

Turkey: A Strategic Partner

*Most common issues to live with in Turkey
by being an Italian Company*

- => Importation issues; good and could be better parts**
- => Difficulties of adapting to a fluctuating exchange rate**
- => Additional taxes for goods 'made in third country' even with our brand**
- => Obtaining visa for collaborators**

Importation issues; good and could be better parts

good

- > Turkey adapts and rules all the EU regulations immediately
- > Turkey accepts 'most often' given reports from EU production
- > Logistic is easy between Turkey and Italy
- > We can make fast custom clearance in 1-2 days in normal conditions

Importation issues; good and could be better parts

could be better

- > Custom taxes can be considerably high for some items (excise tax)
- > For some items customs can ask additional tests which costs high and which takes time
- > Logistic can be a nightmare if you do not choose the right partner (old trucks, delays, damage problems etc)
- > Some regulations can force you to work with third party companies like
 - Biosydel products needs permit to sell, it takes mininum 6-7 months
 - Medical devices (it can be a simple body thermometer) needs to be followed up from warehouse to the end user.

Difficulties of adapting to a fluctuating exchange rate

- > Turkey is an inflationist country where exchange rates fluctuate
- > A P&L with a fixed standard exchange rate for whole year is not dynamic enough to run a profitable business in Turkey
- > Absolute need of checking P&L and adapting to new context monthly
- > Marketing and Trade Marketing should be very careful about pricing on not only quarterly bases but at least monthly basis.
 - Turkey is a very big and also very price competitive market
 - Pricing does not mean only shelf price but also trade promotions

Additional taxes for goods 'made in third countries' even with our own brand

- > Turkey checks 'made in EU' for exempting tax (except excise tax)**
- > If far east is used for production, you can have 10 % to 50% additional tax**
- > On top of this there are antidumping taxes which fixes an amount for a product and puts the tax over this value (this can multiply your tax by two)**
- > Controls on 'made in third country' is much more often and precise**

Obtaining visa for collaborators

> **We would appreciate**

Less documents asked

Less waiting time

Longer visa (duration of stay)