

PRESS RELEASE

Turkey Promotion Group becomes first official partner of World Communication Forum in Geneva

- *The Turkey Promotion Group (TPG) will act as the first official partner to the World Communication Forum at their annual meeting in Geneva*
- *The partnership follows TPG's success in transforming Turkey into a global brand*
- *The TPG will host a panel discussing the 'Power of Country Communications – Reputation, Soft Power, and Branding'*

Geneva/Istanbul – March 21, 2018 – The Turkey Promotion Group (TPG) is delighted to announce its role as the official partner to this year's World Communication Forum (WCF) in Geneva, where they will co-host a panel on 'The Power of Country Communications - Reputation, Soft Power, Branding.'

This year's WCF – the ninth instalment of the annual event – will be held in Geneva on 21-22 March 2018, coming together under the theme of 'Communication Power.' This year's event is the first to feature an official partner, a position the Turkey Promotion Group is excited to hold.

Panel Discussion and Press Conference

The TPG-hosted panel discussion, 'The Power of Country Communication,' will discuss how Turkey, Discover the Potential has successfully transformed itself into a global brand.

The 'Power of Country Branding' press conference will be held following the panel discussion, and will be attended by TPG Executive Director Yasemin Güzeloğlu, WCF Board Members, and Director at the Istanbul University, Prof. Dr. Ali Murat Vural. Vural also serves as TPG Board Member.

Turkish Growth

Turkey's partnership with the WCF follows an excellent start to 2018 for Turkey economically. According to the Turkish Exporters Assembly (TIM), Turkish export figures reached a record \$12.8 billion, an increase of 14.8%. Total Turkish export revenues reached \$25.3 billion, demonstrating a 12.8% increase in the first two months of 2018.

These figures mark continued double-digit growth for Turkish exports, in what TIM Chairman Mehmet Büyükeksi has deemed the "year of records in export revenues."

"We have started 2018 with consecutive double-digit export growth, kicking off the year with a record January and now, the best February in export history for Turkey," said **Mehmet Büyükeksi, Chairman of the Turkish Exporters Assembly (TIM)**. "This year marks an important milestone for Turkish exports on a sectorial basis, with automotive, machinery and other sectors reaching new peaks in terms of monthly exports. At this rate, we are on track to exceed our export revenue target of \$169 billion this year, with numbers likely to reach above \$170 billion by the end of 2018."



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About Turkey Promotion Group (TPG):

Turkey Promotion Group is founded by the legislation of Turkey Ministry of Economy within the body of Turkish Exporters Assembly (TİM) in 2018. Its vision is to establish and promote “Turkey, Discover the Potential” brand globally. Its mission is to highlight the economic potential of Turkey, introduce Turkey and its sectors and present facts of export of Turkish goods globally.

For more Information; <http://www.turkeydiscoverthepotential.com/>

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