

**TURKEY:  
WHERE THE  
OPPORTUNITIES  
ABOUND**

# A SAFE HAVEN FOR INVESTMENT

**February 11-12, 2009** Swissotel, Istanbul

International Direct Investments in a Changing Global Conjunction:  
Risks and New Dynamics Concerning Emerging Economies

International Direct Investment Attraction Centers: Best Practices

R&D's Role in High Value Added Investments: IT Industry

International Investments in Agriculture and Food Sectors

Investment Requirements in the Energy Sector:  
Prospects of Public and Private Sector Investment Partnerships

Changing Settings and Prospects for the Real Estate Sector

Overview of the Turkish Financial System as Istanbul Aspires to  
Become a Global Financial Center

Global Investment Strategies and Implications on Turkey

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# *Better Investment Environment...*

YASED International Investors Association of Turkey, established in 1980, is an independent and non-profit business association, where members are international companies operating in Turkey. YASED, with its members sharing a common vision, gives substantial and proactive efforts for promoting a better investment environment.

## *Our Vision...*

To lead the efforts for Turkey to be an attractive investment destination and building a stable business environment for international investors.



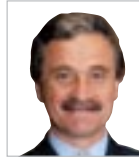
International Investors Association of Turkey

**A SAFE  
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> TURKEY: WHERE THE OPPORTUNITIES ABOUND

**February 11, 2009  
Wednesday**

**09.00 - 12.00 Opening and Session I**



**Tahir Uysal**  
Chairman,  
YASED



**Nazım Ekren**  
Minister of State and  
Deputy Prime Minister



*Moderator*  
**Mehmet Ögütçü**  
Vice President,  
Forum Istanbul

**INTERNATIONAL DIRECT INVESTMENTS IN A CHANGING  
GLOBAL CONJUNCTURE: RISKS AND NEW DYNAMICS CONCERNING  
EMERGING ECONOMIES**

*Triggered by the sub-prime mortgage meltdown, this recent economic crisis spurs structural reforms in the economic and financial systems across the globe. This session is intended to discuss those risks and opportunities unfolding before the international direct investments that are shaped by this new setting in a changing world order.*



*Keynote Speaker:*  
**Ulrich Zachau**  
Turkey  
Representative,  
World Bank



**İbrahim Çanakcı**  
Undersecretary  
of Treasury



**Michael Davey**  
Regional  
Director, EBRD



**Hüseyin Gün**  
Managing Director,  
Avicenna Capital



**Alpaslan Korkmaz**  
President, Investment  
Support and Promotion  
Agency of Turkey



**Brad Staples**  
CEO Europe,  
APCO Worldwide



**Serpil Timuray**  
CEO, Vodafone  
Turkey

## A SAFE HAVEN FOR INVESTMENT

12.00 - 13.30 Lunch

13.30 - 15.15 Session II

### INTERNATIONAL DIRECT INVESTMENT ATTRACTION CENTERS: BEST PRACTICES

*Considering the international direct investments' contribution to economic development of the host countries, becoming an attractive investment destination is of great importance in terms of having better access to already shrinking capital resources. Hence, this session is intended to analyze best practices in promoting investments and explore the lessons to learn about attracting international investments into Turkey.*



**Prof. Choong Yong Ahn**  
International Investments Ombudsman, KOTRA



**Dr. Rainer Geiger**  
Senior Regional Advisor, OECD



**Saffet Karpaz**  
General Manager, Procter & Gamble



**Francis Sermet**  
Former CEO, DEWS (Development Economic West Switzerland)

15.15 - 15.30 Coffee Break

15.30 - 17.15 Session III

### R&D'S ROLE IN HIGH VALUE ADDED INVESTMENTS: IT INDUSTRY

*Relevant R&D regulations and efforts play one of the key roles in attracting the kind of foreign investment that creates higher added value, boosts employment and brings in know-how. This session intends to analyze R&D investments in our country from the perspective of value added investments and discuss current practices in IT industry around world and in Turkey.*



**Müjdat Altay**  
General Manager, Nortel Netaş



**Gürhan Kalelioğlu**  
Country Manager, Oracle Turkey



**Cüneyt Türktan**  
CEO, Avea



**Sinan Ülgen**  
Founder & Managing Partner, İstanbul Economics



**Moderator:**  
**Yavuz Canevi**  
Chairman, TEB



**Moderator:**  
**Reha Denemeç**  
Vice President, AK Party (Responsible on R&D)

> TURKEY: WHERE THE OPPORTUNITIES ABOUND

## A SAFE HAVEN FOR INVESTMENT

> TURKEY: WHERE THE OPPORTUNITIES ABOUND



*Moderator:*  
**David Judson**  
Hürriyet  
Daily News



*Keynote Speaker:*  
**Vedat Mirmahmutoğulları**  
Undersecretary of  
Ministry of  
Agriculture

### 17.15 - 19.00 Session IV

#### INTERNATIONAL INVESTMENTS IN AGRICULTURE AND FOOD SECTORS

*One of the most sensitive dynamics of a sustainable economy, especially in light of changing conditions induced by the effects of global warming is agriculture and food sector. This session is intended to discuss predictions and needs in terms of foreign investments into agriculture and food sector.*



**Mehmet Aktaş**  
CEO, Yaşar  
Holding



**Renato Juric**  
General Manager,  
Syngenta Tarım



**Rasim Karas**  
Vice President,  
Danone Tikveşli



**Zeynep Öztekin**  
Chairwoman,  
Pan Tarım



**Ömer Taşçı**  
Associate  
General Manager,  
Cadbury Turkey



### 20.00 - 23.00 Gala Dinner

#### NEW USA GOVERNMENT AND REGIONAL POLICIES



*Guest Speaker*  
**Mark Parris**  
Former Ambassador of  
USA to Turkey

**A SAFE  
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**09.00 - 11.00 Opening and Session I**

**February 12, 2009  
Thursday**



**Tahir Uysal**  
Chairman, YASED



**Mehmet Şimşek**  
Minister of State



**Recep Tayyip Erdoğan\***  
Prime Minister of  
Republic of Turkey

**INVESTMENT REQUIREMENTS IN THE ENERGY SECTOR: PROSPECTS  
OF PUBLIC AND PRIVATE SECTOR INVESTMENT PARTNERSHIPS**

*As the need for energy is boosting, cost of accessing to energy resources are also soaring. This calls for diversification in production, infrastructure and resources. Obviously, boosting investments in the energy sector through private sector's resources in the most effective way, alongside those of the public sector, is critical. From this perspective, this session intends to discuss various practices from around the world and what should and is being done about it in Turkey.*



**Moderator:**  
**Osman Ulagay**  
Milliyet  
Newspaper



**Scott Dickson**  
Lawyer,  
Berwin Leighton  
Paisner LLP



**Selahattin Hakman**  
Energy Group  
President,  
Sabancı Holding



**Mete Maltepe**  
Global Wind  
Energy Leader,  
GE Energy



**Keynote Speaker:**  
**Fatih Birol**  
Chief Economist,  
International  
Energy Agency

**11.00 - 11.15 Coffee Break**



> TURKEY: WHERE THE OPPORTUNITIES ABOUND

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*Moderator:*  
**Haluk Sur**  
 Chairman,  
 ULI Turkey

**11.15 - 13.00 Session II**

**CHANGING SETTINGS AND PROSPECTS FOR THE REAL ESTATE SECTOR**

*The recent turmoil in financial markets originated in the US mortgage markets has heightened global risks concerning the real estate sector and avenues for financing. Moreover, Turkey made amendments in the relevant legislation to introduce certain mechanisms to the real estate acquisition procedures for foreign investors. The discussion topic of this session is prospects of the real estate sector in this changing environment.*



**Murat Aysan**  
 General Manager,  
 DD Mortgage



**Işık Gökkaya**  
 General Manager,  
 Y&Y REIT



**Hakan Kodal**  
 CEO, Krea  
 Real Estate



**Bahadır Teker**  
 CEO, İstanbul  
 Mortgage



**Tevfik Türel**  
 CEO, Ata  
 Real Estate



**Dr. Feyzullah Yetgin**  
 General Manager,  
 Emlak Konut REIC

**13.00 - 14.00 Lunch**

**14.00 - 15.45 Session III**

**OVERVIEW OF THE TURKISH FINANCIAL SYSTEM AS ISTANBUL ASPIRES TO BECOME A GLOBAL FINANCIAL CENTER**

*The current global economic crisis spurs the need for reassessment of dynamics of international finance. As global financial centers are also being hit hard by the recent economic crisis, the need for imposing new regulations and supervision are emerging. This session is intended to discuss what needs to be done about the existing physical and economic structures for realizing the goal of making Istanbul a global financial center in this transforming global economic environment.*



*Moderator:*  
**Ercan Kumcu**  
 Former Vice  
 President of Central  
 Bank of Turkey



*Keynote Speaker:*  
**Turan Erol**  
 Chairman, Capital  
 Markets Board



**Cevdet Akçay**  
 Chief Economist,  
 Yapı Kredi Bank



**Hakan Ateş**  
 General Manager,  
 DenizBank



**Vince Colvin**  
 Global Leader,  
 Deloitte Int. Finan.  
 Jurisdiction  
 Development



**John McCarthy**  
 Chairman,  
 ING Bank Turkey

## A SAFE HAVEN FOR INVESTMENT

15.45 - 16.10 Coffee Break



16.10 - 16.30 Istanbul 2010 ECOC Project

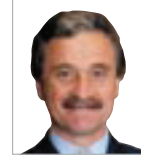


**Nuri Çolakoğlu**  
President of the  
Executive Board  
Istanbul 2010 ECOC

16.30 - 18.45 Closing Session (Round Table)

### GLOBAL INVESTMENT STRATEGIES AND IMPLICATIONS ON TURKEY

*Contraction in international direct investments also hints at a shift in companies' global investment strategies. Sustainability of the international direct investments lured by Turkey and attracting higher percentage of Greenfield investments are of great importance. In this framework, global investors' outlook on Turkey and their investment plans will be discussed in light of the recent global developments.*



**Moderator:**  
**Tahir Uysal**  
Chairman,  
YASED



**Richard DiBenedetto**  
Vice President  
EAGM, GE



**Christos Glavanis**  
CEO  
Eastern Europe,  
Ernst&Young



**Ian Gray**  
CEO Central  
Europe Region,  
Vodafone



**Guest of Honor:**  
**Recep Tayyip Erdoğan\***  
Prime Minister  
of Republic of  
Turkey



**Robert Gutsche**  
CEO Markets,  
KPMG Europe



**Eustaquio Tomas de Nicolas Gutierrez**  
CEO, Homex

18.30 Conference Closure

*\* To be confirmed.*

*Speakers are listed in alphabetic order according to surnames.*



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