

TASAM BGC | ClusTurKey

SUPPLY AND MARKETING CLUSTERS

**Unlimited and
Non-threshold
Trade**



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CONCEPT DOCUMENT

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“Unlimited and Non-threshold Trade”

PLATFORM

TASAM BGC | ClusTurKey is a "new generation" business and expertise platform for companies open to development, ensuring that **physical limits** and **systemic thresholds** are passed over in trade either in Turkey or with other countries.

ClusTurKey, through its "strategic clustering model", produces a solution to the problem of "effective supply and marketing with optimal method and prices", which is the top agenda of companies. ClusTurKey, its expert staff, broad-based internet portal, dynamic call-processing center and contracted cluster components, helps companies to achieve their national and global market objectives, facilitates their businesses development processes, by providing expert support and competitive cost advantages within the different stages of the supply or import and marketing or export processes.

ClusTurKey helps the companies in order for them to buy the products with good quality at affordable prices including "raw materials", "intermediate goods", "equipment", "consumable items" and "services", which are essential for companies especially within the production process. ClusTurKey not only provides competitive alternatives and advantages within the different stages of the supply and production process, but also supports the companies, while meeting the maximum safety and rapidity standards available, as well as offering optimal solutions to their marketing problems.

SYSTEM

ClusTurKey, which operates as a "growth, supply, marketing and export partner of companies" in an effort to make our country a much more effective figure in the world trade arena and to contribute to the globalizing world with globalizing brands, is the first to realize the "new generation" trade system by positioning itself directly as not only a "client, buyer" and a "supplier, retailer or seller", but also an "exporter" as a representative of the companies as well as a "retailer" in both domestic and global sales.

ClusTurKey offers a new system, in which it operates not only as a solution partner of companies, especially those willing to have their competitive capacity improved and are interested in gaining "export capabilities and export culture" within the different stages of business process such as product-supply, finance, R&D and innovation, logistics and marketing, but also as a type of "companion" in branding process to enjoy a shared success story. ClusTurKey acts in an effort to ensure all involved organizations make use of the support and opportunities through "clustering in cooperation" with the Ministry of Trade, Turkish Exporters Assembly (TİM), organized industrial zones, universities, sectoral NGOs, finance, logistics, law, certification and other public and private organizations.



ClusTurKey focuses on "the provision of tailored marketing solutions to" tackling the challenges in export and production for export. As part of its "intermediary role", ClusTurKey, while mediating the supply traffic between its members, provides not only expert support to companies in order for them to sustainably take part in and encounter difficulties in export processes, reach to markets or their clients, develop, improve or maintain relationships, as well as to solve other critical problems concerning their method or know-how, finance, communication, quality or innovation, and R&D capabilities. In addition, depending on companies' needs, ClusTurKey either supports companies in exporting their goods and services, or helps them become exporters or better exporters, or undertakes the export process itself.

MODEL

Business clusters involve the full spectrum of sectoral actors, which are the integral parts of or in competition with each other through specific commercial, economic, financial, managerial, legal, scientific, social relations, including various public, private and civil society organizations (such as think tanks, sectoral institutes, vocational and technical education institutions such as higher education units, public institutions on know-how and support and competence, financial institutions, standardization institutions, NGOs, as well as businesses that produce goods and services, and buyers or sellers and intermediary firms).

"Strategic clustering model" developed by ClusTurKey aims to make companies more resilient and more competitive both in domestic and foreign markets by maximizing the efficiency of the sectors built upon an environment in which companies with competitive edge have priority and the ability to act independently from each other. ClusTurKey determines, with this model, the road maps that define the activity and the action groups that will ensure the cluster development, by creating the vision and strategies of the business clusters. It increases the development of the business clusters with a combined effort by organizing the relations between the sectoral actors and strengthening the cooperation potential.

Organizations, producers, industrialists, SMEs within the Supply and Marketing Clusters, benefit from collaborations with contracted specialist agencies, universities, cargo and logistics companies, sectoral and financial institutions, as well as 24/7 internet portal and call-processing center access. Through the strategic clustering model, emerging companies can reach the ability to increase their effectiveness, profitability, innovation capabilities compared to when it acts on its own, and become globally competitive brand with the support provided by ClusTurKey, concerning the supply or import and marketing or export.

ADVANTAGE

ClusTurKey, through which the most recent information on both the national and international markets available with regular updates, provides practical supply solutions, by comparing numerous goods and services, ensuring that companies can access the most appropriate quality for the most affordable price, lower production costs and higher competitive power, contracted cargo services or logistics organizations with affordable and reliable delivery opportunities, remaining in compliance with the standards and certification rules in the process of production for export.

In addition to the continuous support, ClusTurKey also gives consultancy support on R&D and innovation and university-industry cooperation with which companies save time and cost with high speed transactions and low prices in supply processes. Additionally, legal consultancy support available for them at any time as well as more suitable financing solutions than market conditions thanks to the contracted institutions with ClusTurKey.



ClusTurKey aims to contribute to SMEs in order for them to improve their competitiveness and to stimulate them to effective "production for export", which is essential for the economic future of our country and entrepreneurial growth of companies. So it provides the member companies both direct-export assistance and export-pricing support for improving their export methods, as well as domestic sales in order for them to be able to more effective in export processes.

MISSION

- To contribute to "\$120 billion-direct or indirect export", by supporting the SMEs in increasing their share to 40% within Turkey's "\$500 billion-export" target, which marks an increase in the total number of active exporter companies to 100.000 and over.
- To make an effort to increase the awareness, through strategic planning and activities, about certain factors, such as quality, competition, export, R&D and innovation, in order for the goods and services of companies to take place more effectively in national and international markets.
- To contribute to the development of world-renowned Turkish brands, and support enterprises to achieve their visionary objectives, which will provide them higher national and global reputation as well as higher profit and higher yields.
- To increase the supply and demand for the technological development and production for export, as a distinct contribution to Turkey's prosperity, and in cooperation with "academic communities-industry-business circles", by creating new cooperative initiatives with the contribution of the effective role models in the business sectors.
- To provide competitive export solutions, in cooperation with financial institutions and based on a realistic financial approach, by encouraging the companies that produce exportable products, and supporting them in reaching higher standards and certified production capabilities, which are essential for competitiveness.
- To create "Turkish Industry and Trade Zones" for free investment and production in specified countries, by benefiting from international relations in market development and production, and to train qualified "commercial ambassadors" to operate in the international arena.
- To turn the current relations between universities, both at home and abroad, into high-level collaborations by developing the existing "joint and collective product supply and marketing system", and applying this successful enterprise model in the field with stakeholders at both home and specified countries.



PRIVILEGE

Privileges provided by ClusTurKey and its differences from the "B2B" (Business to Business) trade model:

- In the "B2B" model, buyer and seller organizations must meet on the same website; in ClusTurKey, however, it is not necessary. "Marketing and export" activities are carried out under the control of ClusTurKey or by ClusTurKey itself as well.
- In the "B2B" model, the goods and services, and corporate information are displayed online; in ClusTurKey, however, corporate information is not included (companies can promote only in advertising domains). ClusTurKey updates all the information for its own staff and works like a "product-supply and consulting office" in purchasing and product marketing.
- In the "B2B" model, companies do not have commercial intelligence capabilities in transaction process; in ClusTurKey, however, only the products of the companies that do business with "ethical rules and corporate approach" are allowed to be included.
- In the "B2B" model, many items do not have technical information details, spectrum of products, producer and production information details (such as production capacity, current stock, delivery terms) and other details; in ClusTurKey, however, member organizations can access all relevant information, and ClusTurKey makes "special agreements with manufacturers" in all categories.
- In the "B2B" model, there are no corporate or product specific marketing activities or transactions; ClusTurKey, however, works like the "purchasing and marketing department" of the corporations.
- In the "B2B" model, there is no specific work or effort for the organization or the sector; in ClusTurKey, however, carrying out "strategic clustering" activities for business development is the primary objective.