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Government package fails to satisfy Aegean textile sector

Izmir
Referans

The incentive and employment package recently introduced by the Turkish government has failed to satisfy the textile and apparel sector in the country's Aegean region, where representatives say there is little new support for their industry.

According to sector representatives, the package should be revised without considering geographical limitations to favor cities that have implemented the clustering model for their textile industries.

The package includes no new support for the sector, other than the incentives introduced for moving to the eastern and south-eastern Anatolian regions, said Sabri Unlutürk, chairman of the Aegean Textile and Raw Materials Exporters' Union.

Requesting special emphasis on textiles

Unlutürk said the sector expected more from the latest incentive package. "We expected that the package would include some articles for our industry, because none of the previously announced packages covered the textile and apparel sector," he said. "But there is still no support for the sector apart from the issue related to moving."

If the firms that operate in the first and second zones move their facilities to the third and fourth zones by 2010, they would have the chance to benefit from the new support, Unlutürk said, but added, "It is not possible for our

Representatives of the textile and apparel sectors in the Aegean region find the government's recent incentive and employment package insufficient, and even harmful, for their industry. They say support based on geographical regions may damage the sector, requesting optimized incentives for cities that have implemented the clustering model. It is impossible to move to regions that deliver more government support, sector players say



JOB: Textile and apparel sectors employ tens of thousands of people in the Aegean region. Sector representatives say the announced government incentives have been a disappointment for them and request further support to protect jobs.

some South African countries, many of which have introduced new sectoral supports as a response to the economic crisis.

"Our European rivals now have a more advantageous status due to this support," Unlutürk said. "We demand support for the sector without regional restrictions." According to Necim Örin,

chairman of the Turkish Fashion Designers and Ready-to-Wear Clothing Federation, the government package is a delayed, though overall positive, development, but one that does not assess the textile and ready-to-wear sector very well.

The incentive and employment package will not have a positive impact on the sector and may in fact affect it negatively, Örin said.

"It is not possible for us to move to eastern and southeast Anatolia, to the third and fourth zones," he said. "I regard this as a utopia. We are a sector with marketing based on design and collection. When we move these firms to those areas, it is not possible for us to make design- and collection-based production. This may bring the sector to an end."

Clustering model may be in danger

In Turkey, some 13 to 14 cities have implemented the clustering model in the textile and ready-to-wear sector, and 13 associations affiliated with the federation have expressed concerns that the incentive package may damage their industry.

"In Istanbul, shuttle trade is a very developed market with a volume of \$7 billion to \$8 billion," Örin said. "It is necessary to deliver goods in 24 or 48 hours at most in these countries. This countries prefer Istanbul, and it is not possible to carry them to the Southeast. In its current form, the package would create negative value for the sector. Production departments should be located in the areas where design, marketing and collection departments are available. One cannot put distance between them."



GREENHOUSE: Two brothers have established a tomato greenhouse, spending 2 million euros. They have also founded Manavgat's first private hospital.

Brothers create miracle tomatoes

MANAVGAT, Antalya
Antalya News Agency

Two brothers working as doctors in the southern town of Manavgat, near Antalya, have set up a tomato greenhouse worth 2 million euros. Şükri and İsmet Vural, who founded the town's first private hospital and also operate a hotel in Manavgat, added agriculture to their business interests with the establishment of Akdeniz Tarım İşletme Müdürlüğü, a controlled, soil-less tomato greenhouse.

Covering an area of 33,000 square meters in Yavradöğün village, the greenhouse will allow the entrepreneurs to sell tomatoes under their "Doctor" brand in both domestic and foreign markets.

Turkey's agriculture has recently become more modernized, said İsmet Vural, who serves as managing director of Akdeniz Tarım İşletme Müdürlüğü. With techno-

logical developments, new techniques have emerged in the global agricultural sector, making it now possible to farm even on arid land, he added. "In the Netherlands and Belgium, soil-less agriculture comprises 95 percent of greenhouses," Vural said. "Even the countries with scarce water, soil and sun can create miracles in farming."

Farming can be done in the Mediterranean region for nine, even 10 months out of the year, Vural added. "We produced 800 tons of tomatoes in four months and have marketed our first produce in the domestic market this year," he said. "Today, soil-less agriculture products have started to appear in large markets. Our first goal is to export our products. We aim to sell our 'Doctor'-branded tomatoes in Russia, Western Europe and the Middle East. Of course, we will also consider domestic market demand."

Akdemir to lead mobile phone firm

ISTANBUL
Hürriyet Daily News

Avea, one of Turkey's three mobile phone firms, went through an organizational change.

Managing director Cüneyt Türkkan was replaced by Erikan Akdemir, who had been the managing director of Cisco Systems Turkey since 2006. Türkkan was appointed to strategic adviser to the chairman of the board of directors at Oger Telekom, the parent company of Avea. There, Türkkan will serve on new generation wireless investments starting June 30, according to a company statement released Thursday.

"Under the leadership of Türkkan, Avea has doubled its customers to 12.6 million, while increasing its revenues to 2.1 billion Turkish Liras from 1 billion liras," said the statement. "Thanks to its approaches and practices, Avea became the operator that gained the most net subscribers after the number portability system went into effect. As of the second quarter of 2009, it is in a position to surpass Vodafone in revenues and rank second."

Based in Dubai, Oger Telekom has more than 38 million customers in emerging markets.

Akdemir, who takes over the seat from Türkkan, worked as the chairman of the board of directors at Türk Telekom and Eriksat from 2002 to the post-privatization period.



ENERGY: Solar collectors harness energy to generate electricity in Harper Lake, California. US venture capitalists are especially interested in clean energy.

Venture capital curbs investments

NEW YORK
Bloomberg

Most venture capitalists in the U.S. are cutting investments in startups as they wait out the global recession, with the industry predicting a rebound by the end of the year.

Fifty-one percent of more than 700 venture capitalists say they're decreasing their spending, according to a survey released June 10 by Deloitte Touche Tohmatsu and the National Venture Capital Association. Thirteen percent of respondents say they're boosting spending.

Venture investments may amount to about \$8 billion in the first half, down from almost 50 percent from a year earlier, according to the NVCA. Tighter credit and a drought of initial public offerings have made it harder to raise money. Still, investor sentiment is now improving, paving the way for a recovery, the association said. "In the second

half, you'll see a lot stronger numbers," said NVCA Chairman Terry McQuinn, a partner at Polaris Venture Partners in Waltham, Massachusetts. "You'll see a pretty nice rebound."

Venture funds invested about \$28 billion in startups last year, most of it in the first half. They spent \$5.4 billion in the fourth quarter of 2008, down 28 percent from a year earlier.

That means it will be easier to grow in this year's fourth quarter.

New industries also could help boost the venture industry. Funds are pumping money into clean-energy firms and medical-device makers, helping make up for less spending on chipmakers and software developers, said Mark Hessen, president of NVCA. Still, firms face another threat: Less money from pension funds, investment banks and foundations.



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A faith that never knows the end

The surest way to get past the fear is to start with small actions that move you forward bit by bit. The entrepreneurial transition is a big project, so break it down into little pieces. It's actually the same technique you already use to manage big projects at your corporate job

Over the past four weeks in the "Neophyte Entrepreneur" series, we've been discussing the fears that hold people back from their entrepreneurial dreams. We looked in particular at three fears often felt by corporate professionals who feel the entrepreneurial urge, but find that the career they worked so hard to build, can actually make them more hesitant to take the leap.

First among those was the fear of losing your identity. This fear is rooted in knowing that your job title and company affiliation bring great power and influence, and worrying that those will disappear when you head out on your own.

Another common fear is the fear of failure. As a successful professional you have built a solid reputation and you enjoy a great deal of respect, and you fear that if you fail as an entrepreneur, you will ruin that.

Letting go of the past

Yet another fear is that of letting go of your past. You are proud of your record of achievements in your industry, but an entrepreneurial life will mean branching out into new fields where that record will mean less.

As we saw, the surest way to get past these fears is to start with small actions that move you forward bit by bit. The entrepreneurial transition is a big project, so break it down into little pieces, and take baby steps. It's actually the same technique you already use to manage big projects at your corporate job - divide them up into smaller action items.

But even if you get past every fear you've ever felt, and even if you break your projects into a million of the tiniest pieces anyone ever saw, there's still one thing you're going to need.

What is that? It's a faith in yourself that never ends. No matter how well your venture goes, at times it will seriously try your belief in yourself. How you respond to those trials will determine whether you succeed or fail as an entrepreneur.

Rest assured that even the richest and most successful entrepreneurs go through these times of great difficulty.

Take Steve Jobs, for example. By the age of 30, he had released the Macintosh and was managing a business with 4,000 employees and \$2 billion in annual sales. But he got fired from his own company, in a very public way. The humiliation was incredible - imagine, being kicked out of your own company! But even after hitting one of the lowest points in his life, he had enough faith in himself to keep going. In fact, he came back to make another fortune by revolutionizing film animation with Pixar, and he took the helm again at Apple where he is credited with bringing the company back to life.

Trust in something

Jobs knows well that you need faith to get through the difficult times. He once said, "You have to trust in something - your gut, destiny, life, karma, whatever." Take his word for it, because he has already experienced the same kind of loss you fear, and he knows that with faith you get through it and you come back stronger.

It's tempting to say this kind of faith is one of those things you either have or you don't. The reality, though, is that we all have it.

Think of your own experiences in life. Surely you have lived through hard days, made mistakes at some point, and even failed at something. And yet here you are today, a successful and respected member of the business community.

From your vantage point now, your comeback from those difficult days might seem like it was a foregone conclusion. But at the time, you probably didn't see it that way.

You didn't know what the future would hold for you. It was your faith in yourself that kept you going. That same faith is going to get you through the inevitable lows you will encounter in your entrepreneurial future.

So it's not a question of whether you have that faith or not, it's a question of, when the time comes, will you be willing to dig deep enough to find it again.

If you think the answer to that question will be yes, then you have everything you need to become an entrepreneur. So get moving with those small steps now, and good luck!