

Press release

Turkey Innovation and Entrepreneurship Week sets impulses for international start-up scene

The TIEW (Turkey Innovation and Entrepreneurship Week) took place from 6 to 9 December 2017 in Istanbul. The parallel start-up competition "Born Global" at the Entrepreneurship Event attracted start-ups from all over the world to Istanbul to apply for an "investment prize" of 50,000 USD.

Istanbul, Turkey - December 12, 2017

The sixth Turkey Innovation and Entrepreneurship Week (TIEW) took place from 6 to 9 December 2017 and attracted more than 77,000 visitors, including industrialists, academics, students, technology leaders, entrepreneurs, business angels, NGOs and keynote speakers. Organised by the Turkish Exporters' Assembly (TiM), this year for the first time the event was linked to "Born Global Istanbul", a platform and competition designed to enable entrepreneurs to present themselves to a jury and investors.

The winners of "Born Global Istanbul":

After a preliminary examination, 60 ambitious participants presented their projects to the jury and the investors in the pitching phase. At the awards ceremony, which took place on the last day of the event, the British Start up **Countly** was chosen as the winner and received an investment prize of \$50,000. Countly is an analysis platform for tracking customer travel in web, desktop and mobile applications.

The runner-up project **HeyDoc!** received \$25,000. HeyDoc! is a global and award-winning health communication platform that connects patients anywhere, anytime with physicians for non-urgent consultations.

Third place went to the start up **iGRow** from Indonesia, which won \$10,000. iGrow is pushing the construction of organic farms in Indonesia by mediating between farmers, investors, landowners and buyers of crops. More than 1,400 hectares are already being used for agricultural purposes by working together with more than 2,400 farmers throughout Indonesia.

Both TIEW and Born Global Istanbul underline the importance of technology for inspiring global innovation," said Mehmet Büyükeksi, Chairman of the Turkish Export Assembly. Organizations that use technology as a driver of innovation will not only be well equipped to adapt to changing markets, but will continue to lead and lead the way in driving change.

Istanbul lies between two markets (Europe and Asia), which make up a large part of the world's population, and is developing into a hub that attracts worldwide attention. With almost 200 cities within

four hours or less flying time, Istanbul is an attractive start-up destination for entrepreneurs who want to connect with an international audience. Other reasons for establishing Turkey as a hub for innovation and entrepreneurship include the following:

- Half of the Turkish population is under 30, a huge talent pool of early adopters and technically savvy thinkers.
- Turkish consumers are the most active consumers in the world for mobile shopping, mobile banking and QR code scanning and rank third worldwide in the use of mobile wallet technology. This makes Istanbul and Turkey a major success factor for start-ups. Istanbul's climate towards entrepreneurs is friendly. According to a survey in 2012, Turkey came 13th as a hospitable destination for foreign companies.

Istanbul offers a rich mixture of history and modernity. With its strong economy, more than 18 million inhabitants and geographical advantages as a gateway between Asia and Europe, the city is well positioned to become an important global hub for entrepreneurs and innovators alike," said Büyükeksi

Speakers at TIEW included Jon Matonis, Founding Director of Bitcoin Foundation, David Rowan, Editor of WIRED Magazine, Jeff Wallace, President of Global Kinetics, and Blake Cahill, Global Head of Digital Marketing and Media at Philips.

About the Assembly of Turkish Exporters (TiM):

The Istanbul-based Turkish Exporters' Assembly (TIM), founded in 1993, leads the group of 70,000 Turkish exporters represented in 26 different industries in which export data are kept. The Turkish Exporters' Assembly conducts foreign trade operations and is the umbrella organisation of 60 export associations throughout the region and industry, divided into 13 different subgroups.

For more information:

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