



The Union of Chambers and Commodity Exchanges of Turkey

COMCEC TRADE WORKING GROUP

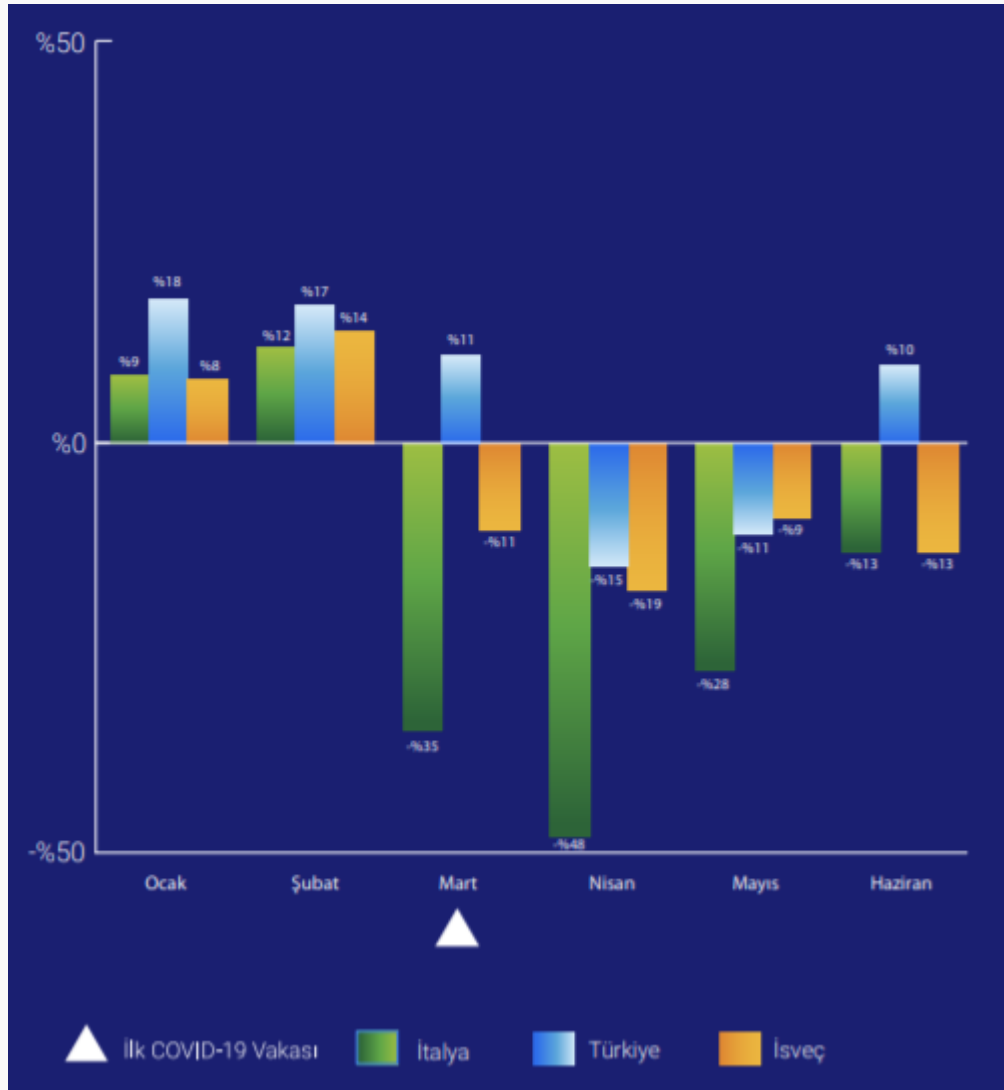
Counter-Measures to Sustain Trade Facilitation During
and After Covid-19 Pandemic in Turkey
September 30th, 2021

Cahit Ceren

Manager

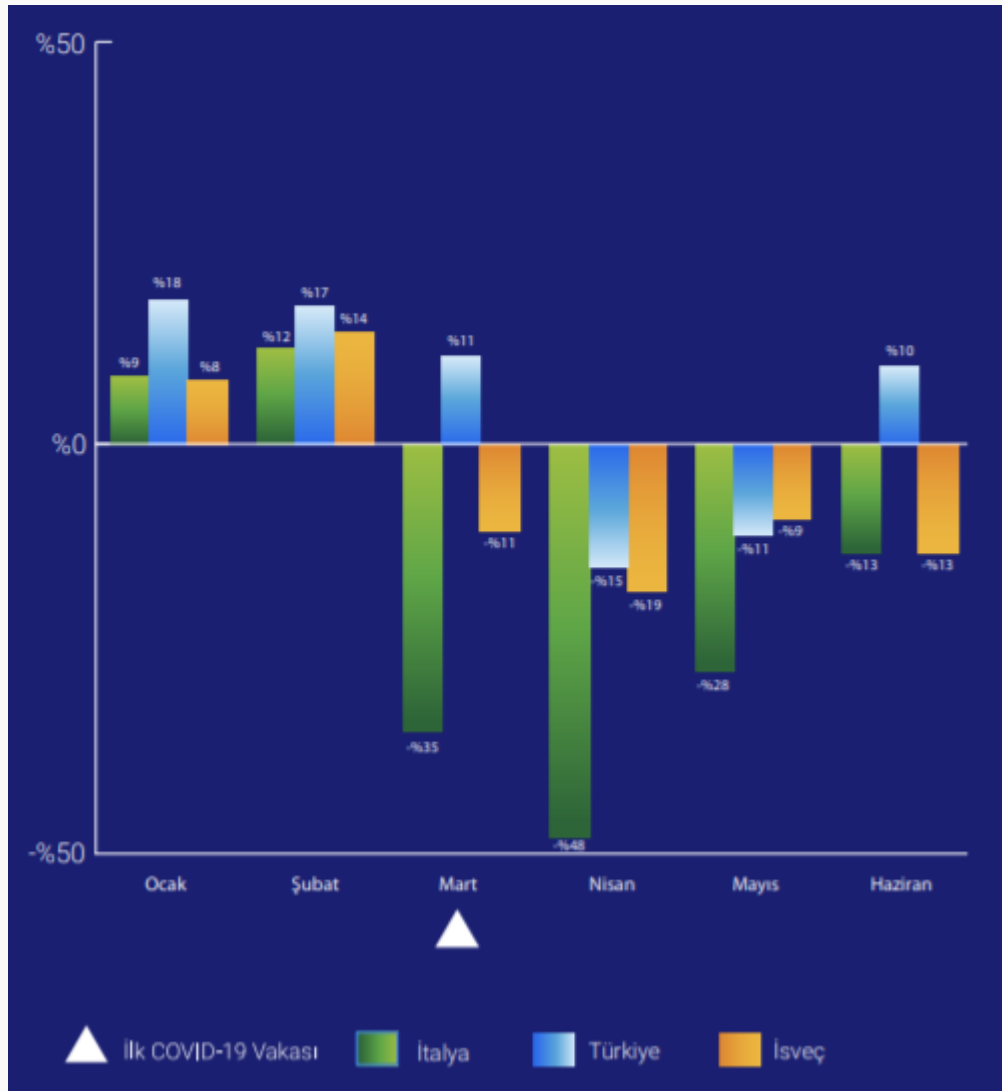
SME Research and Consultancy Center & Industry Division

Turkey affected at March 2020



- Turkey sees first negative economic effect at March 2020

Starts to recover in June



- Turkey recover better than Europe

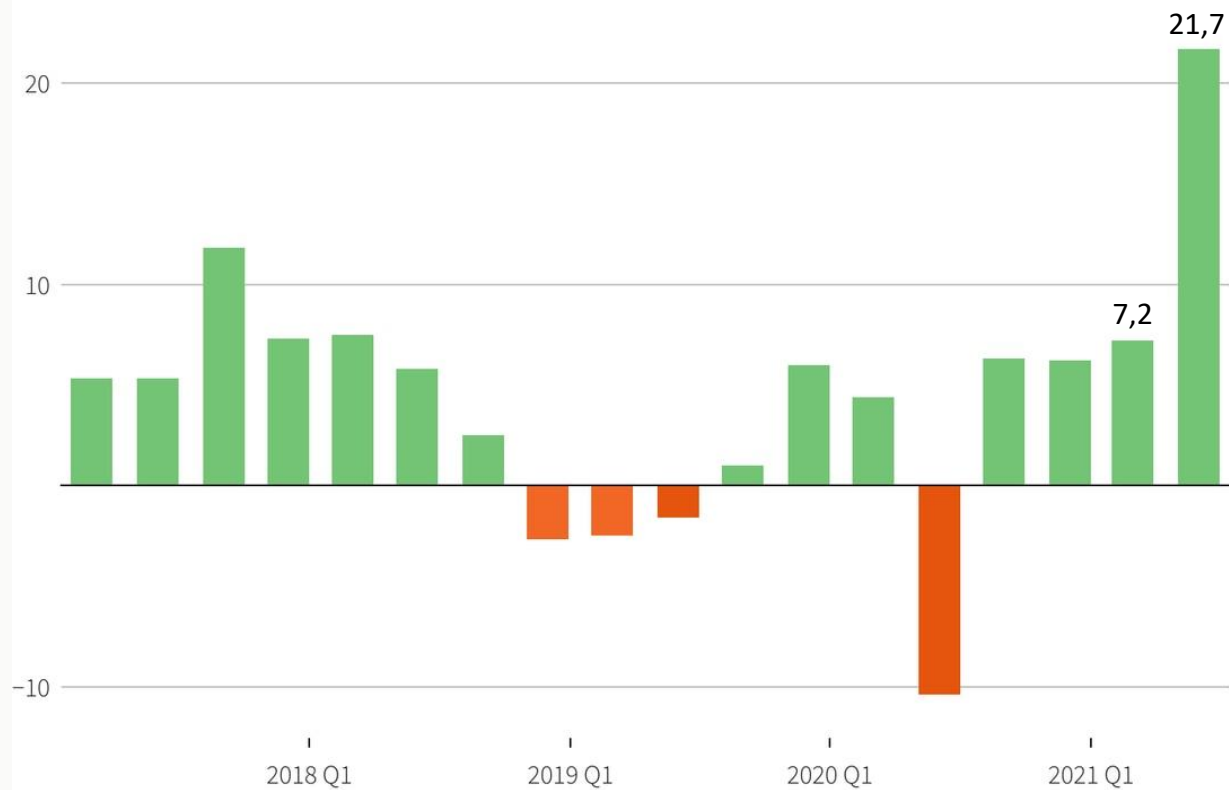
Measures

- Short term working grant
 - 3,7 employee, 30 Billion TL grant
- Postponement of tax and Social Security premium
- Suspension of bankruptcy proceeding
- VAT lowering
- Low interest loans
- Rental support for micro-businesses

GDP in 2021

Turkish GDP stages powerful rebound in Q2

Economy expanded 21.7% after last year's slump, in line with expectations



Source: Turkish Statistical Institute

Global shortages

- Container supply
 - Hard to find
- Chip supply
 - Most affected: Automotive industry
- Port and freight charges
- Truck transit quotas
- Raw material prices

TOBB's Role

- Umbrella organization of private sector
 - Gathering problems from the field
 - Send them to government
- TOBB has made lots of projects about digitalisation in this period

TOBB Webinars

- Webinars organized to inform and raise awareness
 - New grants, access to finance, COVID Supports, EU Green Deal, Climate Change, R&D, Corporate Governance, GDPR
 - Organized using Zoom, streaming on Youtube, Twitter and Facebook
 - 74 webinars, reached 150.000 members
 - Live Q&A
- Single Page for all webinars
 - <http://webinar.tobb.org.tr>

Arbitration and Mediation Center



- Arbitration services to members
 - For workplace, commercial or consumer related disputes
- Integration with chambers
 - Software developed to integrate arbitration and mediation centers with chambers
- Digital legal services
 - Digital arbitration, legal advisory and training for SMEs

#WhereYouShopMatters



- Buy Local Initiative
 - an initiative encouraging consumers to think about the positive impact their shopping can have on local communities
- TV ads, posters and social media campaign
 - Reached millions people

Importance of Digitalisation

- Those who are digital-ready are less affected
 - Digitalisation
 - E-commerce

- As TOBB we made a lot of Project about digitalisation

E-Commerce

■ Trainings

- Trainings organized about e-commerce in partnership with Turkey's biggest e-commerce platforms
- 10.000 participants attended

■ Special COVID-19 Campaign with Marketplaces

- Free membership, low commission
- Enhance businesses affected by COVID-19 access to customers

AI Education and Awareness Project

■ Training on Artificial Intelligence

- Introduction to Python Programming (10 hours)
- Introduction to Machine Learning (10 hours)
- Target group: Vocational High School and University students, academicians, entrepreneurs and professionals

Since March 2021:
9.180 Participants

■ Awareness Actions

- Applications of AI (2 hours)
- Robotic Process Automation (2 hours)
- Target group: Executives and academicians

Google for Small Business

■ Digital Essentials Guide

→ Products, tools and tips to help businesses move forward and reach their goals

■ 3 Main Parts

→ Online Success Guide

→ Tips for COVID-19

→ Digital Toolkit

■ Online Events (June 2021)

→ Google for Small Business, Google My Business, Retail Trends and Google Ads

Smart SME Platform



■ Fact

- SMEs want to go digital
- Technology suppliers want reach SMEs

■ Problem

- SMEs can't choose the right digital tool and have trouble trusting technology suppliers
- Technology suppliers can't communicate with SMEs

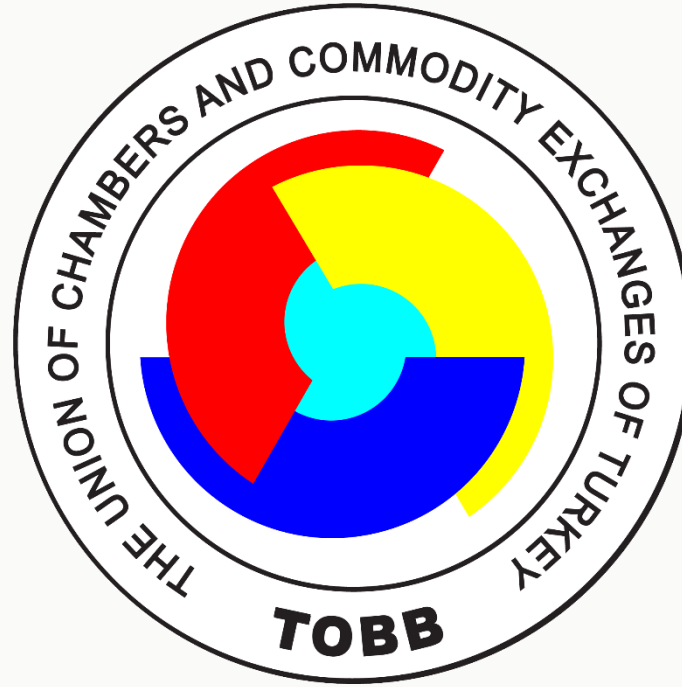
■ Solution: Smart SME Platform

- One-stop shop for all digitalization tools
- Platform to showcase SME-related digital products and services of technology suppliers

Smart SME Platform



- In other words
 - A marketplace for SME-related digital services
- Other services
 - Digitalization courses, articles
 - Digitalization tests
 - Digitalization advisory
 - Discount campaigns
 - Messaging with Technology Suppliers



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