



12 May 2016

The Inaugural NZ Turkey Business Council and Turkey NZ Business Council meeting in Istanbul

Istanbul was the meeting venue for the inaugural meeting between the recently established NZ Turkey Business Council and its counterpart the Turkey NZ Business Council on 29th April.

The creation of a counterpart NZ Turkey Council is important to the structure of how Turkey's international trade relationships are developed, hence the meeting on the 29th April in Istanbul was hailed by NZ Ambassador to Turkey, Jonathan Curr as a significant step towards greater bi lateral trade and closer relations. Chair of the Turkey NZ Council, Cefi. J Kamhi, said he was delighted to welcome the NZ contingent and the new opportunities the MOU signed by both councils would present.

NZ Turkey Council Chair, Robyn Galloway who has a long established background in tourism to Turkey as MD of niche travel company Innovative Travel, said that the NZ contingent were very pleased with over 30 Turkish companies and representatives present, who showed real interest in exploring the opportunities for further trade.

Diverse Turkish companies representing: Mining, Food, Farming, Metal, Construction, Medicine, Livestock and animal husbandry, Cyber security, Safety, Tube industry and Seed & Grain sector mixed with NZ company representatives.

Secretary General of TSUAB, Tayfur Caglayan, who recently visited Canterbury with the inaugural Turkish Seed delegation, flew from Ankara to Istanbul to join the Councils meeting. He spoke enthusiastically about their delegations recent visit to New Zealand, saying the comprehensive programme organised by NZGSA, meeting NZ representatives along with the kiwi hospitality had opened their eyes to the opportunities to develop the seed trade between Turkey and New Zealand.

Supporting the Council's meeting was Andrew White, NZTE's Regional Director for Europe and Ann Clifford, Trade Commissioner NZTE Turkey. NZTE has an office in Istanbul and has a programme of activities to help New Zealand companies do business with Turkey in growth areas such as agribusiness, healthcare, engineering, construction, sustainable energy and defence.

"With the current media coverage there is a danger in Turkey being viewed "one dimensionally" when it is the 17th largest economy in the World," says Robyn. "NZers are positive about their travel experiences into Turkey, now is the time to translate our unique relationship into something more tangible. With their long history of entrepreneurship,

there are many synergies between our countries. Sometimes it may be considered a challenge to think of expanding a market beyond our more traditional markets, but now is a great time to consider the new avenues with the establishment of the NZ Turkey Business Council and our Turkish counterpart, which will help to grow our two way trade.”

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