

Press Release

22 April 2021
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THE FOURTH EVENT OF THE “RESILIENT SMEs, STRONG TOMORROWS” PROJECT HAS BEEN HELD

The Next Generation Entrepreneurs Discussed Digitalization in The Financial World!

The fourth meeting of the webinar series within the scope of the “Resilient SMEs, Strong Tomorrows” project, which is implemented in cooperation with SPARK with the aim of developing the culture of working together in the business world and increasing the resilience of SMEs by TURKONFED, took place. At the event, organized with the theme of “Digitalization in Entrepreneurship and Finance World”, participants drew attention to the fact that digitalization, which gained momentum with the pandemic, started a new era in trade.

22 April 2021 / Istanbul -The fourth meeting of the webinar series "Resilient SME's Strong Tomorrows" Project, which is implemented by the **Turkish Enterprise and Business Confederation (TÜR KONFED)** in cooperation with the Netherlands-based non-governmental organization **SPARK**, with the aim of developing a culture of working together in the business world and increasing the resilience of SMEs with Turkish and Syrian capital, was organized with the theme of "**Digitalization in Entrepreneurship and Finance World**". The event, moderated by **News Anchor Seda Öğretir**, was attended by **TÜR KONFED Vice President Reyhan Aktar**, **Momento Founder and CEO Zeynep Dağlı Kastro**, **Payfull Online Collection Solutions Founding Partner Mohammed Alabed** and **Eko Group Chairman Serhan Süzer**.

The last two events of "**Resilient SMEs, Strong Tomorrows Meetings**" will be held on 5 and 18 May with different themes. Online activities can be followed at www.dkggy.org.

1.5 million TL fund for 25 Turkey, 25 Syrian capital SMEs

With the "**Resilient SMEs, Strong Tomorrows**" project, which aims to develop a culture of working together between SMEs with Turkish and Syrian capital, it is aimed to increase the resilience of SMEs against disasters and pandemic crises, to support digital transformation processes, to ensure social cohesion, to increase economic inclusion and to increase the workforce. It is also aimed to contribute to the prevention of loss.

The "**Resilient SMEs, Strong Tomorrows**" project which brings, 50 SMEs together, 25 from Turkey and 25 with Syrian capital, carried out over four main activity areas: training, webinar, matching and coaching meetings. Within the scope of the eight-month project financed by the **Qatar Fund for Development (QFFD)**, a total of 30 thousand TL will be provided to each participating company, 1.5 million TL in total. The fund will be used to improve digital transformation processes and to eliminate the infrastructure deficiencies identified in the training processes of the project.