

SUCCESS STORY

Global Engagement Initiative in Action

“Regional Opportunities for Growth Conference”

28 June, 2011

Izmir, Turkey



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Turkey is the fastest growing market in the region. This event helped strengthen Southeast Europe – Turkish business contacts and highlighted opportunities for increasing trade and investment.

On June 28, 2011 in Izmir, Turkey, at EBILTEM (a local university entrepreneurship center), CEED Global and its local partner BATI-BINOM (Western Anatolia Chamber) implemented a two day ICT business-to-business matchmaking event - "Regional Opportunities for Growth Conference." The B2B event was made possible by the Global Engagement Initiative with the support of the Regional Competitiveness Initiative (RCI).

Informatics, Electronics, and Telecommunication were among the key new technological industries represented at the event. The goal was to establish a platform for effective collaboration and regional integration among ICT companies from the South East Europe region. A total of 60 companies participated at the B2B company matchmaking of which 19 were from Eastern Europe where CEED has offices (Bulgaria, Kosovo, Slovenia, Romania, Macedonia, Albania, BiH), and 41 were local firms, universities and organizations. In the morning opening session, Dr. Serdal from TEMEL presented information on business and trade development in the Izmir region. This was followed by a presentation by Mr. Peter Statev, Chairman at the Bulgarian ICT Cluster who spoke about the IT market situation in Eastern Europe, and based on his personal experience, provided the audience with the business know-how on how a foreign company can open a representative office in Turkey.

Later, one of the leading Turkish producers, VESTEL Electronics, spoke about its R&D management, presenting a video demonstration on new areas of technological involvement. The last speaker from the Bulgarian IT Association, BASSCOM President George Brashnarov, spoke on the topic of internationalization and cooperation.

The afternoon program continued in the form of "Speed Networking" to increase communication and collaboration opportunities by having prearranged face-to-face meetings with individual companies. These 15 minute meetings (80 in total) allowed company representatives to exchange information and created the opportunity to talk in further detail about actual business ideas.

The event resulted in 15 potential co-operation connections and post-event contacts. Following the success of the event, the two organizing partners CEED and BATI-BINOM agreed to continue this regional collaborative work, and do another follow-up event focused on establishing further business partnerships. The participating companies themselves also expressed the need for continued and deeper involvement so that the regional ICT networking could further expand and flourish.