



What is UR-GE?

UR-GE is a programme for supporting the expenses of education-counselling intended for increasing companies' competitiveness in the international market and supporting project-based expenses of the cooperation organizations, being executed in the framework of Ministry of Trade's "Communique On Supporting the Development of International Competitiveness" which supports "The Development of International Competitiveness".

Purpose of the support: "To increase our competitive strength and export levels"

In the program that is generated with these purposes, on the basis of Project and clustering approach, by activating local dynamics, export mobilization is expected to be started under the leadership of cooperation organizations.

There are 3 main building stones in UR-GE Projects :

Clustering Approach: Evaluates the sector-specific competitive field in a particular geographic scope. Aims at transforming the local competitive advantages into global opportunities within the concept of shared problems, shared opportunities, shared vision. There is flexible, dynamic and holistic approach. Presents quick gain oriented joint training-consultancy operations together with marketing and promotional activities not to a single company, but to meet the needs of companies which will create power together.

Export Oriented Approach: Sustainable export is targeted. Therefore it provides development of the capabilities required for export, access to information.

Cooperation Approach: Cooperation in projects is essential. Cooperations are essential throughout the global and national value chains, between companies, between public-university-industry.



URGE PROGRAMMES OF TSUAB

223 Member Companies in 5 Regions Benefitted from TSÜAB's URGE Programme which were implemented on regional basis.

There were 27 member companies operating in Antalya region within the Project on the Development of Seed Sector in Antalya, 42 member companies operating in Marmara Region within the Project on the Development of Seed Sector in Marmara Region, 38 member companies operating in Central Anatolia Region within the Project on the Development of Seed Sector in Central Anatolia Region, 27 member companies operating in Aegean Region within the Project on the Development of Seed Sector in Aegean Region, 39 member companies operating in Eastern Anatolia, Southeastern Anatolia and Eastern Mediterranean Region within the Project on the Development of Seed Sector in Eastern Anatolia, Southeastern Anatolia and Eastern Mediterranean Region, 50 member companies operating in Central Anatolian Region within the Project on the Development of Seed Sector in Central Anatolian Region-II that were carried out by TSÜAB in the capacity of cooperation organization.

In the second phase of the TSUAB's URGE Programmes species based programme implementation has been started.

In the completed first phase of the Programme a total of 32 trainings, 17 foreign trade delegations and 7 Purchase Delegation activities were carried out within the context of the 6 Projects carried out on regional basis.

The URGE Programmes were selected two times among the successful implementation examples of the Ministry of Trade.

151 Member Companies are benefitting from TSÜAB's URGE Programme which is being implemented on species basis.

The first implementation of the second phase began directed to the member companies operating in the "Vegetable Seed Sector", followed by the Projects directed to the members countries operating in the "Cereals Seed Sector" and "Potatoes Seed Sector". Today, 151 companies in 4 Projects benefit from the Project.

PROJECT ON THE DEVELOPMENT OF VEGETABLE SEED SECTOR

Trainings:

5-6 November 2019 in Antalya “Basic Foreign Trade”



12-13 November 2019 in Bursa “Basic Foreign Trade”



14-15 January 2020 in Antalya “Basic and Advanced Sales Techniques”



21-22 January 2020 in Balıkesir “Basic and Advanced Sales Techniques”



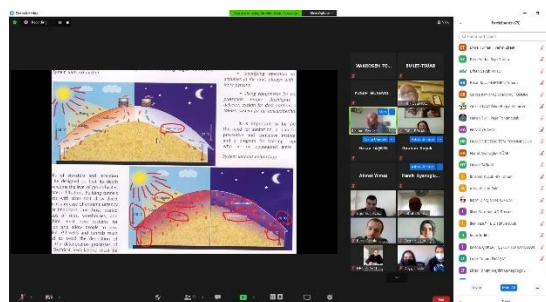
10-11-12 February 2020 in Antalya Target Markets in the Context of Commercial Intelligence – Target Customers and Operations Plan Workshop



25-26-27 February 2020 in İzmir Target Markets in the Context of Commercial Intelligence – Target Customers and Operations Plan Workshop



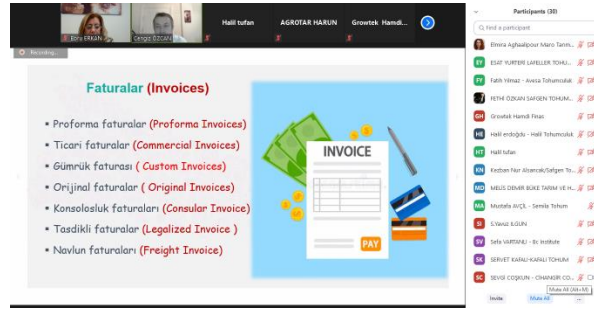
3 February 2021, 18 February 2021, 18 March 2021 Online “Quality in Seed” – “Seed Viability-Seed Storage”, “Methods for the Improvement of Seed Quality” Methods related to the identification of the Seed Viability”



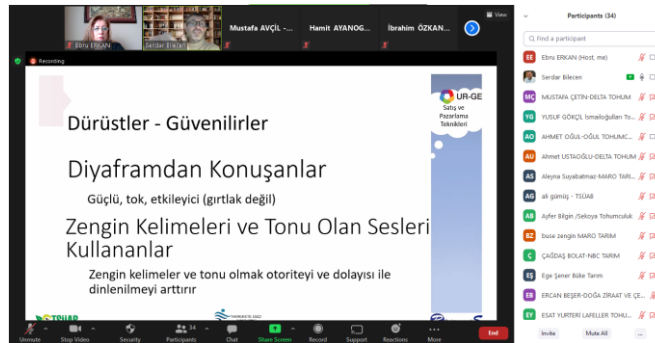
PROJECT ON THE DEVELOPMENT OF CEREALS SEED SECTOR-I

Trainings:

14-16 December 2020 Online “Basic Foreign Trade”



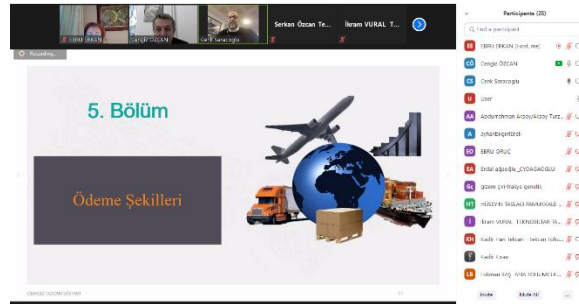
23 March 2021 Online “Sales and Marketing Techniques”



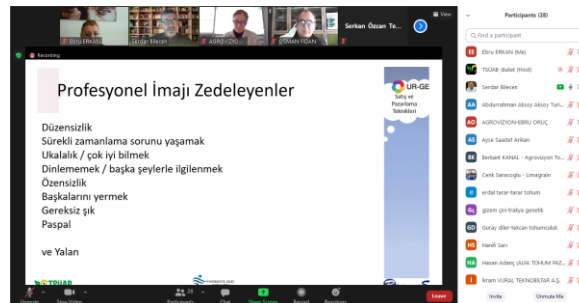
PROJECT ON THE DEVELOPMENT OF CEREALS SEED SECTOR-II

Trainings:

14-16 December 2020 Online “Basic Foreign Trade”



24 March 2021 Online “Sales and Marketing Techniques”



PROJECT ON THE DEVELOPMENT OF POTATOES SEED SECTOR

Trainings:

9-11 December 2020 Online “Basic Foreign Trade”



25 March 2021 Online “Sales and Marketing Techniques”

