

UNDERSTANDING & DOING BUSINESS WITH CHINA

CONFERENCE SERIES (2012 - 2016)

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TUSIAD

UNDERSTANDING & DOING BUSINESS WITH CHINA

CHINA TOWARDS 2025



Source: CKGSB KNOWLEDGE <http://knowledge.ckgsb.edu.cn/2015/09/02/technology/made-in-china-2025-a-new-era-for-chinese-manufacturing/>

*The purpose of our conference series entitled “**Understanding & Doing Business with China**”, whose fourth edition was held on December 16th, 2016, is to raise awareness among Turkish business world on China, the second biggest economy in the world, as well as understanding Turkey – China economic relations and the impacts of economic developments in China on Turkish and world economy, and to propose recommendations regarding Turkey’s economic policy towards China.*

A high level of participation and overall success of the first conference in 2012 led to a conference series in the following years, making “Understanding & Doing Business with China” a point of reference in its field. Globally known economists, academics, leading business people and public sector representatives were among speakers of these conferences, which were widely covered by the media.

This year’s conference focuses on China’s

mid and long term economic policies and examines Chinese economy, business climate and opportunities and challenges for Turkey with its main theme, “China towards 2025”. In this context, China’s 13th Five-Year Plan, announced in March, “The Belt and Road Initiative”, covering several countries in Asia, Europe and Middle East, and “Made in China 2025”, China’s Industry 4.0 strategy paper were examined in depth and its effects on both Turkish and world economy were discussed in every aspects.



**CANSEN
BAŞARAN-SYMES**
President of TÜSİAD



**KORHAN
KURDOĞLU**
President of TÜSİAD
China Network;
President of Ata Holding



**YU
HONGYANG**
Ambassador of the People's
Republic
of China to Ankara



**ALTAY
ATLI**
Research Associate at the
Asian Studies Stream of Istanbul Policy Center



**MUSTAFA NOYAN
RONA**
Chief Representative of Garanti Bank Shanghai



**CENGİZ KAMİL
FIRAT**
Deputy Director General
for General and Bilateral
Economic Affairs, Ministry of
Foreign Affairs of the Republic
of Turkey



**HAKAN
GÜLDAĞ**
Chief Editor of
Dünya Newspaper



**XU
KEEN**
Chairman of The Board
of Directors
of ICBC Turkey



**NAZ
TÜRER**
Board Member of
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**MEHMET HAKAN
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Head of Department of Asian
and Pacific Countries, General
Directorate of Agreements,
Ministry of Economy of Turkey



**ZHOU
WEIJIAN**
General Manager of
Lenovo Turkey



**MURAT
KOLBAŞI**
President of Turkish-Chinese
Business Council of DEİK;
President of Arzum



**ZÜMRÜT
İMAMOĞLU**
TÜSİAD Chief Economist



**JIANG
SHIXUE**
Professor of the China
Academy of Social Sciences
and Vice-President of
China Society for Emerging
Economies



**VINCENT
KOEN**
Head of Country
Studies Division, OECD



**YAN
FENG**
Chief Representative of
Middle East,
China Electric Power
Equipment and
Technology Co., Ltd.



**RIZA
KADILAR**
President of China Institute
Turkey; Senior Country
Manager and Representative
for Natixis Turkey



**MARCO
XU**
Vice President of Central
Asia and Caucasus Region on
Corporate Communications,
Huawei

2016

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“Understanding & Doing Business with China”

China Conferences - 4

16 December 2016

Welcoming Remarks

Cansen BAŞARAN-SYMES

President of TÜSİAD

Korhan KURDOĞLU

President of TÜSİAD China Network; President of Ata Holding

Yu Hongyang

Ambassador of the People's Republic of China to Ankara

Opening Session (Main Sponsors)

Moderator: **Hakan GÜLDAĞ**

Chief Editor of Dünya Newspaper

XU Keen

Chairman of The Board of Directors of ICBC Turkey

Naz TÜREK

Board Member of Çimtaş Group

Q & A

I. Session: New Normal in Chinese Economy and Reflections of the 13th 5YP

(New Normal in China; 13th 5YP, Made in China 2025, One Belt & One Road)

Moderator: **Dr. Zümrüt İMAOĞLU**

TÜSİAD Chief Economist

Prof. JIANG Shixue

Professor of the China Academy of Social Sciences and Vice-President of China Society for Emerging Economies

Dr. Vincent KOEN

Head of Country Studies Division, OECD

Dr. Altay ATLI

Research Associate at the Asian Studies Stream of Istanbul Policy Center

Q & A

II. Session: Opportunities and Challenges for Turkey in the light of the Medium & Long Term Economic Policies of China

Moderator/Speaker: **Noyan RONA**

Chief Representative of Garanti Bank Shanghai

GOVERNMENT PERSPECTIVE

Cengiz Kamil FIRAT

Deputy Director General for General and Bilateral Economic Affairs,

Ministry of Foreign Affairs of the Republic of Turkey

Mehmet Hakan AKGÜN

Head of Department of Asian and Pacific Countries, General Directorate of Agreements, Ministry of Economy of Turkey

BUSINESS PERSPECTIVE

ZHOU Weijian

General Manager of Lenovo Turkey

Murat KOLBAŞI

President of Turkish-Chinese Business Council of DEİK; President of Arzum

YAN Feng

Chief Representative of Middle East, China Electric Power Equipment and Technology Co., Ltd.

Dr. Rıza KADILAR

President of China Institute Turkey; Senior Country Manager and Representative for Natixis Turkey

Marco XU

Vice President of Central Asia and Caucasus Region on Corporate Communications, Huawei

Q & A

PRESS REFLECTIONS

China declares 2018 'Turkey Tourism Year'

China has declared 2018 as its "Turkey Tourism Year," in a move expected to boost ties between the two countries, Chinese Ambassador to Ankara Yu Hongyang said on Dec. 16.



China has declared 2018 as the "Turkish Tourism Year" in China. This will increase the friendship between the two countries," Hongyang said at an event hosted by the Turkish Business and Industry Association (TÜSİAD) in Istanbul. He added that relations between the two countries have entered a period of "maturity and stability," which gave fresh development opportunities. TÜSİAD head Cansen Başaran-Symes also underlined the importance of tourism relations between the two countries. "China has become the country that sent the most tourists abroad with 120 million people in 2015. The number of tourists going abroad in the next five years is estimated to reach 600 million. This is a very high figure. The rapidly growing Chinese population is in search of better quality products and services. Accordingly, besides cultural tourism, different tourism areas such as shopping tourism, health tourism and golf tourism are becoming very popular among the Chinese people. Any efforts to attract Chinese tourists in these areas will create tremendous added value to the tourism sector in 2017," she said. Currently, Turkish Airlines flies to five cities in China and this number is expected to increase, according to officials.

Türizm Aktüel, 01.01.2017



Turkish Business and Industry Association (TÜSİAD) head Cansen Başaran-Symes speaks during a conference in the Mediterranean province of Antalya.

Turkish investors want ease on visas to China

Turkey's top business organization has called for an easing of visa procedures by China, in order to boost bilateral economic and trade ties. "Since 2016, much tighter visa procedures have been introduced by China for Turkish citizens, and it has become more difficult for Turks to obtain visas," Turkish Business and Industry Association (TÜSİAD) head Cansen Başaran-Symes said at a conference on Dec. 16. China is Turkey's second largest trade partner with a trade volume of more than \$27.3 billion in 2015, she noted. **CHINA on page 10**

Hürriyet Daily News, 17.12.2016

Çin 2018'i Türk turizm yılı ilan etti

Çin'in Ankara Büyükelçisi Yu Hongyang, ülkesinin 2018'i Çin'de Türk turizm yılı ilan ettiğini bildirdi. Hongyang, bunun iki ülke arasındaki dostluğu artıracakları kaydedi. TÜSİAD Başkanı Cansen Başaran-Symes, Şubat 2016'dan bu yana istenen ek taleplerle Çin vizesi alınması daha zorlaştığını dikkat çekti.

Vatan Newspaper, 17.12.2016



2018, TÜRKİYE YILI İLAN EDİLDİ

120 milyon Çinliye 'Türkiye'ye gidin' denilerek

Türkiye'de Çin'in iş birliğini geliştirmek için toplandı düzenleyen TÜSİAD, dışişleri-riğin geliştirilmesi için vize kolaylığı talep etti. Çinli Büyükelçisi ise 2018'i Türkiye'de Türk turizm yılı ilan ettiğini söyledi.

Beş yıl önce İstanbul'da düzenlenen Çinli yatırımcılar toplantısı, bu yıl Türkiye'de Çinli yatırımcıların sayısının 120 milyona ulaşmış olmasının vesilesiyle düzenlendi. TÜSİAD Başkanı Cansen Başaran-Symes, Çin tarafından ortaya konulan 'Bir Kuşak Bir Yol' projesinin Türkiye'nin ekonomik ve rekabet gücünü önemli ölçüde artıracaklarına dikkat çekti.

Türkiye Newspaper, 17.12.2016

TÜSİAD'dan Çin'e vize kolaylığı çağrısı



Türk İşadamları ve İyileştirici Derneği (TÜSİAD) Başkanı Cansen Başaran-Symes, Türkiye'nin Çin'e vize kolaylığı çağrısı yaptı. Başaran-Symes, Çin'in Türkiye'ye 120 milyon kişiyle Türkiye'ye gidin' diye çağrısı yaptı. Başaran-Symes, Çin'in Türkiye'ye 120 milyon kişiyle Türkiye'ye gidin' diye çağrısı yaptı. Başaran-Symes, Çin'in Türkiye'ye 120 milyon kişiyle Türkiye'ye gidin' diye çağrısı yaptı.

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Dünya Newspaper, 17.12.2016

Türkiye, İpek Yolu'nda orta koridor olmalı

TÜRK Sanayicileri ve İşadamları Derneği (TÜSİAD), üyelerinin katılımıyla İstanbul'da 'Çin'i anlamak' başlıklı bir konferans düzenledi. Açılışa konuşan TÜSİAD Başkanı Cansen Başaran-Symes, Çin tarafından ortaya konulan 'Bir Kuşak Bir Yol' projesinin Türkiye'nin ekonomik ve rekabet gücünü önemli ölçüde artıracaklarına dikkat çekti.

Önemli ölçüde etkileyecek olan bu dev proje içinde, Türkiye'de tarihi İpek Yolu'nun devamı olan Orta Koridor çerçevesinde mutlaka yer almalıdır diye konuştu.

Çinli turist sayısının her geçen yıl arttığını da belirten Symes, bu alanda gelişmeler için büyük fırsat bulunduğunu kaydetti. Symes, "Çinli nüfus, daha kaliteli ürün ve hizmetler arayışı içerisinde" şeklinde konuştu. TÜSİAD Başkanı ayrıca, Türkiye'nin ikinci büyük ticari ortağı haline gelen Çin'in vize prosedürlerinde yenilemeye gitmesi gerektiğini sözlerine ekledi. Sayın BAŞÇI

Sözcu Newspaper, 17.12.2016

“Understanding & Doing Business with China”

China Conferences - 3

11 December 2015

Opening Remarks

Cansen BAŞARAN-SYMES
TÜSİAD President
H.E. YU Hongyang
Ambassador of People's Republic of China to Ankara

Introductory Session: Doing Business in China & Building Effective Partnerships with Chinese Firms

Iraz TURHAN ALVARAN
TÜSİAD Beijing Office Representative
Joerg WUTTKE
European Union Chamber of Commerce in China (EUCCC), President
Han WANG
UnionPay International, Middle East General Manager
Q & A

I. Session: New Normal Period in Chinese Economy and Its Impacts on Global Economy

Moderator: **Zümrüt İMAMOĞLU**
TÜSİAD Chief Economist
Andy XIE
Independent Economist
Sumru ALTUĞ
Koç University - TÜSİAD / Economic Research Forum (ERF), Director
Andrew POLK
China Center for Economics and Business, Senior Economist at The Conference Board
Kensuke TANAKA
OECD, Head of Asia Desk
Q & A

II. Session: One Belt - One Road Project & Its Impacts on Turkish-Chinese Economic Relations

Moderator: **Gökhan ŞEN**
Bloomberg HT Economy Coordinator
Chris DEVONSHIRE-ELLIS
Dezan Shira & Associates Asia Founder & CEO
Korhan KURDOĞLU
TÜSİAD China Network Chairman, Ata Holding President
XU Keen
ICBC Turkey, Chairman
Tunç TÜRKER
ISBANK Russia, CEO
Noyan RONA
Garanti Bankası, China Chief Representative
Q & A

PRESS REFLECTIONS



'Çin'den yatırım çekme derdindeyiz'

TÜSİAD Başkanı Cansen Başaran-Symes, Çin'in büyüme oranı tek haneye inse de Türkiye'nin ihmal etmemesi gereken, önemli bir ülke olduğunu belirterek, "Çin tarafından daha çok yatırım Türkiye'ye çekme derdindeyiz. Bize göre Türkiye'den şirketlerin orayı iyi anlaması gerekiyor" dedi. Çin'in geçen mart ayında vizyon ve eylem planını açıkladığı yeni İpek Yolu olarak bilinen projenin, özel sektör açısından kritik önemde

Habertürk Newspaper, 12.12.2015



BU FIRSAT KAÇMAZ!

TÜSİAD BAŞKANI, ÇİN'İN DÜŞÜK BÜYÜME DÖNEMİNDE REFORMLAR YAPTIĞINI SOYLEDİ

Hürriyet Newspaper, 12.12.2015



'Çin'in İpek Yolu kritik öneme sahip'

EKONOMİ SERVİSİ

Miliet Newspaper, 12.12.2015



Türkiye Newspaper, 12.12.2015



Today's Zaman, 12.12.2015



Bloomberg HT, 11.12.2015



Hürriyet Daily News, 15.12.2015



Aydınlık Newspaper, 12.12.2015



Sözcü Newspaper, 12.12.2015

“Understanding & Doing Business with China”

China Conferences - 2

1 April 2014

Opening Speeches

Muharrem YILMAZ

TÜSİAD President

Hüsnü ÖZYEĞİN

President of DEİK Turkey - China Business Council

H.E. GONG Xiaosheng

Ambassador of China to Turkey

Business Climate in China in the Light of Recent Economic Developments and TÜSİAD Beijing Office Activities

Iraz TURHAN

TÜSİAD Beijing Office Director

I. Session: Turkish and Multinational Investors' Experiences on Doing Business in China

Moderator: Hüsnü ÖZYEĞİN

President of DEİK Turkey – China Business Council

Reinhold JAKOBI

Chairman & Managing Director of Nestlé Turkey

Süheyl BAYBALI

Executive Director of Association of Automotive Parts&Components Manufacturers (TAYSAD)

Alper PEKER

CEO of Aksa Power Generation

Melih ARAZ

Ata Investment Board Member & Managing Director, Burger King China JV Inc. Board Member

Calvin MAN

HSBC Bank (China) Head of International Business

Q & A

II. Session: Experiences of Chinese Investors in Turkey

Moderator: Volkan VURAL

TÜSİAD Board Member & President of TÜSİAD International Politics and Country Communication Committee

CHEN Zhi

Deputy Director of Huawei Turkey

ZHANG Ying

Chief Representative of Genertec

LIU Lijun

CEO of China Machinery Engineering Corporation (CMEC)

CAI Wanhong

Deputy Chief Representative of Bank of China Representative Office-Istanbul

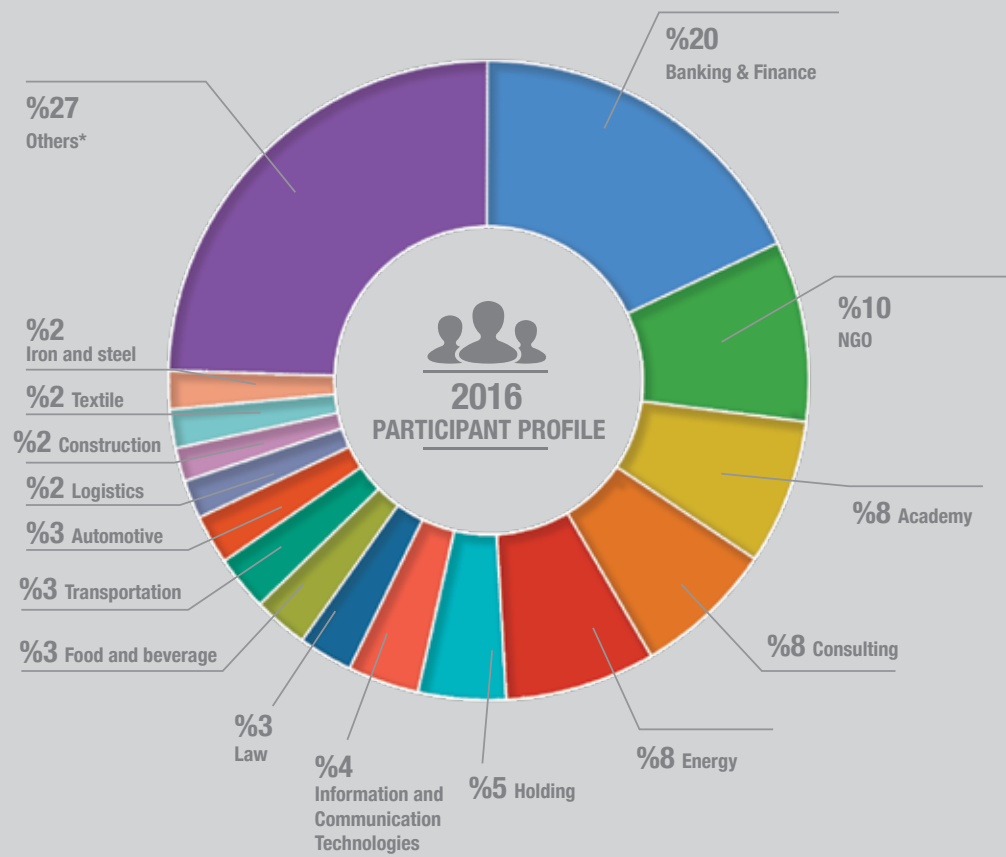
Q & A

Closing Remarks

Volkan VURAL and Hüsnü ÖZYEĞİN

PRESS REFLECTIONS





* Other sectors by percentage: Foreign Trade, Engineering & Technology, Foreign Countries' Representatives, Government, Cement, Media, Manufacturing, Tourism, Building Materials, Durable Consumer Goods, Mining, Communication, Generator, Mahinery, Packaging, Education, Pharmaceuticals, Chemicals, Tire, Metal industry, Plastics, Rail system, Health, Advertising.

Number of Total Participant: 390

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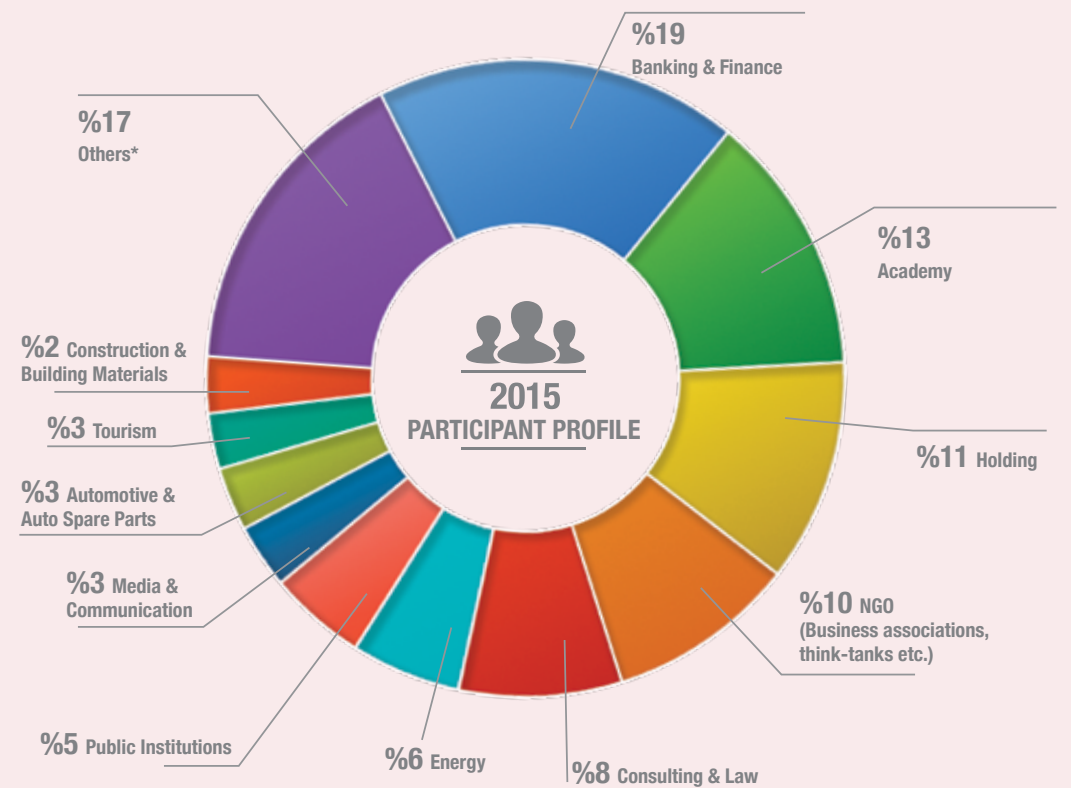
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* Other sectors by percentage: Logistics & Transportation, ICT; Food, Medical Technologies, Foreign Trade, Durable Consumer Goods, Machinery, Textile, Railway, Storing, Pharmaceuticals, Locomotive, Metal Processing, Engineering, Retail, Politics.

Number of Total Participant: 281

2015 EVENT SPONSORS

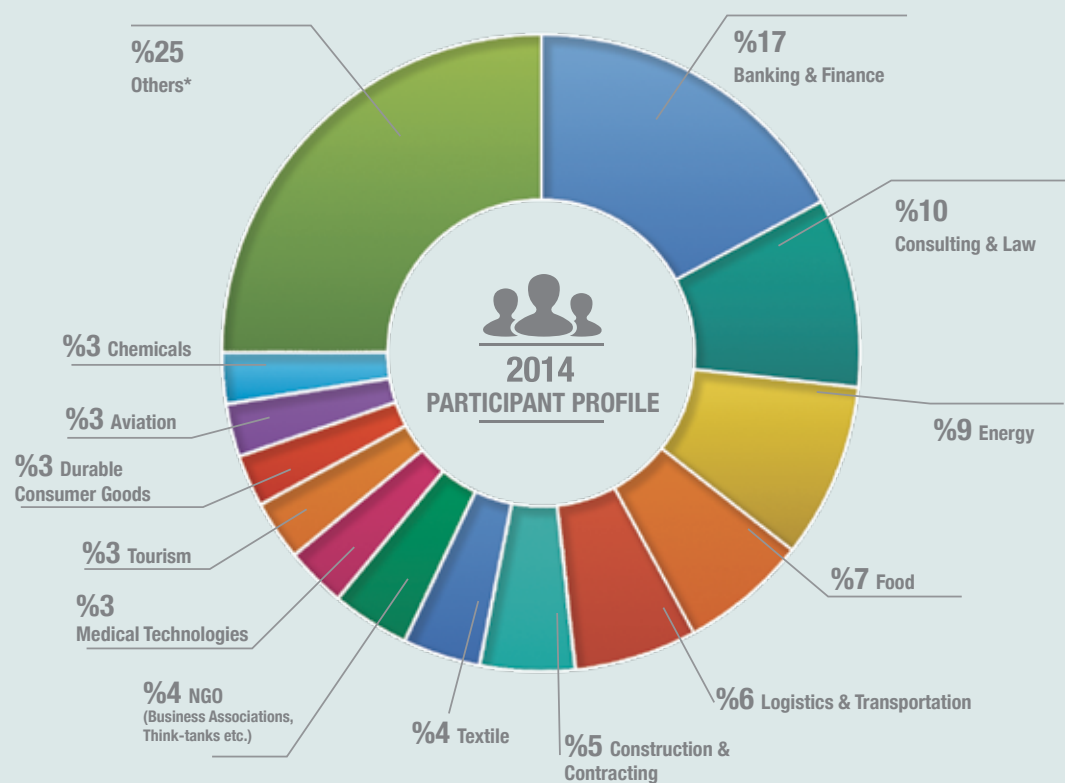
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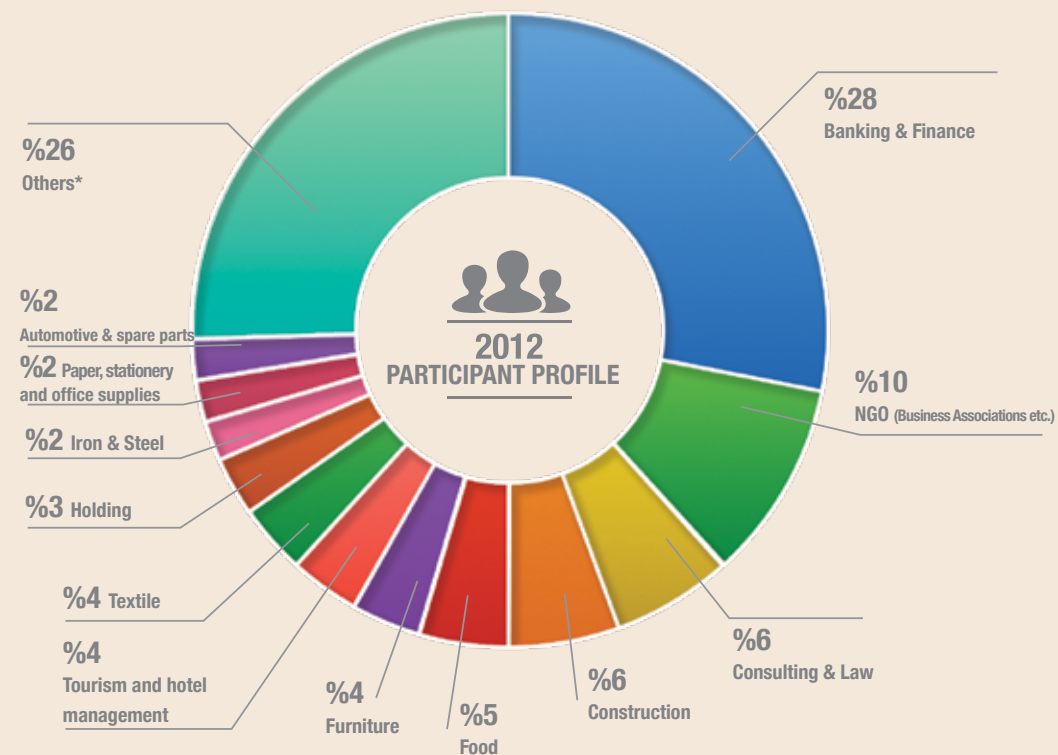


* Other sectors by percentage: Mining, Foreign Trade, Automotive, Automotive Spare Parts, Iron and Steel, Free Zone Administration, Government, Home Textile, Holding, Glassware, Paint industry, Printing, Textile, Academy, Pharmaceuticals, Ceramics, Precious metals, Machinery, Recycling/Energy, Oil fuel, Tire, Lightening, Quality Control, Online Media, Plastic and Chemical Raw Materials' import, Solar Energy, Health, Industrial Investments, Defence and Security, Technology, Furniture, Cement

Number of Total Participant: 241

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* Other sectors by percentage: Mining, Plastics, Packaging, Foreign Trade, Government, Painting industry, Electric-electronics, Real Estate, Pharmaceuticals, Chemicals, Logistics, Typography, Forest product industry, Health, Environment / Energy, Academy, Durable Consumer Goods, Maritime sector, Industrial systems, Carpet, Aviation, Machinery, Defence, Ceramics, Telecommunication, Softwa

Number of Total Participant: 205

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HALE ONURSAL HATİPOĞLU
TÜSİAD - DEPUTY SECRETARY GENERAL
IN CHARGE OF EXTERNAL RELATIONS

TAMER ŞEN
TÜSİAD - SENIOR HEAD OF GLOBAL
ECONOMIC RELATIONS DEPARTMENT

AŞLI BAŞKARACAOĞLU
TÜSİAD - SENIOR EXPERT AT GLOBAL
ECONOMIC RELATIONS DEPARTMENT

BAŞAT ŞİMŞEK
TÜSİAD - EXPERT AT GLOBAL ECONOMIC
RELATIONS DEPARTMENT

ZEYNEP ALAÇAM ÖZGÜDER
TÜSİAD - EXECUTIVE ASSISTANT AT
EXTERNAL RELATIONS DEPARTMENT

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