



## 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.



## 223 Member Companies in 5 Regions Benefit from TSÜAB's URGE Programme

Companies operating in the seed sector have product/seed ranges with high added value and latest technology being used. Even though seed breeding is shortened to a degree with the use of technological developments, it brings with an intensive work for companies and resource consumption. The time period between seed breeding and the sale of it, requires companies to use their equities. As a result when the product/seed is produced, micro or small businesses suffer from lack of resources for marketing and distribution.

There are 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 are carried out by TSÜAB in the capacity of cooperation organization.

Because increasing the export capacity of companies can be possible by developing their knowledge and experience, with the help of these projects, companies can carry their products to international markets, get chances for export.

By the Projects, companies can keep track of the developments in the international arena, get the knowledge about basic foreign trade matters. **The education and counselling services given according to the needs of the companies will help them own features in many different fields such as; from marketing to promotion, pricing, from storage to packing.**

**The main purpose of the projects is** ensuring seed sector to focus on the export of high value-added seed, assisting the companies to integrate into the global World by creating awareness of the companies about all of the processes from the seed breeding stage to the packaging of the produced seed and presenting to international markets, through the development of international competitiveness opportunities, supporting them to start export or supporting their strategies to enter foreign markets by increasing export capacity.

### Special aims of the projects are as follows:

- ❖ Providing contribution to the institutionalization of the companies taking place in the Project
- ❖ Increasing R&D capacity of companies
- ❖ Completing shortcomings of the companies that hinder their export
- ❖ Helping companies to identify target markets/countries relating to their products in a short time, so that they can present the demanded products to markets
- ❖ Increasing of the sector's export capacity and the companies constituting the sector to learn international marketing
- ❖ Explaining companies about the supports that are provided to them when they enter foreign markets, providing the analysis of the target market by performing the legislative studies intended for foreign trade in target countries, joint market visits, purchasing committees visits and participating in foreign fairs
- ❖ In the seed industry which can export but can not fully use its potential, to help them become steady exporters, encouraging the companies who have no experience in export or have not exported regularly due to various obstacles or shortcomings, development of the potential of companies who are already exporting

### Which activities take place within the framework of the projects?

In the projects firstly the needs analysis is performed based on clustering approach, and export-oriented common actions and activities are determined in the fields of training, consulting and marketing which are the common needs of the companies.

The Needs Analysis

Training and Consulting

Foreign Marketing Programme and Purchasing Committee

## PROJECT ON THE DEVELOPMENT OF SEED SECTOR IN ANTALYA

### 9-12 October 2013 Basic Foreign Trade



### 15-16 January 2013 Entrepreneurship of Vegetable Breeding and Basic Approaches



### 25-26 March 2013 Benefiting from Public Supports



### 18-19 April 2013 Quality in Seed Raising



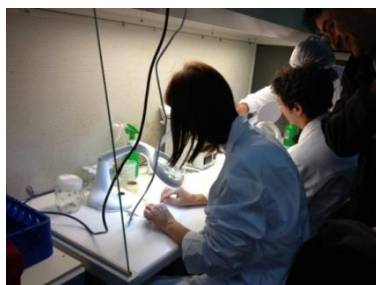
**14-15 August 2013 Production of Haploids and Use of Dehaploidization Technique in Vegetable Breeding**



**24-26 September 2013 NLP-Basic Sales, Influencing and Persuasion Techniques**



**25-27 November 2013 Theoretical Training of Molecular Markers and Practical Training of Haploidy Techniques and Use of Molecular Markers**



**25-26 March 2014 Price-Strategy-Communication Training**



## STUDIES FOR INTRODUCTION AND FOREIGN TRADE

Companies opening up to foreign markets, establishing network in these markets, participating in fairs, visiting R&D institutions and to have information about latest technological developments and applications, likewise, foreign purchasing company representatives and purchasing committees aiming to introduce companies/sector to seed institutions also take place in the Project activities.

## PURCHASING DELEGATION

Representatives of seed companies and seed organizations from Algeria, Poland, Italy, Ukraine, Morocco, Bosnia and Herzegovina, Kirghizstan, Kazakhstan participated in Purchasing Delegation to contribute to our companies to enter foreign markets and to increase export capacity of our companies participating at our Antalya Project. The delegation came to Turkey on December 1<sup>st</sup>, 2013, and returned on December 6<sup>th</sup>, 2013.

On December 2<sup>nd</sup>, the Delegation participated in 2<sup>nd</sup> International Seed Workshop organized by TSUAB and at the workshop they had information about the development of Turkish Seed Sector and had the chance of meeting the important actors in this field. On December 3<sup>rd</sup>, they had one to one business meetings with the companies located in Antalya and taking part in the Project. And on December 4<sup>th</sup>, the Delegation visited Growtech Fair, which is the largest agricultural fair in Eurasia.

On the last day of the program on December 5<sup>th</sup>, the Delegation visited Antalya Tarım company and got information about the company.





## FOREIGN MARKETING PROGRAMME

### FRANCE/HOLLAND:

Between 19-24 January 2014, International Foreign Marketing Programme activities was carried out in Netherlands and France.

21 representatives from the Companies AD-Rossen, E-Z, Genagri, Lider, Ayer, Kazienseed, Ege-Cem, Gento, Petektar, Namdhari, Agrotalya, Hazera, Punto, Lotus, Hazera together with 2 representatives from Ministry of Economy, TSUAB Board Members and Secretariat participated in the activities.

The aim of the programme was to get information about the activities and to research the opportunities for future cooperation by visiting the sector's leading R&D companies and to improve the cooperation between Turkish and French companies through one to one business meetings.

#### 20 January 2014 Netherlands Wageningen Seed Center Visit:

During this visit Presentations on the "Plant Sciences with the Partnership of Public and Private Sectors", "Seed Technology Research in Wageningen", "Operations of Wageningen Academy", "Plant Breeding and The Use of Genetic Resources to Develop Capacity in New Technology", "Vocational Training In The Seed Sector Provided by Breedwise" were made and visits took place in groups for diagnosis in research center and seed technology.



#### 21 January 2014 Netherlands Naktuinbouw Visit:

During Naktuinbouw visit, Presentations on information about Naktuinbouw, Naktuinbouw Accredited Laboratories were made, varieties center (greenhouses) and R&D Laboratory visits were realized with the presentation on seed health.



#### 22 January 2014 INRA Visit:

During INRA visit, presentations on the introduction of GAFL Research Department, on the "Genetic Control of Tomato Fruit Quality", on the "Low-input Tomato Breeding", on the "Researches on Pepper" were made. After presentations the group visited Cell and Molecular Laboratory. Furthermore, after the presentations on "Functional Diversity of the Reproductive System and Resistance to Diseases and

Pests in Melon”, “Resistance to Bacteria Killing Agent in Solanaceae”, and “Viewing Lactuca Genetic Resources for Disease Resistance”, the delegation left INRA.



### 23 January 2014 One to One Business Meetings:

After visiting R&D organizations, in Paris one to one business meetings activity was organized to improve commercial relationships between French and Turkish companies.

After the meetings between companies, the representatives of the French Seed Growers Association and GNIS made presentations about their institutions.



### CHINA:

Between 14-22 June 2014, Foreign Marketing Programme activity was carried out in China.

The aim of the programme was to introduce the Chinese Market to the participating companies and develop networking relations with Chinese companies.

AD-Rossen, E-Z, Genagri, Lider, Ayer, Kazienseed, Namdhari, Punto, Lotus, Hasel, Nadide, Tasaco, Anamas, Antalya Agriculture Co. and Hazera companies with 22 representatives and TSUAB Board, and Secretariat participated at the delegation.

The members of the delegation were informed about the Chinese sector by the Turkish Commercial Counselor in Beijing on 16<sup>th</sup> of June. On the same day, TSUAB Chairman visited Ministry of Agriculture of China.

On 17<sup>th</sup> of June Turkish and Chinese sector representatives came together by a B2B meeting, where high level meetings were realized, followed by the opening of the meeting by the Turkish and Chinese counterparts. A memorandum of understanding was signed between the parties. On the afternoon session Turkish and Chinese companies met by the B2B meeting.





On 18<sup>th</sup> of June the members of the delegation visited Beijing Bio-Motor Seeds Co. Ltd located within the Tongzhou Technopark.



On 19<sup>th</sup> and 20<sup>th</sup> of June the delegation visited SeedTech Exhibition in Shanghai.



## CHILE:

The third Foreign Marketing activity has been realized to Santiago/Chile between 22-27 November 2014.

The companies AD-Rossen, E-Z, Genagri, Ayer, Kaizenseed, Namdhari, Punto, Hazera, Nadide, Tasaco, Antalya Tarım and Lotus have participated at the delegation.

The aim of the visit was to get information on the Chilean Seed Sector, get cooperation opportunities with the Chilean Seed Companies and cooperation possibilities between the two countries.

Within the programme Chilean Research Institute (INIA) and three Chilean companies, South Pacific Seeds Chile S.A., Antufen Seeds LTDA ve Pinto Y Piga Seeds S.A., were visited.



On 26<sup>th</sup> of November, a B2B meeting with the participation of Turkish and Chilean Companies and sector representatives were realized. After the opening speeches by the two countries' representatives, the seed sectors of Turkey and Chile were presented by the Secretary Generals of the two Associations. The opening ceremony were closed by signing of memorandum of cooperation between the two associations. In the afternoon more than 70 B2B meeting between Turkish and Chilean companies has been realized.



## SPAIN:

The last Foreign Marketing activity of the Project has been realized to Almeria/Spain between 27 April- 1 May 2015.

The companies AD-Rossen, E-Z, Genagri, Ayer, Hasel, Nadide, Tasaco, Antalya Tarım, Petektar, Ege-Cem and Anamas have participated at the delegation.

The aim of the visit was to get information on the Spanish Seed Sector and also explore cooperation opportunities between Spanish and Turkish Companies.

Within the programme on the 28<sup>th</sup> “Cajamar UAL-ANECOOP Foundation Experimental Farm”, on the 30<sup>th</sup> Ramiro Arnedo Semillas, AGROBIO companies and Vicasol Cooperatives were visited.



On 29<sup>th</sup> of April a B2B meeting with the participation of Turkish and Spanish Companies and sector representatives were realized. After the opening speeches by the two countries' representatives, the seed sectors of the Turkey and Spain were presented by the TSUAB, ANOVE and APROSE. The opening ceremony were closed by signing of memorandum of cooperation between the TSUAB, ANOVE and APROSE. In the afternoon B2B meeting between Turkish and Spanish companies has been realized.



**AS OF OCTOBER 2015 THE PROJECT HAS BEEN COMPLETED.**



## PROJECT ON THE DEVELOPMENT OF SEED SECTOR IN MARMARA REGION

### Training Activities:

**4-5-6 February 2014 Basic Foreign Trade Training in Bursa “Commercial Intelligence and International Marketing”**



**26-27 June 2014 Plant Breeding Training in Tekirdağ**



**7-8 August 2014 Quality Training in Seed Sector in Bursa**



**30 September-2 October 2014 “Practical Training on Haploid Techniques and Use of Molecular Markers in Plant Breeding”**



**13-14 November 2014 “Strategy-Price-Communication”**



**17-19 February 2015 “Practical Commercial Intelligence and Target Market Research”**



**11-13 March 2015 “NLP-Basic Sales, Interaction and Convincing Techniques”**



## FOREIGN MARKETING PROGRAMME

### USA:

The first foreign Marketing Activity within the Project has been organized to the United States between 21<sup>st</sup> of June and 1<sup>st</sup> of July 2015.

Companies Bursa, MTN, Agromar, HT, Tarar, Genta, İstanbul, Agro Teknik, Can1, United Genetics, Sarı, Anadolu, Paşa, CTO, Asgen, Bağlariçi, Metgen, Bestom and TSUAB Board of Directors and TSUAB Secretariat has participated at the delegation.

Within the programme, organised with the aim of getting knowledge about the developed Technologies and also getting detailed information about the US seed market, the first appointment was with National Corn Growers Association in St. Louis.



The companies “Monsanto” and “Dupont Pioneer” were visited within the programme.



Further to big companies also several SMEs like Schillinger Genetics, Blue River Hybrid Seeds and Latham Seeds were also visited.





Seed Science Center of the Iowa State University and University of California Seed Biotechnology Center were also visited.



In California companies HM Clause, Incotec, Shamrock ve True Leaf were visited.

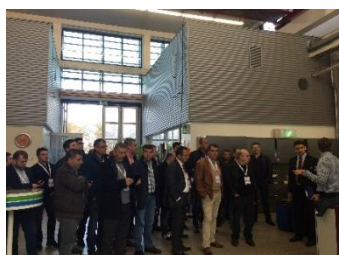


## GERMANY:

The second foreign Marketing Activity within the Project has been organized to Germany between 11-15 November 2015.

Companies Bursa, MTN, Agromar, HT, Tarar, İstanbul, Can1, United Genetics, Sarı, Anadolu, Paşa, CTO, Limagrain, Asgen, Marmara Tohum, Vedat Alacalı, Trakya, Metgen, Bestom and TSUAB Board of Directors and TSUAB Secretariat has participated at the delegation.

Within the programme, organised with the aim of getting knowledge about the seed sector in Germanys and also visit the Agritechnica Fair, the group first visited the company Bayer Crop Science Center.



In the afternoon the delegation visited Federal Variety Office (Bundessortenamt), where the participants had the opportunity to get information about the seed sector in Germany.



On the second day morning, the delegation visited the Agritechnica Fair in Hannover. In the afternoon the same day the delegation was hosted by the company KWS.



### AUSTRALIA – NEW ZEALAND:

The last Foreign Trade Delegation of the Project was organized to Australia and New Zealand between 4-16 April 2016.

Companies Bursa, MTN, Agromar, HT, Tarar, Genta, İstanbul, Can1, Sarı, Anadolu, Paşa, CTO, Metgen, Bestom, Montanya, Trakya Tarım, Limagrain, Marmara Tohum, Vedat Alacalı, TSUAB Board of Directors, Ministry of Agriculture of Turkey Vice DG of General Directorate of Vegetative Production and TSUAB Secretariat participated at the delegation.

The first stop was Christchurch, New Zealand. On the first day opening was made with the presentations on the Turkish and New Zealand Seed Sectors, New Zealand Seed Certification and Import&Export regulations.



In the afternoon company Agriseeds was visited.





On the second day field trip to South Pacific Seeds, South Island Seed Dressing, Eric Watson's property, Midlands Seeds and PGGWS Rolleston were organized.



In the morning of the last day of the Programme in New Zealand, a Memorandum of Understanding for Cooperation was signed between TSUAB and NZGSTA, followed by a B2B Meeting between the Turkish and New Zealand Companies.



In the afternoon Assurequality Laboratory was visited.



During the Australia Programme the delegation visited Plant Research Center in Adelaide.



On the second day SGI Keith and Frances Seeds were visited.



On the third day the delegation visited Grains Innovation Park in Horsham and PGG Wrightson Station in Leigh Creek.





On the fourth day a meeting was organized where presentations on Turkish and Australian Seed Sectors were made, a Memorandum of Understanding for Cooperation between TSUAB and ASF were signed and a B2B meeting between Turkish and Australian Companies were realized.



On the last day of the delegation's programme the companies Centor Oceania and Bejo were visited.



**AS OF APRIL 2016 THE PROJECT HAS BEEN COMPLETED !**

## PROJECT ON THE DEVELOPMENT OF SEED SECTOR IN CENTRAL ANATOLIA REGION

### Training Activities:

**4-5-6 March 2014 Basic Foreign Trade Training in Konya - Commercial Intelligence and International Marketing**



**21-22 May 2014 Plant Breeding Training in Avanos**



**12-13 August 2014 Quality Training in Seed Sector in Ankara**





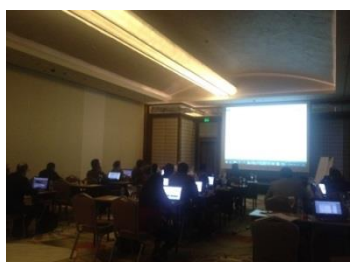
**23-25 September 2014 “Practical Training on Haploid Techniques and Use of Molecular Markers in Plant Breeding”**



**16-17 October 2014 “Strategy-Price-Communication”**



**4-6 March 2015 “Practical Commercial Intelligence and Target Market Research”**



**6-8 May 2015 “NLP-Basic Sales, Interaction and Convincing Techniques”**



## FOREIGN MARKETING PROGRAMME

### UNITED KINGDOM:

The first foreign Marketing Activity within the Project has been organized to the United Kingdom between 13-19 September 2015 with the aim of getting information about the seed sector in United Kingdom.

Companies Protein, Yonca, Obruklular, Tar-Ship, ATA, NBC, Sim-Arzuman, Biotek, Avtar, Yiğit, Taşpınar, İsmailoğulları, Maro, Kappadokia, Avesa, Kazak, Beta, Tümaş, Tareks, Tezel and TSUAB Board of Directors and TSUAB Secretariat has participated at the delegation.

The delegation visited one of the important research institutes NIAB.



On the second day the company Elsom Seeds and Agriculture and Horticulture Development Board were visited.



The company Agrii were visited on the third day.



On the fourth day one of the most important research institutes in Scotland, the James Hutton Institute was visited.



On the last day the delegation visited SASA (Science and Advice for Scottish Agriculture) and the company Agrico.



**AS OF MARCH 2016 THE PROJECT HAS BEEN COMPLETED !**



# URGE PROJECTS PURCHASE DELEGATION

Between 7-11 January 2015 A Purchase Delegation within the three Projects have been organised in Istanbul.

Representatives of 70 seed companies from 12 countries have been invited to Istanbul.

The number companies participated were: 11 from China, 6 from Chile, 7 from Poland, 5 from Hungary, 8 from Kyrgyzstan, 8 from Italy, 1 from Kazakhstan, 3 from Ukraine, 8 from Iran, 1 from Pakistan, 4 from Russia, 8 from Azerbaijan.

The delegation first participated at the International Seed Workshop of TSUAB, where they had the chance to meet with the representatives for the Turkish Seed Sector. In the afternoon they have visited the Seedtech Fair.

On 9<sup>th</sup> of January the members of the delegation have had the chance to meet the representatives of the Turkish Companies and more than 200 B2B meetings have been realized.

On 10<sup>th</sup> of January the delegation visited two Turkish companies in Bursa, May Agro and Agromar.





## PROJECT ON THE DEVELOPMENT OF SEED SECTOR IN AEGEAN REGION

### Training Activities:

**29-30 March 2016 “Basic Commercial Intelligence” in Izmir**



**10-11 May 2016 “Strategy-Price-Communication” in Izmir**



**13-15 June 2016 “NLP-Basic Sales, Interaction and Convincing Techniques” in Izmir**



**24-26 August 2016 “Practical Commercial Intelligence and Target Market Research” in Izmir**



**12-13 December 2016 “Preparation of State Aid Application Documents” in Izmir**



## FOREIGN MARKETING PROGRAMME

### FRANCE:

The first activity within the foreign marketing programme of the Project was realized to France between 4-9 March 2017.

The companies Bahçeci, Smyrna, Mendos, Çim, Pamukkale, Taslacılar, Altın, Çimser, Poltar, Özaltın, Farmi, Öztar, Caesar, Çoker, G.L.S., Cengiz Cengil, NEOBİ and TSUAB Board of Directors and TSUAB Secretariat participated at the event.

The first visit within the programme was the visit to the International Fair “SIA – Le Salon International de l’Agriculture 2017” in Paris.



On 6<sup>th</sup> of March the delegation received presentations by the GNIS and SICASOV representatives on the structure of the French Seed Sector.



At the same day a briefing was given by the Turkish Commercial Counsellor of the Embassy of the Turkish Republic in Paris.





On 7<sup>th</sup> of March the company “SECOBRA” located in Maule was visited.



Two company visits within the delegation’s programme was realized on 8<sup>th</sup> of March around Toulouse.

The first one was Caussade Semences in Caussade:



The second one was the company Euralis in Mondonville.



## ITALY:

The second foreign trade activity within the Project has been realized to Italy between 1-5 October 2017.

The companies Bahçeci, Smyrna, Çim, Pamukkale, Altın, Çimser, Poltar, Farmi, Öztar, Polen, Caesar, Çoker, G.L.S., Anadolu Çim, NEOBİ, Elmas, Buğdaycı Un, the representative from the Ministry of Economy, TSUAB Board members and the TSUAB Secretariat participated at the programme, which was organized to develop the business linkages between Turkish and Italian companies and to understand the structure of the Italian Seed Sector.

At the first day of the Programme, a B2B meeting has been organized for the Turkish and Italian companies. The opening of the meeting was made by the Deputy President of TSUAB, the President of Assosementi and the Representative of the Ministry of Economy.



After the signature of Memorandum of Cooperation between Assosementi and TSUAB, the structure of the Seed Sector of both countries were presented by the Secretary Generals of both associations.



In the afternoon session of the meeting the Italian and Turkish companies came together in the B2B meeting.



In the second day of the Programme “Cooperativa Agricola Cesenate Soc. Coop. Agr. (CAC) and Co.NA.SE. Soc. Coop. Agricola companies were visited.



On the third and last day of the programme the company “Continental Semences” and the Research Institute “CREA-GPG” were visited.



**AS OF MARCH 2018 THE PROJECT HAS BEEN COMPLETED !**



## PROJECT ON THE DEVELOPMENT OF SEED SECTOR IN EASTERN ANATOLIA, SOUTH EASTERN ANATOLIA AND EASTERN MEDITARRENEAN REGION

**31 May-1 June 2016 “Basic Commercial Intelligence” in Adana**



**26-27 Temmuz 2016 “Strategy-Price-Communication” in Gaziantep**



**6-8 September 2016 “Practical Commercial Intelligence and Target Market Research” in Urfa**



**15-16 December 2016 “Preparation of State Aid Application Documents” in Adana**



## FOREIGN MARKETING PROGRAMME

### SERBIA / CROATIA:

The first foreign trade delegation of the Project was realized to Serbia and Croatia between 19-23 February 2017.

Companies Progen, Cydağaoğlu, Karpot, AYT, Kalender, Agrova, Atlas, Argrup, Sağmer, Meya, Dayanlar ve Teknobilar, TSUAB Board Members and TSUAB Secretariat and the Ministry of Economy of Turkey participated at the delegation.

Institute of Field and Vegetable Crops of Novi Sad was visited on 20<sup>th</sup> of January.



On the afternoon of the same day a B2B Meeting was organized in Belgrade.



A Memorandum for Cooperation was signed between TSUAB and Serbian Seed Association.



Within the first day of the Programme in Croatia Osijek Agricultural Institute and the company Agrigenetics were visited.



A Memorandum of Cooperation was signed between TSUAB and the Seed Association of Croatia.



On the last day of the Programme, BC Institut in Zagreb was visited.



In the afternoon on the same day Turkish Commercial Counselor in Zagreb made a presentation to the group on the Croatian Commercial Structure.



## SPAIN:

The second foreign trade activity of the Project was realized to Spain between 20<sup>th</sup> and 24<sup>th</sup> of November 2017.

The companies Cydağaoğlu, Karpot, AYT, Kalender, Agrova, Atlas, Akdeniz, Dayanlar, Newagro, Yıldız, Kuran, Tiriyo, Aksoy, Mar-Gap, caso, Avşar, Orhas, AVS, Teta, Verim, Progen, Atay, Argrup, Teknobiltar, Sefa-Merve and representatives of the Turkish Ministry of Agriculture, TSUAB Board members and TSUAB Secretariat participated at the event.



On the first day of the delegations' programme aiming to create business linkages between the two countries and get detailed information about the Spanish Seed Sector, a B2B meeting between Spanish and Turkish companies has been organized. The opening speeches were delivered by the TSUAB Deputy President, ANOVE Secretary General, APROSE Board Member, Head of the Seed Department of the Ministry of Agriculture of Turkey, Commercial Counsellor of Turkey to Madrid and the Ambassador of Turkey to Spain.



After the signature of Memorandum of Cooperation between TSUAB, ANOVE and APROSE presentations on the Seed Sector of the two countries were made.



On the afternoon Turkish and Spanish Seed Companies came together by a B2B Meeting to discuss cooperation possibilities.



On 22<sup>nd</sup> of November Itacyl Agricultural Institute were visited.



On the 23<sup>rd</sup> of November Agrar Semillas and Ramiro Arnedo companies were visited.



**AS OF MARCH 2018 THE PROJECT HAS BEEN COMPLETED !**



## PROJECT ON THE DEVELOPMENT OF SEED SECTOR IN CENTRAL ANATOLIAN REGION-II

### Training Activities:

“Basic and Advanced Sales Techniques” between 24-25 October 2017 in Konya



“Institutionalization in Family Companies” on 7 December 2017 in Ankara



“Commercial Intelligence” between 22-23 May 2018 in Konya



## FOREIGN MARKETING PROGRAMME

### AZERBAIJAN:

The first foreign trade delegation of the Project was realised to Azerbaijan between 6-9 May 2018.

On the activity organized with the aim of building business linkages between Turkish and Azerbaijan Seed Sector the companies Alkan İnşaat Müh. Tur. Taş. San. Ve Tic. Ltd. Şti., Akademi Tohum Gübre Tar. Ürün Tarım Ürün San ve Tic. Ltd. Şti., Alp Tarım İlaçları Paz. San. Ve Tic. Ltd. Şti., Ankara As Tarım Tohumculuk Ziraat Peyzaj İnş. San. Ve Dış Tic. Ltd. Şti., Arma Tohum Üretim ve Tic. Danışmanlık Organizasyon A.Ş., Atelsan Tar. Ürn. Hayv.İnş. Nak. Petrol Ürn. San. Ve Tic. Ltd. Şti., Avesa Tarım Gıda ve Hayvancılık Ltd. Şti., Avatar Tohumculuk Tar. Ür. Gıda ve Day. Tük. Mad. San. Ve Tic. Ltd. Şti., Baysal Tohumculuk Gıda Hayvancılık San. Tic. Ltd. Şti., Beta Ziraat ve Tic. A.Ş., Biotek Tohumculuk Tarım Ürün San. ve Tic. Ltd. Şti., Büke Tarım ve Hayvancılık İth. İhr. Ve Tic. Ltd. Şti., Demir Tarım Ürünleri Nak. Ve İnş. Tic. Ltd. Şti., Doğa Ziraat ve Çevre Tasarım Ticaret ve Sanayii Limited Şirketi, Erikçioğlu Nak. Güb.Gıda San. Tic. Ltd.Şti., Esta Ziraat Limited Şirketi, Genom Tohum Sanayi Ticaret A.Ş., Growtek Tohumculuk Tarım Ürün. Gıda San. Ve Tic. Ltd. Şti., Halil Tohumculuk Tarım Ürünleri Paz. San. Tic. Ltd. Şti., Hisar Tohumculuk Tarım Hay. Mad. Tuz Gıda Ltd. Şti., İsmailoğulları Tarım Ür. İlaç. Nak. Taah. Tic. Ve San. Ltd. Şti., Kafalı Tohumculuk Gübre Nakliye İnşaat Tarım ürünleri San. Ve Tic. Ltd. Şti., Kazak Tarım A.Ş., Makrogen Tohumculuk Tarım Ürün San. ve Tic. Ltd. Şti., Maro Tarım İnşaat Tic. ve San. A.Ş., Mehmet Büyükalım Tarım Ürünleri Gübre Nakliye Hayvancılık ve Otomotiv Ticaret Sanayi Ltd. Şti., Naz Tohumculuk Ltd. Şti., NBC Tarım Danışmanlık Gıda İnş. San. Ve Tic. Ltd. Şti., Obruklular Tar. Ür. Hayv. Gıda Nak. San. Tic. A.Ş., Oğul Tohumculuk Gıda Tarım Hayvancılık Sanayi ve Ticaret Ltd.Şti., Safgen Tohumculuk Tar. Ür. San. Ve Tic. Ltd., Sekoya Tohumculuk Ziraat San. ve Tic. A.Ş., Semila Tohumculuk Tarım Ür. Gıda ve Hayv. San. Ve Ltd. Şti., Sim Arzuman Tarım Ürünleri Tohum Gıda San. Tic. Ltd. Şti., Şeflek Tarım Ltd. Şti., Tareks Tarım Ürünleri Araç Gereç İth. İhr. Ve Tic. A.Ş., Taşpınar Tarım Tic. Ve San. Ltd. Şti., Utek Tarım İnşaat Gıda San. Tic. Ltd. Şti., Yiğit Tohumculuk Tic. San. Ltd. Şti., Yonca Tarım Ürün. Müh. Ve İht. Mad. Tic. Ltd. Şti., representatives of the Turkish Ministry of Agriculture, Turkish Seed Union, TSUAB Board Members and TSUAB Secretariat participated at the event.

On the first day a B2B meeting between the Turkish and Azerbaijan companies has been realized.

The opening speeches were delivered by TSUAB Deputy President, Azerbaijan Deputy Minister of Agriculture, Ambassador of Turkey to Azerbaijan, General Director of Ministry of Agriculture of Turkey, Turkish Seed Union President.



Presentations on the Seed Sector of both countries were delivered in the morning session of the meeting.



In the afternoon session a B2B meeting has been realized between Turkish and Azerbaijan companies.



On the second and last day of the programme Agricultural Institute and "Kürdəxanı Şitil" MMC company were visited.



### GERMANY/THE NETHERLANDS:

The second foreign trade delegation of the Project was realised to Germany and the Netherlands between 14-19 October 2018.

Companies Akademi Tohum Gübre Tar. Ürün Tarım Ürün San ve Tic. Ltd. Şti., Alp Tarım İlaçları Paz. San. Ve Tic. Ltd. Şti., Ankara As Tarım Tohumculuk Ziraat Peyzaj İnş. San. ve Dış Tic. Ltd. Şti., Ankomer Tohumculuk ve Ziraat San. Tic. Ltd. Şti., Atelsan Tar. Ürn. Hayv.İnş. Nak. Petrol Ürn. San. Ve Tic. Ltd. Şti., Avesa Tarım Gıda ve Hayvancılık Ltd. Şti., Avtar Tohumculuk Tar. Ür. Gıda ve Day. Tük. Mad. San. Ve Tic. Ltd. Şti., Baysal Tohumculuk Gıda Hayvancılık San. Tic. Ltd. Şti., Beta Ziraat ve Tic. A.Ş., Biotek Tohumculuk Tarım Ürün San. ve Tic. Ltd. Şti., Demir Tarım Ürünleri Nak. Ve İnş. Tic. Ltd. Şti., Doğa Ziraat ve Çevre Tasarım Ticaret ve Sanayii Limited Şirketi, Doğanlar Tarım Ürünleri Nak. Tic. San. Ltd. Şti., Erikçioğlu Nak. Güb.Gıda San. Tic. Ltd.Şti., Esta Ziraat Limited Şirketi, Genom Tohum Sanayi Ticaret A.Ş., Global Tohumculuk İnş. Taah. Ür. İth. İhr. San. Ve Tic. Ltd. Şti., Growtek Tohumculuk Tarım Ürün. Gıda San. Ve Tic. Ltd. Şti., Hisar Tohumculuk Tarım Hay. Mad. Tuz Gıda Ltd. Şti., İsmailoğulları Tarım Ür. İlaç. Nak. Taah. Tic. Ve San. Ltd. Şti., Kafalı Tohumculuk Gübre Nakliye İnşaat Tarım ürünleri San. Ve Tic. Ltd. Şti., Kazak Tarım A.Ş., Makrogen Tohumculuk Tarım Ürün San. ve Tic. Ltd. Şti., Maro Tarım İnşaat Tic. ve San. A.Ş., Mehmet Büyükalım Tarım Ürünleri Gübre Nakliye Hayvancılık ve Otomotiv Ticaret Sanayi Ltd. Şti., Naz Tohumculuk Ltd. Şti., NBC Tarım Danışmanlık Gıda İnş. San. Ve Tic. Ltd. Şti., Obruklular Tar. Ür. Hayv. Gıda Nak. San. Tic. A.Ş., Oğul Tohumculuk Gıda Tarım Hayvancılık Sanayi ve Ticaret Ltd.Şti., Protein Tarım Teknolojileri Danışmanlık ve Gıda Sanayi Tic. Ltd. Şti., Safgen Tohumculuk Tar. Ür. San. Ve Tic. Ltd., Sekoya Tohumculuk Ziraat San. ve Tic. A.Ş., Semila Tohumculuk Tarım Ür. Gıda ve Hayv. San. Ve Ltd. Şti., Sim Arzuman Tarım Ürünleri Tohum Gıda San. Tic. Ltd. Şti., Şeflek Tarım Ltd. Şti., Tareks Tarım Ürünleri Araç Gereç İth. İhr. Ve Tic. A.Ş., Tar-Ship Tarım, Turizm, İnş. Nak. Hay. İhtiyaç Mad. Paz. Tic. Ve San. Ltd. Şti., Taşpınar Tarım Tic. Ve San. Ltd. Şti., Utek Tarım İnşaat Gıda San. Tic. Ltd. Şti., Yiğit Tohumculuk Tic. San. Ltd. Şti., Yonca Tarım Ürün. Müh. Ve İht. Mad. Tic. Ltd. Şti., Ministry of Agriculture of Turkey, TSUAB Board and Secretariat participated at the delegation.



The aim of the delegation was to contribute to the competitiveness of the companies in providing information about the developed countries seed sectors and latest technologies.

On the first day of the Programme Federal Variety Office (Bundessortenamt) of Germany was visited, where the delegation got information on the structure of the seed sector in Germany.



In the afternoon the delegation visited the headquarters of KWS, with presentation on the structure of the KWS. Furthermore, the Delegation also visited the production field, laboratories and greenhouses of KWS.



The company Bayer was visited on the second day of the Delegations' programme, where they were informed about the structure of Bayer, with visits to Diseases Control Center and Seed Development Center.



On the third day Naktuinbouw visit was realized, with getting information on the structure of the Netherlands Seed Sector and field and laboratory visits.



On the last day, the Delegation visited the company KeyGene and Wageningen University Seed Center.

In the Company KeyGene information on the company was provided to the delegation and the visit to the facilities was realized.



During the visit to the Wageningen University Seed Center the Delegation had the chance to get information about the activities and get practical and theoretical information on different subjects of Seed.

### **TEHRAN, IRAN 17-21 JUNE 2019:**

The companies Alp Tarım İlaçları Paz. San. Ve Tic. Ltd. Şti., Ankara As Tarım Tohumculuk Ziraat Peyzaj İnş. San. Ve Dış Tic. Ltd. Şti., Atelsan Tar. Ürn. Hayv.İnş. Nak. Petrol Ürn. San. Ve Tic. Ltd. Şti., Avesa Tarım Gıda ve Hayvancılık Ltd. Şti., Avtar Tohumculuk Tar. Ür. Gıda ve Day. Tük. Mad. San. Ve Tic. Ltd. Şti., Baysal Tohumculuk Gıda Hayvancılık San. Tic. Ltd. Şti., Demir Tarım Ürünleri Nak. Ve İnş. Tic. Ltd. Şti., Doğa Ziraat ve Çevre Tasarım Ticaret ve Sanayii Limited Şirketi, Erikçioğlu Nak. Güb.Gıda San. Tic. Ltd.Şti., Esta Ziraat Limited Şirketi, Genom Tohum Sanayi Ticaret A.Ş., Growtek Tohumculuk Tarım Ürün. Gıda San. Ve Tic. Ltd. Şti., Global Tohumculuk İnş. Taah. Ür. İth. İhr. San. Ve Tic. Ltd. Şti., Halil Tohumculuk Tarım Ürünleri Paz. San. Tic. Ltd. Şti., Hisar Tohumculuk Tarım Hay. Mad. Tuz Gıda Ltd. Şti., İsmailoğulları Tarım Ür. İlaç. Nak. Taah. Tic. Ve San. Ltd. Şti., Kafalı Tohumculuk Gübre Nakliye İnşaat Tarım ürünleri San. Ve Tic. Ltd. Şti., Kazak Tarım A.Ş., Maro Tarım İnşaat Tic. ve San. A.Ş., Mehmet Büyükalım Tarım Ürünleri Gübre Nakliye Hayvancılık ve Otomotiv Ticaret Sanayi Ltd. Şti., Obruklular Tar. Ür. Hayv. Gıda Nak. San. Tic. A.Ş., Oğul Tohumculuk Gıda Tarım Hayvancılık Sanayi ve Ticaret Ltd.Şti., Protein Tarım Teknolojileri Danışmanlık ve Gıda Sanayi Ticaret Ltd. Şti., Safgen Tohumculuk Tar. Ür. San. Ve Tic. Ltd., Sekoya Tohumculuk Ziraat San. ve Tic. A.Ş., Semila Tohumculuk Tarım Ür. Gıda ve Hayv. San. Ve Ltd. Şti., Taşpınar Tarım Tic. Ve San. Ltd. Şti., Utek Tarım İnşaat Gıda San. Tic. Ltd. Şti., Yiğit Tohumculuk Tic. San. Ltd. Şti., and representatives from the Ministry of Agriculture and Forestry, TSUAB board and secretariat participated at the delegation organized with the aim of increasing trade relations between Iranian and Turkish Seed companies.

In the first day of the programme a B2B Meeting was organized with the participation of 28 seed companies from Turkey and 36 seed companies from Iran.

The opening speeches were delivered by TSUAB President, Ministry of Agriculture Deputy General Director of Plant production DG and Deputy Minister of Agriculture of Iran.



After the opening speeches informative presentations were made on the Seed Sectors of Turkey and Iran.



After the presentations a Memorandum of Cooperation between the two Seed Associations were signed.



There has been over 100 B2B meeting between the seed companies of both countries.





During the second day of the programme Pishro Kesht Alborz company and Iranian Seed Certification Institute were visited.



On the last day Iranian Agrofood Fair was visited.



**AS OF DECEMBER 2019 THE PROJECT HAS BEEN COMPLETED !**

# URGE PROJECTS PURCHASE DELEGATION-II

Within the Purchase Delegation activity of the three Projects Development of Seed Sector in Aegean Region, Development of Seed Sector in Southeastern, Eastern and Eastern Mediterranean Region and the Development of the Seed Sector in Central Anatolian Region-II a purchase delegation programme has been organised with the participation of 33 seed companies from 13 countries between 17-21 December 2017 in Antalya.

Seed company and seed sector representatives from Kazakhstan, Pakistan, Azerbaijan, Iran, Bosnia Herzegovina, Poland, South Africa, Kyrgyzstan, Russian Federation, Hungary, Italy, Malaysia and Morocco participated at the event.

On the first day, the delegation participated at the Seed Workshop of TSUAB and found the opportunity to come together with the several seed sector representatives of Turkey. In the afternoon, the delegation visited Nadide Seed company.



On the 20<sup>th</sup> of December Multi Seed and Altın Seed companies have been visited as part of field trip.

