



Canadian-Turkish Business Council
Conseil d'affaires Canada-Turquie
Kanada-Türkiye İş Konseyi

**CANADIAN TRADE MISSION & 7TH ANNUAL JOINT CONFERENCE
"COMMERCIAL OPPORTUNITIES IN TURKEY AND THE REGION"
TURKEY (ANKARA & ISTANBUL) --- MAY 10-12, 2009**

Announcement of an important opportunity to join a Canadian business mission to Turkey and to participate in a major conference to promote Canadian trade and investment relations with Turkey. Mission participants will also be able to learn more about commercial opportunities in the neighboring countries of Georgia and Azerbaijan.

Turkey is the world's 15th largest economy, Europe's second most populous country (after Germany), and a strategic commercial bridge between Europe, the Middle East and Central Asia. It boasts a domestic market of over 70 million persons and an expanding middle class. Turkish GDP growth, that until recently averaged about 7% per year, fell to an estimated 1% in 2008 and will likely contract by about -1.5% in 2009 according to the IMF (which also projects a GDP growth rate of +3.5% in 2010). Cumulative Canadian investments in Turkey are approaching \$1.5 billion.

The Canadian Turkish Business Council (CTBC) will hold its 7th Annual Conference on Business Opportunities jointly with its Turkish partner, the Foreign Economic Relations Board (DEIK) in Istanbul, Turkey on May 12, 2009. The Conference and the CTBC delegation of Canadian firms will primarily focus on the key sectors indicated below:

- **Energy:** exploration/production in oil and gas, energy generation (nuclear, hydro, clean energy)
- **Mining:** equipment and services (mineral extraction and ore processing equipment, laboratory analysis)
- **ICT:** equipment and services (software, hardware, wireless)
- **Environmental:** clean air/water technology, specialized areas related to both mining and clean energy
- **Healthcare:** pharmaceuticals, physiotherapy devices, radiotherapy equipment, hospital management
- **Research and Development:** opportunities across key sectors
- The **transportation, automotive (parts), aerospace, agriculture & agri-food (growing food consumption/ purchasing patterns), consumer/retail and engineering/infrastructure** also present trade and investment opportunities for Canadian firms.

*** The mission is aimed at senior executives of Canadian exporters and investors interested in the Turkish market.

Business Program

The mission program will encompass a number of activities both in Ankara and Istanbul. These will include the Conference with a series of presentations and break-out sector specific workshops, networking events, meetings with government officials and private sector companies. Further program elements, such as individual meetings, will be arranged over May 11-12 as required.

The CTBC/DEIK Conference will bring together Canadian exporters and investors, important Turkish and International financial institutions, key Turkish government and regional experts and leading Turkish companies focusing on partnerships. The conference will provide a frank assessment of investment and export opportunities in a region with great potential, invaluable networking opportunities for participants (including scheduled meetings), and firsthand accounts of Canadian and Turkish companies and financial groups currently active in Turkey.

Taking advantage of Turkey's strong inroads into the neighboring Caucasus, there will be an opportunity to learn more about this region and the role Turkish companies can play in partnering for projects in Turkey and the region.

Mission companies in the Energy and Environment sectors will also have an excellent opportunity to participate in the **15th International Energy and Environment Conference and Fair** that will take place in **Istanbul, May 13-15, 2009**. For more information on this event, please visit: http://www.icci.com.tr/en/index.asp?go=about_icci

Tentative Mission Itinerary

May 9-10	Arrival in Ankara
May 10	Embassy Introductory Briefing Session with Delegation Members (18:00 hrs)
May 11	Additional Briefings; Meetings with Key Turkish Public and Private Sector Contacts--Late Departure for Istanbul
May 12	DEIK/CTBC Conference in Istanbul
May 13-15	<u>Optional:</u> Canadian Energy & Environment Firms Participate in the 15 th International Energy & Environment Conference & Fair ---> Meetings for Canadian Firms in Other Sectors (on May 13 and/ or 14, as necessary)

- Leaders of the Mission:**
- Ronald Denom, Chairman of CTBC; President, SNC-Lavalin International Inc.
 - Scott Herr, President of CTBC and Vice-President, Inmet Mining Corp.
- Partner Organizations:**
- Agriculture and Agri-Food Canada
 - Alberta Ministry of Economic Development
 - Atlantic Council of Canada
 - Canadian Embassy, Ankara
 - Export Development Canada
 - Foreign Affairs and International Trade Canada
 - Ontario Ministry of International Trade & Investment

Organizations you may also wish to contact for additional information:

Mike Ward, Senior Trade Commissioner, Canadian Embassy, Ankara, Turkey

Tel: (90-312) 409-2773, E-mail: mike.ward@international.gc.ca

David Clendenning, Trade Commissioner, Europe and Central Asia Division (GRC), DFAIT, Ottawa

Tel: 613-996-4484, E-mail: david.clendenning@international.gc.ca

Vitaly Paroshyn, Area Director, Ontario Ministry of International Trade and Investment, Toronto

Tel: 416-314-0915, Fax: 416-325-2766, E-mail: vitaly.paroshyn@ontario.ca

Malcolm Forbes, Senior International Market and Trade Officer, Bilateral Relations Technical Trade & Development, Agriculture and Agrifood Canada, Tel: 613-773-1621, E-mail: forbesm@agr.gc.ca

Anis Ouanes, Conseiller en affaires internationales/ International Trade Advisor, Montréal (Québec)

Tel: 514-499-2199 [ext. 5025], Fax: (514) 873-1540, E-mail: Anis.Ouanes@mdeie.gouv.gc.ca

NOTE: To register for this mission please request the registration material by phone: (416)640-2224 OR e-mail rsvp@ctbc.ca
You can also locate all registration information on our website at www.ctbc.ca – **Registration Deadline: 17 April 2009**