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OUTWARD SELLING MISSION – TURKEY, NOVEMBER 2014

REPORT ON OSM TURKEY – ISTANBUL & BURSA 2014

THEUNIS JORDAAN

the dti invited SAFEC to participate in an Trade and Investment Mission to Turkey from 10-14 November 2014. The objective of this mission is to increase trade and investment between South Africa and Turkey. The mission is an ideal platform for South African companies looking to export value-added products and services and for companies seeking investment opportunities or with projects to promote in Turkey. It facilitates networking with the key stakeholders and high-level decision-makers and an opportunity to meet them face-to-face.

The South African embassy in Turkey contacted all the current Turkish flower importers to invite them to meet with SAFEC in a business to business meeting set up. Unfortunately during the scheduled 2 days no flower importer showed up for a meeting, so it seems that there wasn't really an interest at this stage. I contacted a few flower importers myself before the mission, which I got online, but I did not get any response.

The embassy also organized specific site visits for the delegates and SAFEC were able to meet the biggest flower producer in Istanbul, Nema, at their nursery – Web: www.nema.com.tr Email: emre@nema.com.tr. Tel: (90 216) 311 66 03/05 – 311 16 90 – 561 10 14/20/21. They specialize in growing only one species, Anthura, to be able to provide enough volume for the foreign market. They also import a small volume of flowers. There were a small volume of South African flowers, but it was imported from Holland. I believe the reason being that due to import duties it is cheaper for them than direct from SA and the high cost of transport. We gave him the contact details of all the SA flower exporters.



Imported SA flowers & greens

For trade missions like this to work there have to be some interest shown beforehand from the importers and their contacts should already have been acquired. Jac Duif received more interest from Turkish importers at the IFTF flower show in Holland than I received on this mission.

The Turkish cut flower industry is heavily focused on the production of carnation. Almost 80% of the total cut flower production is meant for export and consists of spray carnations. Cut flower imports of Turkey in 2008 amount to US\$ 328 735 which is very little. The most important item of flower imports is the orchid.

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