



PRESIDENCY OF
THE REPUBLIC OF TÜRKİYE
**INVESTMENT
OFFICE**

WHY INVEST IN TÜRKİYE?

[INVEST.GOV.TR](https://invest.gov.tr)

May 2024



10 reasons to invest in Türkiye



**ROBUST
ECONOMY**



**DOMESTIC
+ ACCESSIBLE
MARKETS**



**STRATEGIC
LOCATION**



**FAVOURABLE
DEMOGRAPHICS**



**SKILLED
AND
COMPETITIVE
LABOR FORCE**



**CONTINUOUS
REFORM PROCESS**



BUSINESS-FRIENDLINESS



**LUCRATIVE
INCENTIVES**



**BENIGN R&D
ECOSYSTEM**



**SECTORAL
OPPORTUNITIES**

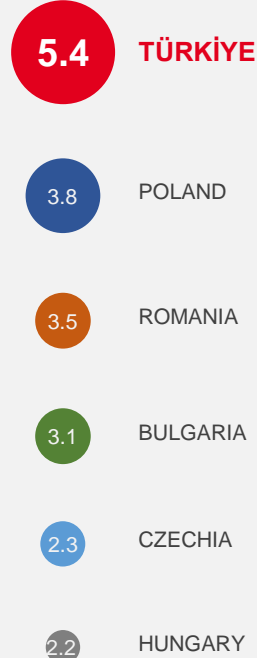


11th largest economy in the World

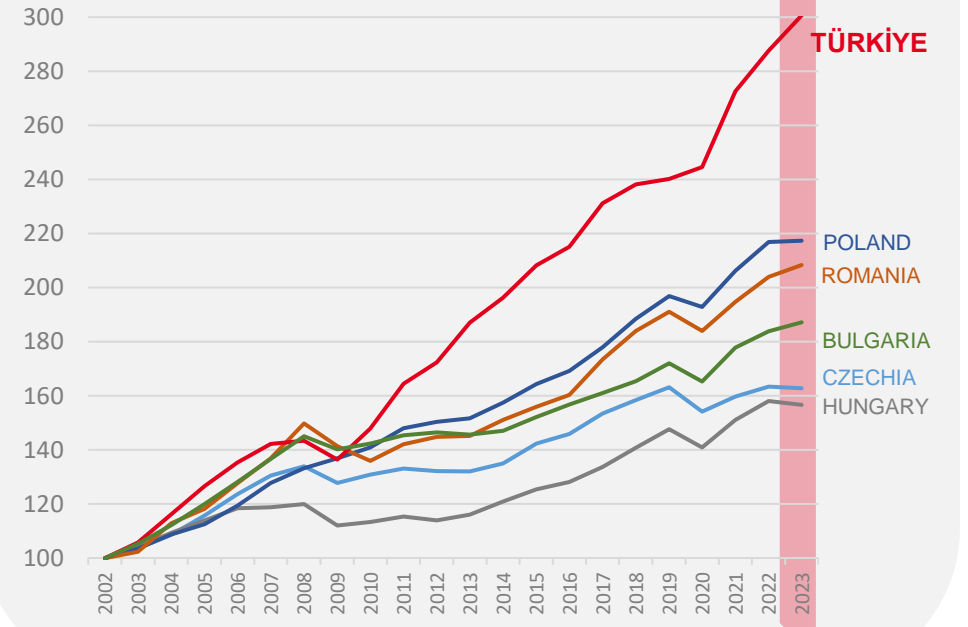
RANKING OF ECONOMIES BY GDP AT PPP

2003	2019	2023
1. USA	1. CHINA	1. CHINA
2. CHINA	2. USA	2. USA
3. JAPAN	3. INDIA	3. INDIA
4. GERMANY	4. JAPAN	4. JAPAN
5. INDIA	5. GERMANY	5. GERMANY
6. RUSSIA	6. RUSSIA	6. RUSSIA
7. FRANCE	7. INDONESIA	7. INDONESIA
8. UK	8. BRAZIL	8. BRAZIL
9. BRAZIL	9. UK	9. UK
10. ITALY	10. FRANCE	10. FRANCE
11. MEXICO	11. MEXICO	11. TÜRKİYE
12. INDONESIA	12. ITALY	12. MEXICO
13. SPAIN	13. TÜRKİYE	13. ITALY
14. CANADA	14. S.KOREA	14. S. KOREA
15. S.KOREA	15. SPAIN	15. SPAIN
16. S. ARABIA	16. CANADA	16. CANADA
17. IRAN	17. S. ARABIA	17. S. ARABIA
18. TÜRKİYE	18. IRAN	18. EGYPT

AVERAGE ANNUAL GDP GROWTH (%) 2002-2023



REAL GDP GROWTH (INDEX: 2002=100)

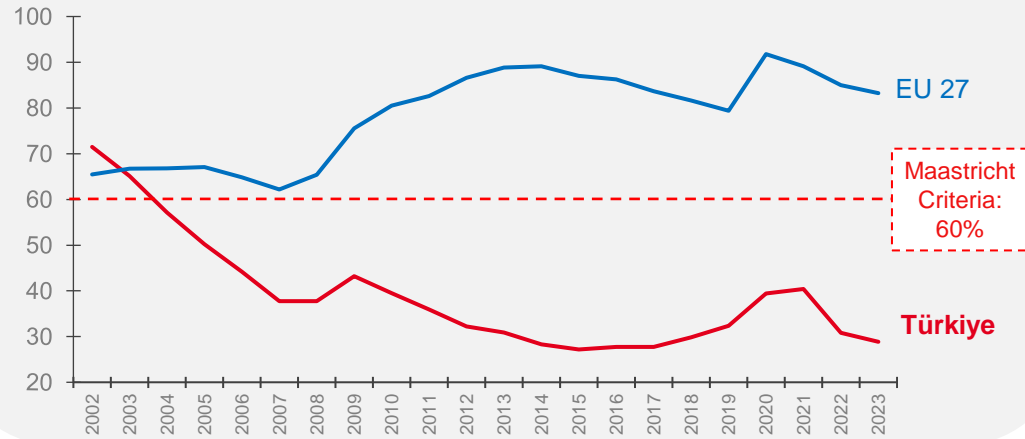


ROBUST ECONOMY

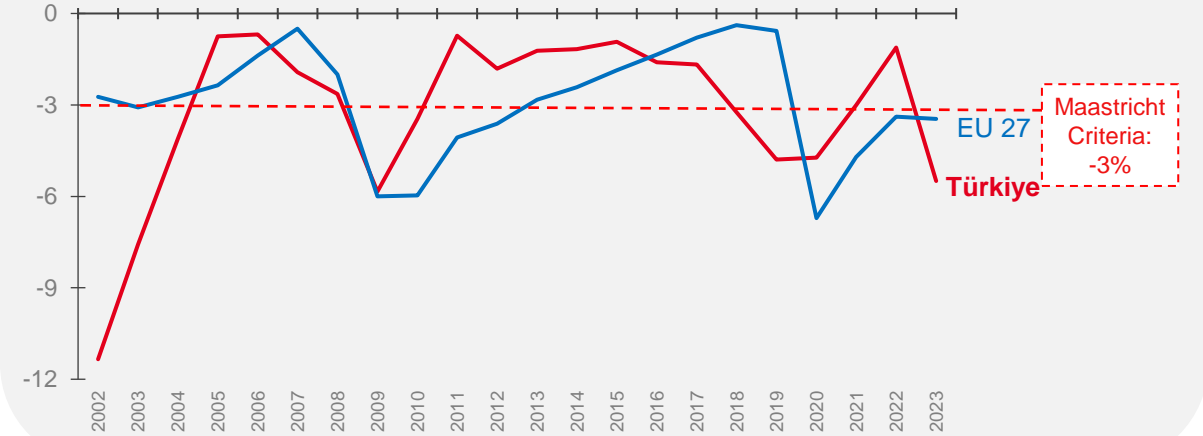
STRONG MACROECONOMIC FUNDAMENTALS
BASED ON SUCCESSFUL PUBLIC FINANCE MANAGEMENT



Gross Public Debt Stock as % of GDP



Budget Balance as % of GDP



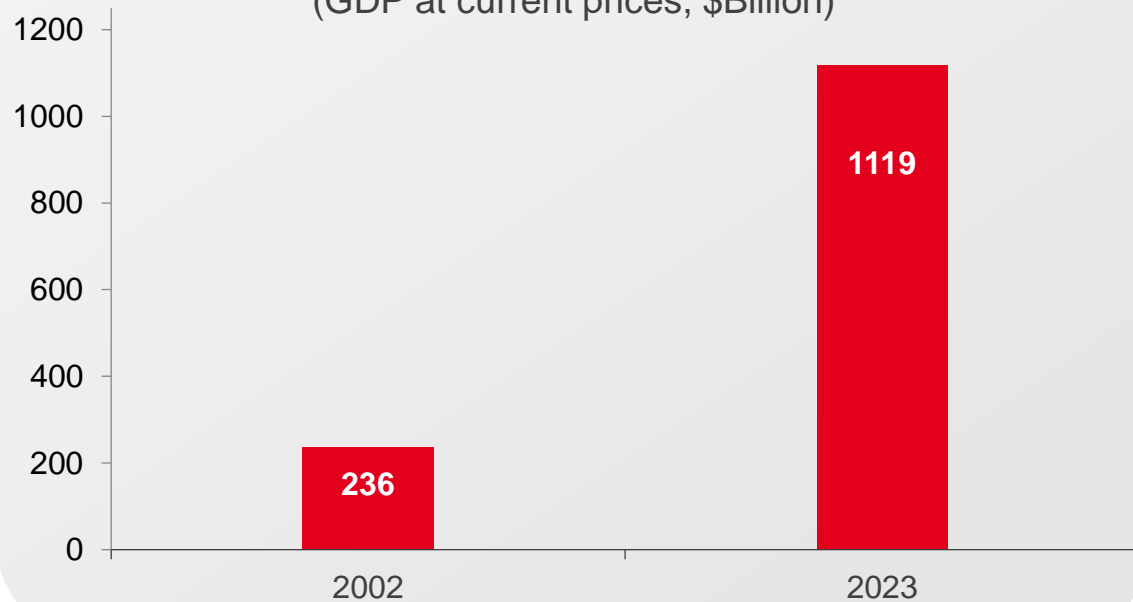
ROBUST ECONOMY

FIVEFOLDING SIZE OF THE ECONOMY OVER THE PAST 21 YEARS



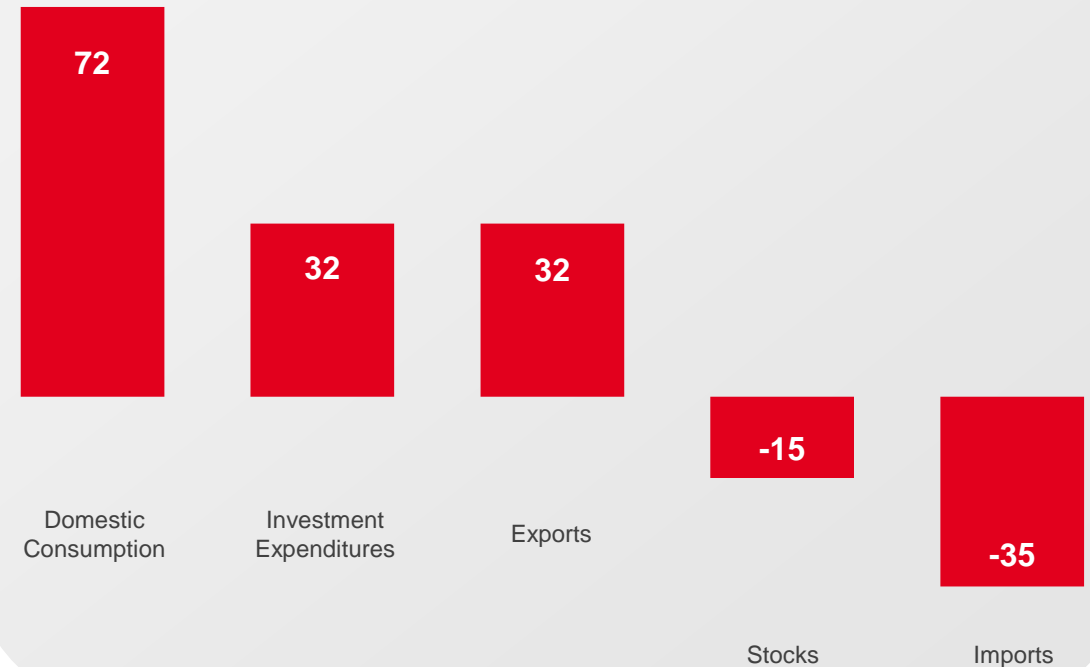
Turkish economy has **quintupled over the past 21 years** and is promising to be on the growing trend

Turkish Economy (GDP at current prices, \$Billion)



Robust domestic market and entrepreneurial private sector spurred investments and exports

Contribution to GDP Growth 2002-2023 (%)



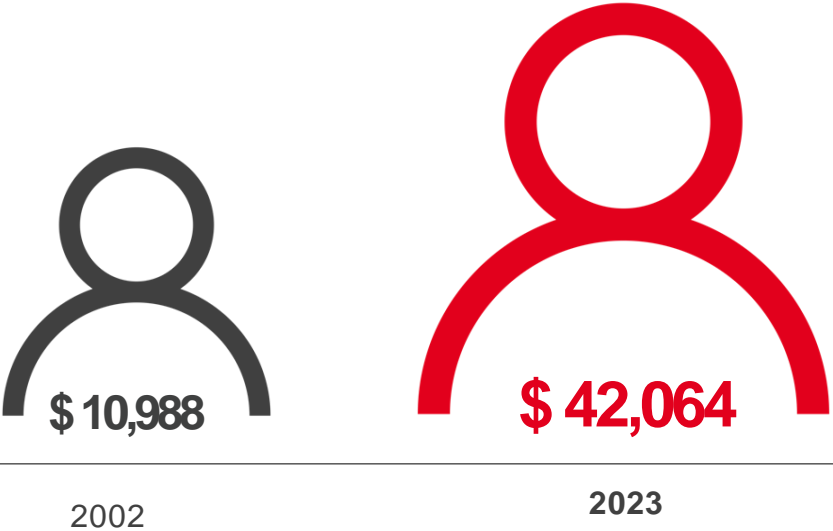
DOMESTIC MARKET

IMPRESSIVE ECONOMIC GROWTH LEADING TO A SIZEBLE MIDDLE CLASS WITH INCREASING PURCHASING POWER



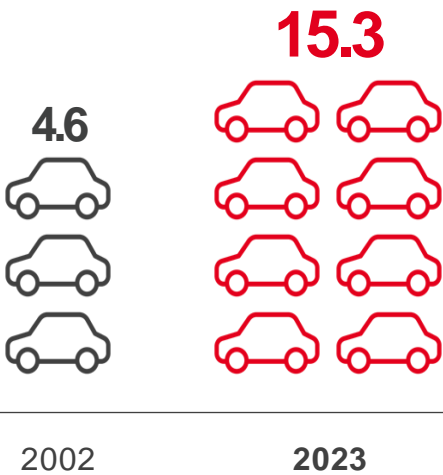
Income per capita

(GDP per capita, current prices at purchasing power parity)



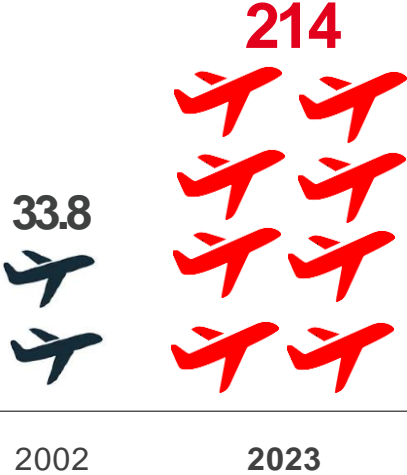
Stock of Automobiles

(millions of passenger cars)



Turkish Aviation Passenger

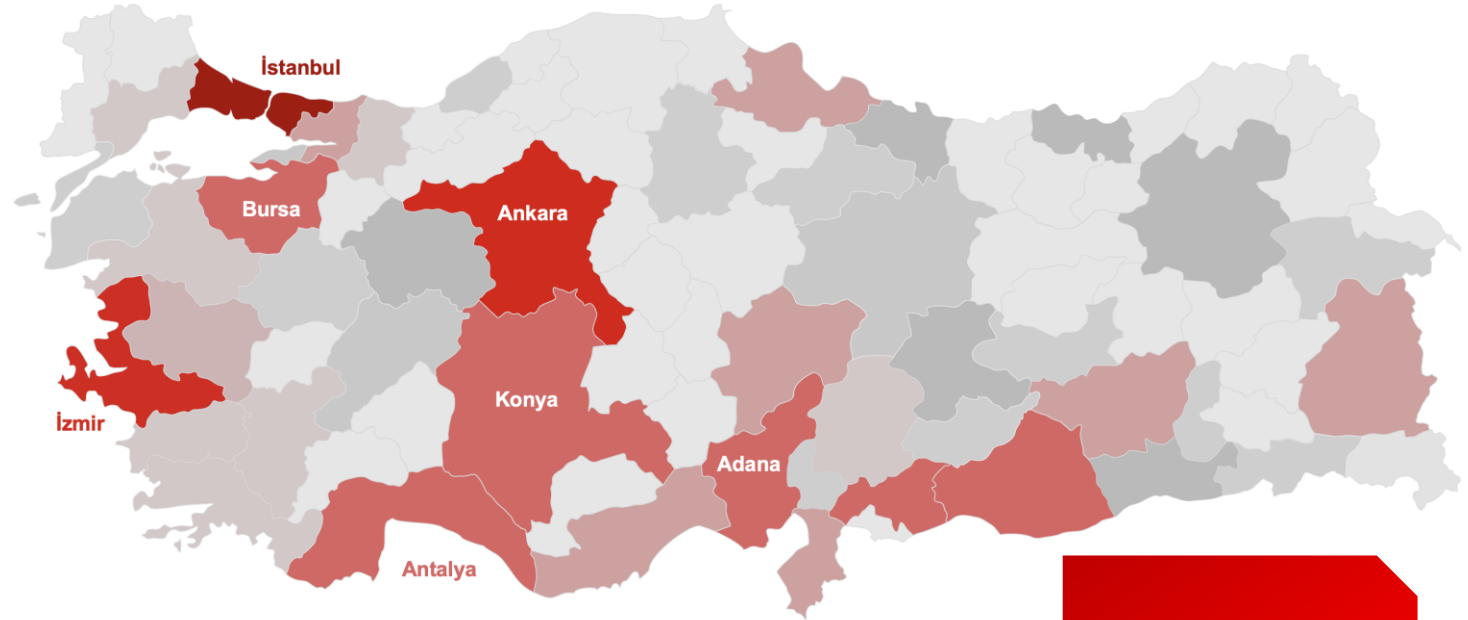
(millions of passengers)





Total Population in 2023 **85.4 Million**

İstanbul	15.7 Million	Muğla	1.1 Million
Ankara	5.8 Million	Denizli	1.1 Million
İzmir	4.5 Million	Eskişehir	0.9 Million
Bursa	3.2 Million	Mardin	0.9 Million
Antalya	2.7 Million	Trabzon	0.8 Million
Konya	2.3 Million	Ordu	0.8 Million
Adana	2.3 Million	Afyonkarahisar	0.8 Million
Şanlıurfa	2.2 Million	Erzurum	0.7 Million
Gaziantep	2.2 Million	Malatya	0.7 Million
Kocaeli	2.1 Million	Sivas	0.7 Million
Mersin	1.9 Million	Batman	0.6 Million
Diyarbakır	1.8 Million	Tokat	0.6 Million
Hatay	1.5 Million	Adıyaman	0.6 Million
Manisa	1.5 Million	Elazığ	0.6 Million
Kayseri	1.4 Million	Zonguldak	0.6 Million
Samsun	1.4 Million	Kütahya	0.6 Million
Balıkesir	1.3 Million	Kütahya	0.6 Million
Tekirdağ	1.2 Million	Şırnak	0.6 Million
Aydın	1.2 Million	Çanakkale	0.6 Million
Van	1.1 Million	Osmaniye	0.6 Million
Kahramanmaraş	1.1 Million	Çorum	0.5 Million
Sakarya	1.1 Million		



24 urban centers
With Populations
over 1 million

DOMESTIC + ACCESSIBLE MARKETS

DOMESTIC MARKET + EU MARKET + FREE TRADE AREA



Customs Union with the EU
allows direct access to the EU Market

NORWAY ISRAEL *SUDAN
LIECHTENSTEIN
SWITZERLAND ICELAND
BOSNIA AND HERZEGOVINA
PALESTINE MACEDONIA
MOROCCO TUNISIA
ALBANIA EGYPT
GEORGIA MONTENEGRO
SERBIA CHILE
MAURITIUS SOUTH KOREA
MALAYSIA *LEBANON MOLDOVA
FAROE ISLANDS
SINGAPORE VENEZUELA
UNITED KINGDOM
*QATAR KOSOVO
UAE UKRAINE*



+



in 30 countries
with Free Trade
Agreements

+



STRATEGIC LOCATION

HUB FOR MULTINATIONALS TO MANUFACTURE,
EXPORT AND MANAGE



Working Hours Intersect with 16 Time Zones

PROXIMITY TO MAJOR MARKETS

1.3 billion people and
\$28T GDP in Europe,
MENA and Central Asia
at 4 hour flight-distance

CONNECTIVITY

Turkish Airlines connects
you to 342 destinations in
129 countries

MANUFACTURING &
EXPORT HUB FOR
MULTINATIONALS

AS WELL AS
MANAGEMENT HUB FOR
MULTINATIONALS



66 countries

 Microsoft

70 countries

 Nestlé

Production base
for MENA



Its largest production
facility worldwide



89 countries

 GE Healthcare

22 countries



Exporting 75%
of its production



80 countries

 TOYOTA

Exporting 85%
of its production



Exporting 87%
of its production



103 countries



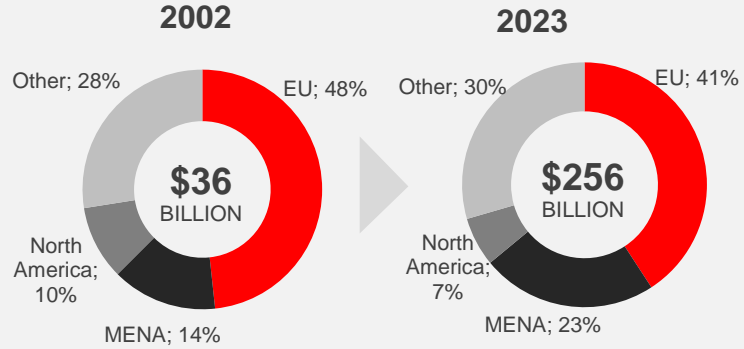
30 countries

STRATEGIC LOCATION

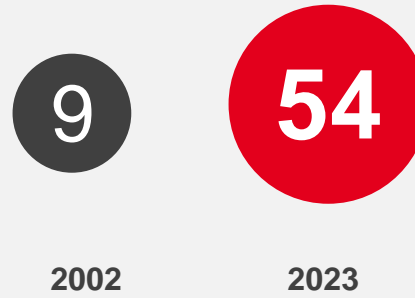
STRATEGIC LOCATION AND ENHANCED PRODUCTION CAPABILITIES ATTRACTING MULTINATIONALS TO INVEST FOR EXPORT



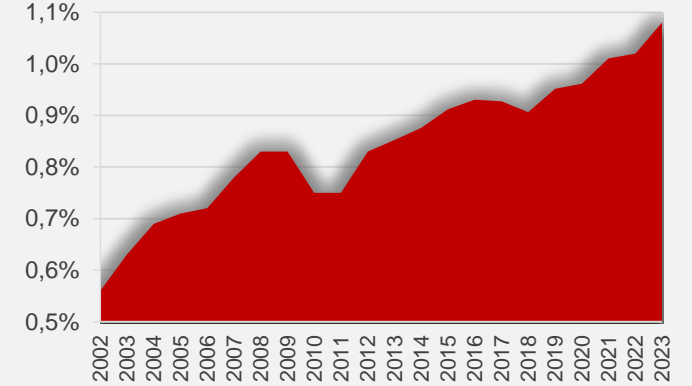
MERCHANDISE EXPORTS BY GEOGRAPHY



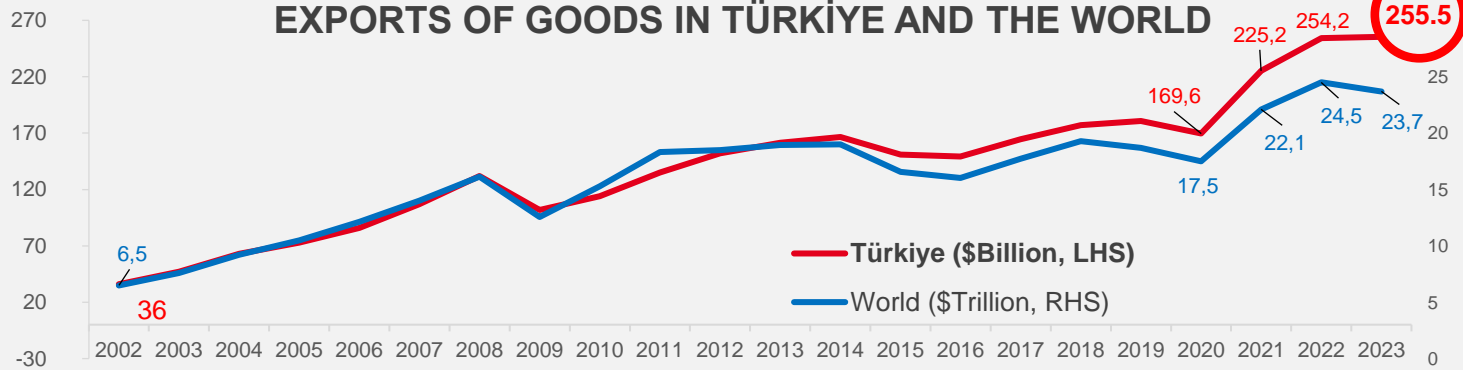
NUMBER OF EXPORT PRODUCTS OVER USD 1 BILLION



TÜRKİYE'S SHARE IN GLOBAL EXPORTS OF GOODS



EXPORTS OF GOODS IN TÜRKİYE AND THE WORLD



Türkiye Records All-Time High Exports in 2023

ANNUAL AVERAGE GROWTH OF EXPORTS (2002-2023)

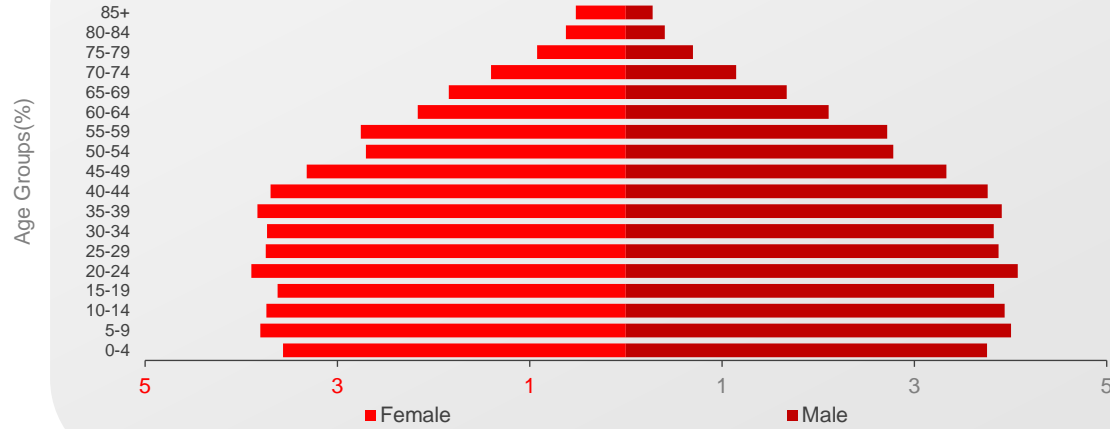


FAVORABLE DEMOGRAPHICS

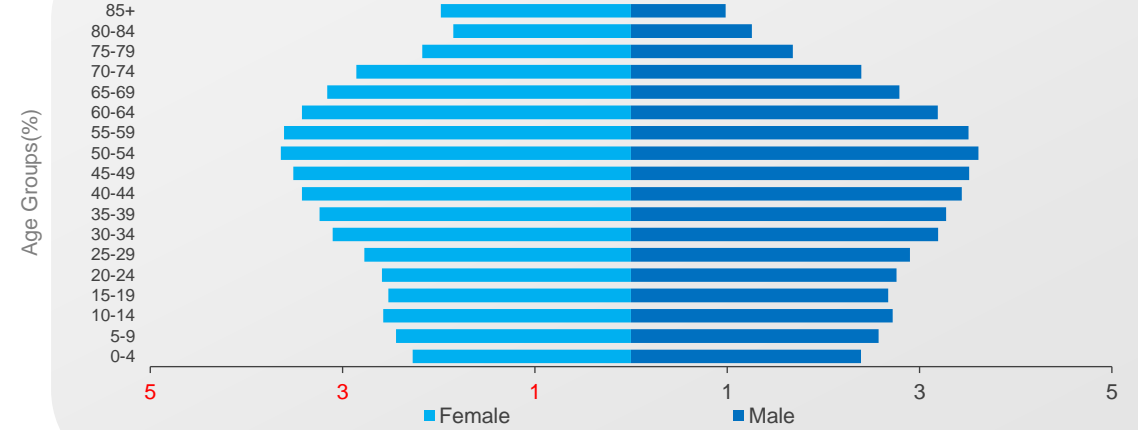
HALF OF POPULATION UNDER AGE OF 33.5 CREATING DYNAMIC LABOR FORCE AND FISCAL DISCIPLINE



TÜRKİYE

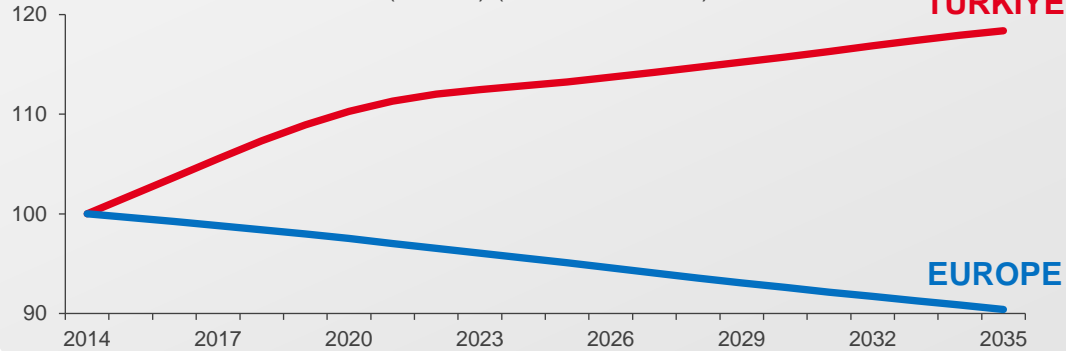


EUROPE



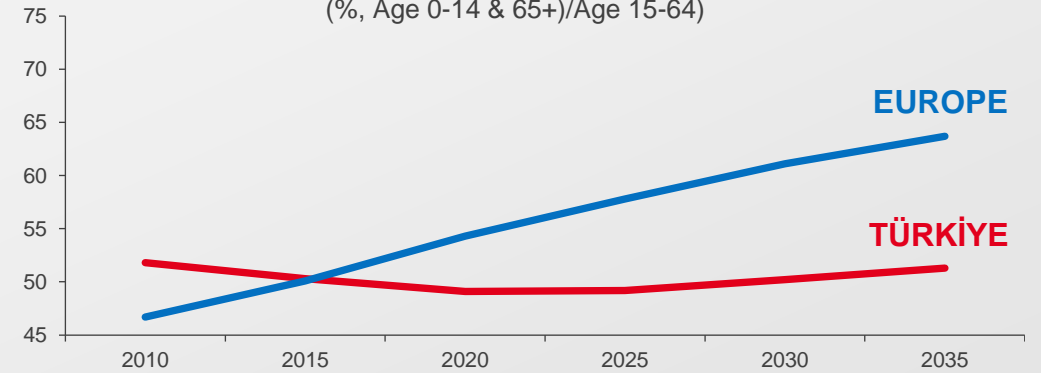
WORKING AGE POPULATION

(15-64+) (Index: 2014=100)



TOTAL DEPENDENCY RATIO

(%, Age 0-14 & 65+)/Age 15-64)

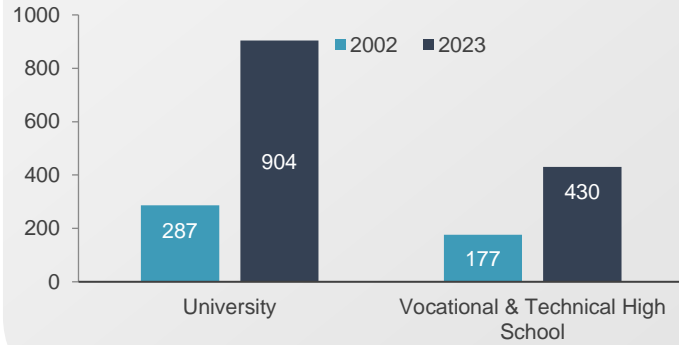


SKILLED AND COMPETITIVE LABOR FORCE

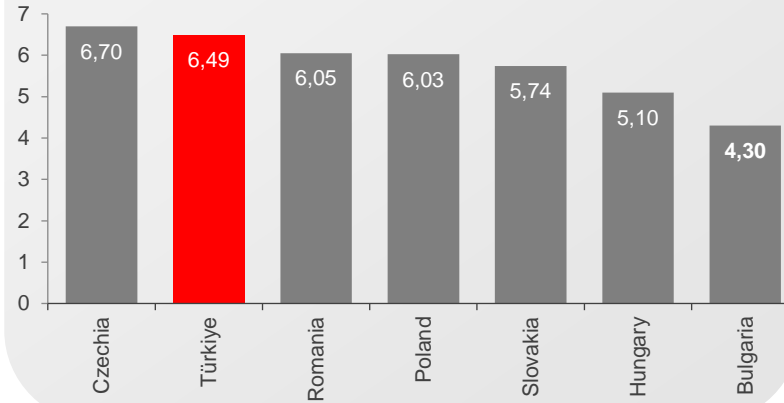
UPGRADED EDUCATION SYSTEM TO ENABLE
A SKILLED LABOR POOL AND ADDRESS
BUSINESS REQUIREMENTS



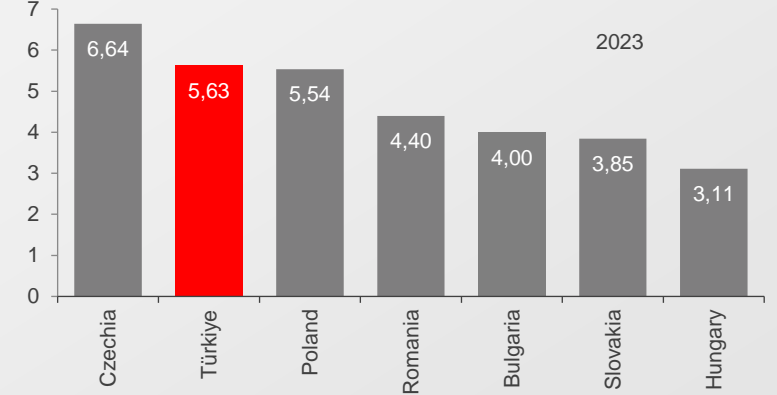
ANNUAL NUMBER OF GRADUATES
(thousands)



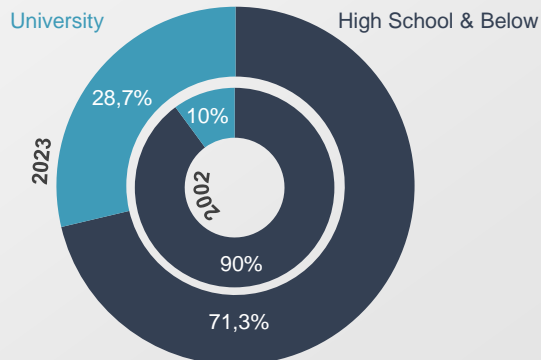
AVAILABILITY OF QUALIFIED ENGINEERS
(10=Available; 0=Unavailable) 2023



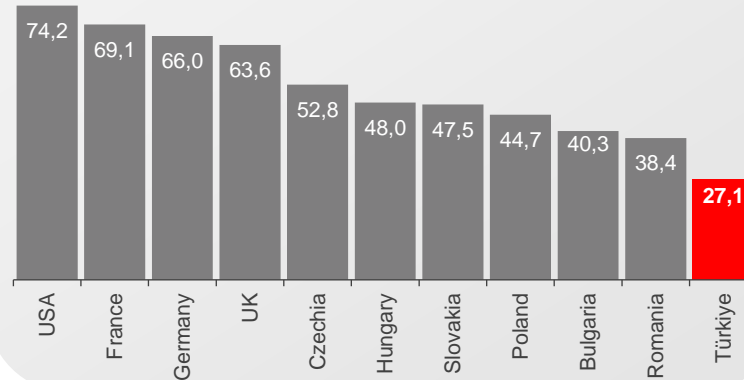
AVAILABILITY OF COMPETENT SENIOR MANAGERS
(10=Available; 0=Unavailable)



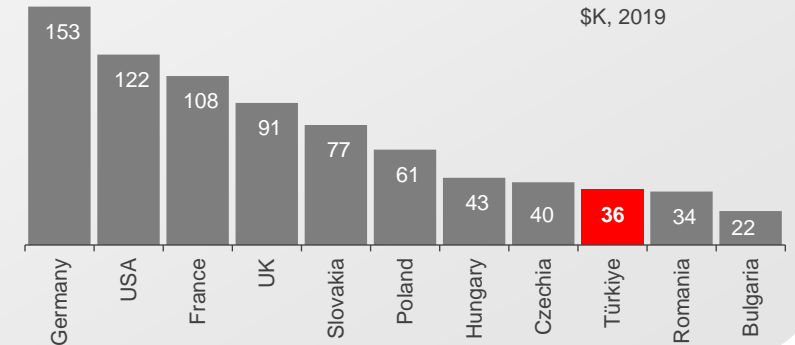
LABOR FORCE BY EDUCATION LEVEL



COST OF LIVING INDEX 2023
(New York=100)



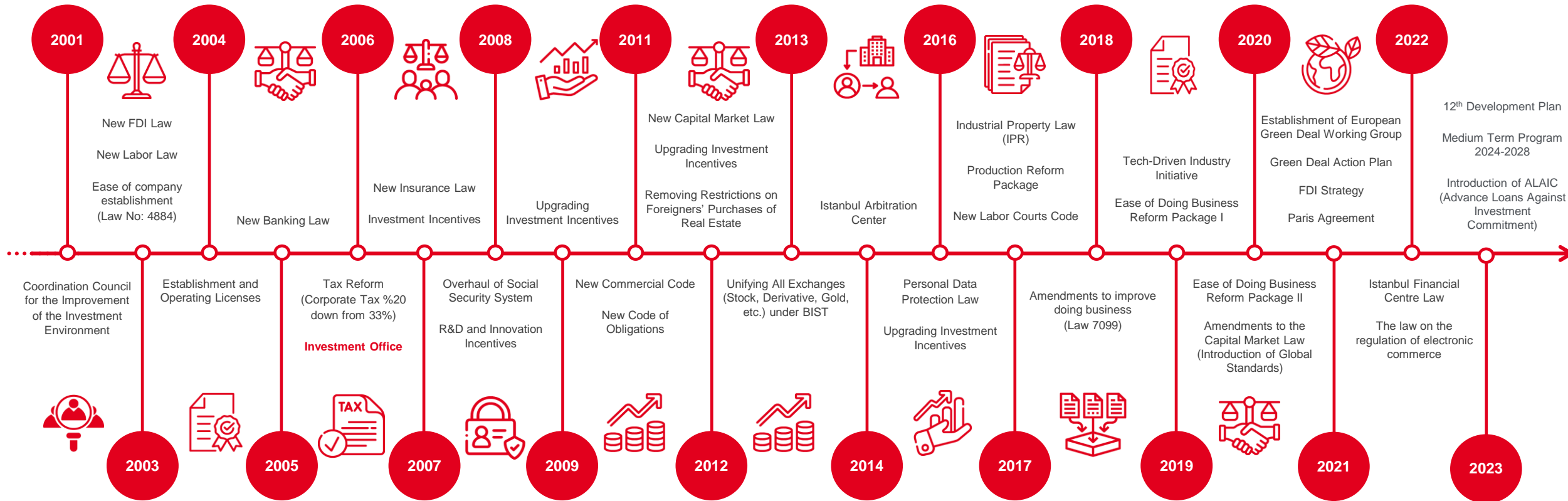
REMUNERATION OF MANAGEMENT/ENGINEER
Total base salary plus bonuses and long-term incentives



REFORMS



Thanks to stability established over the last two decades, Türkiye remains committed to implementing **major reforms** nearly every 18-24 months across various areas.

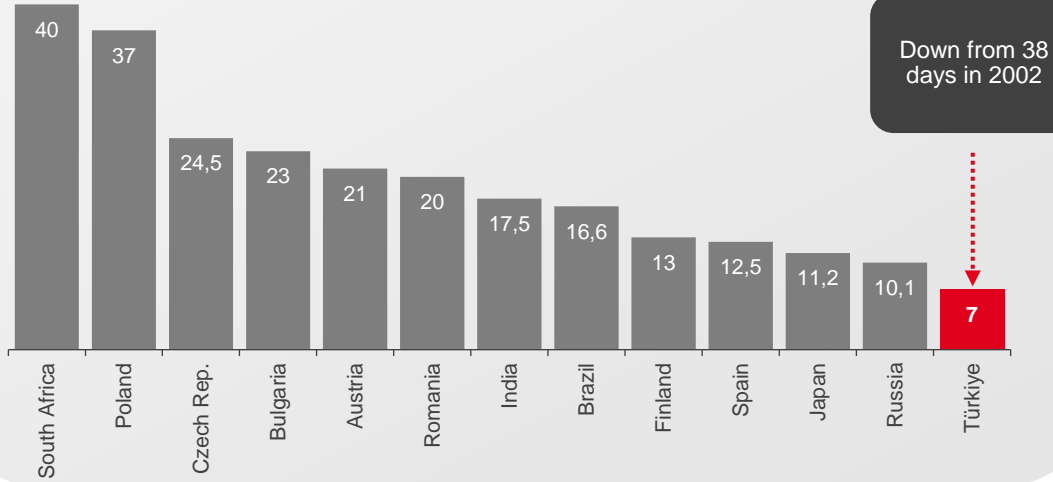


REFORMS

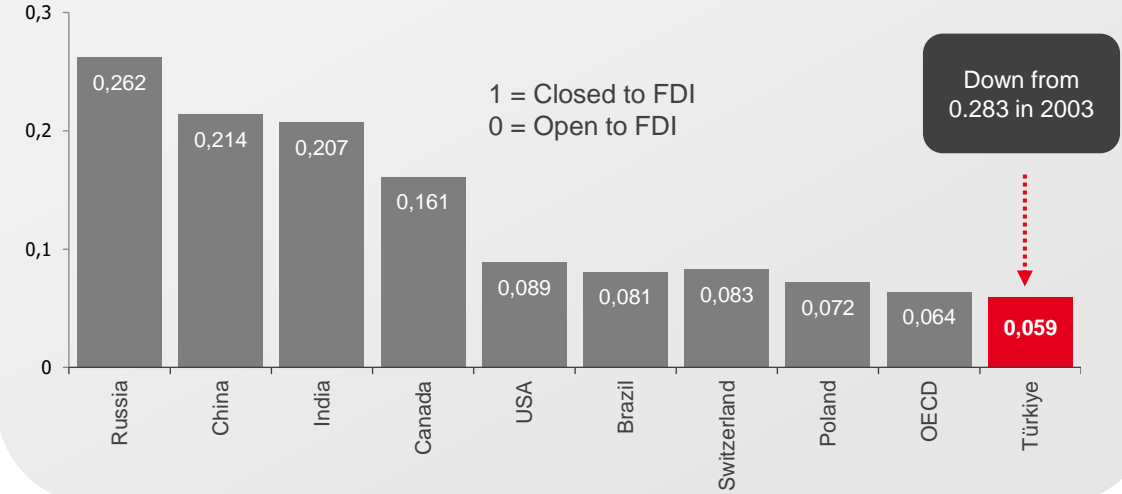
CONTINUOUSLY IMPLEMENTING SWEEPING REFORMS IN MANY AREAS



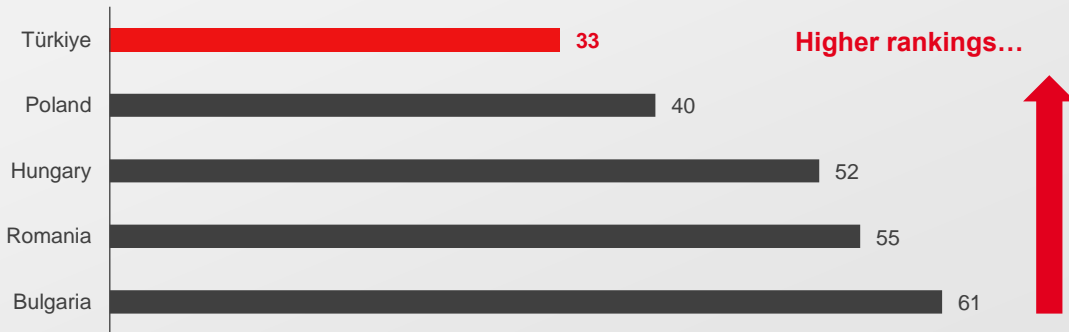
NUMBER OF DAYS TO SET UP A COMPANY, 2020



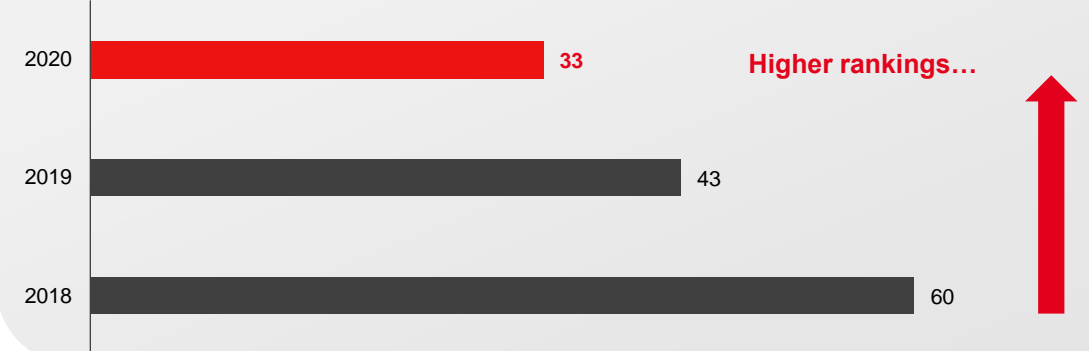
FDI REGULATORY RESTRICTIVENESS INDEX, 2020



EASE OF DOING BUSINESS RANKING, 2020



EASE OF DOING BUSINESS RANKING (Y-O-Y)



BUSINESS-FRIENDLINESS

OFFERING PROTECTION AND EASE OF DOING BUSINESS



**Protection of
International Investors
by FDI Law**

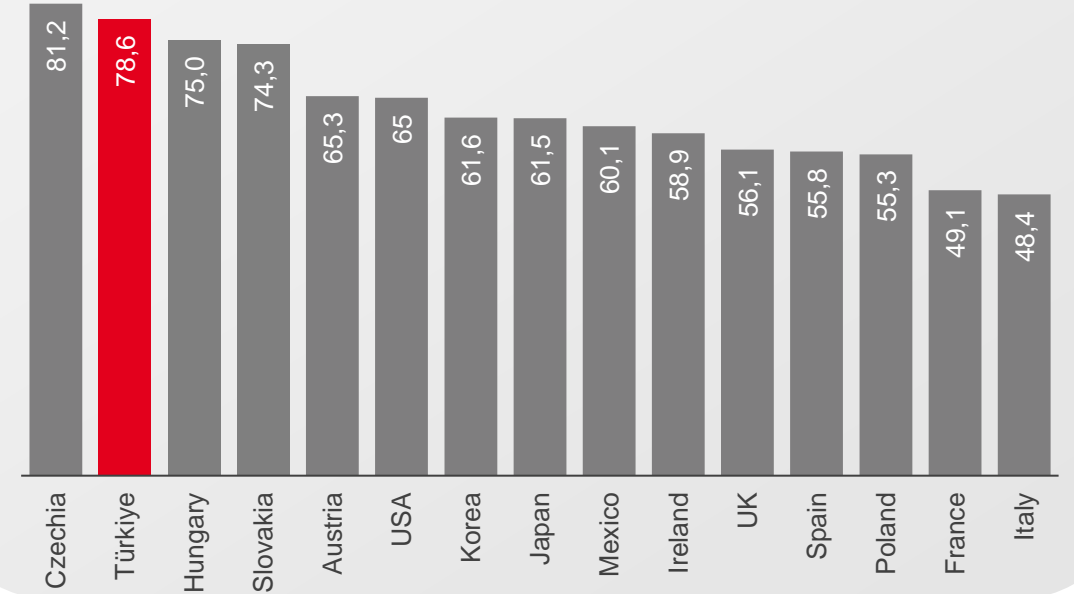


**Bilateral Investment
Protection Treaties with
89 countries**



**Treaties to avoid
Double Taxation with
90 countries**

INTERNATIONAL TAX COMPETITIVENESS*, 2023
(Index=100 as most competitive)



LUCRATIVE INCENTIVES

OFFERING LUCRATIVE INCENTIVES IN MANY WAYS



MANUFACTURING INCENTIVES

- ✓ Tax deduction & exemption +



EMPLOYMENT INCENTIVES

- ✓ Payroll & Training support +



R&D AND INNOVATION INCENTIVES

- ✓ Tax deduction & exemption +



INCENTIVES FOR SERVICE EXPORTERS

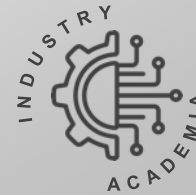
- ✓ Tax deduction for exporting services in;

- Engineering
- Architecture
- Design
- Software
- Medical Reporting
- Accounting
- Call Center
- Datacenter
- Education
- Healthcare



TECHNOLOGY DEVELOPMENT ZONES

- ✓ To support R&D
- ✓ Tax deduction & exemption +



EXCLUSIVE ZONES

- ✓ **Free Zones**
Tax deduction & exemption +
- ✓ **Organized Industrial Zones**
Developed infrastructure

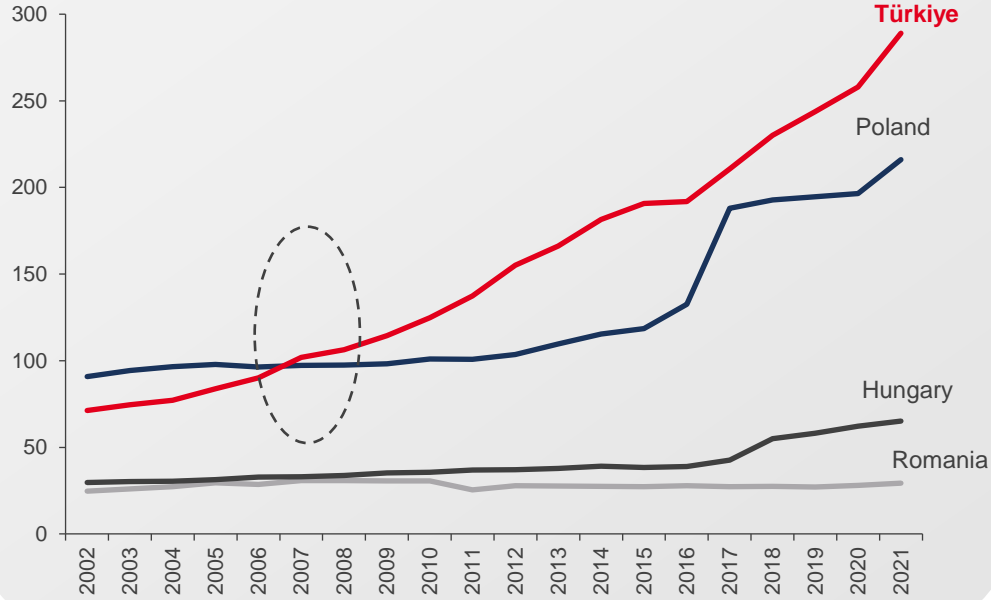


BENIGN R&D ECOSYSTEM

R&D INCENTIVES ARE FURTHER
SUPPORTED BY A FAVORABLE ECOSYSTEM



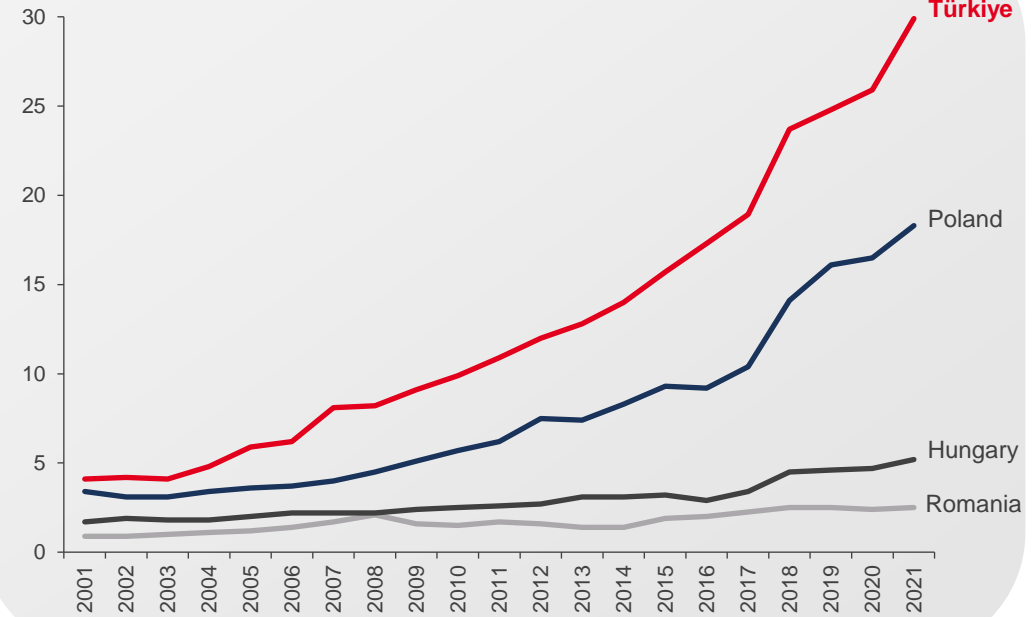
NUMBER OF RESEARCHERS
(thousands)



ALMOST 700 INTERNATIONAL
COMPANIES OPERATING IN
TECHNOPARK AND R&D CENTERS



INCREASING R&D SPENDING
(\$ Billion, PPP)

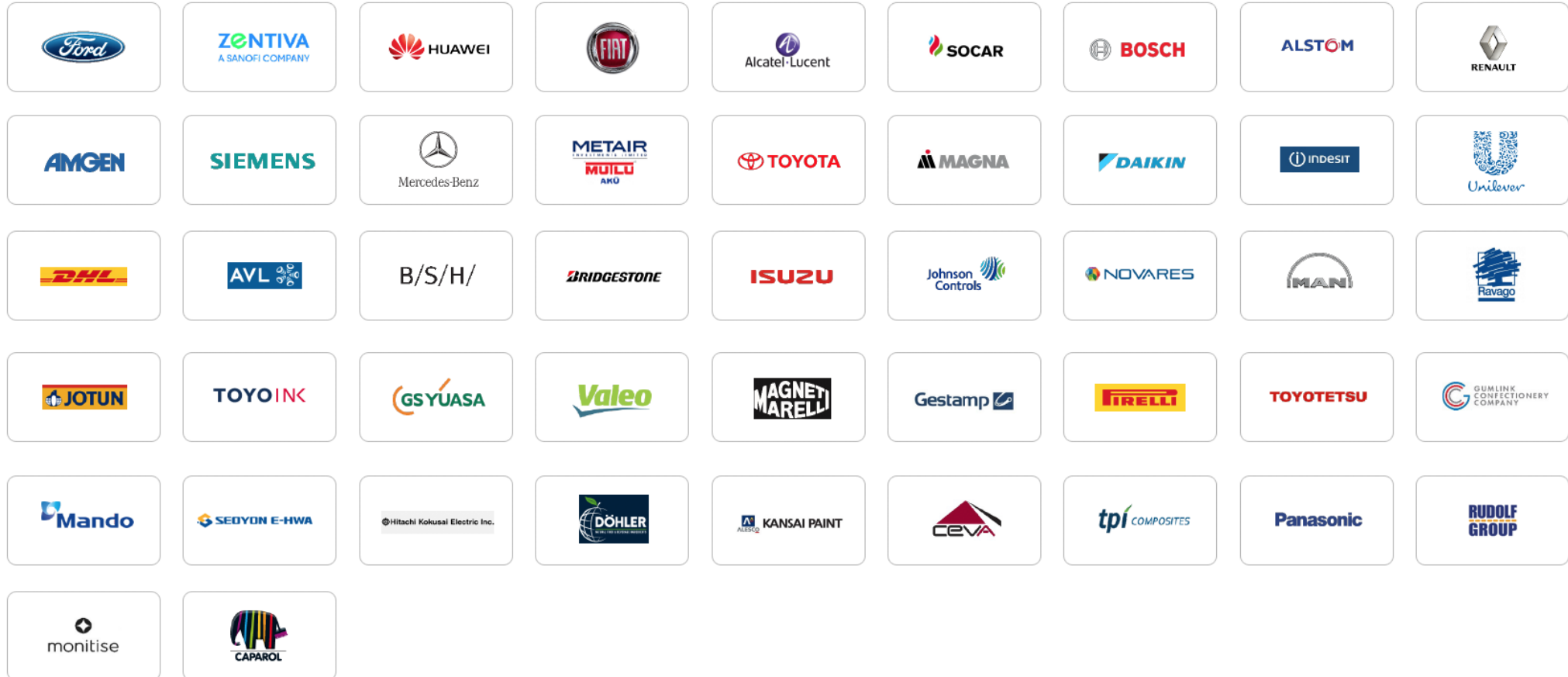


BENIGN R&D ECOSYSTEM

R&D INCENTIVES ARE FURTHER
SUPPORTED BY A FAVORABLE ECOSYSTEM



SELECTED INTERNATIONAL COMPANIES CONDUCTING R&D IN TÜRKİYE



SECTORAL OPPORTUNITIES

OFFERING ABUNDANT OPPORTUNITIES
IN A VARIETY OF SECTORS



AUTOMOTIVE

- 12th largest manufacturer in the World, 3rd in Europe (2023)
- 1.4 million vehicle produced (2023)
- Export: \$35.0 billion (2023)



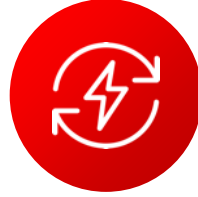
MACHINERY & ELECTRICAL EQP.

- Largest TV & white goods producer in Europe
- Exporting 75% of its production
- Revenue: \$76 billion (2022)
- Export: \$27.6 billion (2023)



AEROSPACE & DEFENCE

- \$14.3 billion defence spending (2023)
- Export: \$5.5 billion (2023)
- Air passengers: 214 million (2023)
- İstanbul is the 1st city in Europe by passenger traffic



ENERGY

- 6th largest electricity market in Europe with more than 100 GW
- %55 renewable energy share of electricity capacity (2023)
- Türkiye generated 2.8 GW new capacity in 2023
- 4th in the world in geothermal energy capacity



AGROFOOD

- 10th largest agriculture producer in the World, 1st in Europe (2022)
- Agriculture & Food Industry Market: \$78 billion
- Export: \$30 billion
- Export to around 200 countries



INFRASTRUCTURE

- \$204 billion PPP contracts (1986-2023)
- More opportunities in transport, energy, health



ICT

- Market size: \$24.7 billion (2022)
- Export: \$1.7 billion (2022)
- Employment: 213K of which 49% are R&D personnel (2022)
- Technology startups attracted \$3.2 billion investment in 2021-2022.

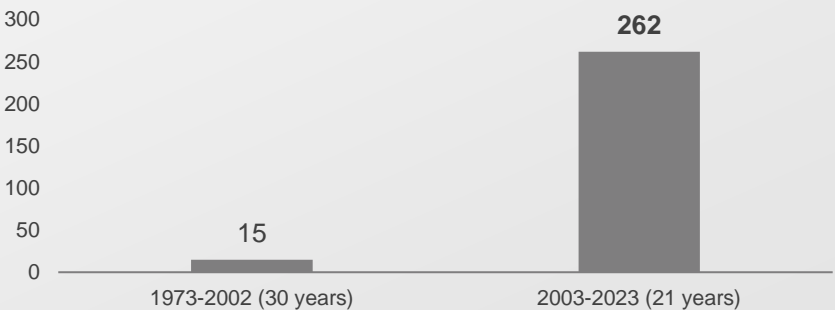
OPPORTUNITIES

FOREIGN DIRECT INVESTMENT (FDI)

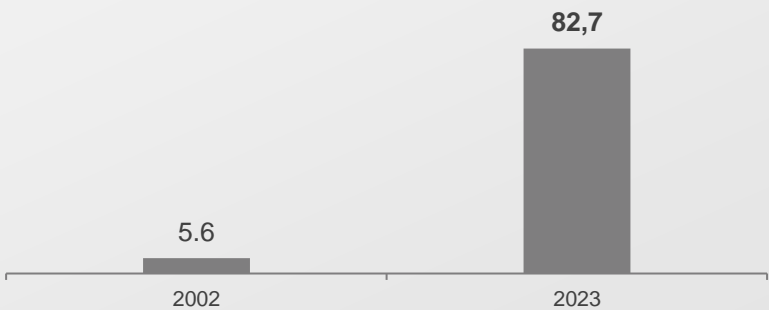
EXCEPTIONAL INCREASE IN FOREIGN INVESTMENT BOOSTED BY THE VALUE TÜRKİYE OFFERS



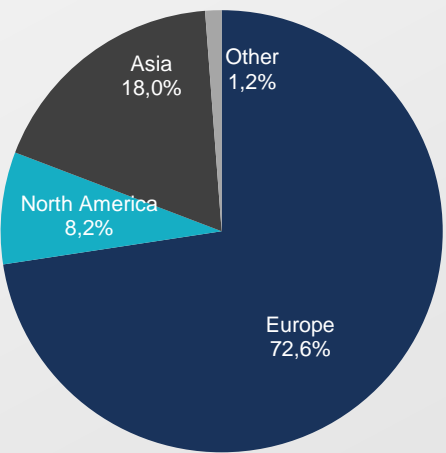
FDI INFLOWS (\$ BILLION)



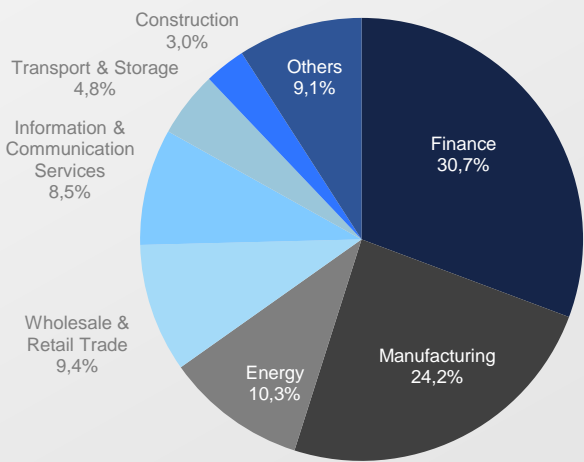
NUMBER OF INTERNATIONAL COMPANIES IN TÜRKİYE ('000)

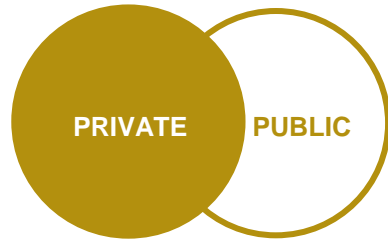


GEOGRAPHIC BREAKDOWN OF INVESTMENTS (2003-2023)



MOST ATTRACTIVE SECTORS (CUMULATIVE 2003-2023)





**PRIVATE SECTOR APPROACH
WITH PUBLIC SECTOR CAPABILITIES**



**A GOVERNMENTAL AGENCY
REPORTING TO THE PRESIDENT**



**ACTING AS A
SOLUTION PARTNER**



**CUSTOMIZED
CONSULTING**



**BUSINESS
FACILITATION**



**TAILOR-MADE
DELEGATION
VISITS**



**PARTNERSHIP
DEVELOPMENT
ASSISTANCE**



**COORDINATION WITH
STAKEHOLDERS**



**SITE SELECTION
SUPPORT**



PROJECT LAUNCH



ONGOING SUPPORT



PRESIDENCY OF
THE REPUBLIC OF TÜRKİYE
**INVESTMENT
OFFICE**



/InvestTurkey



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