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Session 1, Mr. Musa Demir, Deputy Director General,
General Directorate for Exports, Ministry of Trade, Turkey




THE SUPPORT PROGRAMMES OF THE MINISTRY OF TRADE, TÜRKİYE

FIRST PREPARATORY MEETING OF THE 30TH OSCE ECONOMIC AND ENVIRONMENTAL FORUM
«SUPPORTING SUSTAINABLE ECONOMIC RECOVERY AND GROWTH THROUGH THE PROMOTION OF INVESTMENT, ENTREPRENEURSHIP AND BUSINESS DEVELOPMENT»

**THE SUPPORT PROGRAMMES IMPLEMENTED FOR SMEs
BY THE MINISTRY OF TRADE, TÜRKİYE DURING THE COVID-19
PANDEMIC AND IN THE POST PANDEMIC ERA**

February 14, 2022


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Digital Market Access Support Programme

LEGISLATION	{	Presidency of the Republic of Türkiye Decision No. 2573 on «Supporting Digital Activities in Market Access»
PURPOSE	{	Supporting the expenses of companies and cooperation organizations regarding digital activities for market access and marketing
SCOPE	{	<ul style="list-style-type: none">• Membership to E-Commerce Web-Sites• Virtual Trade Delegations• Virtual Fair Participations• Virtual Fair Organizations

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Digital Market Access Support Programme

SUPPORTING
THE
MEMBERSHIP
TO
E-COMMERCE
WEB-SITES

Supported Expenses

Expenses related to membership to e-commerce web-sites approved by the Ministry of Trade

Amount of Support : 15.102 TL per company, yearly membership expense to a specific e-commerce web-site

Support Rate: 60 %

- Support can be used for a maximum of 3 e-commerce web-sites and for a maximum of 2 years per web-site.
- It is mandatory for companies to have websites with at least one foreign language support related to their commercial activities.
- In-site advertising and banner expenses are not supported.

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Digital Market Access Support Programme

SUPPORTING
VIRTUAL
TRADE
DELEGATIONS

Target Group

- Cooperation Organizations
- Pre-approval application- 1 month before the first day of the event.
- At least 10 companies

Supported Expenses

- a) Service expenses related to written and visual communication or advertising campaigns, including internet, mobile and similar digital media for the promotion of the virtual trade delegation,
- b) Service expenses for the planning and coordination of the virtual trade delegation,
- c) Expenses related to the organization of matchmaking/pairing of companies and bilateral business negotiations,
- d) Fees paid to platforms where virtual trade delegation activity is carried out,
- e) Translation expenses.

Max. Amount of Support: 50.000 USD

Support Rate: % 50

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Digital Market Access Support Programme

SUPPORTING PARTICIPATIONS TO VIRTUAL FAIRS

Target Group

- Cooperation Organizations
- Pre-approval application - 2 months before the first day of the fair.

Supported Expenses

- a) Service expenses related to written and visual communication or advertising campaigns, including internet, mobile and similar digital media for abroad within the scope of virtual fair participation,
- b) Service expenses for the planning and coordination of virtual fair participation,
- c) Expenses related to the organization of matchmaking/pairing of companies and bilateral business negotiations,
- d) Expenses paid to the main organizer within the scope of virtual fair participation.

Max. Amount of Support: 50.000 USD

Support Rate: % 50

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Digital Market Access Support Programme

SUPPORTING THE VIRTUAL FAIR ORGANIZATIONS

Target Group

- Cooperation Organizations
- Pre-approval application - 6 months before the first day of the event.

Supported Expenses

- a) Service expenses related to written and visual communication or advertising campaigns, including internet, mobile and similar digital media, provided that at least 80 % of the expenses within the scope of the promotion of the virtual fair organization are directed abroad,
- b) Service expenses for the planning and coordination of the virtual fair organization,
- c) Expenses related to the organization of matchmaking/pairing of companies and bilateral business negotiations,
- d) Expenses paid to the platforms where the virtual fair organization is held.

Max. Amount of Support : 100.000 USD

Support Rate : % 50

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Export Development Joint Stock Company

COLLATERAL FOR EXPORT CREDİTS

Target Group

- Export companies, especially small and medium-sized

Goals

- a) To facilitate access to finance for exporters of goods and services
 - b) To eliminate credit guarantee problem
 - c) Reduction in the cost of access to credit for exporters
- The company (İGE A.Ş.), established with the contributions of exporters' associations, is scheduled to start operations on March 1, 2022.
 - It is evaluated that a loan volume of 20 to 30 billion TL can be created thanks to the Company.



THE MINISTRY OF TRADE, TÜRKİYE

Contact information:

Musa DEMİR
Deputy General Director

General Directorate of Exports