

Turkey – the giant in the shadow of Eastern Europe Countries

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Macro Figures

	Austria	Turkey
Area	83.871 km ²	783.563 km ²
Population	8,2 Mio.	72,9 Mio.
Income per capita	€ 33.742	€ 6.904
Purchasing Power I	€ 26.390	€ 8.656
GDP	€ 281,8 Mrd.	€ 498,3 Mrd.

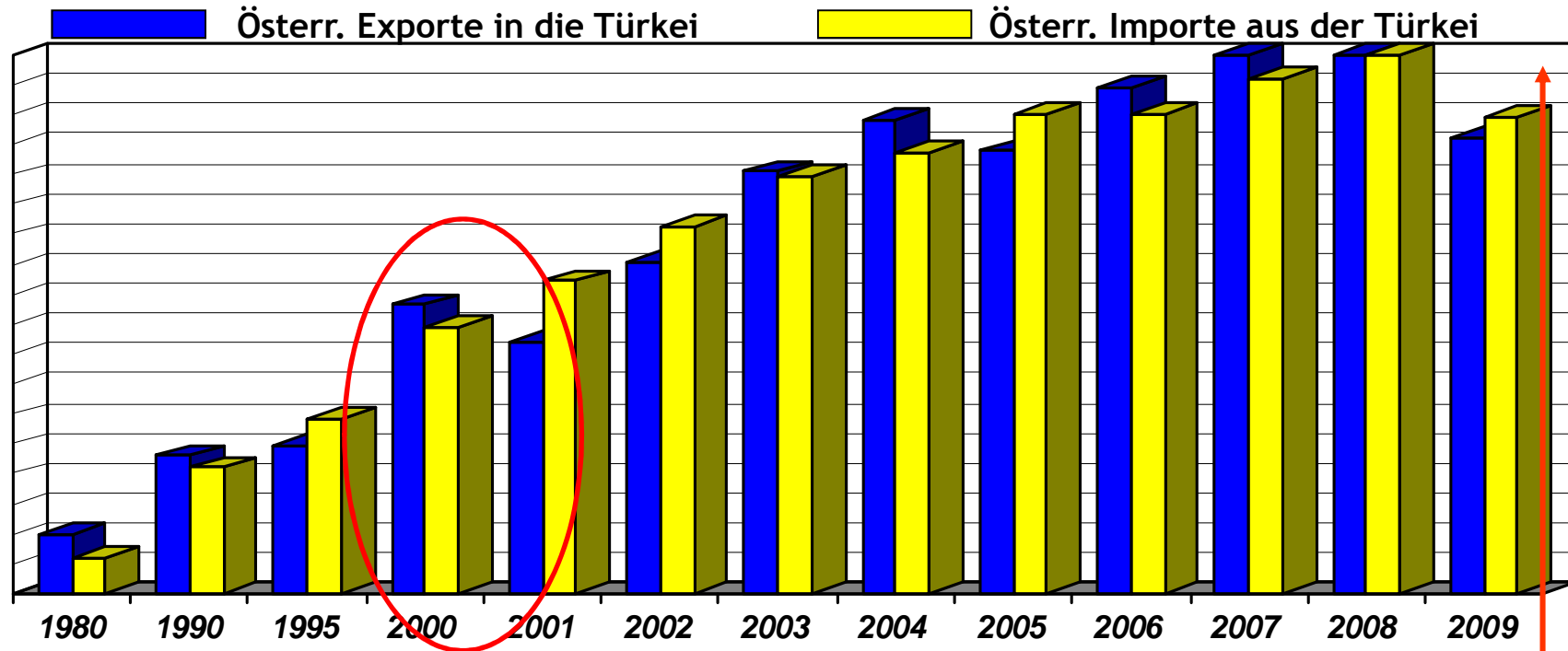
Quelle: EIU (Economist Intelligence Unit)

Macro-Economic Forecast

	2008	2009	2010
BIP (€ Mrd.)	498,3	441,8	481,0
Wachstum	0,9%	-5,4%	4,5%
Inflation	10,5%	6,3%	6,4%
Arbeitslosigkeit	11%	14,8%	14,5%
Exporte	132 Mrd.	109 Mrd.	163,4 Mrd.
Importe	201,8 Mrd.	152 Mrd.	254,4 Mrd.
Zinsen	15%	6,5%	7,75%

Quelle: UniCredit Research

Trade Figures AUSTRIA-Turkey 1980-2009



01/2010: Export + 22,6%/61,3 Mio./Import -20%/57,1 Mio.

2009: ~1,6 Mrd. EUR

Quelle: Statistik Austria

Werte in Mio. EUR	1980	1990	1995	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Ö. Exporte	98,66	229,72	246,33	481,69	419,58	554,13	704,81	790,49	731,6	844,47	943	965	760,7
Ö. Importe	60,85	209,89	293,38	445,20	521,65	613,69	697,04	737,0	801,0	799,28	861	909	795,8
Handelsvolumen	159,50	439,61	539,72	926,89	941,23	1.167,82	1401,85	1.527,49	1.532,6	1.643,75	1.810	1.874	1.556,5

Istanbul

- 13 – 16 Mio. Inhabitants (ca. 20% of the turkish population)
- 27% of the GDP is produced in Istanbul
- 38% of the industrial output
- 50% of the revenue of the service industry is in Istanbul
- 40% of taxes
- GDP/Capita is about 70% above the national average
- Productivity is 50% higher then rest of Turkey
- 50% of Foreign Trade
- Istanbul will be the Hub between Europe and Asia
- Istanbul will be the center of innovation and know-how

Quelle: OECD

Why exporting to Turkey?

Leading Import Countries 2008

Quelle: WTO Sekretariat (Mrd. USD)

1.	USA	2166
2.	Deutschland	1206
3.	China	1133
16.	Russland	292
19.	Polen	204
20.	Türkei	202
23.	Schweiz	183
26.	Schweden	167
	Ver.Arab.Emirate	159
29.	Tschechien	142
	Norwegen	89
	Ukraine	84

Austrian Export Ranking 2008

Quelle: Statistik Austria (Mrd. EUR)

1.	Deutschland	35,0
2.	Italien	10,1
3.	USA	5,2
4.	Schweiz	4,5
6.	Tschechien	4,4
7.	Ungarn	4,2
9.	Polen	3,2
10.	Russland	3,0
12.	Slowenien	2,6
13.	Rumänien	2,4
14.	Slowakei	2,3
18.	Kroatien	1,5
21.	Türkei	1,0
22.	Ukraine	0,9
31.	Ver.Arab.Emirate	0,6
33.	Norwegen	0,6

Renewable Energy - Overview

- Increase in Energy consumption is estimated by
 - 8-9% annually
- Increasing electricity price because of market liberalisation
- USD 4-5 billion/annually is needed for investments in the energy industry in order to face the growing demand.

Renewable Energy with highest potential

- **Hydro Power**

- about 1% of the world and about 16% of the potential european hydro power could be generated in Turkey

- **Wind Power**

- Potential of increasing the production to 10.000 Mwh in the coming 10 years



Renewable Energy with highest potential

- **Geothermal-Power**

- 5% of the electricity demand and 30% of the heating demand could be covered by Turkey
→ Coverage 2007: 7-10%

- **Photovoltaik and Solar-Energy**

- 30% average sun/year = 7 hours of sun/day
- little investments because of missing subsidies

Events in 2010

Trade Mission for Incoming Travel Agents from Austria

8.-10. February 2010

Catalogue Exhibition at Turkey Build

5.-9. May 2010

Trade Mission CoC Vienna President Jank

22.-25. June

Austria Showcase Interior Design

15.-17. September (Istanbul Designweek 2010)

How can you reach us

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<http://go-international.at>

Thank you for your attention



“And now I’ll open up the floor to softballs.”