

Monday
AGRIBUSINESS

Tuesday
ENERGY DEVELOPMENT

Wednesday
TRAVEL, TOURISM & AVIATION

Thursday
INFORMATION TECHNOLOGIES

Friday
ENTREPRENEURSHIP



CLUELESS: Only 37 percent of Turkey's small- and medium-sized enterprises, or SMEs, are informed on what they should to to comply with European Union standards. DAILY NEWS photo, Melek ALDEMİR

Companies not ready for EU

ISTANBUL
Hürriyet Daily News

A substantial proportion of Turkish businesses are strongly in favor of joining the European Union, but for most of them the prospect of accession is still a far-away reality, a recent survey has revealed.

Some 72 percent of the companies have not yet started preparation to comply with the *acquis communautaire*, according to a survey by the Association of European Chambers of Commerce and Industry, or EUROCHAMBRES, and the Union of Chambers and Commodity Exchanges of Turkey, or TOBB. Meanwhile, 95 percent have no idea of the related compliance costs.

The survey, conducted among nearly 3,000 Turkish companies has shown that Turkish businesses are not yet ready for EU accession. This is mainly due to lack of information on EU legislation and on the advancement of the accession nego-

The majority of Turkish companies are supporting the European Union membership process, but on the ground, they are far away from EU standards. More than two-thirds of companies have not yet started preparations to comply with the *acquis communautaire*, according to a survey. A majority have no idea of the related costs

tiation process, EUROCHAMBRES said in a press release.

The smaller the company, the less it is informed about EU legislation, according to the survey. Some 76 percent of big companies consider that they are fully or partly informed about the *acquis*, while the percentage drops to 37 percent for small- and medium-sized enterprises, or SMEs.

The survey was carried out in the framework of the EU-Turkey Chambers Forum, or ETCF, which is a two-year project implemented by EUROCHAMBRES and TOBB. ETCF aims at strengthening mutual knowledge, dialogue and long-term cooperation between the Turkish chambers of commerce and their EU counterparts, thus

promoting the integration of EU and Turkish business communities. ETCF is fully financed by the EU under the 2006 Program for Pre-Accession Assistance.

Further efforts needed

"The information gap about the *acquis* in the enterprise sector is not particular to Turkey and was already identified in the context of previous enlargements," said Pierre Simon, president of the EUROCHAMBRES.

Commenting on these findings during a conference in Brussels, he said, "Nevertheless, survey results call for further efforts to ensure that information on the *acquis* is available to the largest number of Turkish companies, especially smaller ones. The lack of informa-

tion among Turkish businesses on the conditions for, and consequences of, EU accession may lead not only to un-preparedness to cope with the community single market, but also to mistrust vis-à-vis the accession process."

The prospect of EU accession should be a powerful catalyst toward the reforms in Turkey, said Tamer Taşkın, a member of the TOBB executive board. "In order to keep Turkish enterprises motivated to continue reforms, it is very important to enhance communication and mutual understanding between the business community and to a larger extent the civil societies to overcome any misperceptions. This is exactly what chambers are committed to doing."

Turkish companies see seminars, workshops and conferences as the best tools to fill their information gap, and recognize a role for chambers of commerce in improving their knowledge about EU-related issues, EUROCHAMBRES said. In this respect, the ETCF project can play a crucial role, since it was specifically designed to carry out training seminars, partnerships between Turkish and European chambers, or the publication of manuals on selected EU legislation, it said.

EUROCHAMBRES represents over 19 million member enterprises in Europe through 45 national associations of chambers of commerce and industry and a European network of 2,000 regional and local chambers. TOBB represents a network of over 1.3 million enterprises, 365 local chambers and commodity exchanges and 56 sector assemblies.



FATMANUR
ERDOĞAN

fatmanur@kariyeryolculugu.com

Preparations alone don't cut it

We like to think of ourselves as gifted individuals who can conquer the business world with good education, elaborate plans and fine strategies. Experts tell us everyday what works and what doesn't. We listen to their convincing theories and presume that business success is predictable and is just a matter of careful application of known business principles.

This approach to success causes many businesses to experience desperation at one point or another. "What more can I do to make my product sell?" cries the owner. But after countless debates and trials, with no results, he ends up sitting back, hoping that some day business will take off.

If success has a formula, why do businesses have to go through this frustration? If we have so much know-how, shouldn't we just apply it and succeed?

In an attempt to understand why the world does not work this way, I came across Daniel Gilbert, professor of psychology at Harvard, the author of the much-acclaimed book "Stumbling on Happiness." The findings of his research help explain the disconnect between theories of success and its realities.

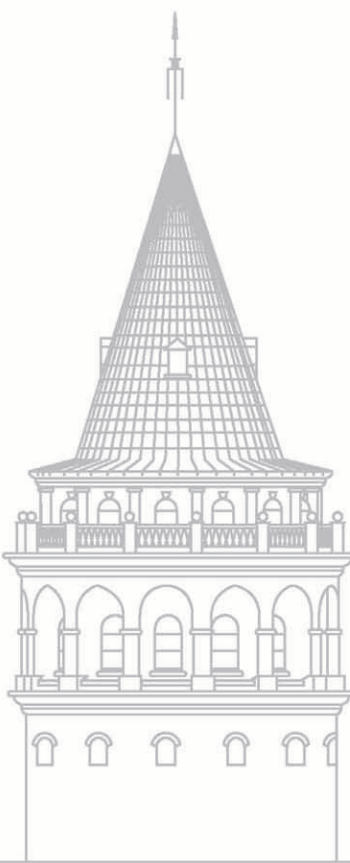
According to Gilbert, we are particularly bad at predicting the future and making decisions for ourselves. Apparently, since we can't predict what will happen, the best way to understand what works and what doesn't is simply to try it. But trying requires tolerating failure, and most of us are hard wired to avoid that at all costs. That is why we pay big dividends to those willing to risk this kind of failure, to go wherever chance and experimentation may lead them.

We need that trial and error to lead the way through the new worlds in business, because business as we used to know it is long gone. Rapidly evolving Internet technologies and communication styles are one of these new lands, and they have changed the dynamics of business forever. For a long time, we've said "the customer is king" and now it has finally come true. In this kind of environment, there is no straightforward formula for success. And success also depends on a healthy dose of luck. When you've done all you can do, you have to stop pushing, and just go with the flow.

When luck does finally knock at the door, it comes completely out of the blue. It comes not because we are brilliant or uniquely talented, but because we just happen to be in the right place at the right time.

But then, as somebody once said, luck is when opportunity meets preparation. To take advantage of it, we have to have already put in the hard work, so we can have that defining moment.

Galata by



A renewed life begins in Galata....

Hermes invites you to take your place in Galata... an ideal place for those seeking the best of both worlds: the unique charm of Istanbul's Byzantine past as well as the convenience of its 21st. century present....

- Modern, environmentally-friendly apartments, from 55 m² to 130 m², offering, in many cases, the added luxury of a terrace, a balcony or a garden. Rent: €840 - €1.125/month

- Apartments ranging between 60 m² and 130 m² in a building which has been preserved and fully restored to its original grandeur, while the interior has been completely refurbished to include modern-day specifications. Rent: €800 - €1.400/month

- Apartments from 100 m² to 145 m². With its traditional, imposing façade the building reflects the architectural characteristics of its time, while the doors, woodwork, and flooring within each high-ceilinged room have been diligently restored to recapture their authentic appearance. The spectacular views of the historic peninsula, the islands and Üsküdar complete a captivating apartment complex. Rent: €1.500 - €4.000/Month

All with

- 24-hour security
- All purpose generator
- Türksat and Hotbird Satellite TV systems and receivers
- Wireless internet connection
- Siemens in built in kitchen appliances
- Infrastructure for Digitürk decoders
- Roller blinds and lighting components
- Siemens washing machine

Prof. Tark Zafer Tunaya Sk. No:11
Gümüşsuyu İş Merkezi, Gümüşsuyu-İstanbul
Tel: 0212-292 11 28/29 Gsm: 0532-612 31 09
e-mail: ahermes@tnn.net

Nestle: How it all began here

FULYA ÖZERKAN
BERLIN - Hürriyet Daily News

The history of the world's largest food and beverage giant, Nestle, in Turkey is long, even older than the Republic.

Establishing its first building in Istanbul-Karaköy in 1909, the world-famous Swiss brand supplied food during the Balkan war. Black and white photos depicting part of the Nestle team provide a clue to its long past. A number of middle-aged Ottomans from the Nestle-Karaköy office are seen wearing the traditional fez and using the Arabic writing system.

"Next year, we will publish a photograph album from past to present marking the 100th year of the brand in Turkey," said Alexandre Cantacuzene, senior president of Nestle, responsible for the Asia-Oceania-Africa region.

Four years after the proclamation of the Republic in 1923, Nestle founded its first factory in Istanbul-Feriköy and has continued to grow since then.

Many firsts

"Nestle has many firsts in Turkey," said Cantacuzene. The first chocolate with pistachio in 1933, the first baby milk in 1968 and the first coffee mixes in 2002, are a few.

Six Nestle factories in Turkey provide 5,000 people with employment. Five of the factories produce bottled water and the other produces food and beverages.

"Nestle is not only a chocolate company, contrary to misconceptions among some Turkish consumers," said Cantacuzene.

With 400 brands in Turkey alone, Nestle tailors its products to suit local tastes and



ESTABLISHED: Nestle, the world's largest food and beverage company, established its first building in Istanbul's Karaköy district in 1909. Its first factory in Turkey was founded in 1927.

needs. The company officials say there are over 200 different blends of Nescafe and it is the world's leading coffee brand.

The coffee mix "Nescafe Üçü Bir Arada" (Three in One), is produced for the Turkish market. Cantacuzene said it was only recently that the product started to be mixed in the Nestle factory in the northwestern Turkish city of Bursa.

"Previously, it was imported from Thailand and only repackaged in Turkey, and now we have the full mix of coffee, sugar and creamer prepared in Turkey," he said.

Cantacuzene said the company has made YTL 110 million in investments over the last three years, particularly in confectionery. For its global production, Nestle purchased YTL 85 million worth of hazelnuts from Turkey. "Also, 70 percent of

culinary products produced by Nestle Turkey are exported," he said.

Cantacuzene provided details about the consumption of Nestle products in Turkey.

"Fifty-five cups of Nescafe are consumed per second in Turkey ... around 140 million glasses of milk were consumed in Turkey with Nesquik in 2007," he said.

Not only does the brand offer new tastes for Turks but also sweetens their lives, by undertaking social responsibility projects.

"Over 20,000 children have developed healthy nutrition habits as part of the program, 'Beslenebilirim' in Turkish," said Cantacuzene. "Although our bottled water production has increased by 75 percent over the last four years, we managed to reduce water consumption by 12 percent and energy consumption by 19 percent."