

Monday
AGRIBUSINESSTuesday
ENERGY DEVELOPMENTWednesday
TRAVEL, TOURISM & AVIATIONThursday
INFORMATION TECHNOLOGIESFriday
ENTREPRENEURSHIP

MEETING: The forum, likely to host more than 500 participants, will be held at Adana HiltonSA.

Adana to host global meeting

ISTANBUL
Hürriyet Daily News

The southern city of Adana will host a global forum in January, to encourage and facilitate the globalization of local businesses.

In its third year, the Adana International Forum on Economic Cooperation will take place from Jan. 12 to 13 at Adana HiltonSA.

"Realizing the truth that an efficient presentation and support mechanism must be formed to develop international trade, the Adana Chamber of Commerce is organizing the forum to increase enterprises' cooperation and competitive power" Şaban Baş, the chamber's president, said in his invitation note.

The forum will reveal the potential of the region by bringing together enterprises mainly from the European Union that operate in many different fields, he said.

Within the scope of the third forum, local enterprises in the region that operate in diverse industries will have the opportunity to establish new business contracts.

"This way, an increase in employment will be created and value will be added to the economy," said Baş, adding that conferences on Turkey's EU adaptation and sectoral meetings will also be held. The latest developments in the economy will also be discussed.

Businessman succeeds in global construction

KONYA

Anatolia News Agency

A Turkish contractor who went to Uzbekistan 15 years ago because of the crisis in Turkey's construction industry has initiated many successful projects abroad and has contributed to Turkish exports enormously.

"We established a construction firm in 1987 and then other projects of different sizes were also initiated from 1987 to 1994," said Mustafa Öztoklu, born in the central Anatolian city of Konya. Citing the crisis in the construction industry as the reason for his and his brother's departure in 1994, he said they had been lucky in Uzbekistan and were involved in business more than they had expected to be.

For the last 15 years, successful projects were undertaken in

Businessman Mustafa Öztoklu departed from the central Anatolian city of Konya to Uzbekistan in 1994 due to the crisis in construction, but he found success abroad, undertaking projects in many countries

Uzbekistan, Latvia, Ukraine and Kazakhstan, he said. "We are involved in construction, decoration and design. We have undertaken projects, such as the restoration of historic university buildings abroad, side coating and the decoration of new hotels, as well as the construction of hotels, villas and guest-houses," he said.

Additionally they have constructed or decorated the offices of presidents, state guesthouses and hospitals, he said.

"Any job we complete becomes part of our iden-

tity. We have brought Turkish art and craftsmanship abroad. We have become a firm in demand overseas. Rather than being a contractor in the classic sense, we are known for our works of art and abstractness."

Öztoklu also spoke about a rivalry with Italian, English, French, German and Yugoslavian firms for overseas tenders. The Turkish firm has been the winner, he said.

Öztoklu has to date completed works worth \$65 million overseas. Other constructions worth \$100

million are ongoing at present and there is also work worth more than \$100 million in the agreement stage, he said.

Materials for projects undertaken abroad are obtained from Turkey, Öztoklu said. "We bring at least 60 percent [of materials] from Turkey. In the event of a \$100 million job, \$60 million goes to our country. In this respect we have made a noteworthy contribution to exports. If domestic companies focus more on quality, we will purchase everything from Turkey."

When he returned to Turkey 15 years abroad, Öztoklu constructed İstiklal Harbi Şehitliği (the Turkish War of Independence Cemetery), under the supervision of the Konya Municipality. "This project was morally very important to us. We did not consider profit. We financed many aspects of it from our own pocket. Thus, I have paid my debt to my country, my motherland."



CEMETERY: Upon returning to Turkey, Öztoklu constructed the War of Independence Cemetery. AA photo



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Web 2.0 impacts communication

Go beyond casual use and haphazard ad placement. Think in terms of heat maps and your target audience's Web site usage patterns. Don't rely solely on agencies to tell you what works and what doesn't

Today's marketing and communications professionals face a serious challenge. New Internet technologies are changing our customers' communication styles dramatically and failing to keep up with them is failing to prepare our businesses for the future.

It used to be that the higher you went in your career, the fewer details you needed to know. Now, though, you can't be a knowledgeable decision maker if you don't have a hands-on understanding of what's happening online. The best way to do that is to use these new Web 2.0 social media tools yourself, so you can see firsthand the opportunities they bring. In a nutshell, they allow you to engage with your customers like never before, but they progress very quickly and falling behind will hold you back in your business and your career.

Don't waste your money

Just because these tools are "social," though, doesn't mean you can be lazy in how you use them. If you use Facebook just like everybody else, advertising on it simply because of the number of people there, you will waste your money. Go beyond casual use and haphazard ad placement. Think in terms of heat maps and your target audience's Web site usage patterns. Don't rely solely on agencies to tell you what works and what doesn't. Get into the details yourself because your agencies are learning these tools themselves. Letting them learn with your money might be costly.

Or consider Twitter, a microblogging service that asks a simple question, "What are you doing now?" Too many users respond with a casual approach, leading to banal responses like, "eating an apple." However, a few forward-thinking communications professionals are learning how to use Twitter for profitable business communications and they are the ones whose businesses and careers will flourish because of it.

Naked style

Keep in mind that Web 2.0 has its own communication style. It is very open, honest, and direct — "naked," so to speak. It is about sharing information and building communities. It is customers connecting with each other, and, hopefully, engaging the companies they are writing about.

This open, transparent style doesn't always fit well with traditional styles of marketing communications. Traditionally, marketing communications has been about controlling the message and managing perceptions. To me, "perception management" implies you need to manipulate your audience's thoughts, to benefit yourself. And professionals typically defend the practice by saying they are trying to explain their companies better, to shrink the gap between who they really are and how they are perceived.

What I say to that is, if you manage your company well, explain what you do clearly and let your audience engage back with you, all you need to do is communicate the facts. The perception will manage itself.

Benefits to company

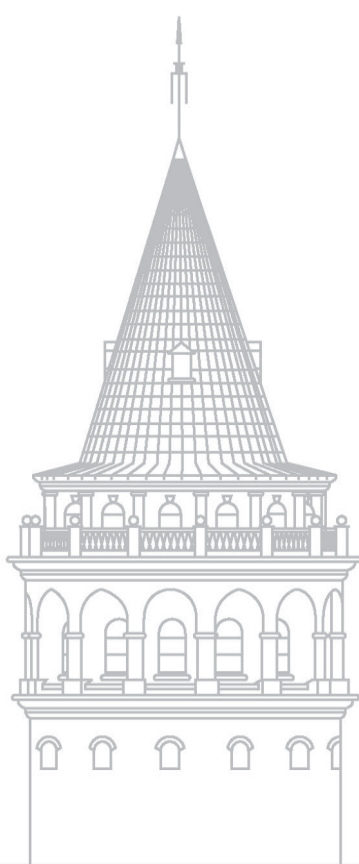
Today, more of your brand's reputation is formed in the arena of Web 2.0. If you use the tools well, you can hear like never before what your customers are saying about you. Yes, the community can spread the word faster than ever and your customers have more voice now. But that is an advantage, because customers are no longer outsiders looking into your brands and products. Instead, they are involved in your well-being and letting them into your business life benefits your company.

So, get involved in the conversation, connect directly with your customers and get away from corporate speak. This might feel like a new and unfamiliar skill, but remember that companies pay big dividends to those who push the boundaries forward. So have the courage to move past the anxiety and to push the envelope in your own industry. Learn the tools well, use your imagination, trust your professional instincts and your company will benefit from your creativity.

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Lender offers help for small enterprises

ISTANBUL

Hürriyet Daily News

Şekerbank, the Turkish lender that sold a 33.98 percent stake to Kazakhstan's Bank TuranAlem, aims to support small enterprises with new loans.

The bank, in its 55th year, signed a framework agreement with German KfW Entwicklungsbank within the scope of the second phase of the Small Enterprises Loan Program, or SELP II, the bank announced. Şekerbank aims to provide more resources to artisans, farmers and small enterprises with the deal.

By creating solutions for the demands of micro and small enterprises, and proving support to those enterprises, Şekerbank contributes to the real sector and the economy, said Meriç Uluşahin, managing director of the bank.

Priority development

Within the scope of the framework agreement, an additional deal that supplies loans worth 15 million euros with a maturity of four years was signed Dec. 19. The loan will be used to finance enterprises in priority development cities.

"Out of our 250 branches, 62 percent are located in Anatolia and due to the close relationship we have developed with our cus-

tomers over 55 years, we are always on the side of small- or medium-size enterprises, or SMEs, tradesmen and farmers," said Uluşahin.

SELP II was initiated by the European Union and is implemented in cooperation with the Turkish Treasury, the Council of Europe Bank, or CEB, and KfW Entwicklungsbank.

The program is designed to make a contribution to small business finance and to strengthen the financial sector. SELP II supports the Turkish government's policy of job creation, labor market stability and small enterprise development.

KfW Entwicklungsbank finances investments and accompanying consulting services in developing countries.

It carries out work on behalf of the German Federal Ministry for Economic Cooperation and Development, or BMZ.

KfW Entwicklungsbank is committed to a primary goal of German development cooperation, namely sustainable improvements for economic and social conditions of people in developing countries. Through its financial cooperation it contributes to reducing poverty, protecting natural resources and securing peace worldwide.