



Turkey

Discover
the potential

Turkey Promotion Group (TPG)'s mission is to highlight Turkey's potential in investment, production and export especially economy and to increase the perception of production goods and services globally.



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Turkey Promotion Group (TPG)'s



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Turkey Brand Summary

Brand idea

Masters of Change

Brand values

- Long-term vision
- Courage
- Entrepreneurialism
- Adaptability

Slogan

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Concept

The graphic elements that form our logotype are inspired by the original geometry of Kufic calligraphy and that of the art of Kilim tapestry.

Kufic scripture



Kilim art



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Motifs

Turkey Discover the Potential logo is made up of 8 key traditional motifs. Each motif represent a different value of rising Turkey. Here are the motifs and their meanings.

Growth



Synergy



World



Meeting



Both Western
And Eastern



Innovation



Togetherness



Harmony



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FLY HIGH WITH TURKEY!

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turkeydiscoverthepotential.com

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Turkey: Intersection of Continents



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Orient Express is activated in 2018, aiming to connect the line from London to China in the future.



Tunnel Istanbul aims to connect Black Sea to Marmara Sea in order to decrease the sea traffic in Bosphorus.



Eurasia Tunnel



Bosphorus 3rd Bridge



New Istanbul Airport

A global hub to host 200 Million passengers per year to 350 destinations, biggest airport in m² in the World.

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Cultural and Natural Wonders of Turkey

Ephesus



Ayasofya



Bosphorus

Dead Sea Region



Black Sea Region



Mount Nemrut

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Turkey at a Glance



Population
(2017)

80,7 million

1,07 % of the world

GDP

(2017 estimate)

841,21 billion \$

1,12% of the world

Per Capita Income
(2017 estimate)

10,418 \$

Turkey Outpaces G20 Countries

2017 GDP Growth (%)



IMF estimates excluding Turkey

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Turkey's Sectors

Agriculture

- 1 - Nuts and its Products
- 2 - Grains, cereals, legumes and its products
- 3 - Dried Fruits and its Products
- 4 - Fruit and Vegetables
- 5 - Water and animal products
- 6 - Ornamental Plants
- 7 - Tobacco
- 8 - Fresh Fruit and Vegetables
- 9 - Olives and Olive Oil

Industry

- 1 - Steel
- 2 - Cement, Glass, Ceramics and Soil Products
- 3 - Ferious and Non-Ferious Metals
- 4 - Electric, Electronics and Service
- 5 - Ship and Yacht
- 6 - Climatization Industry
- 7 - Chemical Substances and its Products
- 8 - Minerals
- 9 - Machine and its parts
- 10 - Furniture, Paper and Forest Products
- 11 - Jewelry
- 12 - Otomotive
- 13 - Defence and Air Force Industry

Textile

- 1 - Textile and its Substances
- 2 - Leather and its Products
- 3 - Carpet
- 4 - Ready to Wear

The Products That We Have More Than Half Of The World Market

(PRODUCTS / GLOBAL TRADE SHARE)

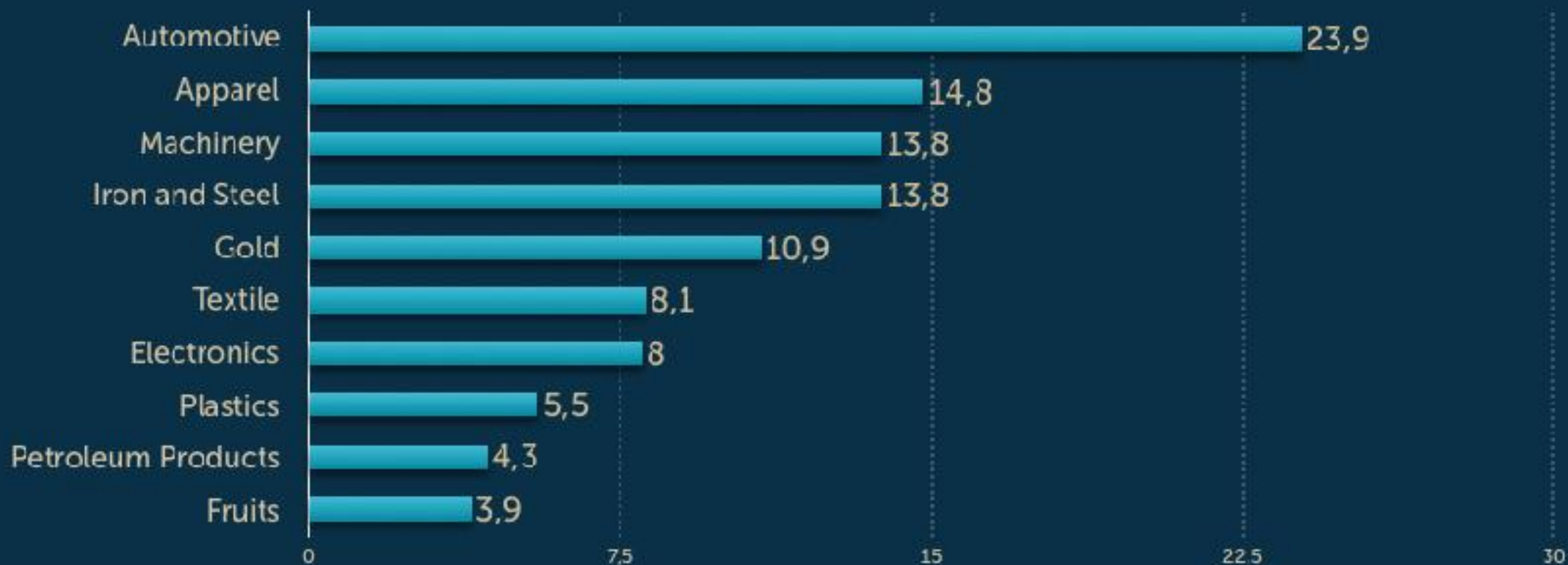
FRESH FIGS	53%
COTTON WEAVED TEXTILE FABRIC	56%
POLYPROPYLENE YARN	58%
MARBLE- TRAVERTINE	58%
NUTS WITHOUT SHELL	60%
SENTETIC CARPET	65%
CARP FISH	65%
CRACKED WHEAT	71%
NATURAL BORON	71%
DRIED APRICOTS	78%

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Turkey's Top Exporting Sectors

2017 Billion \$



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Turkey's Export Market Numbers



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Turkey's World Rank in Exports



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Thank you