

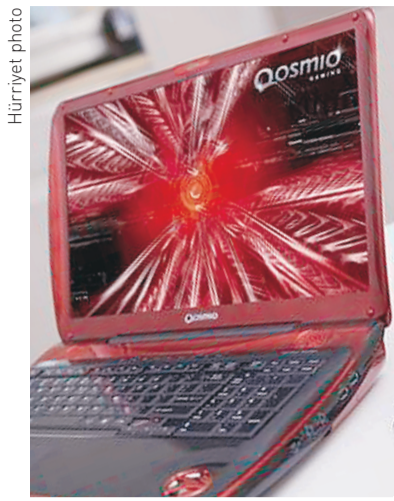
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FOCUS: Many businesses plan to increase their spending on IT.

IT a focus for small businesses

ISTANBUL
Hürriyet Daily News

Small- and medium-sized businesses, or SMBs, in Turkey expect an increase in their information technology spending, revealed a survey by the International Data Corporation, or IDC.

The survey, conducted in 2008 among 750 SMBs in Ankara, Istanbul and Izmir, showed that the top priorities for IT investments are open-source software, green IT, virtualization, and enterprise application software, the IDC said last week. Other main priorities include mobility and wireless solutions, managed services, outsourced document management/printing, and disaster recovery/business continuity, depending on the location, industry and business size.

"The nature of IT spending is similar across the main cities in Turkey, but it varies when it comes to company size," said Nevin Çizmeçioğlu, country manager of IDC Turkey. "The finance vertical is the most likely sector among SMBs in Turkey to invest in new initiatives, while the public sector is the most likely to invest in initiatives that are already underway." Between 54 percent and 65 percent of SMBs in Turkey were planning to increase spending on IT services, software, servers, PCs or disk storage in 2008.

Turkish firm exports recycled textile waste

SADI ÖZDEMİR
ISTANBUL - Hürriyet

Textile haven Turkey draws attention not only to its booming textile industry, but also the facilities that process the industry's waste. Punteks Tekstil, a Turkish firm founded in 1995 to sort and recycle textile waste, has increased its production standards and capacity in time with new investments.

The firm, which produces sound and heat insulation from textile waste for the automotive, white goods and furniture industries, has attained rapid growth with the felt facility it founded three years ago. Established by Gürhan and Beyhan Kanlı, two siblings from the southeastern city of Gaziantep, the firm now exports to many countries, and reaped 7.5 million Turkish Liras in turnover last year.

The siblings export 80 percent of their production to 17 countries, including the United States, Germany, Spain, the Netherlands, Belgium, the United Kingdom and India, Gürhan Kanlı said. "We are from Gaziantep; our father is a civil servant and our mother is a housewife. I graduated from the Mechanical Engineering Department of the Engineering Faculty at METU [the Middle East Technical University] in 1985. Beyhan studied at the Business Administration Faculty of Ege University. We always had the plan to establish our own business during and after our studies," Gürhan Kanlı said about their decision to start the business.

Kanlı said they founded the company in 1995 following a friend's suggestion to make a business processing textile waste from Turkey's large textile industry. "We started with [that

A Turkish textile firm processes waste from the textile and apparel sector and makes sound and heat insulators for the automotive, white goods and furniture industries. Based in the Aegean city of Izmir, the firm exports to 17 countries, including the United States and India, and reaps 7.5 million Turkish Liras in turnover



friend], who broke off from us after a while."

That Punteks is "a first" in some areas has played a crucial role in its becoming successful and growing, Kanlı said. "We take all customer demand seriously, because sometimes new products have emerged solely on their demand. We found a market for textile waste, which could not be processed previously. This way, we earn money while bringing the waste back into the economy. We have also brought foreign currency into our country via exports. These have been our motivations. Today, firms make orders with us with advance payment."

Noting that the main factory burned down in a fire that took place in 2005, he said: "We did not fall down but rather we restructured. We decided to establish a plant in which we could produce higher-quality felt for the automotive, construction and furniture sector with better technology. We opened the facility with an investment of 2.5 million euros."

He said the felt the firm produces is being used for insulation purposes in the automotive industry, in spring mattresses and couches in the furniture industry, as well as sound and heat insulation in construction. "We provide



INITIATIVE: Gürhan and Beyhan Kanlı (L) are the founders of Punteks, which sorts and recycles textile waste and produces sound and heat insulators.

cotton clips for open-end yarn and felt producers at home and abroad," he said, adding that they employ 88 people at Punteks, and 12 people at Prosen, their other firm. Cotton clips is the industry terms for cotton scraps.

The siblings introduced additional investments in the felt facility and increased the monthly felt production capacity to 1,800 tons, he also said. "Besides cotton and synthetic fiber, which are common in felt production, we also use materials such as flax, chaff and wool. Our cotton clips production capacity is around 1,000 tons. We would invest in capacity increase, but it is now suspended due to the



Hürriyet photo



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The fears that grip us: a series

If you're standing on the ledge, trying to summon the courage to leap, you don't need to know more about entrepreneurial theory. You need to know how to get over your fears. And none of those books or seminars address that. They mention the fears, but they don't tell you how to get past them

In corporate life, we know that at the end of the month, we'll get a paycheck. Sales might be up, or they might be down, but we know the paycheck is on its way. Bills will get paid, vacations will get taken. There's a nice security and predictability to it.

Corporate life also brings prestige and social recognition. Our families are proud, and our friends are impressed. But many of us hear a small voice at the back of our heads, and it never quite leaves us alone. It beckons us towards another life, one filled with freedom and creativity. That voice is the call to entrepreneurship, and if you are one of the people who hear it, you know that eventually it grows from a small voice into a loud chorus.

When you look back on your life, you want to say that you turned your dreams into reality. You want to be able to say that you had the courage to start all over again. When you sit in your corporate office and sip coffee in the mornings, you think to yourself, "I can do this." You're talented, educated, and experienced. You've been successful in the business world for one, two, maybe even three decades. You have a business idea, a solid revenue model, and even a bit of capital. You know you're ready. All that's left to do is quit your job and go for it.

But when the time comes to take that leap, you can't do it. You feel paralyzed, and you postpone the big day time and time again. Know that you are not alone in this. The fears you feel are real, and you have every right to feel them. Even the ones who already made the leap remember the fears well, because they felt them too. For example, you might fear for the future of your identity. When you work for a big company, some of the company's reputation rubs off on you. You tell people, "I am the Operations Manager at Company X", and it's like having a respected stamp of approval. Your title and affiliation give you power and influence. People listen to you. They come to you for advice. You get invited to prestigious functions simply because you come from Company X.

Stepping back from the ledge

You might be afraid that when you leave your corporate job, you will lose that. You worry that without that corporate backing, people won't look at you the same way. You worry that people won't come to you for advice, and that you won't get invited to the same prestigious functions. You worry that when you answer the question, "What do you do?", the questioner's eyes will glaze over. And so you step back from the ledge.

Corporate life also provides a safety net that catches us when we fall. Even at the most cut-throat companies, you can find others who will support you through risky initiatives. Sure, at the beginning of a project, maybe everyone thinks you're crazy.

But eventually, you can win them over and get their buy-in, so if the project goes sour, you'll have a whole team of people to share responsibility with. As an entrepreneur, though, when your ideas flop, there's nowhere to hide. You are the only one responsible. You wonder, if you fail, how will you explain yourself to family and friends? Just the thought of hearing their "I told you so's" is scary. So you step back from the ledge.

There's an endless stream of books and seminars dissecting the entrepreneurial life. We hear about character traits, and business models, and financing techniques. We take test after test, to find out if we have what it takes. All that knowledge is nice, but the thing is, if you're standing on the ledge, trying to summon the courage to make the leap, you don't need to know more about entrepreneurial theory. You need to know how to get over your fears. And none of those books or seminars address that.

They mention the fears, but they don't tell you how to get past them. That's what this series is all about. Welcome to "The Neophyte Entrepreneur." For the next few weeks, we are going to look at some of the fears that might be holding you back, and talk about how to get around them. See you next week, when we will discuss overcoming the fear of losing your corporate identity.

Global crisis fuels online marketing

ISTANBUL
Milliyet

As the global crisis continues to affect the world, Turkish companies, in the same manner as their international counterparts, are spending less money on traditional marketing methods and are instead resorting to a digital platform.

Adinteractive, the country's largest digital marketing agency, saw 85 percent growth in the first quarter of the year while the traditional market's share declined. The agency receives lots of sale-boosting digital project demands from many industries, such as automotive, electronic, white goods and finance. The agency's interactive projects can integrate with other media with a marketing focus. The agency can also promote campaigns with the technological possibilities of search engines within the "smart marketing" framework.

"Firms do not want to spend lots of money and work with large media. They prefer mostly creative and feedback based economical - but effective investments," said Köksal Abdurrahmanoğlu, founder and chairman of Adinteractive.

"Our brands can have any information on demographic structure, purchasing tendencies and habits about their clients." As they feel closer to their clients they shift their marketing projects to the

cheaper and more effective digital zone, he said. "The companies that invest in this medium amid the crisis see fewer impacts of the crisis and gain more advantages."

Decline in conventional ads

According to a report released March 30, by the Internet Advertising Bureau, online advertising grew 10.8 percent in 2008, while conventional advertising declined 2.6 percent. The world is shifting to digital advertising from traditional advertising due to the online medium's effect on clients, and its measurable results, according to Randall Rothenberg, president and CEO of the IAB. On aggregate, advertising is expected to decline over 10 percent this year, according to eMarketer. Despite all these negative indicators, eMarketer's founder and CEO, Geoff Ramsey, estimates online advertising will grow approximately 9 percent this year. In Turkey, the current situation is far more interesting. According to the Turkish Association of Advertising Agencies, the Internet saw 80 percent growth while general media saw an 8 percent decline in terms of media investments. Due to the crisis, Turkish and global advertising expected to decline 10 to 15 percent this year; however, Internet advertisements are anticipated to grow approximately 15 percent.



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ARNAVUTKÖY: 110 sqm apartment, 2 bedrooms + study, amazing Bosphorus view	€2.500
ARNAVUTKÖY: 260 sqm 4 bedrooms, full activities	\$6.500
BEBEK: 350 sqm apartment, 4 bedrooms, spectacular Bosphorus view, security, parking	\$8.000
BEBEK: (Maya Residence Compound) Luxurious apartments from	from \$2.500 up to \$15.000
BEBEK: 500 sqm Villa, 5 bedrooms, spectacular Bosphorus view, swimming pool, tennis court, parking	\$13.500
BEBEK: 360 sqm apartment, 4 bedrooms, swimming pool, terrace, amazing Bosphorus view	\$8.000
BEBEK: 170 sqm apartment, 3 bedrooms, nice view, swimming pool, terrace, garden	\$3.500
BEBEK: 200 sqm apartment, 3 bedrooms, spectacular view, huge terrace, garden, swimming pool	\$5.000
BEBEK: 240 sqm apartment in a leafy compound, 5 bedrooms, swimming pool, balcony	\$4.000
BEBEK: 110 sqm apartment, 2 bedrooms, Bosphorus view, private wharf	\$5.000
BEBEK: 310 sqm Split Villa, 4 bedrooms, maids room, terrace, parking, swimming pool, Bosphorus view	\$6.500
BEYLERBEY: 600 sqm Villa within a compound, 5 bedrooms, swimming pool, tennis court	\$14.000
ÇIHANGIR: 180 sqm apartment, 4 bedrooms, garage, recently renewed	\$3.000
ÇIHANGIR: 140 sqm apartment, 2 bedrooms + study, terrace, furnished, spectacular Bosphorus view	€2.600
ÇIRAGAN: 185 sqm apartment, 4 bedrooms, terrace, Bosphorus view	\$3.200
EMİRGAN: 400 sqm Villa 4 bedrooms, garden, swimming pool, tennis court	\$5.500
EMİRGAN: 380 sqm Villa, 5 bedrooms, terrace, swimming pool, garden, garage	\$6.500
EMİRGAN: 550 sqm Villa, 5 bedrooms, swimming pool, garden, quite and leafy area	\$7.500
EMİRGAN: 370 sqm Villa, 4 bedrooms, swimming pool, private garden, indoor garage, Bosphorus view	\$6.500
EMİRGAN: 320 sqm Villa, 4 bedrooms, swimming pool, tennis court, garden	\$5.000
EMİRGAN: 270 sqm apartment, 4 bedrooms, spectacular Bosphorus view, terrace	\$6.500
EMİRGAN: 380 sqm apartment, 4 bedrooms, swimming pool, amazing Bosphorus view, garden	\$7.000
EMİRGAN: 210 sqm apartment, 4 bedrooms, swimming pool, garden	\$5.500
ETİLER: (San Konaklar Compound) apartments, with all activities	from \$3.000 up to \$6.000
GÜMÜŞSUYU: 210 sqm, 4 bedrooms, terrace, Bosphorus view	\$3.000
KEMER COUNTRY: Villas 250- 800 sqm with all activities	from \$3.500 up to \$12.500
MAÇKA: 120 sqm brand new prestigious apartment, 2 bedrooms	€2.300
ORTAKÖY: 140 sqm apartment, 2 bedrooms, swimming pool, tennis court, garage, brand new	\$3.500
TARABYA: 400 sqm Villa in a compound completely renovated sea view, swimming pool	\$10.000
TARABYA: 400 sqm Villa, 5 bedrooms, maids quarters, Bosphorus view, all activities	\$11.500
TARABYA: 650 sqm Villa, 5 bedrooms, 2 living rooms, private swimming pool and garden, indoor garage	\$8.500
TARABYA: 410 sqm Villa, 4 bedrooms, garden, swimming pool, Bosphorus view	\$7.500
ULUS: 340 sqm apartment in a compound, 4 bedrooms, maids quarter, garden, swimming pool, sea view	\$10.000
ULUS: 500 sqm Villa within a compound, 5 bedrooms, Bosphorus view, swimming pool, tennis court	\$14.000
ULUS: (Compound) flats, 200- 390 sqm with all activities	from \$3.000 up to \$5.500
ULUS: (Platin Compound) Luxurious flats with all activities	from \$4.000 up to \$12.500
ULUS: 180 sqm apartment, 3 bedrooms, terrace, Bosphorus view	\$3.000
YENİKÖY: 300 sqm Villa, 4 bedrooms, swimming pool, tennis court, garden	\$5.000
YENİKÖY: 420 sqm Villa in a compound, 5 bedrooms, private garden, pool, tennis court	\$7.500
YENİKÖY: 140 sqm apartment, 2 bedrooms, garden, swimming pool, Bosphorus view	\$4.700
YENİKÖY: 450 sqm Villa, 5 bedrooms, Bosphorus view, garden, swimming pool, tennis court	\$7.500
ZEKERİYAKÖY: Villas with garden and swimming pool	from \$2.000 up to \$6.000

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* The 'sectors' page of HürriyetDN is the venue of our weekly exploration of the deeper dynamics in Turkey's economy