

E-EMPORIO

Increase SMEs export skills through e-learning

LLP-LdV/TOI/2013/RO/012

DESK RESEARCH IN TURKEY

WP2 – Research and Analysis

TURKEY



Prepared by: MAKRO

Date: January 2014

Table of contents

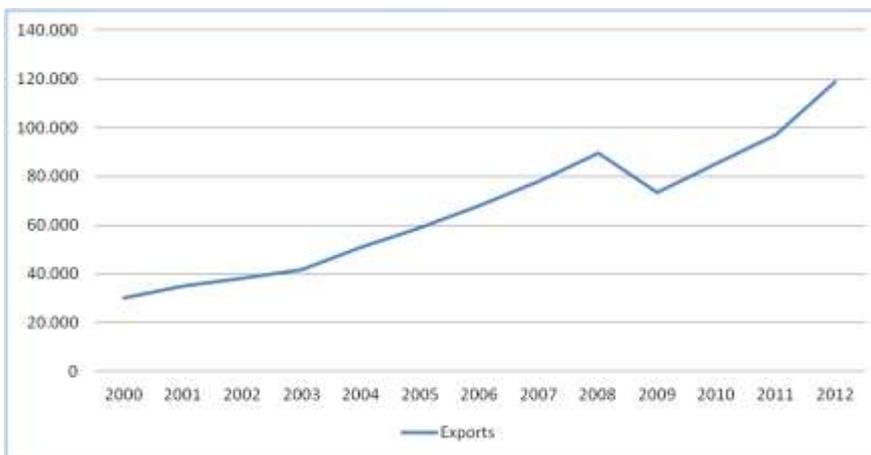
1. EXPORTS IN TURKEY.....	3
1.1 Overview	3
1.2 Export Profile	4
2. ORGANISATIONS PROVIDE SUPPORT TO EXPORT ACTIVITIES.....	7
2.1 Ministry of Economy	7
2.2 Small and Medium Enterprises Development Organisation (KOSGEB)	8
2.3 Türk Eximbank.....	9
3. BARRIERS FOR ENTERING FOREIGN MARKETS.....	10
Small Business Act, 2013, Internationalization Facts for Turkey.....	11
4. TRAINING NEEDS OF EXPORT STAFF	11
5. SKILLS REQUIRED FOR EXPORT STAFF AND SKILL SHORTAGES.....	13
6. AVAILABLE TRAINING MATERIALS	13
7. INSTITUTIONS PROVIDING EXPORT TRAINING PROGRAMMES AND CONTENTS OF TRAININGS	14
7.1 Public Institutions (Ministry of Economy) and its Foreign Trade Seminars	14
7.2 Major NGOs.....	14
7.3 Major Universities	16
7.4 Private Training Institutions.....	17
7.5 Training Courses Provided by the Major NGOs, Universities and Private Training Institutions	17
8. LIMITATIONS OF AVAILABLE MATERIALS AND TRAINING PROGRAMMES.....	18
9. HOW E-EMPORIO CAN CONTRIBUTE THE AVAILABLE TRAININGS?.....	18
10. REFERENCES	19

1. EXPORTS IN TURKEY

1.1 Overview

Turkish economic policies have become more export and free market oriented since 1980s to be integrated with the world markets. Together with the changing structure of economy, foreign trade capacity started to rise in the beginning of 1980s and is still maintaining the same continuous development in 2000s.

Graph 1: Volume of Exports (Bln €)



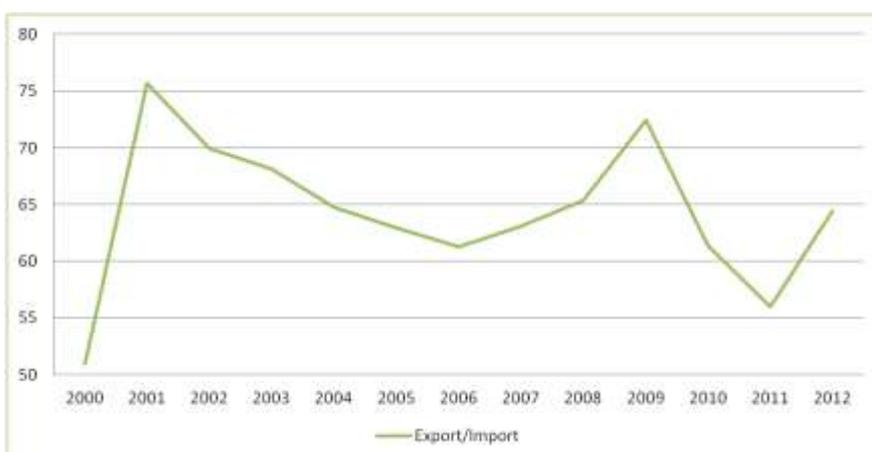
After several years of continuous growth marked by a peak of 90 bln € in 2008, the volume of exports contracted sharply in 2009 (by 23%) because of recent

However, it recovered in 2010 by 11 percent to amount of 85 bln €. The trend represented a continuous and stable increase through the recent years and it reached to amount of 119 bln € in 2012 (see Graph 1 and Graph

Graph 2: Change in Export Volume (%)



Graph 3: Proportion of Imports covered by Exports (%)

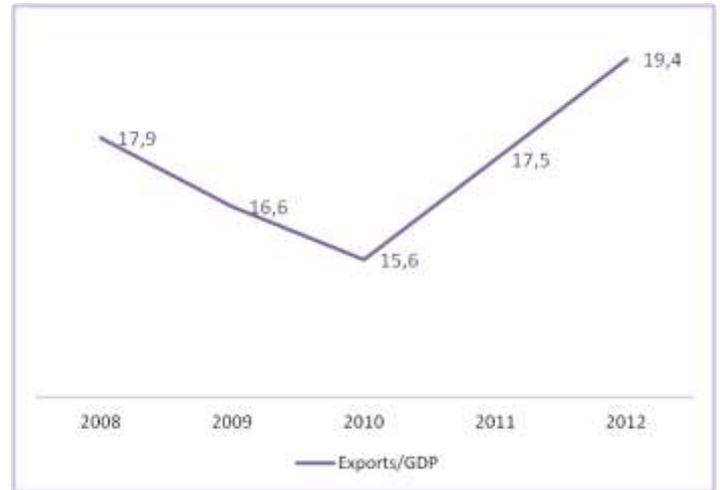


Proportion of imports covered by exports, has pursued a relatively constant trend between 2001 and 2009 after a peak of 76 percent in 2001. The next peak between 2000 and 2012 observed in 2009 as 72 percent which is the year when recession broke up. This trend was mainly because of high-rate devaluations which caused exports to increase while imports to decrease.

Graph 4: Share of Exports in GDP (%)

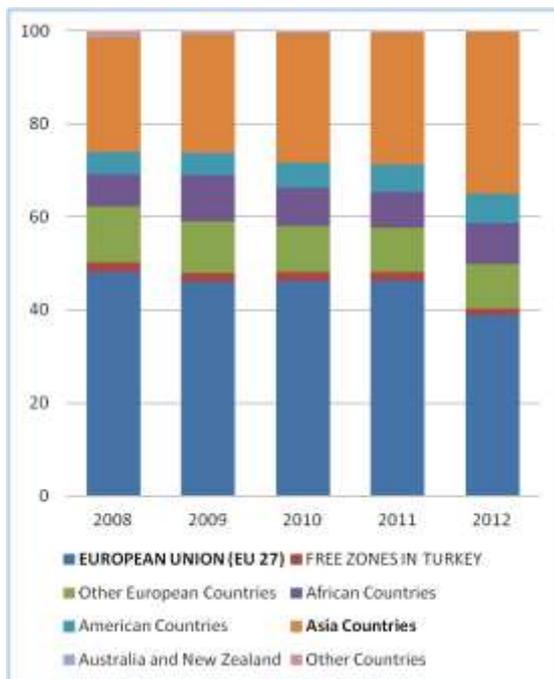
The proportion of coverage has recently started to increase again and it reached to 64,5 percent in 2012 (see Graph 3).

Decreasing trend over the share of exports in GDP until 2010, started to increase rapidly from 15,6 percent to 17,5. This constantly increasing trend had a peak in 2012 as 19,4 percent (see Graph 4)

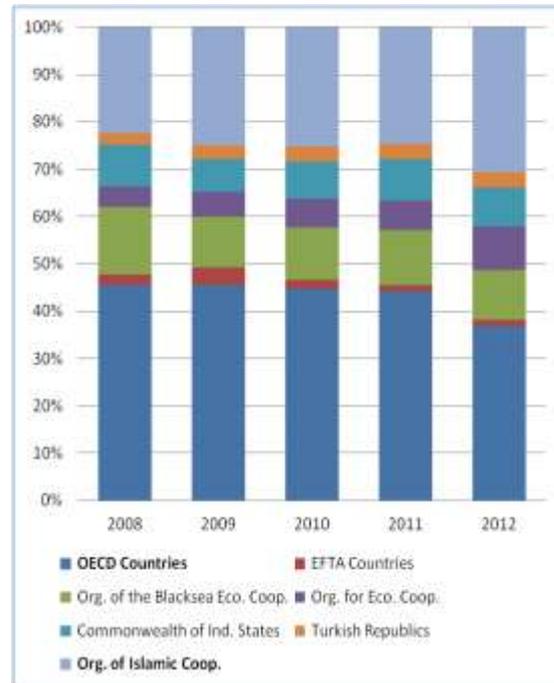


1.2 Export Profile

Graph 5: Distribution of Exports by Geographic Country Groups (%)



Graph 6: Distribution of Exports by Economic Country Groups (%)

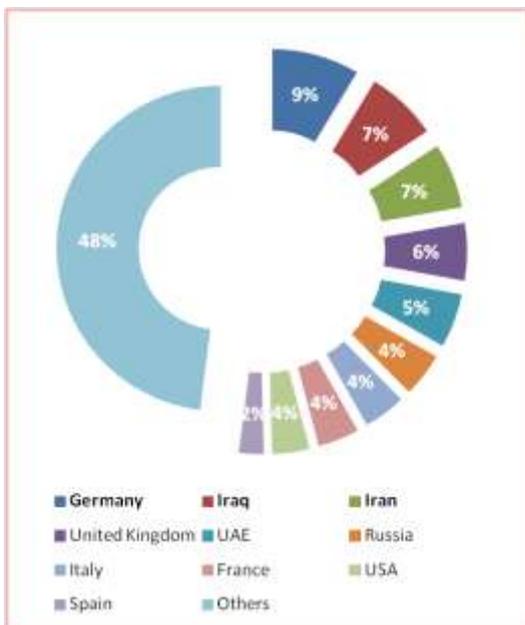


Turkish exports are diversified through major eight geographic country groups, however focused mainly on two of them. The major geographic group of trade partner countries is EU27 with a recent average share of 45 percent. Second important group is Asia Countries with an average share of 28 percent. There is an increase observed in the share of Asia Countries in 2012 as it reached to 35 percent, while a decrease observed in the share of

EU27 as it realised as 39 (see Graph 5). It seems that shares of these major groups will soon be balanced.

A similar picture can be observed in the distribution of exports by major economic country groups, as major two trade partner groups are OECD and Organization of Islamic Cooperation countries which also mostly represents the major geographic groups of countries. The share of OECD group represents a slightly decreasing trend over the last five years and reached its lowest share of 44 percent in 2012. A reverse situation has been observed for the share of Organisation of Islamic Cooperation and it reached to 36 percent in 2012 (see Graph 6).

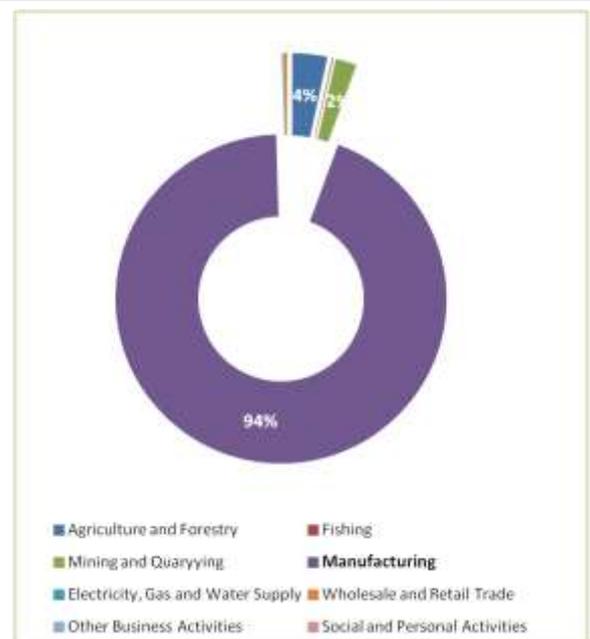
Graph 7: Distribution of Exports by Major Partner Countries, 2012



As Turkey's major export partner, Germany has the highest share in total export volume of Turkey. Share of exports to Germany have increased constantly since the unification of East and West Germany and reached to 9 percent in 2012. The other major partners are Iraq and Iran with 7 percent each (see Graph 7).

Ministry of Economy has been setting down Primary Countries and Target Countries to Export for exporter enterprises, in order to reduce the general tendency to export mainly to Germany and increase other countries' share in exports. In this context, the Ministry releases support schemes for exporters which provide

Graph 8: Distribution of Exports by Main Economic Activities, 2012

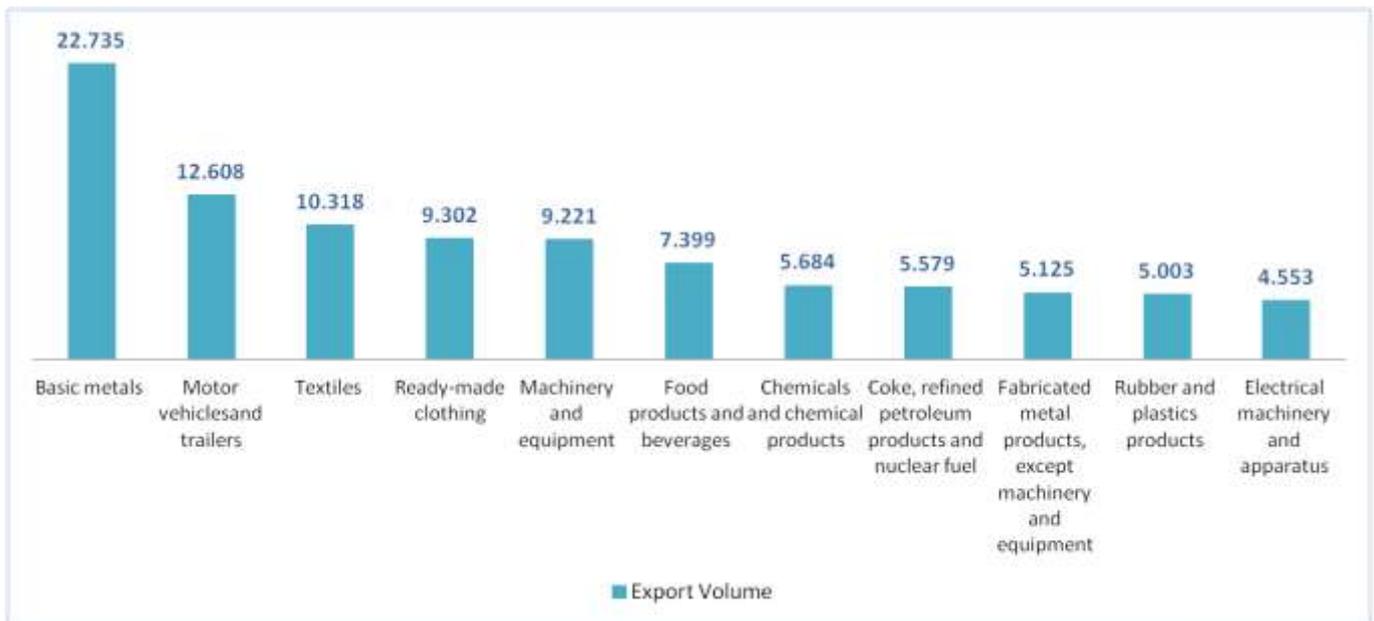


The largest amount of exports consists of manufacturing goods with a share of 94 percent in total exports in 2012 which is the highest share achieved with a value of 104.180 bln €.

The other sectors have little shares compared to manufacturing. The major two are agriculture and forestry with a share of 4 percent and, mining and quarrying with 2 percent (see Graph 8).

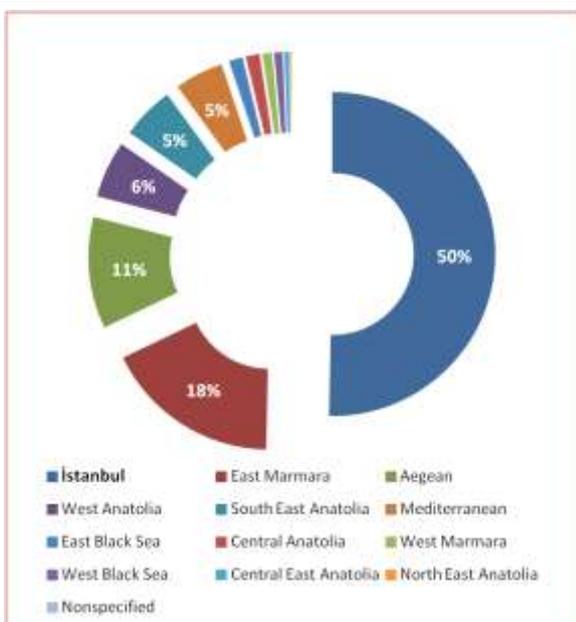
Composition of exported manufacturing products is rapidly changing over the years. Turkish exports were mainly consisting of medium-low technology products until recently. However this composition is changing towards more medium-high technology products. Among six main groups of manufacturing products exported, basic metals and automotive products (motor vehicles and trailers) have the highest share (see Graph 9).

Graph 9: Export Volumes of Main Manufacturing Products, 2012 (mIn €)

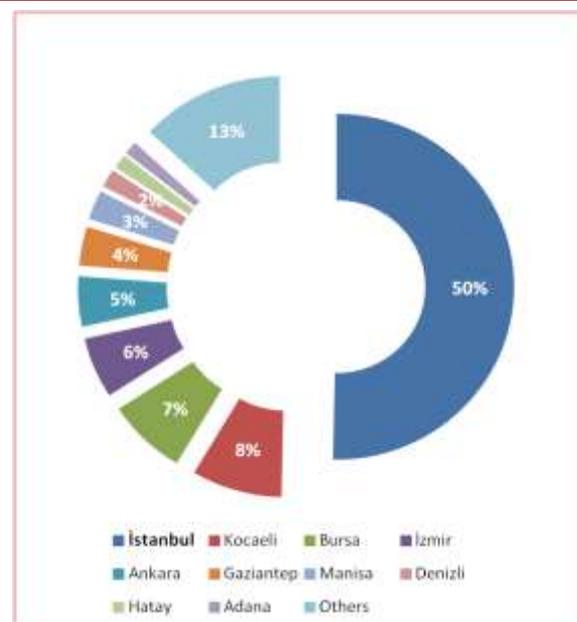


Historically, textile exports have been the cornerstone of Turkish exports. Although, with the recent concentration on medium-high technology exports, the shares of textiles together with ready clothing decreased through the years, these two groups still appear in the first 5 groups of exported manufacturing goods (see Graph 9).

Graph 10: Distribution of Exports by Exporting Regions of Turkey, 2012 (NUTS Level 1)



Graph 11: Distribution of Exports by Exporting Provinces of Turkey, 2012





The major exporting region is İstanbul, as usual, by realising the half of total exports in 2012. İstanbul is followed by East Marmara and Aegean Regions with the shares of, respectively; 18 percent and 11 percent (see Graph 11). Major exporting provinces following İstanbul are Kocaeli, Bursa and İzmir in tune with the major regions (see Graph 11).

2. ORGANISATIONS PROVIDE SUPPORT TO EXPORT ACTIVITIES

2.1 Ministry of Economy

Ministry of Economy is the head government organisation that provides various supports to export activities to Turkish enterprises. Ministry's supports are in line with its mission of; *"Developing and implementing policies regarding foreign trade and investments in order to contribute to the national economy and development of the social welfare."*

Even though the support programmes differentiate in terms of implementing agencies, support components and duration of supports are all targeting the same group of enterprises with the same ultimate goal. The details of support programmes are listed as¹;

Main Programme: Export Oriented Support Programme

Implementing Agencies (of sub-programmes): General Directorate of Exports (in Ministry of Economy), The Scientific and Technological Research Council of Turkey (TÜBİTAK), Technology Development Foundation of Turkey and Regional Associations of Turkish Exporters Assembly (TIM)

Aim: To develop and maintain the competitiveness of Turkish industry in international markets

Target Groups: Enterprises located in Turkey, active in various sectors, especially in manufacturing sector, and intends or started to market their products.

Support Components (sub-programmes): There are 13 support components under Export Oriented Support Programme and the ultimate approving authority is the Ministry of Economy. The components are listed as;

1. Supports for National Specialised Trade Fairs Organised at International Scale
2. Supports for Participation to Trade Fairs Organised in Abroad

¹ www.economy.gov.tr (Accessed on 18.12.2013)

3. Supports for Market Research and Access to Market
4. Supports for Office/Store Setup and Operate, Branding in Abroad
5. Supports for Environmental Costs
6. Supports for Employment
7. Supports under TURQUALITY Project; Branding of Turkish Product in Abroad and Promotion of “Made in Turkey” Image
8. Supports for Industrial Designs
- 9. Supports for Development of International Competitiveness (URGE)**

URGE Project Support programme has the vision of; reaching 2023 goal of 500 bln \$ exports and higher number exporters by increasing firm competitiveness with a cooperation and clustering perspective.

Group of firms are supported through a cooperation organisation (chambers, unions, techno parks, organized industrial zones, industry-specific associations and etc.) in which each individual firm of the group must be a member and located in the same region with a close proximity, in order to develop “common” actions and operations. There are currently 63 cooperation organizations assigned to implement URGE Projects in all over Turkey.

Supported projects should have one of the scopes listed below:

- *Needs Analysis*
- *Employment*
- ***Training and Consulting*** (*Scope of trainings will be mentioned in detail in respective sections*)
- *International Marketing Programme and Procurement Committee*
- *Individual Consulting*

10. Supports for Technical Advisory Services
11. Supports for Export Refund of Agricultural Products
12. Supports for Enterprises with Special Status
13. Supports for Currency Saver Service Trade

2.2 Small and Medium Enterprises Development Organisation (KOSGEB)

KOSGEB is a government organisation under the Ministry of Science, Technology and Industry providing various supports to SMEs which are in line again with its mission; “To increase SME’s share in economic and social development by offering quality service and support towards developing SMEs competitiveness and spreading culture of entrepreneurship”.² Towards this aim, KOSGEB implements various support programmes which are aiming to increase SME competitiveness mostly at national scale, supporting

² www.kosgeb.gov.tr (Accessed on 18.12.2013)

mainly cooperation, entrepreneurship and R&D projects. Among these support programmes there is also a general supports theme which supports SMEs costs to travel abroad for business and international cooperation purposes. By the use of this support component it is aimed at improving the promotion and marketing activities of SMEs in order to expand their international market shares, not only domestic.

2.3 Türk Eximbank

Türk Eximbank is a fully state-owned bank acting as the Turkish government's major export incentive instrument in Turkey's sustainable export strategy. As Turkey's official export credit agency, Türk Eximbank has been mandated to support foreign trade and Turkish contractors/investors operating overseas.

Türk Eximbank's main objectives are promoting Turkey's exports through diversification of exported goods and services by increasing the share of Turkish exporters in international trade, finding new markets for traditional and non-traditional export goods and providing exporters and overseas contractors with support to increase their competitiveness and to ensure a risk-free environment in international markets. As a means of aiding export development, Türk Eximbank offers specialized financial services through a variety of credit, insurance and guarantee programs.

The services offered by the bank³ are, namely;

1) Short-Term Export Credits

- Pre-Shipment Export Credits
- Foreign Trade Companies Short-Term Export Credits Programme
- Pre-Export Credits in forms of Foreign Currency and Turkish Lira
- Pre-Export Credit Program for SMEs
- Short-Term Pre-Shipment Rediscount Programme
- Post-Shipment Rediscount Credit Programme

2) Specific Credit Programmes

- Overseas Chain Stores Investment Credit Programme
- Specific Export Credit Programme
- Ship Building Finance and Guarantee Programme
- Letter of Guarantee for Overseas Contractors' Services
- European Investment Bank-Funded Investment Loan

3) Credits for Foreign Currency Earning Services

- International Transportation Marketing Credit Programme
- Tourism Marketing Credit Programme

³ www.eximbank.gov.tr (Accessed on 19.12.2013)

- Credit Programme for Foreign Currency Earning Services
- 4) Credit Programme for Participating to Overseas Trade Fairs
- 5) Insurance Programmes
 - Short, Medium and Long Term Export Credit Insurance
 - Insurance for Unfair Calling of Bonds

3. BARRIERS FOR ENTERING FOREIGN MARKETS

There are several resources⁴ (Central Anatolian Exporters Union) and field research (Konya Region Export Analysis, 2013, by Konya Chamber of Commerce) examining the most recent problems faced by enterprises while engaging export activities. All of them point at similar major problems and may be listed as, in order of priorities;

- 1) Customs enforcement in destination countries and their import procedures
- 2) High costs of production which is a problem in creating “low price – high quality” products for exports
- 3) Turkish customs enforcement and heavy documentation procedures
- 4) Inadequate means of transport from Turkey to some other countries, which brings about logistics problems and thus high cost of exports
- 5) Inadequate state incentives for exports
- 6) Inadequate knowledge and skills in foreign trade**
- 7) Lack of qualified export staff and their foreign language knowledge
- 8) Lack of investment on technology and R&D to produce more innovative products in order to be marketed abroad
- 9) Obligation for product standardization
- 10) Competitors with trade advantages and fierce competition
- 11) Means of payment
- 12) Inadequate monetary resources
- 13) Inadequate market research
- 14) Means of delivery
- 15) Cultural differences

It has been observed that the problems listed above differ according to the sector of enterprises in the same field research made by Konya Chamber of Commerce. Major problem for especially enterprises manufacturing Automotive Spare Parts is “Customs enforcement in destination countries and their import procedures”; for Machinery manufacturer enterprises, the major exports problem is “Turkish customs enforcement”; for enterprises

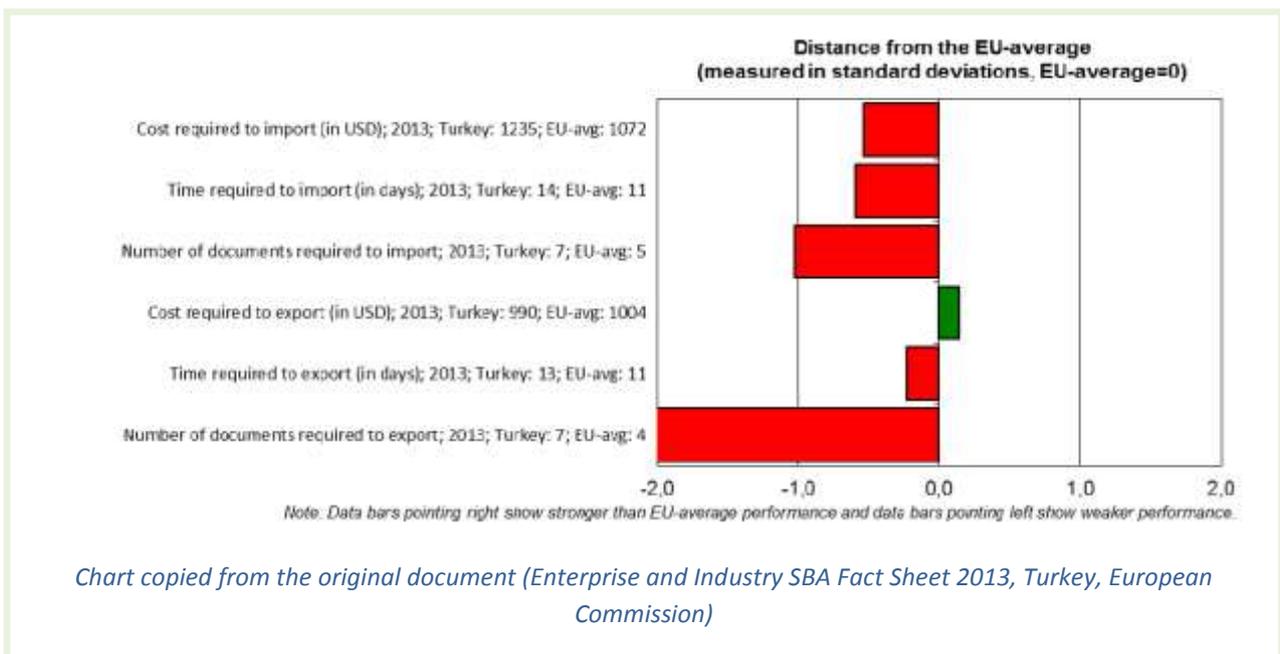
⁴ www.oaib.org.tr/en (Accessed on 02.01.2014)

active in Packaging industry, “High cost of logistics”; and lastly for enterprises active in Food industry the major problem is “Inadequate monetary resources”.

Small Business Act, 2013, Internationalization Facts for Turkey⁵

The Small Business Act for Europe (SBA) is the EU’s flagship policy initiative to support small and medium sized enterprises (SMEs). It comprises a set of policy measures organized around ten principles ranging from Entrepreneurship, to Responsive administration to Internationalisation.

In the internationalization chapter of the document there represented indicator with EU comparison of major international trade components of each country and their strengths/weaknesses which also represent the barriers for export from a European perspective.



As it is obvious in the chart above and mentioned in the report, the overall score seems not very pleasant in this category, and is influenced mainly by the rather complicated bureaucratic conditions, measured in terms of time taken and number of documents required for international trade. On the positive side, it is cheaper to export from Turkey than in the EU as a whole.

4. TRAINING NEEDS OF EXPORT STAFF

There is limited number of studies conducted that assess training needs of export staff in SMEs. The most recent study is again the same analysis mentioned in the previous chapter

⁵ ec.europa.eu/enterprise/policies/sme/facts-figures-analysis/performance-review/index_en.htm (Accessed on 09.01.2014)

(Konya Region Export Analysis, 2013, by Konya Chamber of Commerce) assesses whether a total of 247 enterprises are in need of trainings on foreign trade. Approximately 65% (160) of enterprises declare that they need trainings while the remaining 35% (87) declare that they do not need training in this field.

The report also summarizes the major training topics demanded by enterprises active in various sectors as, in order of priorities;

- 1) Public Support and Incentives for International Trade
- 2) Access to Means of Business Intelligence
- 3) Staff Skills on Marketing and Selling Methods
- 4) E-Commerce
- 5) Commercial Documentary Credit and Payment Methods
- 6) Basics of International Trade
- 7) Export Legislation
- 8) Accounting Operations in International Trade
- 9) Documentation and Workflow

More than half of the enterprises (55%) declared that they need “*Public Support and Incentives for International Trade*” training and about half of them (50%) declared that they need “*Access to Means of Business Intelligence*” training.

The other important and recent study mainly assessing the training need of export staff has been conducted in the context of “*Export-Expert*”⁶ project which is also a transfer of “*TEXT-e*” implemented between 2011 and 2013. MAKRO was a partner in the project, which is mainly transferred to Croatia, and other partners were from Bulgaria, Italy, Netherlands and Greece.

There has been a field research conducted in Turkey in the context of *Export-Expert* comprising a total of 26 respondent enterprises from various sectors. The respondents asked to reflect their interest on 5 main training topics given on the surveys and main topics are listed as, in order of priorities;

- 1) Participation in International Fairs and Exhibitions
- 2) Market Research Techniques
- 3) Marketing Strategies in Foreign Trade
- 4) Pricing
- 5) Export Financing

These are determined as main training topics by partners afterwards; modules are developed and successfully tested by target group of SME staff through a comprehensive e-learning platform.

⁶ www.export-expert.eu (Accessed on 06.01.2014)

5. SKILLS REQUIRED FOR EXPORT STAFF AND SKILL SHORTAGES

There have been no specific studies conducted on what skills needed by export staff and main skill shortages. However, the studies mentioned in above chapters point also at skill needs and shortages while indicating main problems and training needs in exports.

Knowledge of foreign languages is the foremost skill required for export staff which affects all other necessary skills. The other necessary skills are, as these are generally accepted – not go only for Turkey -; *international marketing and selling, market research, financing, partnering, international trade law.*

As described before, enterprises cannot perform better in export activities or even enter the foreign markets without staff skills described above. As the leading skill, *knowledge of foreign languages* arises as a leading shortage for Turkish SME export staff. Another important and more of an absent skill is *international marketing and selling.*

6. AVAILABLE TRAINING MATERIALS

There are a number of available published materials (books) on foreign trade, and specifically export, authored by Turkish academicians and to be used mainly in university courses in all levels of upper secondary, undergraduate and graduate education. These books also form a basis for implementer actors of foreign trade (including staff in exporting enterprises) and individuals participating private Foreign Trade Speciality Certificate Programmes.

Majority of published materials are available against payment in bookstores and online bookstores, some of them also provided in e-book version for a cheaper price.

Two of the major foreign trade published training books are namely; “*Foreign Trade Guide*, by Ö. Bora and T. Köksal, 2009” and “*Foreign Trade Operations Management*, by F. Kaya, 2013”.

These mainly cover the subjects of;

- Basic Concepts of Foreign Trade (*includes; purposes and basic definition of foreign trade, market entry methods, e-trade and its benefits, etc.*)
- Documents used in Foreign Trade Operations
- Delivery Methods in Foreign Trade
- Payment Methods
- Export Operations (*includes; export concept, types of export, export regime, collection of export revenues, export auditing, temporary stocking of goods, financing and etc.*)
- Import Operations

- Exchange Regulations
- Institutions Promoting Foreign Trade and Types of Promotion
- Tax Practice in Foreign Trade Operations
- Public Support in Foreign Trade

Export specific books (some of them are also available as e-book form) generally have main titles of;

- Export Incentives
- Export Operations
- Financial Risk Management in Export
- Export Marketing
- Export Credit Guaranties
- Fictitious Export and Irregular Processes
- Export Marketing in SMEs
- Foreign Trade Law and Contracts

7. INSTITUTIONS PROVIDING EXPORT TRAINING PROGRAMMES AND CONTENTS OF TRAININGS

7.1 Public Institutions (Ministry of Economy) and its Foreign Trade Seminars

Ministry of Economy, General Directorate of Exports organizes one or half day training sessions for exporting actors in Turkey. Trainings are provided in collaboration with and per several non-governmental organizations (NGO) located in almost all regions of Turkey, such as; Chambers of Commerce and Industry and, Regional and Sectoral Exporters Associations.

Seminars are all free of charge and organized in almost every two weeks in different provinces. Main subjects covered in these sessions are listed as;

- Success Stories in Exports
- Access to Commercial Data for Business Environment
- Country Desks
- Market Research
- Export Legislation
- Market Entry Barriers
- Export Supports Provided by Ministry of Economy

7.2 Major NGOs

Enterprise Europe Network (AIA)⁷: AIA is a sub-project of Competition and Innovation Programme (CIP). There are 7 branches of the project in Turkey which are in collaboration

⁷ een.ec.europa.eu/about/branches/tr (Accessed on 14.01.2014)

with industry and trade chambers, KOSGEB and universities around Turkey. The mission of the project is helping small companies to utilize most of the business opportunities in the EU.

Since 2003, the Euro Info Centres provide information to SMEs about EU legislation, policies, grants, loans; and organize meetings in order to develop trade cooperation between firms and face-to-face trainings about foreign trade.

Trainings are all free of charge and frequency of sessions differs branch to branch across Turkey.

European Turkish Business Centres Network (ABIGEM)⁸: The pioneering of the Union of Chambers and Commodity Exchanges of Turkey (TOBB) in cooperation with the related Chambers of Trade and/or Industry has established EU Turkish Business Centres (ABIGEM) in three highly industrialized provinces, using the European Union (EU) funds in 2002. The ABIGEM network expanded to 15 offices by establishing a further 12 Business Centres throughout Turkey with EU funds.

ABIGEMs provide professional trainings and consultancy services in order to assist SMEs to improve their competitiveness within the national and international markets and increase the contribution of SMEs to the local and national economy. ABIGEM provides services such as training, consultancy services and sector specific projects design according to regions' properties and needs of SMEs in the region. Moreover, ABIGEMs contribute to develop qualified local consultants and to create a pool of experts in Turkey.

Trainings are organized for a fee and frequency of sessions differs from centre to centre across Turkey. ABIGEM trainings are partly supported by KOSGEB funds.

Turkish Foreign Trade Foundation (TDV)⁹: The foundation was established by the pioneering of Turkish businessmen abroad who came together for this initiative in 1995. TDV performs "Foreign Trade Speciality Certificate Programs" especially in Ankara, Istanbul and Izmir per its Continuous Education Centres. It also arranges occupational training programs on an institutional basis in line with the expectations of public institutes and occupational organizations.

Trainings are organized for a fee and frequency of sessions differs from centre to centre. TDV trainings are approved by Ministry of Education and partly supported by KOSGEB funds.

Majority of training programmes of TDV are also available in *modular e-learning version*.

⁸ www.abigem.org/appmanager/en/portal?nfpb=true&pageLabel=bbbbAbigemAgi (Accessed on 14.01.2014)

⁹ www.tftf.org.tr (Accessed on 14.01.2014)

Foreign Economic Relations Board (DEİK)¹⁰: Foreign Economic Relations Board (DEİK) was established in 1986 as an organization of the business community, which aims for the “high value added” integration of Turkey and the Turkish private sector into the process of globalization. Having assumed the mission of “managing the foreign economic relations of the Turkish private sector”; DEİK has 750 member companies, 42 founding institutions, 115 business councils, 148 Commercial and/or Industrial Chambers and Commodity Exchanges representatives and 3 foreign representations as of November 2013.

The Board has also been organising foreign trade trainings on selected topics in only their main office in İstanbul. The trainings are procured from a contacted private training institution and provided for small amounts of fee. Frequency of the trainings is generally four (one day) sessions in a month.

7.3 Major Universities

Universities with Continuous Education and Training Centre’s and Life Long Learning Centre’s: Majority of the universities with Continuous Education and Training Centre’s and Life Long Learning Centre’s provide face-to-face foreign trade training programmes which are open to public apart from the undergraduate and postgraduate degree programs of the university.

These units in universities generally intend to help collaboration between public, private and international institutions and so to serve the overall development of Turkey. The training programs are organized to reach such aim, and target individuals who want to develop themselves after university and employers who intends to employ qualified employees. The individuals who successfully complete the programmes are all certificated.

Trainings are organized for a fee and frequency of sessions differs from centre to centre.

Major universities in the provision of foreign trade trainings are:

- TOBB University of Economics and Technology (TOBB ETU), Continuous Education Research and Practice Centre (ETU-SEM)
- Bogazici University, Lifelong Learning Centre (BÜYEM)
- Ankara University Continuous Education Centre (ANKU-SEM)

Universities provide distance learning programmes: There is only one university providing e-learning programme on foreign trade which is awarded by upper secondary associate diploma on foreign trade:

- Anadolu University, Distance Education Programme

¹⁰ en.deik.org.tr (Accessed on 14.01.2014)

The aim of the programme is to equip individuals who intend to work foreign trade related intermediate jobs in especially foreign trade departments of SMEs and other international institutions and the programme courses have been developed suitable for this level of qualification.

Trainings are offered for a regular university fee for 2 years of education.

7.4 Private Training Institutions

There a number of private training institutions providing foreign trade training certificate programmes on a corporate basis. Majority of them are approved by Ministry of Economy.

Every organization who intends to take part in trainings is offered tailor made programmes suitable for their needs. For this, they are analysed in detail for their training needs, analysis followed by trainings and continuous assessment of development of participants are conducted.

Overall sessions are offered for a fee and upon corporate application. The advantage of participation to private training programmes that these are fully supported through the previously mentioned Project Support Scheme of URGE.

Some examples of these institutions are named as:

- Bogazici (Bosphorus) Training and Consulting
- Yuksek Kariyer Foreign Trade Training Centres
- Ronisans Akademi

7.5 Training Courses Provided by the Major NGOs, Universities and Private Training Institutions

All training programmes provide more or less the same courses for foreign trade education. Foreign trade courses are generally contain export and import subject together which are namely and respectively:

- Introduction to Foreign Trade, Institutions Related to Foreign Trade
- International Business Culture and Examples from the World
- Introduction to Foreign Trade Market and Market Research Techniques
- Practices of e-trade
- Participation to International Fairs, Branding
- Export Stimulus Process and Practices, Government Supports
- Financial Resources and Pubic Support in Foreign Trade
- Foreign Trade Documentation
- Delivery Methods in Foreign Trade (INCOTERMS)
- Pricing and Contracting Principles in Foreign Trade
- Turkish Currency Exchange Legislation

- International Payment Methods
- Accounting of Foreign Trade
- Customs Legislation
- Logistics and Transportation

8. LIMITATIONS OF AVAILABLE MATERIALS AND TRAINING PROGRAMMES

The programmes mentioned above have advantages when these individually evaluated; they are covering majority of courses in demand, some of them are also available for distance learning, some of them provide tailor made trainings and some of them financially supported through public resources.

However these have some drawbacks from an overall view:

1. There is no source of training providing all of the advantages above to the target population, which would especially serve to individual needs of participants based on a detailed needs analysis, available online for distance learning and completely free of charge.
2. According to an interview with a representative from Central Anatolian Exporters Union, the trainings mentioned above are limited only with theoretic information about foreign trade, not actually result-oriented. This is especially true for the firms already exporting their products. They do need theoretic trainings on especially “Customs Legislation” which operations, related in this field, are mostly delegated to an intermediate export agencies and “Payment Methods” which operations, related in this field, are already handled by private banks.
3. There is no or rare provision of training courses about “Export Readiness Assessment”, which is crucial for SMEs who intend to take their first steps into export activities and to market their product in international markets.
4. There is no or rare provision of training courses about “Export Planning” (Export oriented business plan), which is crucial for beginners in exports to see whether they will manage it and also the ones already export their products to see what the future action would bring.

9. HOW E-EMPORIO CAN CONTRIBUTE THE AVAILABLE TRAININGS?

Since the E-EMPORIO training package will be developed according to the special needs of SME staff based on a detailed need analysis, it will automatically remove the first drawback

given in the previous chapter. Additional advantages of the package that will be developed in the future course of project may be listed as:

- Provision of “Export Planning” and “Export Readiness Assessment Template” to the course list, which will be served online, if it suits to the needs of participants from other partner countries.
- The simplicity and user friendliness of the online package is important in order to attract the participants for an easy learning.

10. REFERENCES

Turkish Statistical Institute (www.turkstat.gov.tr) (*All the statistical information provided in the first chapter has been adapted from the given link*)

Konya Chamber of Commerce, 2013, Konya İli İhracat Analizi (Konya Region Export Analysis)

European Commission, 2013, Enterprise and Industry SBA Fact Sheet - Turkey

Bora Ö., Köksal T., 2009, Dış Ticaret Rehberi, Adalet Yayınları

Kaya F., 2013, Dış Ticaret İşlemleri Yönetimi, Beta Yayınları, 4. Baskı