20,000MW by 2023. Currently, Turkey produces nearly eight billion kWh of electricity from wind power plants annually. This amount accounts for three per cent of Turkey's annual electricity consumption of 260 billion kWh. So, the investment potential is huge. Thus, investments in wind energy have picked up speed in recent years. The cities of Balikesir, Izmir and Manisa hold more than half of Turkey's wind fields. With a current hydroelectric potential of 216 billion kWh, Turkey plans to be working at full potential by 2023. As it is, Turkey uses only 33 percent of this potential, and its next five-year plan includes utilizing an additional hydroelectric capacity of 10,000 MW. With an established HPP power of 22,000MW in 2013, another 10,000MW hydroelectric investment is expected.

The data points to quite a lively era in terms of renewable energy sources in Turkey in the coming years. This is because the way to achieving the objectives for the year 2023 is to raise the current capacity and increase investment. Thus, an energy investment of \$130 billion is projected by 2023. \*



# Britain finds favour in Turkey

With the 2015 G20 Summit in Antalya around the corner, it is a good time to consider the opportunities available to British businesses in Turkey.

AIDAN MCMAHON

After having assumed the presidency of the G20 from Australia in 2014, Turkey has repeatedly declared its commitment to creating more sustainable economic growth on an international level. Its recovery following the 2008 financial crisis was impressive compared to many developed economies, largely led by a strong domestic demand and a relatively well-regulated banking sector. An average GDP growth of six per cent was maintained up until 2013, and during this time, the UK was its largest inward investor.

The Turkish market offers a range of attractions for British investors. The UK government has identified its youth population of almost 40 million, 700,000 graduates per year, and the increasing use of the English language in business as positive long-term indicators. Over 2,500 British companies are active in the Turkish market, including prominent global brands such as Shell, BP, Vodafone, HSBC, BAE, Aviva, Diageo, and Unilever.

British investment in Turkey amounts to hundreds of millions of pounds annually, and continues to grow year-on-year. It was second only to Germany in terms of investments in Turkey in 2014. The variety of sectors receiving investment reflects the diverse nature of the Turkish economy as a whole. The massive public investment in infrastructure projects



The variety of sectors from automotive to agriculture receiving investment reflects the diverse nature of the Turkish economy as a whole

has provided investors with opportunities.

Turkey is also a critical energy corridor for Europe, providing an overland route for Russian, Central Asian, and Gulf oil and gas producers. The government's stated intention to reach an energy capacity of 100GW by 2023, a major part of its economic goals for the centenary of the nation's founding, will require over £80 billion in investment. Moreover, its ambitions for bolstering the role of renewable energy sources in this mix have offered yet more opportunities for British expertise in the sector.

Investment potential is also abundant in

the areas of healthcare and education. In the former, the need for language instruction for Turkish medical professionals is a key area of activity, while the development of dozens of new medical campuses across the country presents planning and facility management opportunities for UK firms. Research support for Turkey's burgeoning pharmaceutical industry is also an interesting proposition, with an almost 40 per cent increase in sales.

In finance, the growth of British-Turkish economic integration was furthered by the January 2015 announcement of an agreement between the London Stock Exchange and the Borsa Istanbul, to allow trading in futures and options. Elsewhere, big British names in the telecommunications sector have achieved notable success, with Vodafone emerging as the second largest inward investor in Turkey in 2014.

The British government's fostering of closer economic relations with Turkey has been largely successful over recent years, and is an approach that will likely be expanded over the coming decade. The country's economic trajectory and government's official targets already suggest it will realise the significant potential it has displayed over recent years, moving to take on a more prominent role in the global economy. Turkey will have a rare chance to demonstrate the gains it has made at the November summit in Antalya, and to again advance commercial ties with the UK and the wider world. \*

## Business-friendly land

Anatolian land has been entwined with trading for 6,000 years: its trade history dates back to the era of Assyrian trading colonies and continues all the way to the Ottomans.



BENTA VALEN

Take a glance at the world map from a distance and imagine a time when the world was not that big. Doesn't Anatolia stand like a natural bridge right at the centre of the "old world," which was known long before the dawn of the modern age? The Anatolian lands offered roads that were favoured by trade caravans, especially during the time when transportation was extremely difficult. Today, it is possible to see the impact that this trading culture has had on all aspects of Anatolian daily life: in its language, its architecture, culture and religion. Its status has been greatly influenced by its position as the crossroads between eastern and western Anatolian civilisations, mixed and multicultural character. The history of trade dates back nearly 6,000 years. Even though the first systematic flow of trade began during the era of Assyrian trading colonies, it is known that the Uruk civilisation, which existed between 4000-3100 BC, obtained many of its necessities from southeastern Anatolia. The era of Assyrian trading colonies began when Assyrian merchants started to expand their trading posts, called karum, the name given to ancient Assyrian trade posts in Anatolia to locations right next to Anatolian cities. The 200-year period from 1950 to 1750 BC marked the beginning of recorded history and the Middle Bronze Age of Anatolia.

### Istanbul is turning into a trade hub

During the Hittite period, trading was not as vibrant as it was during the Assyrian period. However, the Lydian civilisation, which reigned during the 7th century BC, found something that would fundamentally change the entire world of trading: Money! From this point on, money would be used as the principal exchange tool in trading throughout the world. Port cities in Anatolia expanded and became richer during the era of the Persians, who had overthrown the Lydians.

Along with military activities, trade too played a role in cultural and material changes of the East and West through Anatolia during the expansion of Alexander the Great's Hellenistic civilisation and during the Roman period. After the Roman Empire was split into two, Istanbul became the capital of the eastern Roman Empire and turned

### THE OTTOMANS HAD AN EMPIRE THAT BOASTED TRADING RELATIONSHIPS WITH ALMOST EVERY CORNER OF THE GLOBE, FROM CHINA TO ENGLAND

into a de facto hub of the entire Roman trade network. Istanbul accommodated a considerable number of traders from the East and North, in addition to the Venetian and Genoese merchants from Europe.

### The Ottomans institutionalised trading

Trading maintained its importance from the 11th century on, when the Turks began to move to Anatolia. The Ahi order emerged in Anatolia in this period and tremendously transformed trading ethics and organisations, with its effects lasting to the present day.

Caravans carried the East's silk, spices and other products to the West, which subsequently created the trading path known as the "Silk Road" today. Anatolia was right in the middle of this road. Anatolia enjoyed its most glorious era during the Ottoman period. This is because from the very beginning, the empire had a pluralistic, and for its period, libertarian character, which are prerequisites of trading. Safe passage within the borders of the Empire, an institutionalised tax system and advanced laws also made trading with the Ottomans attractive.

The Ottomans had an empire that boasted trading relationships with almost every corner of the globe, from China to African countries in the East, and from Russia to England in the West. This fact is bolstered by the Treasury collection of Topkapı Palace. This collection is full of gifts sent to the sultans from everywhere in the world. Newly discovered, exotic or any other commercial commodity would have certainly made its way through the Ottoman Palace.

### Mutual privileges and commercial law

Capitulations, a form of commercial treaty, are another point to be considered in terms of the vitality they brought to trade, not only in the Ottoman Empire, but also in the entire Mediterranean region. They were incentives offered to foreign merchants and investors in the Ottoman Empire, and consisted of certain economic, legal and administrative privileges.

Thanks to this dynamic commercial tradition, the Ottoman capital always remained a multicultural and productive city. In the 19th century, foreigners accounted for a considerable number of Istanbul's population and most of them were there for commercial reasons. Turkey still enjoys a coveted position as the main passageway of commodity, money, people and culture between the East and West. \*



## MUSEUMS OF TURKEY

Visiting museums is the fastest way to getting to know a country. Museums that shed light on Anatolia's colorful and rich history and also award-winning contemporary museums provide this opportunity.

Turkey is like an outdoor museum in every aspect. From Ephesus to Troy or Mount Nemrut to Hasankeyf, it is possible to witness history in all corners of the country. Turkey also boasts a considerable number of museums. Museums became popular during the Ottoman era. Today, there are 98 museum directorates under the Ministry of Culture and Tourism, as well as 92 private museums and 1,204 private collections. Here are the ones we believe will strike an interest in you the most.

The first museum you must visit when in Turkey: The Istanbul Archaeological Museum was established as Turkey's first ever modern museum building under the auspices of painter and museum curator Osman Hamdi Bey around the end of 19th century. It is one of the world's biggest museums, featuring over one million pieces belonging to various cultures with roots in Anatolia such as Egypt, Mesopotamia, Hittites, Byzantium and ancient Greece. Among the must-see items are the Tomb of Alexander the Great as well as Hermes, Apollo, Okeanos and Aphrodite sculptures, and the text of the Treaty of Kadesh, is the first peace treaty ever recorded.

The Museum of Anatolian Civilizations in Ankara is another noteworthy location to trace ancient civilisations. Featuring mostly Hittite works, the museum became notable by being selected as Museum of the Year among 68 museums by the European Museum Forum in 1997.

If you happen to travel to Eastern Anatolia, do not miss the Zeugma Museum in Gaziantep, the home of the most glamorous mosaics of Anatolia. You will spend more time than you thought you would in front of the famous Gypsy Girl mosaic. You can't help but be impressed by the mental and aesthetic marvel created by humans thousands of years ago.

### THERE ARE 98 PUBLIC MUSEUMS, AS WELL AS 92 PRIVATE MUSEUMS IN TURKEY

### The most mysterious halls of the Ottoman palace

Meanwhile, both Topkapı Palace and the Dolmabahçe Palace, which reflect the latest period of the empire, are the first places to visit for those with an interest in Ottoman history. The palace provides a complete picture of the Ottomans: wars, daily life, diplomacy, ceremonies and rituals, and the prized pieces of the treasury... Spoonmaker's Diamond (Kaşıkçı Elması), one of the world's biggest one-piece diamonds, is a must-see.

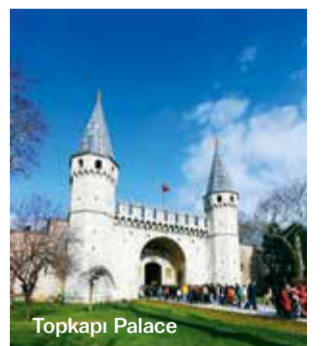
Now for the contemporary era: The Pera Museum in Beyoğlu, Istanbul, features one of the world's most distinguished orientalist collections, as well as periodic retrospectives from world-renowned names in contemporary art. The museum's collection also boasts a few masterpieces by the celebrated Turkish painter Osman Hamdi Bey.

Sakıp Sabancı Museum, located on the European side of Istanbul's Bosphorus, displays the Sabancı Family's - a line of long-established industrialists - one of the most significant Ottoman calligraphy collections in Turkey. The museum also regularly hosts international exhibitions.

Istanbul Modern features the most comprehensive collection of contemporary Turkish art, at the beginning of the 20th century. The museum pass issued by the Ministry of Culture and Tourism makes it a lot easier for tourists. Go to [museum.org.tr](http://museum.org.tr) for information on a myriad of museums in Turkey, and to [muzekart.com](http://muzekart.com) for more information on the museum pass. \*



The Istanbul Archaeological Museum



Topkapı Palace

### UNIQUE ADDRESSES

There are some unique museums to visit in Turkey, which possesses one of the richest cultural and historical heritages in the world:

**The Bodrum Museum of Underwater Archaeology:** Located inside the Bodrum Castle, which was built in 1406. A favorite for those interested in seamanship and diving. [bodrum-museum.com](http://bodrum-museum.com)

**Chora Museum:** The Byzantine church with the richest selection of frescoes in Istanbul. Frescoes are like a mysterious book waiting to be discovered. [kariye.muze.gov.tr](http://kariye.muze.gov.tr)

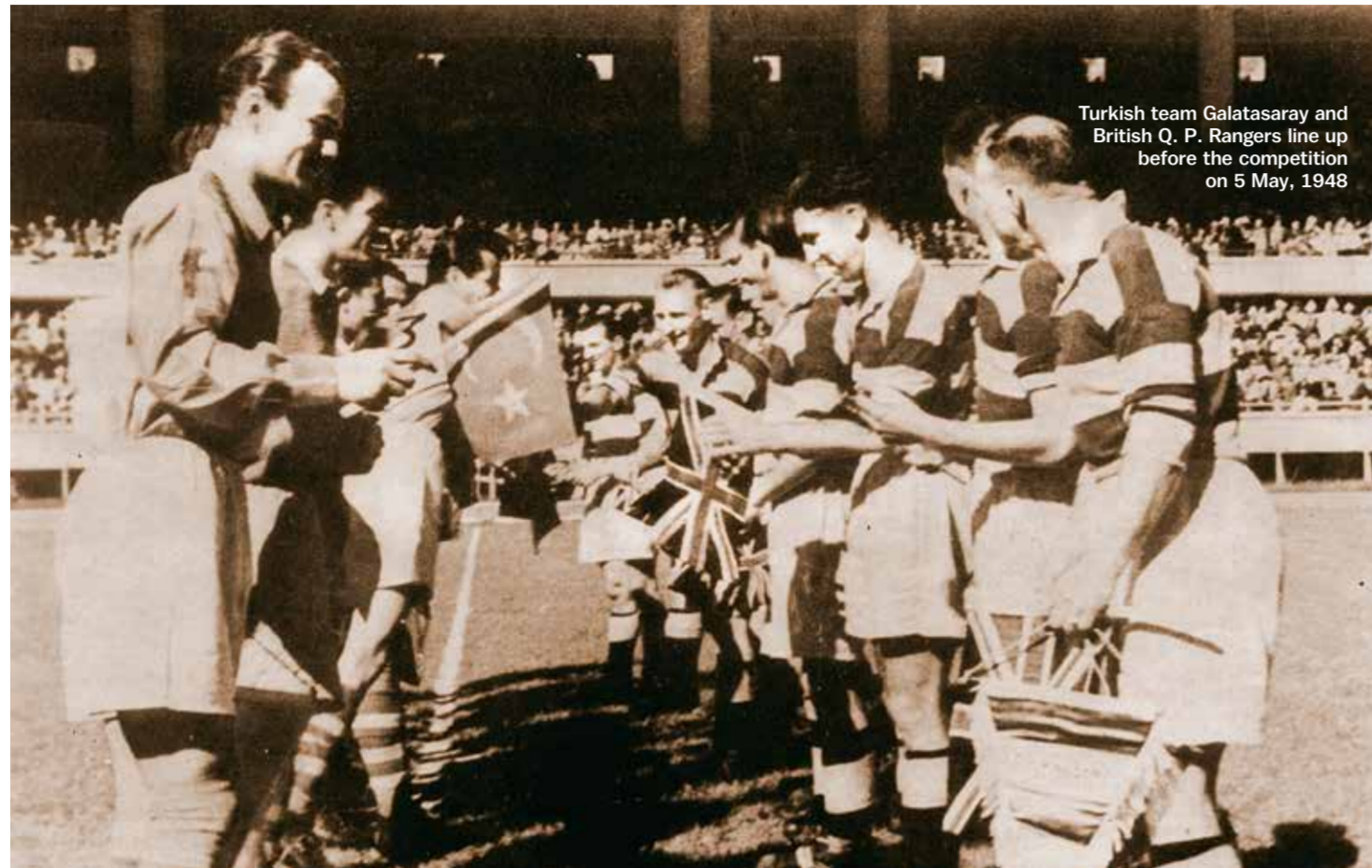
**Bakı Museum:** An art museum established in rural Bayburt, a small town in Anatolia. A must for those in pursuit of the exceptional. [baksi.org](http://baksi.org)

**The Rahmi M. Koç Museum:** An industrial museum located in Haliç, Istanbul. [rmk-museum.org.tr](http://rmk-museum.org.tr)

**The Museum of Innocence:** A museum based on the novel of the same name by the Nobel prize-winning author, Orhan Pamuk. A must-visit for avid readers. [en.masumiyetmuzesi.org](http://en.masumiyetmuzesi.org)

# Cotton, tobacco and football!

If the Lafontaine, Giraud, Whittal and Charnaud families, who were involved in the cotton and tobacco trades, had not come to Turkey, Anatolia would not have embarked upon football this early.



Turkish team Galatasaray and British Q. P. Rangers line up before the competition on 5 May, 1948



The British settled around the crucial ports of the Ottoman Empire, bringing their brand of football to the Turkish soil

Our goal is to play together like the British, bear a colour and name, and beat non-Turkish teams." These words belong to Ali Sami Yen, the founder of Galatasaray, Turkey's first official soccer club. This sentence alone summarises the role played by the British in Turkish football.

In fact, it has always been said that football is a part of Turkish culture. Historical records prove that it was "Tepük" (Kick), a sport played by nomad Turkish people in Central Asia that contributed to the rise of what is now regarded as modern football. The British are thought to have a role in popularizing football in Turkey during WWI. However, it was only in the last quarter of the 19th century that football truly became popular in Turkey. The British settled around the crucial ports of the Ottoman Empire, bringing their brand of football to the Turkish soil. The first football

match was played in 1875 in Thessaloniki, which was then within the borders of the empire at that time. Contrary to common belief, the first location that a football match was played within Turkey's modern political borders was İzmir, not Istanbul. In 1877, the Lafontaine, Giraud, Whittal and Charnaud families, who were involved in the cotton and tobacco trades, attracted a ton of spectators as they dribbled a ball on the grasslands of Bornova in İzmir.

In 1894, the British founded the Football Club Smyrna in İzmir. This was the first football club at a time when Turks remained only as spectators. The sport moved to Istanbul from İzmir as these four families brought their business to the former. The flatlands of Kadıköy and Moda in Istanbul replaced the grasslands of Bornova in İzmir.

**The first Turkish football club**  
Selim Sırrı Tarcan was the first Turk-

**IN 1894, THE BRITISH FOUNDED THE FOOTBALL CLUB SMYRNA IN İZMİR. THIS WAS THE FIRST FOOTBALL CLUB AT A TIME WHEN TURKS REMAINED ONLY AS SPECTATORS**

ish person to ever play football when he engaged in a game with the British in İzmir in 1898. However, Fuat Hüsnü Bey was the first to go on record as the "First Turkish football player." He became interested in the sport while watching the British play in Istanbul, and then founded the first Turkish football club after convincing his friends to join him. The team was named "Black Stocking," referring to the black socks they wore under a red team jersey.

Efforts by Fuat Hüsnü Bey began to bear fruit at the outset of the 20th century. Turkish people aspired to establish clubs. Many of the current sports clubs began as football clubs during this time. Ali Sami Yen founded Galatasaray at Galatasaray High School with his friends in 1905. Galatasaray played its first game with the crew of the British Barhau ship. Fenerbahçe was founded in 1907, and Beşiktaş began football activities in 1910 after being founded as a gymnastic club in 1903. The foundation of the Turkish Football Federation in 1923 was the culmination of the Turks' first phase of their love of football, which burgeoned on Turkish soil with British influence. It was also the British that lent a hand to Turkish football during its infancy. Many British managers worked on Turkish teams and shared their experience. There were a considerable number of British managers who trained Galatasaray, Beşiktaş and Fenerbahçe. \*



## TURKISH SIGNATURE IN NOBEL PRIZE IN CHEMISTRY

*Aziz Sançar received the Nobel Prize in Chemistry, with the work contributing to the development of new treatments for cancer.*

This year, the 2015 Nobel Prize in Chemistry was awarded to a person from Turkey. Aziz Sançar, born in Mardin, Turkey, shared the prize with American Paul Modrich and Swedish Tomas Lindahl. Graduated from the Faculty of Medicine of Istanbul, Sançar did his PhD in 1977 at the University of Texas in Dallas. Sançar currently teaches at the University of North Carolina School of Medicine, Department of Biochemistry and Biophysics.

**Aziz Sançar did the mapping**

The Swedish Royal Academy of Sciences said of the three winning scientists: "In the early 1970s, scientists believed that DNA was an extremely stable molecule, but Tomas Lindahl demonstrated that DNA decays at a rate that ought to have made the development of life on Earth impossible. Aziz Sançar has mapped nucleotide excision repair, the mechanism that cells use to repair UV damage to DNA. Paul Modrich has demonstrated how the cell corrects errors that occur when DNA is replicated during cell division." Famous writer Orhan Pamuk had been awarded the 2006 Nobel Prize in Literature 2006. \*

# Istanbul is more attractive than fictional life

*Having seduced a great many writers as a city unwilling to reveal all its mysteries at first glance, Istanbul's real and fictitious faces complement each other in Agatha Christie's works.*

Mark Twain once said, "Reality is stranger than fiction because fiction has to make sense." Books, cities and even people have two faces—one fictitious, the other real. These real and fictitious faces sometimes complement, but occasionally contradict each other. One lives, the other dies. One keeps silent, the other speaks. Having seduced a great many writers as a city unwilling to reveal all its mysteries at first glance, Istanbul's real and fictitious faces complement each other in Agatha Christie's works. The city hides the secrets of Christie, and Christie hides those of the city. Dame Agatha Christie visited Istanbul from time to time, both in her real life and in her books. However, while the Istanbul that inspired Christie still awaits its visitors, the Istanbul written by Christie exists only in her books.

"Murder on the Orient Express," one of Christie's most popular books, opens with Hercule Poirot planning to visit Istanbul for a couple days of rest. Poirot sets foot in Istanbul at Haydarpaşa; he then crosses to the other side via the Bosphorus and hastily checks into the Tokatliyan Hotel on İstiklal Avenue. He was planning to visit the Hagia Sophia, which several people had told him was gorgeous. However, a telegram is waiting for him and it forces him to take the Orient Express heading toward Calais.

In 1977, the Orient Express stopped serving Istanbul. In other words, the Istanbul written by Agatha Christie still exists, but its countenance has changed. There is also yet another Istanbul—one which Agatha Christie visited frequently and which still survives with all its magnificence. Christie first visit-



Unlike her most famous character, Hercule Poirot, Christie stayed not at the Tokatliyan Hotel, but always at the Pera Palace



ed Istanbul on the Orient Express; from then on, she couldn't help but visit the city over and over. She made sure to stop in Istanbul on her frequent journeys to the Middle East. Unlike her most famous character, Hercule Poirot, she stayed always at the Pera Palace. She most likely took the Tünel (literally the Tunnel), which is the second-oldest subterranean urban rail line in the world after the London Underground and strode down İstiklal Avenue.

**Mystery at the Pera Palace**

Over the years, the Pera Palace Hotel became one of the most compelling mysteries in the story of Agatha Christie. Christie disappeared suddenly in December 1926. Suspicions were raised that she may have committed suicide when her car was found abandoned by a lake. The breaking news spread like wildfire around the world, impacting many. After 11 days, Christie was found in a hotel in

"Murder on the Orient Express," opens with Hercule Poirot planning to visit Istanbul for a couple of days of rest

Yorkshire, unable to remember what had happened. She never unveiled the mystery of her disappearance, not even in her autobiography.

Fifty years later, the mystery of Christie got even stronger. In 1976, Warner Bros. and Michael Apted started working on a movie about Agatha Christie's disappearance. It attracted the attention of famous Hollywood medium, Tamara Rand. Rand held a séance and pretended to contact the spirit of Christie. She revealed that the mystery behind the disappearance of the writer would be unveiled by a "key in Room 411 of the Pera Palace Hotel in Istanbul." A key was actually found in Room 411. It was not clear who the owner of the key was. However, life intervened. Before Tamara Rand was to hold Christie's key in her hands and expose the location of Christie's diary, the hotel workers went on strike, thus allowing the mystery to once again be shrouded.

Today, Room 401 of the Pera Palace is referred to as "Agatha Christie." The hotel is also at the centre of the writer's 125th anniversary celebrations in Turkey. The famous key has been kept in a private safe for years. The Bosphorus is still wild from time to time, the Tünel is still an indispensable part of İstiklal Avenue and the Hagia Sophia remains a must-see. However, the mystery of Agatha Christie is intertwined with the city, already exceeding the strangeness of fiction. \*

# FREEDOM TO SCREENWRITERS



*Home of Filinta, a popular TV series from the last year in Turkey, Sekapark Film Sets is one of the best film sets with its dimensions and technical equipment. If Sekapark is selected for film or series shooting, you do not need to think again when you put the scene in your head on paper.*

Last year, Turkish TV audiences met an unusual production: Featured on TRT, Filinta was a detective story taking place in Istanbul of the 19th century. Happening under the sovereignty of Sultan Abdulhamid II - the great sultan of the Ottoman Empire with the second longest period on the throne after Suleyman the Magnificent - the story reflects one of the most intricate and chaotic periods of the world politics and Ottoman Empire. Istanbul was a boiling cauldron, crime and trouble were all around, intrigues were a part of the daily life. Ottoman sultans, detectives, judges, ambassadors, agents, inventors, governesses, hoodlums, mysterious murders, hunts, spying, murderers just as smart as detectives, the crowded and colorful world of cosmopolitan metropolises. Such an intricate and challenging scenario full of actions was almost a first on TV screens in Turkey but not a surprise at all.

The film set where the series is being shot is now the largest one in Europe. Within two hours of to Istanbul and within the provincial borders of Kocaeli, Sekapark Film Sets contribute significantly to the success of Filinta. The story of Filinta takes place in Pera, still the liveliest and most cosmopolitan quarter in Istanbul (the district of Beyoğlu, which covers Istiklal Caddesi, Galata Tower, and Karaköy). To be able to show Istanbul of the previous century with all its aspects is nothing to sneeze at. Because Istanbul changed much more than any other metropolis in the last century. If you want to shoot something about Istanbul of the 19th century, you have to rebuild it. The Filinta team did so.

#### Suitable for any production technique

On the film sets, 140 people work only for the Filinta project. Built on an area of 55,000 square meters on a site of 178,000 square meters, Sekapark incorporates almost the exact copy of Pera. It is possible to find there anything special to Istanbul, in general, and Beyoğlu, in particular, of that period: streets, palaces, houses, cars, mansions, places of worship, dungeons, public buildings, dens of vice, ballrooms, inns, Turkish baths, courtrooms, Galata Tower, Karaköy Port, etc. Those buildings that appeared in the silhouette of Istanbul in that period but were not constructed, including Saint Sophia or Selimiye Barracks, can be recreated

with advanced effects indistinguishably from the scenes. Meanwhile, visual effects are generously used as the level of action is extremely high in the series. Sekapark film sets are also suitable for the use of visual effects, offering the opportunity to imagine and realize any scenario.

The equipment in the sets allows for the use of any production technique. It is possible to produce on-site anything required in a film set. The setting and costume workshops are the most important sections. In brief, this is a self-producing set. There is everything required in a film set, including carpenters, tailors, hairdressers, kitchens, etc.

Investments in Sekapark are not meant only for Filinta; it has already become an privileged area sought by the most important production firms from the US and Europe. With its large variety of equipment for shooting of TV series, movies, commercials, and video clips, the set stirs the appetite of cinema creatives as a place to connect the past and present in its cities and streets constructed with a superior sense of architecture.

#### The second largest set in the world

Bobby Roth also witnessed the equipment of Sekapark Film Sets when he visited Turkey to provide consultancy to the team of Filinta. Roth previously consulted on huge global productions, including Prison Break, Lost, and Revenge. Roth expressed his feelings before the picture he saw: 'I am fascinated, I am on the second largest film set in the world. I would like to do here many more things. There are only a few sets around the world with such a large surface area as this set in which Filinta is being shot. I am sure many more good works will come out of this place.'

The previous season, the story was centered on Istanbul in Filinta. This season, it will open up to the world. Sekapark Film Sets will also recreate Skopje, Damascus, and the Balkans of the period. Indeed, the technical equipment and quality of the sets are able to give life to any new story from anywhere around the world. Moreover, it is only two hours to Istanbul, one of the liveliest and popular cities. As the best location in Europe to shoot films or series, Sekapark constantly updates itself with ever-developing technologies and new means.



**SEKAPARK FILM SETS OFFER THE OPPORTUNITY TO IMAGINE AND REALIZE ANY SCENARIO**

