

MIYA GGD

**Business Development
Consulting**

Miya GGD – Who we are

- ☐☐ We are a consulting company focused on business and market development.
- ☐☐ Our mission is to connect foreign and Turkish companies for potential collaborations.
- ☐☐ We work with Consulates; Embassies; Business Associations; Development Agencies and Corporations.
- ☐☐ We provide business development consulting and training services to our clients.
- ☐☐ We are located in Istanbul, Turkey.

Miya GGD – What we do

- ☐☐ Introduce potential local partners to foreign companies that want to invest in Turkey or do business with Turkey.
- ☐☐ Introduce foreign partners for Turkish corporations that are looking for a partner; know-how transfer or investor.
- ☐☐ Provide market research, marketing, entry strategies and representation.
- ☐☐ Organize business matchmaking for foreign delegations and trade missions.
- ☐☐ Provide consulting on business development in Turkey.
- ☐☐ Deliver corporate, industry specific trainings, focused on sustainability; defense; mining and management topics.

Capabilities

- **Matchmaking:** Identify ideal matching companies for partnership; collaboration, JV, business development
- **Delegation planning/Government relations:** Secure meetings with executives and key government stakeholders for visiting foreign delegates. Organize logistics, regulatory processes, timing and travel schedules to ensure cohesive and successful trips
- **Marketing communications:** Compose content for articles, E-newsletters, website, brochures and advertising copy. Ensure localization of content into foreign languages
- **Sales/targeting:** Identify target companies and profiles, and design systematic approaches for outreach to target markets and lead generation among retail and wholesale partners.
- **Development of branding & communications:** Identify target sectors and conduct research to develop key messages and branding for targeting executives

Experience – B2B meetings

**Consulate of Canada
(Ontario and Quebec
delegations)**

Industries: Security/IT, ICT,
Mining, Defense, Education
Technologies

**September 2012--- November
2013:**

Miya GGD organized company
matchmaking events; seminars
and reception.



CEBIT Mission – Reception & B2B



Security Mission – Seminar & B2B



Mining Mission –
Reception and B2B



Education Technologies –B2B Istanbul &
Ankara



Defense Mission B2B



Experience— Trade Mission

Miya GGD organized a trade mission trip to Turkey together with its US partner BrandSync

Industries: Furniture; Construction; Defense; Forensics; Medical Devices

October 2009

US entrepreneurs visited Turkey for potential collaboration and investment opportunities. B2B meetings arranged.



TURKEY TRADE MISSION

NOVEMBER 6-14, 2009

... providing a unique and unprecedented private business opportunity (and enriching culture experience) to gain high level access to one of the world's ripest markets

QUICK FACTS: WHY TRADE WITH TURKEY?

- One of the fastest growing economies and richest cultural destinations in the world.
- Offers US business an expansive & relatively untapped trade partner, along with highly favorable economics in political conditions.
- Has become the 15th largest economy in the world & 6th largest in the European Union.
- US imports from Turkey were \$4.6 billion in 2008.
- US direct investment in Turkey is expected to grow exponentially during the Obama Administration with its regional commitment to developing economic & cultural relations with Turkey.

JOIN US

Please join a special delegation of business owners, skilled professionals, entrepreneurs, government officials and curious travelers for a comprehensive "day experience of trade opportunities throughout Turkey." The thriving hub of commercial and cultural activity for Europe, Asia and Africa.

- Commercial consultation, introductions & meetings
- Business & cultural tours in Istanbul, Ankara & Izmir
- Personal receptions with US Consulate, US Embassy & Turkish governmental officials
- Private tours of cultural destinations (ie Blue Mosque, Hagia Sofia, Topkapi, and Hagia Sophia)
- Luxurious accommodations including the 5-star Cihangir Palace hotel in Istanbul

KEY INDUSTRIES

ITINERARY

Nov. 6, 2009:
5:00 pm-7:00 pm
Departure from Washington DC
Arrival in Istanbul

Nov. 7, 2009:
11:00 am-2:00 pm
Arrival in Istanbul

Nov. 8, 2009:
10:00 am
Departure from Istanbul to Ankara

Nov. 11, 2009:
10:30 pm
Departure from Ankara to Izmir

Nov. 13, 2009:
10:00 am
Departure from Izmir to Istanbul

Nov. 14, 2009:
9:00-11:00 am
Departure from Istanbul to Washington DC

CLOSING



Experience— Corporate Trainings

Miya GGD organized seminars in collaboration with ABFT/AmCham (American Business Forum Turkey/American Chamber of Commerce Turkey) & DEİK

December 22nd, 2012:
Offset and US Defense Industry
January 19th, 2013:
Investing in the US, Eximnbank credits, Double Taxation
January 26th, 2013
US retail sector, legal issues

Other Trainings: Sustainable
Mobility Composites
Manufacturing Emotional
Intelligence
Mining and Shale gas



Miya GGD --- References



Foreign Affairs and
International Trade Canada

Affaires étrangères et
Commerce international Canada

Trade Commissioner Service

Service des délégués commerciaux



Embassy of the
United States of America



AMERICAN BUSINESS FORUM IN TURKEY

AMERİKAN ŞİRKETLER DERNEĞİ

Affiliate of THE UNITED STATES CHAMBER OF COMMERCE

Absolute[®]
Software



Partners

□□ Miya GGD was founded in 2008.



Işıl Yegin

Managing Partner

After graduating from German High School in Istanbul, she studied International Business at the University of Virginia, USA. After graduation, she started working at Bain & Company in Turkey as a management and strategic consultant, serving banking; retail; FMCG and public/ privatization sectors. She speaks English and German fluently.



Mete Akbülbul

Managing Partner

He graduated from Bilkent University and got his MBA at Yeditepe University in Turkey. He has been involved in the textile; licensing; consumer goods and foreign trade sectors for more than 20 years. He speaks English fluently.

What we can do for you

We would be happy to assist you with

- Organization of:

 - trade missions- B2B meetings- receptions

- Market research reports

- Market entry strategies for Turkey market

- Marketing and PR activities in Turkey

- Newsletter about economic & political developments in Turkey

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THANK YOU!

Miya GGD