



PRESS RELEASE

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BUSINESS WORLD REUNITED IN MARDIN FOR THE COMPETITIVENESS OF SMEs!

In order to enhance the capacity of SMEs, which are one of the important players in the global competition while invigorating the Turkish economy, TÜRKONFED, Visa and UNDP organized the fifth training of the "I Can Manage My Business" Project, with the support of DİCLESİFED, hosted by MARSİAD in Mardin. The meeting began with the opening speeches of Mardin Governor Mustafa Yaman, UNDP Turkey Resident Representative Claudio Tomasi, TÜRKONFED President Orhan Turan, DİCLESİFED Chairman Kemal Bilim, MARSİAD President Abdülnasır Duyan and Mardin TSO President Mehmet Ali Tutaşı.

Within the 2-day training program, which started with the opening meeting attended by the Chairwoman of the Business for Goals Ümit Boyner and the board members, comprehensive information was given to SMEs about innovative business models from financial reporting to digital marketing, e-commerce to social media. 27 banks from Turkey came together and supported the 'I Can Manage My Business' project, aiming to reach 3,000 SMEs in 18 cities in 3 years.

Mardin, 17 January 2020 - Turkish business world came together with SMEs from Mardin for the I Can Manage My Business Project. The fifth training of I Can Manage My Business Project, which was implemented with the cooperation of Turkish Enterprise and Business Confederation (TÜRKONFED), Visa, United Nations Development Program (UNDP) and support of 27 banks, was held in Mardin. The project aims to reach 3.000 SMEs in 18 provinces in 3 years and is implemented to support SMEs in gaining the knowledge and skills they need to realize their growth potential. With the support of Dicle Industry and Business Federation (DİCLESİFED) and hosted by the Mardin Industrialists and Businessmen Association (MARSİAD), the training was held in Mardin between 17-18 January, along with the knowledge required to ensure financial discipline, as well as methods to adapt to the rapidly developing and digitizing trade world which were presented by Boğaziçi University faculty members.

Opening speeches of the meeting was made by Mardin Governor Mustafa Yaman, UNDP Turkey Resident Representative Claudio Tomasi, TÜRKONFED President Orhan Turan, DİCLESİFED President Kemal Science, MARSİAD President Abdülnasır Duyan and Mardin TSO President Mehmet Ali Tutaşı. At the I Can Manage My Business Project Mardin meeting; Ümit Boyner, the Chairwoman of the Board of Directors of the Business World for Goals, addressed the participants about the Sustainable Development Goals and the activities of the Platform. The 2-day training program of the "I Can Manage My Business Project" was prepared by the experienced instructors of Boğaziçi University and the Innovation and Competitive Development Studies Application and Research Center of Boğaziçi University.

Influential Names of the Business World Shared Their Institutionalization Experiences with Family Businesses

Within the scope of the training, a panel was held in which members of the Board of Directors of the Business for Goals Platform shared their experiences of institutionalization with family businesses. In the Family Businesses and Institutionalization panel moderated by Seza Cement Board Chairwoman Prof. Dr. Yasemin Açıık; the panelists Sun Tekstil Founding Partner Şükrü Ünlütürk, DİMES CEO Ozan Diren and

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Turcas Petrol CEO Batu Aksoy shared their experiences with the participants.

As part of the training, Boğaziçi University Economics Department Head Prof. Dr. Gökhan Özertan, made a speech on "Developments in Turkey and the World Economy". Right after the training given by Istanbul University Faculty of Political Sciences Vice Dean and Boğaziçi University Finance Center (CARF) Instructor Prof. Dr. Serhat Yanık on Financial X-ray of Companies: Financial Reporting, the SMEs received Financial Analysis and Access to Finance training from Boğaziçi University Financial Center Instructor Fatih Kandemir. In the afternoon session of the training, after the Digital Marketing and Social Media in SMEs training by Strategist and trainer Azade Özaltun, Boğaziçi University Entrepreneurship Center Director Dr. Oğuzhan Aygören gave a training on risks and uncertainties in entrepreneurship and e-commerce and opening to new markets.

On the second day of I Can Manage My Business, the trainings were delivered by Boğaziçi University Finance Center (CARF) Instructor Prof. Dr. Vedat Akgiray with the panel titled "Law and Corporate Governance in Turkey and in the World". Following the E-Commerce and Online Payments training by TEB Digital Banking Marketing Manager Şahin Gör, I Can Manage My Business Mardin Training Program continued with Dr. Aygören's E-Commerce Entrepreneurship and Case Study, followed by Boğaziçi University Finance Center (CARF) Instructor Hüseyin İleriş Öztürk's Strategy and Business Development Plan training and a mini quiz, which was held afterwards, ended with a gift draw and a certificate ceremony.

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