



TÜSİAD

PRESS RELEASE

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TUSIAD will present its report on Turkey's communication experience on the way to the EU membership

Turkish Industrialists' and Businessmen's Association (TUSIAD) will present the report entitled "Turkey's Communication on the Way to the EU Membership: The Case of TUSIAD" during a meeting on **Wednesday, March 5th**, at the **Ceylan Intercontinental Hotel**, Istanbul. The report analyzes TUSIAD Country Communication Committee's activities during 2005-2007 and aims to use the findings to develop a long-term communication strategy for Turkey in the EU accession process.

The opening speeches will be delivered by Arzuhan Dogan Yalcindag, Chairwoman of the Board of TUSIAD and Hayati Yazici, Deputy Prime Minister and Minister of State.

After the opening speeches, Vice Chairwoman of the Board of TUSIAD Umit Boyner and the author of the report Assoc. Prof. Dr. Ipek Altinbasak will make presentations on the report. Vice Chairman of High Advisory Council of TUSIAD Erkut Yucaoglu will also make a speech at this session.

Date: Wednesday, March 5, 2008

Time: 09:30 – 12:00

Location: Istanbul – Ceylan Intercontinental Hotel – Bosphorus Hall

Simultaneous translation will be provided during the meeting.

Annex: Program

**TURKISH INDUSTRIALISTS' AND BUSINESSMEN'S ASSOCIATION
PRESS OFFICE**

Meşrutiyet cad.No.46 Tepebaşı 80050 – ISTANBUL
Phone: (0212) 2495448 / 2491929 / 2515313 / 2490723 Fax: (0212) 2933783



TURKISH INDUSTRIALISTS' AND BUSINESSMEN'S ASSOCIATION

**“TURKEY’S COMMUNICATION
ON THE WAY TO THE EU MEMBERSHIP:
THE CASE OF TUSIAD”**

**Wednesday, March 5, 2008
Istanbul – Ceylan Intercontinental, Bosphorus Hall**

Programme

09:30 - 10:00 **Welcoming Coffee**

10:00 - 10:30 **Opening Speeches**

Arzuhan Dogan Yalcindag, Chairwoman of the Board of *TUSIAD*

Hayati Yazici, *Deputy Prime Minister and Minister of State*

10:30 - 11:30 **Report Presentation**

Moderator: Umit Boyner, *Vice Chairwoman of the Board of TUSIAD
and Head of TUSIAD Country Promotion Committee*

Assoc. Prof. Dr. Ipek Altinbasak, *Bahcesehir University*

Erkut Yucaoglu, *Vice Chariman of High Advisory Council of TUSIAD*

11:30 - 12:00 **Questions & Answers**