



News Letter

Tüccar, milletin emeğini ve üretimini kıymetlendirmek için, eline ve zekasına emniyet edilen ve bu emniyete liyakat göstermesi gereken bir adamdır... K.Atatürk



TURKISH CHAMBER OF COMMERCE & INDUSTRY IN JAPAN

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Message from H.E. Necati Utkan, the Ambassador of the Republic of Turkey to Japan and the Honorary President of TCCIJ

It is, indeed, a great pleasure for me to contribute to the first issue of the "News Letter" edited by the Turkish Chamber of Commerce and Industry in Japan (TCCIJ). The establishment of TCCIJ during my tenure of office in Japan is another dimension of this pleasure. Especially after the end of the Cold War Era, the world has



H.E. Necati UTKAN, The Ambassador of Turkey to Japan

Message from Mr. Enver Apanay, the President of TCCIJ

The Turkish Chamber of Commerce and Industry in Japan (TCCIJ) is proud to present our premier issue of the NEWS LETTER to the Chamber members and friends of Turkey.

Through this NEWS LETTER, the Chamber will endeavor to introduce various articles, which, we trust will be of benefit to Turkish and Japanese companies and businessmen.

Here, let me briefly explain how the TCCIJ was established. With the number of Turkish business entities increasing in Japan, Turkish businessmen saw the need to establish a Chamber. With the strong support and

encouragement of Mr. Bulent Payaslioglu, Commercial Counselor of the Turkish Embassy, the first meeting of Turkish businessmen in Japan was held at the Turkish Embassy on September 8th, 1994 and at the second meeting held on December 12th, 1994, it was unanimously agreed to establish the Chamber.

On February 1st, 1995, The Ministry of International Trade and Industry (MITI) of Japan approved our application to become a legally recognized Chamber of Commerce and Industry in Japan and on the occasion of the visit of the Turkish Prime Minister, Prof. Dr. Tansu Ciller on February 28th, 1995, the TCCIJ was officially inaugurated.

The General Meeting and the Election of the Board of Directors were held on May 29th, 1995. The meeting was

better realized the importance of globalization in the field of economic realization. It is well understood today that such relations can not be conducted solely according to the choices and decisions of governmental agencies. It has also become clear that the efficiency and dynamism of entrepreneurs, representing the private sector, are determining factors in shaping the future of national economies as well as in managing the international economic relations. In this line of thought, the establishment of chambers of commerce and industry in foreign countries becomes a fact that takes on importance and a substantial contribution to the global approach is expected from these institutions.

I believe that TCCIJ, bearing this mission in mind, will pave a new way to the enhancement of commercial and economic relations between Turkey and Japan, bringing an invaluable contribution to the efforts of the Turkish Embassy.

I therefore would like to invite Turkish and Japanese companies and businessman, involved in the economic relations between the two countries to join the membership of TCCIJ, in order to extend the scope of its activities and to reinforce its ability.

I would also like to take this opportunity to express my sincere thanks to those who have established the TCCIJ and wish them success in their own business and in their endeavors in the framework of TCCIJ.

followed by a reception under the auspicious of the Turkish Ambassador, H.E. Mr. Necati Utkan.

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On this happy occasion, I, on behalf of the TCCIJ, would like to most sincerely thank H.E. Mr. Necati Utkan, Turkish Ambassador, for his generous support and Mr. Bulent Payaslioglu, Commercial Counselor of the Turkish Embassy, for encouraging the Turkish businessmen living and working in Japan to unite and establish the long awaited Chamber. Also, our gratitude goes to the MITI of Japan for their cooperation.

On behalf of the TCCIJ, I would like to take this opportunity to invite Turkish and Japanese companies and businessmen involved in business with Turkey and friends of Turkey to become members of the Chamber.

In closing, I would like to thank and congratulate all those people who have contributed in making this publication possible.



Message from Mr. Bulent Payaslioglu, the Chief Commercial Counselor of the Turkish Embassy and Advisor to TCCIJ

It gives me a great pleasure to write these words in the first issue of the "News Letter" published by the Turkish Chamber of Commerce and Industry in Japan, the realization of my long-cherished dream.

When the economic and commercial relations with Japan is concerned, the establishment of a Turkish Chamber of Commerce and Industry in Japan, I believe, was one of the

most important issues to be realized. First of all, this chamber will be another gateway, beside the Turkish Embassy, to Japan, the second biggest economic giant of the world. Secondly, it will pave the way towards setting up a direct relationship between Turkish and Japanese Businessmen without intervention of the governmental offices, a pattern very much preferred by Japanese Entrepreneurs.

With these facts in mind, I decided to propose this idea to the Turkish Businessmen residing and operating in Japan and to urge them to establish TCCIJ. Their response was unexpectedly positive and the Chamber was inaugurated in a short period of time. On this occasion, I would like to express my sincere thanks to those who have made my dream come true, especially to MITI for their kind support and cooperation.

ACKNOWLEDGMENT

TCCIJ is grateful to the following persons for their generous donations:

Mr. Faruk Ekinci Ekinciler Holding
Mr. Sarik Tara ENKA Holding
Mr. Demir Sabanci Sabanci Group

Message from Mrs. Feyza Surucu, the Information Counselor of the Turkish Embassy and Advisor to TCCIJ

Turkey has become an increasingly popular tourism destination for Japanese. In 1994, 63745 Japanese visited Turkey, a 35% increase over the previous year. I am not being too optimistic in stating that approximately 90.000 Japanese tourists will visit this magnificent country which offers to her guests a harmonious blend of East and West, ancient and modern. Now, I would like to take this opportunity to acknowledge the very important contribution of the Turkish businessmen operating in Japan. By introducing and promoting Turkish commercial and industrial products which reflect the rich diversity of the Turkish culture, they serve greatly in promoting our country.



This year marks the establishment of the Turkish Chamber and Industry in Japan. I believe that this important step taken by the Turkish businessmen in Japan will help to further strengthen and unify the individual efforts and make possible more fruitful business contacts and thereby more effective promotion of Turkey.

I would like to extend my warmest congratulations to the Turkish Chamber of Commerce and Industry in Japan on the occasion of the publication of the first issue of their magazine and express my best wishes to all Turkish businessmen operating in Japan.



TCCIJ Board and committee members on the occasion of the Turkish Republic day.

Japan-Turkey Relations and the Importance of the Turkish Chamber of Commerce and Industry in Japan

Despite a considerable geographic separation between Turkey and Japan, these two countries share a big potential for cooperation in economic and trade activities. A spotless friendship and understanding of historical and cultural ties between the two nations and the technological advances in communications and transport are the factors which further support the realization of this potential.

Appreciating the rapid economic advances Japan has made especially in the past 3 decades, Turkey continues to be the most interesting country for the Japanese in the Middle East by virtue of its position bridging the east and the west.

Although there have been a lot of improvements in the relations between the two countries recently, Turks and Japanese still do not have enough information about each other. However, our countries have much in common socially, culturally, commercially and politically. Now, it's widely known that Japanese and Turkish come from the same Ural - Altaic Language group, and that they share hundreds of similar or same words.

The political, commercial and tourism relations and the media information which rapidly increased especially during the last decade are helping to bring out the similarities and common interests between the two countries as well as improving the rapport between the nations. Interestingly, the Turks have the most friendly feelings towards the Japanese. I believe the Japanese people who visited Turkey as tourists or those who have lived in Turkey as expatriates have experienced the warm hospitality of Turkish people.

As a measure of growing commercial relations between Japan and Turkey, I would like to point out that the trade volume between Turkey and Japan has expanded to over \$2 billion from \$550 million in 1985.

The Japanese investment in Turkey has reached the \$1.5 billion level,

representing a 7% share of total foreign investment. Today, 40 Japanese companies are doing business in Turkey, including industrialists such as Toyota, YKK, Isuzu, Honda, Kagome; trading companies such as Itochu, Sumitomo, Mitsui, Mitsubishi, Marubeni; finance companies such as Bank of Tokyo, Sumitomo Bank, Sakura Bank, Tokyo Marine and Fire,

Promotion Center), Union of Exporters in Turkey have facilitated useful and effective cooperation for the improvement of the relations. Especially our chamber ISO and JETRO work in close cooperation. While such ties were been established in Turkey, the lack of an organization in Japan for supporting the relations between Turkish and Japanese businessman has



TCCIJ was honoured in receiving a plaque from the president of Istanbul Chamber of Commerce, Mr Atalay Sahinoglu

Sumitomo Fire and Marine.

Considering the present potential, the developments in the fields of commerce and industry are not sufficient, nor satisfactory. We are expecting these relations to grow to a satisfactory level within the next 5 years.

Turkey is an important partner for Japan by means of its geographical positioning between three continents, its qualified manpower, its natural resources, its historical and cultural background, and its developing and expanding market which is one of the ten fastest growing markets in the world. As the Customs Union with the European Community is to be completed in 1996, the importance of Turkey for the Japanese companies will increase further.

The commercial and industrial organizations in both Japan and Turkey are providing more and more effective services for the improvement of the present relations.

Organizations such as JETRO and JODC in Japan and Istanbul Chamber of Commerce, IGEME (Export

long been regretted. The Turkish Chamber of Commerce and Industry in Japan, which has been established recently, will fill this gap. This chamber will be an important source of reference for Japanese businessman who are looking for information or partners in Turkey. Our chamber is going to give full support to the activities of the TCCIJ which we believe will make an important contribution to the development of the ties between trade promotion organizations in both countries.

I congratulate you all once again upon the establishment of the Turkish Chamber of Commerce and Industry in Japan, which I believe will make a valuable contribution to the development of better relations between Turkey and Japan.

Atalay Sahinoglu
President,
Istanbul Chamber of Commerce

VIEWS FROM THE CHAMBER



Turkish Prime Minister Prof. Dr. Tansu Çiller visited the information desk of the TCCIJ on the day of the Keidanren Seminar. (above)

Group photo of the TCCIJ board members together with the Chief Economic and Commercial Counsellor of the Turkish Embassy and his officers. (right)



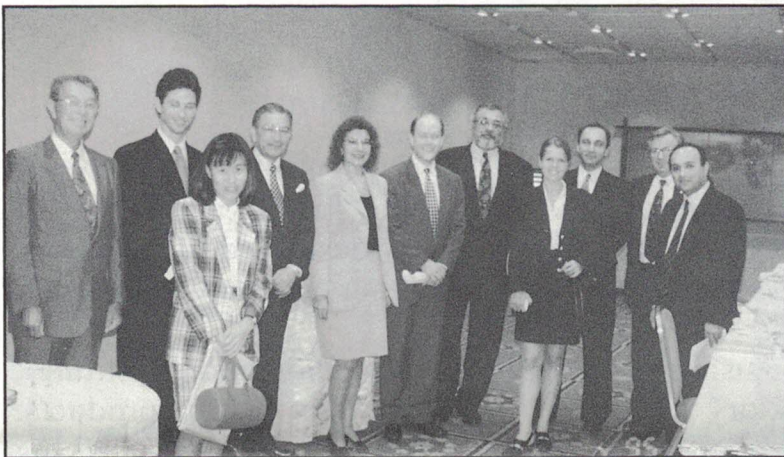
TOBB President Mr. Yalim Erez, receiving a present from the board of TCCIJ. (right)



VIEWS FROM THE CHAMBER



TCCIJ President Mr. Enver Apanay presenting a plaque in commemoration of the establishment of the TCCIJ to Turkish Prime Minister, Prof. Dr. Tansu Çiller on the occasion of her visit to Japan on Feb. 28, 1995. (above)



TCCIJ became the member of the Foreign Chamber Information Group (FCIG). (left)



TCCIJ President presents a membership certificate to one of the members at the first general meeting, presided by the Turkish Ambassador H.E. Necati Utkan. (left)

Businessman's point of view

Nejdet Demiryurek

Exporting Food to Japan

When it comes to food, Japan, as compared to other countries, has very distinctive characteristics for Turkish exporters. Very tight inspections and regulations, differences in consumer tastes, are to name a few. Although, it is difficult to enter the food market in Japan because of these characteristics, once admitted, the market is very promising for foreign companies. Therefore, this attractive market is driving companies from all over the world into a heavy competition.

Goods from the countries which have more conscious producers, better research facilities and better political and economic relations with Japan can better expand their share in this market. This can also be interpreted as a competition between powerful, popular countries and weak, unpopular countries.

I would like to point out in this writing the realities of the Japanese market to Turkish food producers and exporters.

Unfortunately, many Turkish companies wishing to enter the Japanese market are actually uncertain about the compatibility of their products to the Japanese regulations and standards. There is a lack of information about the Japanese Food Standards, for example:

- * Quality of packing,
- * Appropriate weight of the food,
- * Allowed ratio of preservatives and additives,
- * Production and expiring date regulations,
- * Approved food analysis reports, etc.

Especially, because of excess quantities of preservatives in some foods, a number of companies have had their shipments either sent back to Turkey or destroyed. This means not only a great burden on the exporter and ultimately on the Turkish economy, but also a loss of prestige.

Here, I'd like to mention the Turkish "Hıfızsihha Enstitüsü" (Health Protection Institute), which is the government authorized laboratory in Turkey for the analysis of food products. This institute is recognised by Japan by certain treaties. Apparently, Hıfızsihha is applying the same general standards for every country in their laboratory analysis and is not performing the high level laboratory analyses to comply with Japanese food standards. With a new approach of this institute to adopt the realities necessary for analyses required by the latest standards, a major problem facing Turkish food exports will be overcome.

There are many private sector laboratories in Turkey with research laboratory facilities equipped to perform tests and analysis required to meet the most stringent standards anywhere. But, unfortunately, since only the Hıfızsihha Institute is recognised, the reports of these laboratories are not accepted by Japanese authorities. A solution to this problem, can be the approval, thus the validation, of the reports of such governmentally inspected private laboratories by Hıfızsihha Institute.

As a Turkish businessman living in Japan and as a member of TCCIJ, I would like to remind the Turkish authorities that Japanese importers are waiting for the above mentioned issue to be placed on the Turkish Government's agenda and resolved as soon as possible.

*Profiles of the
Board of Directors of TCCIJ*



Mr. Enver APANAY, President

Mr. APANAY is a Turkish citizen born in Tokyo on March 25, 1930. He is married with one son. He graduated from St. Joseph's College and studied at Sophia University. After managing H.H.L. (Japan) Limited, a multinational insurance firm, as President and Rep. Dir. from 1971 to 1990 and subsequently as Chairman and Director, Mr. APANAY retired in 1994.

**Mrs. Nuran SEKINE,
Vice President**

Mrs. SEKINE is a Turkish citizen born in Bursa, Turkey on March 5, 1946. She is married with one daughter. She graduated from Ankara Gazi Teacher Training College English Dept. and currently works as a Turkish and English Language Instructor. She owns a Turkish restaurant called ANATOLIA.



**Mr. Sezgin OZGEN,
Vice President**

Mr. OZGEN is a Turkish citizen born in Sakarya, Turkey on March 11, 1967. He completed Sisli Terakki High School in Istanbul and went to Hawaii Pacific University from which he graduated with degrees in Travel Industry Management and Marketing. He owns and operates an Import & Export firm, HALI SHOP, which he founded in Japan in 1992. He also owns a Restaurant in Tokyo. Mr. OZGEN is single and has been living in Japan since 1992.



**Mr. Ziya ERIS,
Director**

Mr. ERIS is a Turkish citizen born in Bursa, Turkey on March 12, 1944. He is married and has two children. He graduated from Istanbul Tatbiki Guzel Sanatlar Art Academy in 1966 and immigrated to Australia in 1973. In Australia, he is well-known as a wildlife painter. He came to Japan at the invitation of a Japanese firm to establish a Design Company in 1991. Presently, he is a Free-Lance Creative Art Director in Tokyo.



**Mr. Rasim VAHAP,
Director**

Mr. VAHAP is a Turkish citizen born in Tokyo on February 5, 1926. He studied at St. Joseph's College and later graduated from Waseda University with degrees in Business Administration and Law. He worked for DEBS & Co., an Import & Export firm in Tokyo, for 40 years. Mr. VAHAP is married with one daughter and is now retired.



**Mr. Nejdet DEMIRYUREK,
Director**

Mr. DEMIRYUREK is a Turkish citizen born in Burdur, Turkey on July 17, 1957. He completed high school and university in Istanbul and worked for various trading and tourism companies. He came to Japan in 1986 and established his own company, TUGBA TRADING CO. LTD., which engages in general trading between Turkey and Japan. He also owns the SOFRA Restaurant in Tokyo. He speaks Turkish, English and Japanese. Mr. DEMIRYUREK is married with two children.



**Mr. Murat G. KUTLUG,
Director**

Mr. KUTLUG is a Turkish citizen born in Sivas, Turkey on July 28, 1965. He majored in Electronics & Electrical Engineering in Bosphorus University in Istanbul. After graduating in 1988, he worked in Istanbul as a project engineer. He then worked for a Japanese company in Tokyo as a systems engineer between 1990 to 1994. Mr. KUTLUG is single and presently owns and operates ASENA, an Import & Export and food company.





Seasons Greetings from TCCIJ To All The Friends Of Turkey

OBJECTIVES OF THE CHAMBER

- 1- To promote the development of commerce and industry between Turkey and Japan,
- 2- To promote the measures calculated to benefit the interests in Japan of companies and citizens of Turkey.
- 3- To represent, express and give effect to the opinions of the Turkish business community in Japan regarding trade, industry and related operations,
- 4- To collect, evaluate and disseminate among its members statistical and other information concerning commerce and industry or other undertakings of interest to them,
- 5- To associate and cooperate with other organizations having mutual interests,
- 6- To do all such things as may be conducive to the attainment of the above objects,

Announcement from TCCIJ:

Free Turkish Language lessons for children

Turkish language courses are scheduled to start with the sponsorship of TCCIJ and Turkish Association of Tokyo.

The courses are specially aimed for Turkish children living in Kanto area. We are hoping to improve Turkish fluency of the children and also to help develop their social activities and friendships. The courses are free of charge and will be given voluntarily by two postgraduate students from Tokyo Institute of Technology, Computer Engineering Department.

The courses are planned to take place in the Turkish Culture Center at 1-16 Oyama-cho, Shibuya-ku, Tokyo 151, 10:30 am on Sundays.

The textbooks to be used for the courses will be those published by the Turkish Ministry of Education as textbooks for the state schools. Nevertheless, the text may be adjusted to the levels and the needs of the children.

Parents who are interested are advised to contact to TCCIJ or the teachers, at the addresses and telephones below:

Proposed beginning date: Nov. 26, 1995

Instructors: Mr. Yahya Aydın and Mr. Mete Ozcan

Tokyo Institute of Technology,

Computer Engineering Department, MSc. students.

Tel: 03-5377-1335

The TCCIJ Newsletter is an unofficial summary of events and other news from the TCCIJ office.

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