



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 TSUAB'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 TSUAB'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”



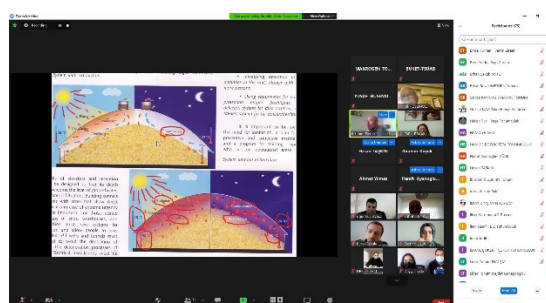
10-11-12 February 2020 in Antalya Target Markets in the Context of Commercial Intelligence – Target Customers and Operations Plan Workshop



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”



ACTIVITIES FOR PROMOTION 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.

FOREIGN MARKETING PROGRAMME

SPAIN/BARCELONA – 15-19 May 2022 – ISF CONGRESS PARTICIPATION

The 2022 ISF Congress, organized since 1924, was held in Barcelona/Spain with 1149 companies, 1512 participants, 207 matching tables, 17 Special Meeting rooms, 33 exhibitions and 107 exhibition participants.

In the event of the participation of Vegetable Seed Cluster companies in the ISF congress, which is one of the most important activities of the sector that brings together seed companies from all over the world, the Vegetable Seed Development Project Companies have the opportunity to take part in the international arena by conducting their meetings at the trading tables established in a separate hall in order to contribute to the promotion of the Turkish Seed Sector.

Ad-Rossen Tarım Sanayi ve Tic. A.Ş., Agrotan Tohumculuk ve Tar. Ür. Ltd. Şti., Antalya Tarım Üretim Danışmanlık ve Paz. A.Ş., Asgen Tarım Ticaret A.Ş., Biotek Tohumculuk Ltd. Şti., Küçük Çiftlik Tohumculuk ve Tarım Ürünleri Üretim Paz. San. Tic. Ltd. Şti., MTN Tohum Tarım Ürünleri Hayvancılık Pazarlama San. Ve Tic. Ltd. Şti., Net Seeds Tarım San. Ve Ticaret Ltd. Şti., Osmanlı Bahçesi Peyzaj İnşaat Sanayi ve Ticaret Ltd. Şti., Tasaco Tarım Sanayi ve Ticaret A.Ş., Troya Tohum Üretim Araştırma ve Pazarlama Ticaret A.Ş., TSUAB Board and Secretariat have participated at the event.

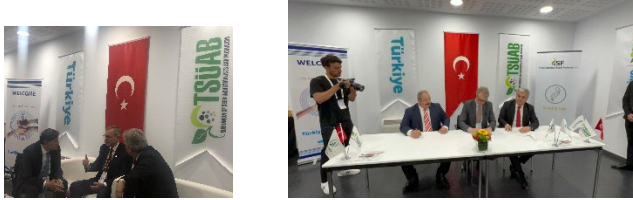
In order to enable the companies to conduct business meetings with seed companies from all over the world and to take part in the international seed sector, a special hall was rented for the companies of Vegetable Seed Sector Project within the scope of the World Seed Congress where more than 1000 seed companies and organizations participated. Within the scope of the delegation organized 15 Representatives from 11 Cluster member companies participated and had meetings both in the Privet meeting room and the general trading floor and had the opportunity to establish commercial connections with seed companies from all over the world.



On the first day of the meeting, the congress was opened and B2B meeting took place for the following 3 days.

The rented separate private meeting room also made a separate contribution to the promotion of the Turkish Seed sector.

As a result of the decision taken to organize the World Seed Congress in Turkey in 2025, a Cooperation Protocol Signing Ceremony was held on May 17 in the private meeting room rented within the framework of the Project and the congress to be held as a result of this was announced to the sector through the media. The fact that the Signing Ceremony was held in the TSUAB room was very positive in terms of promotion. The ISF President also paid a visit to the TSUAB room and emphasized the importance of cooperation.



With this activity, 11 Cluster participants of the Project conducted a total of 284 business meetings and as a result of these meetings, they reported that there were 171 meetings that they expected to have positive results.

UZBEKISTAN - KAZAKHSTAN – 6-12 November 2022

Ad-Rossen Tarım Sanayi ve Tic. A.Ş., Agrotan Tohumculuk ve Tar. Ür. Ltd. Shti., Agro-Tek Tarım Gıda Sag. Mak. Yp. Sun. San. Ve Tic. Ltd. Sti., Alfa Tohum Tarım Gıda İnsh. Hay.Paz.San.ve Tic. Ltd. Sti., Antalya Tarım Üretim Danışmanlık ve Paz. A.S., Asgen Tarım Ticaret A.S., Az Tohum Tarım Ürünleri San. ve Tic. Ltd. Sti., Biotek Tohumculuk Ltd. Sti., Küçük Çiftlik Tohumculuk ve Tarım Ürünleri Üretim Paz. San. Tic. Ltd. Sti., MTN Tohum Tarım Ürünleri Hayvancılık Pazarlama San. ve Tic. Ltd. Sti., Net Seeds Tarım San. Ve Ticaret Ltd. Sti., Teta Tohumculuk Ziraî İlaç Tar. Ürün. Ex. Food Hayv. Mak. İc ve Dis Tic. San. Ltd. Shti., E-Z Tohumculuk Tohum İslahı ve Üretim San. Work. Hr. Sun. ve Tic. Ltd. Sti., İzmir Armağan Tarım Ürünleri Dış Ticaret Limited Şirketi, H.T. Tarımsal Ürünleri, Peyzaj İrlama, Pharmaceuticals Dan. Speed. Food Hay. Bom. Tex. Amb. Nak. Yp. And Malz. Tour. Tem. Mak. Manufactured. Imp.İhr. Sun. San. ve Tic. Ltd. Sti., El-San Tarım ve Turizm Ticaret Limited Şirketi, Bursa Tohumculuk Ziraat ve Ticaret A.Ş., Nadide Tarım Toh. Bom. Gıda İt. İhr. Petic. San. Ltd. Shti., Elmas Tohumculuk ve Tarımsal Ürünleri Paz. Tour. San. ve Tic. Ltd. Sti., Akdeniz Laboratuvar Sistemleri Tarım Ürünleri Gıda San. Ltd. Şti., Anto Tarım Gıda Hayvancılık İnşaat Turizm Sanayi ve Ticaret Limited Şirketi, Genagri Tarım Sanayi ve Ticaret Ltd. Şti., By Tohum Üretim Danışmanlık San. Tic. Ltd. Sti., Makrogen Tohumculuk Tarım Ürünleri Gıda Dış Ticaret Ltd. Sti., Zenitt Tohumculuk Tarım Gıda Hayv. İn. San. Tic. Ltd. Sti., Verim Ziraat Ltd. Sti., Coker Tohumculuk Tarım Gıda Bahçe Kültürü İnsh. Work. Hr. San. Ve Tic. Ltd. Sti. Companies and TSUAB Board of Directors and Secretariat participated at the Delegation. Elmas Tohumculuk ve Tarımsal Ürünleri Paz. Tour. San. Ve Tic. Ltd. Sti. took part only in Uzbekistan part of the activity. A delegation consisting of the General Director of Crop Production of the Ministry of Agriculture and Forestry of the Republic of Turkey, the Head of Department, the Expert and the Expert of the Foreign Relations Department was with the delegation in the Kazakhstan part of the activity.

Within the scope of the delegation program, a B2B Meeting was held on November 8. The meeting was opened by Mr. Yıldırım Genç, President of TSUAB and ECOSA, Mr. Kabilov Odil Hurramovich, First Deputy Director of Uzbekistan Seed Development Center, and Mr. Olgan Bekar, Ambassador of the Republic of Turkey to Tashkent.



Following the opening speeches, presentations on the Uzbekistan Seed Sector were made by Assoc. Prof. Dr. Hamit Ayanoğlu, Secretary General of TSUAB, and Mr. Tursunov Torabek, Head of Department of Uzbekistan Seed Development Center of Uzbekistan, and after the questions and answers, a cooperation protocol was signed between TSUAB and Uzbekistan Seed Development Center and a plaque was presented.



At the end of the opening part of the meeting, B2B meetings were held between Turkey and Uzbekistan seed companies.

27 Turkish companies, 87 Uzbekistan companies and 15 representatives of Uzbekistan Public institutions (Tashkent University State Agrar University Faculty of Fruit and Vegetable Growing and Grape Growing, Ministry of Agriculture of the Republic of Uzbekistan Tashkent Province Agricultural Department, Seed Development Center) participated in the activity. A total of 300 B2B meetings were conducted and 111 of them are expected to have positive results.



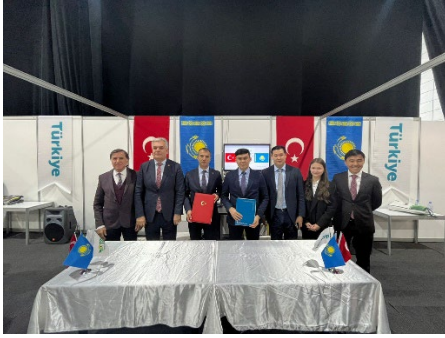


Within the scope of the program of the delegation on 10-11 November in Shymkent, B2B Meetings and Agriteck Fair visit programs were realized.

The opening of the B2B meetings organized within the scope of the delegation program started with a 1-minute silence to commemorate Gazi Mustafa Kemal Atatürk. Following the moment of silence, the opening speeches were made by Mr. Aytenov Murat Duisenbekoglu, Mayor of Shymkent, Mr. Tamabek Abdulkhair Galymovich, Deputy Minister of Agriculture of Kazakhstan, Mr. Mehmet Hasdemir, General Director of Crop Production of the Ministry of Agriculture and Forestry of the Republic of Turkey, Mr. Yıldıray Gençer, President of TSUAB and ECOSA, Jumashbekov Baglan, Representative of the Investors Institution on behalf of the Governorship of Turkestan, Symbat Sagyndykova, Vice President of the Vegetable and Fruit Research Institute, It was realized by Janbatirov Abunasir, Head of the Agriculture Department of Shymkent Municipality.



As a result of the meetings held during the Kazagro Forum in Astana in October, it was decided to sign a memorandum of cooperation between the ministries of Agriculture of the two countries in the field of seed cultivation and as a result of the efforts to sign this agreement during the activity to be carried out within the framework of the URGE activity in Shymkent, the text of the said memorandum of understanding was signed by the Ministry of Agriculture and Forestry of the Republic of Turkey General Director of Crop Production Mr. Dr. Mehmet Hasdemir and the Minister of Agriculture of the Republic of Kazakhstan It was signed by his deputy, Mr. Abdulhayr Galymovich Tomabek, after the opening speeches.



Following the plaque ceremony, B2B meeting was held between Turkish and Kazakh companies.



At the B2B meeting, 145 one-to-one business meetings were held and 68 of them were expected to have positive results.



SOUTH AFRICA/CAPE TOWN – 2-9 June 2023 – ISF CONGRESS PARTICIPATION

The 2023 ISF Congress, which has been organised since 1924, was held in Cape Town/South Africa with 1278 participants, 203 trade tables, 19 Special Meeting rooms, 39 exhibitions and 91 exhibition participants.

In the form of the participation of Vegetable Seed Cluster companies in the ISF congress, which is one of the most important activities of the sector that brings together seed companies from all over the world, they had the opportunity to take part in the international arena by conducting their B2B meetings at the trading tables rented for each company in the main Trading Floor.

Bursa Tohumculuk Ziraat ve Ticaret A.Ş., E-Z Tohumculuk Tohum Islahı ve Üretim San. İth. İhr. Paz. Ve Tic. Ltd. Şti., Küçük Çiftlik Tohumculuk ve Tarım Ürünleri Üretim Paz. San. Tic. Ltd. Şti., MTN Tohum Tarım Ürünleri Hayvancılık Pazarlama San. Ve Tic. Ltd. Şti., Nadide Tarım Toh. Ür. Gıda İt. İhr. Petic. San. Ltd. Şti., Net Seeds Tarım San. Ve Ticaret Ltd. Şti., Net Seeds Tarım San. Ve Ticaret Ltd. Şti., Tasaco Tarım Sanayi ve Ticaret A.Ş., Teta Tohumculuk Zirai İlaç Tar. Ürün. Or. Gıda Hayv. Mak. İç ve Dış Tic. San. Ltd. Şti., Verim Ziraat Ltd. Şti., Anamas Tarım Üretim Paz. San. Tic. Ltd. Şti., Ad-Rossen Tarım Sanayi ve Tic. A.Ş. TSUAB Board and Secretariat participated at the event.

In the World Seed Congress, where more than 1000 seed companies and organizations participated within the scope of the delegation organized with 16 Representatives from 11 Cluster member companies in order to enable the companies to conduct business meetings with seed companies from all over the world and to take part in the international seed sector, each company had business meetings at its own table in the Trading Floor .

On the first day of the meeting, the congress was opened and meetings took place for the following 3 days.





On the last day of the congress, the Ambassador of the Republic of Turkey to Pretoria visited our companies in the hall where the trading tables were located and received information.

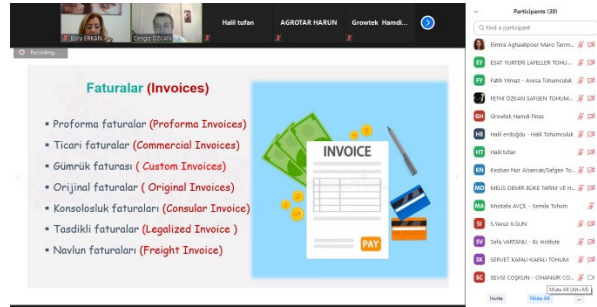


With this activity, 11 Cluster participants conducted a total of 260 business meetings and as a result of these meetings, they reported that there were 145 interviews that they expected to have positive results.

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”



13 December 2021 Online “Quality in Seed Production”



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.

FOREIGN MARKETING PROGRAMME

FRANCE/PARIS-LILLE – June 6-11, 2022

At the delegation organized to get to know the structure, institutions and companies of the French Seed Sector Alp Tarım İlaçları Paz. San.Tic. Ltd. Sti.; NBC Tarım Dan.Gıda İnş.San.ve Tic. Ltd. Sti.; Alkan Construction Eng. Tur. Stone. San. ve Tic. Ltd. Sti.; Doga Ziraat ve Çevre Tasarım Tic. Ve San. Ltd. Sti.; Ceranoğlu Tohumculuk Tarımsal Mühendislik Gıda Hayvancılık Otomotiv ve Dis Tic. Ltd. Sti.; İsmailoğulları Tarım Urunulicide İlaçları Nak.Taah.Tic.ve San.Ltd. Sti.; Altınharvest Tohumculuk Tarım Ürn. Nak.San. Ve Tic. Ltd. Sti.; Semila Tohumculuk Tarım your. Food and Hayv. San. ve Tic. Ltd. Sti.; Avtar Tohumculuk Tarım Ür. Gıda ve Day.Tük. Mad. San. ve Tic. Ltd. Sti.; Oğul Tohumculuk Gıda Tarım Hayv. San. ve Tic. Ltd. Sti.; Growtek Tohumculuk Tar. Ür.Gıda San. ve Tic. Ltd. Sti.; Safgen Tohumculuk San. ve Tic. Ltd. Sti.; Gokceler Tarım San. Tic.Ltd. Sti.; Bc Institut Agricultural products Auto. San.ve Tic. Ltd. Sti.; Kafalı Tohumculuk Gübre Nak. Tar.Urn.San.Tic. Ltd.Sti.; Avesa Agri, Food and Livestock Co.; Obruklular Tarım Urunleri A.S.; Doganlar Agricultural Product. N. Tic. San. Ltd. Sti.; Maro Tarım İns. Tic. Ve San. Inc.; Cemil Tufan Tarım Tohum Gübre San. ve Tic. Ltd. Sti.; Uysal Seed Fertilizer Agriculture your. San. ve Tic. Ltd. Sti.; Büke Agriculture and Livestock Imp. Hr. ve Tic. Ltd. Sti.; Demir Tarım Urunleri Nak.İns. Tic. Ltd. Sti.; Ahi Seed Agriculture San. Tic. Ltd. Sti.; Erikcioglu Transport Fuel Oil Fertilizer Food Inc. Day. Tük. ve yakacak maddeler san. Tic. Ltd. Şti., TSUAB Board of Directors and Secretariat participated.

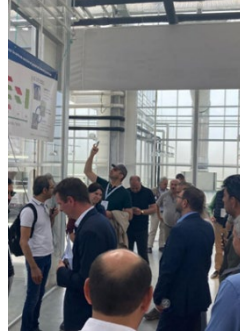
25 Representatives from 25 Cluster Member Companies participated in the activity organized for the companies of the Cereals Seed Sector Development-I Project to learn about the structure of the French seed sector, which is one of the leading countries in the field of Cereal Seed Growing, and visit the companies located there.

Within the scope of the said Delegations' Programme, 7th and 8th of June were devoted to the presentation of the structuring of the French Seed Sector in the SEMAE building and the following institutions in this structure were SEMAE, which is the institution that houses all professionals working in the seed and seedling sector, SICASOV, an organization for the protection of breeders' rights, UFS, the French Seed Producers Association, the transfer of new varieties to the catalogs, the protection of breeders' rights, the cataloguing of new varieties with laboratory studies GEVES, which carried out studies such as expert testimony, made presentations one by one and answered the questions.



In addition, information was received about Agri-Obtentions company, which stands out with its intensive R&D studies.

After the Paris program, the delegation went to Lille, where they visited the companies Lemaire-Deffontaines and Florimond Desprez.



SOUTH AFRICA / CAPE TOWN – 2-9 June 2023 – ISF CONGRESS PARTICIPATION

The 2023 ISF Congress, which has been held since 1924, was held in Cape Town/South Africa with 1278 participants, 203 matching tables, 19 Special Meeting rooms, 39 exhibitions and 91 exhibitors.

ISF congress, which is one of the most important activities of the sector that brings together seed companies from all over the world, the participant companies of the Cereals Seed Sector Project had the opportunity to take part in the international arena by conducting their meetings at the trading tables rented for each company in the main Trading Floor where the trading tables are located.

Ahi Tohum Tarım Ür. San. Tic. Ltd. Şti., Altınhasat Tohumculuk Tarım Ürn. Nak.San. Ve Tic. Ltd. Şti., AsilgenTarım Ürünleri Hayvancılık San. Ve Tic. Ltd. Şti., Atelsan Tarım Ürünleri Hayvancılık İnş.Nakl.Petr.Ürn.San.ve Tic.Ltd. Şti., Atelsan Tarım Ürünleri Hayvancılık İnş.Nakl.Petr.Ürn.San.ve Tic.Ltd. Şti., Bc Institut Tarım ürünleri Oto. San.ve Tic. Ltd. Şti., Erikçioğlu Nakliye Akaryakıt Gübre Gıda İnş. Day. Tük. Ve Yakacak Maddeleri San. Tic. Ltd. Şti., NBC Tarım Dan.Gıda İnş.San.ve Tic. Ltd. Şti., NBC Tarım Dan.Gıda İnş.San.ve Tic. Ltd. Şti., Oğul Tohumculuk Gıda Tarım Hayv. San. Ve Tic. Ltd. Şti., Maro Tarım İnş. Tic. Ve San. A.Ş., TSUAB Board and Secretariat participated at the event.

In the World Seed Congress, where more than 1000 seed companies and organizations participated within the scope of the Delegation organized with 11 Representatives from 9 Cluster Companies, each company was at its own table in the Trading Floor where the Trading Tables of the congress were located. They conducted meetings and had the opportunity to establish trade linkages with seed companies from all over the world.

On the first day of the meeting, the congress was opened and meetings took place for the following 3 days.



On the last day of the congress, the Ambassador of the Republic of Turkey to Pretoria visited our companies in the floor where the trading tables were located and received information.

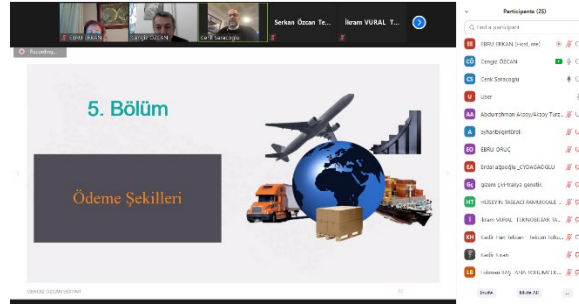


With this activity, 9 Cluster participants conducted a total of 60 business meetings and as a result of these meetings, they reported that there were 29 meetings that they expected to have positive results.

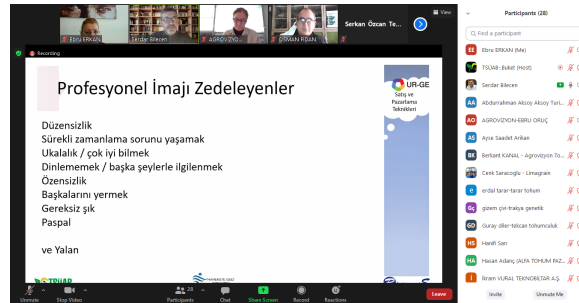
PROJECT ON THE DEVELOPMENT OF CEREALS SEED SECTOR-II

Trainings:

14-16 December 2020 Online "Basic Foreign Trade"



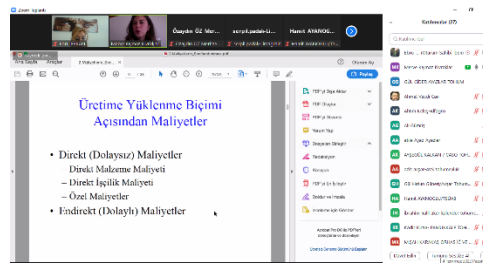
24 March 2021 Online "Sales and Marketing Techniques"



16 December 2021 Online "Seed Quality"



4 July 2022 Online "Cost Accounting in Seed Farming"



ACTIVITIES FOR PROMOTION 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.

FOREIGN MARKETING PROGRAMME

ITALY/BOLOGNA – June 18-21, 2023

Aksoy Turizm ve Gıda San. Tic. Ltd. Sti., Teknobiltar Tarım ve Hayvancılık Gıda Enerji Özel Eğt.Enerji San.ve Tic. A.Ş., Trakya Genetic R&D, Dan.Ür. Imp., Ihr. and Sun. Lt. Shti., Söke Tohum Sanayi ve Tic. Ltd. Shti., Tekcan Tohumculuk Gıda ve Tarım Ürünleri San. Tic. Ltd. Sti., Atay Tarım A.S., ProGen Tohum A.S., Tarar Tohum Üretim Pazarlama San. ve Tic. Ltd. Sti., Pamukkale Tohumculuk Gübre Ziraî İlaçlar ve Tarım Ürünleri San. ve Tic. Ltd. Sti., Kalender Gıda Ins. Tek. Tar. San. Ve Tic. Ltd. Şti., TSUAB Board of Directors and Secretariat participated at the delegation organized to get to know the structure, institutions and companies of the Italian Seed Sector.

10 Representatives from 10 Cluster Member Companies participated in the activity organized for the Cereals Seed Sector Development-II Project companies to get to know the structure of the Italian seed sector, which is one of the leading agricultural countries of Europe, and to visit the companies located there.

In the delegation program, firstly, a presentation was made by the Italian Seed Producers Association-Assosementi on the Presentation of the Italian Seed Sector and the questions of the participants on this subject were answered.



Following the presentation made by Assosementi on the Italian Seed Sector, the delegation visited the Seed Research and Analysis Laboratory (LaRAS) of the Department of Agricultural and Food Sciences at the University of Bologna, where they first listened to a presentation containing information about the department, then visited the laboratories and received information.



On the afternoon of the first day of the delegation program, the visit was made to Società Produttori Sementi. Here, firstly, an informative presentation about the company was given, followed by a field visit and a factory visit.



On the second day of the delegation program, the gene sciences research center of the CREA-GB institute was visited in the morning, where first information was received about the research activities carried out by the institute, and then the laboratories and greenhouses were visited.



The last visit of the delegation program was made to Apsovsementi company. The company first accepted the delegation in the field and informed the field about the varieties. After the information in the field, the seed processing area was visited and the members of the delegation were informed by the company representatives.



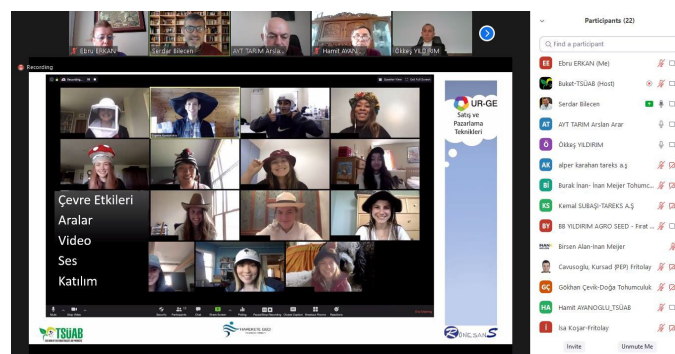
PROJECT ON THE DEVELOPMENT OF POTATOES SEED SECTOR

Trainings:

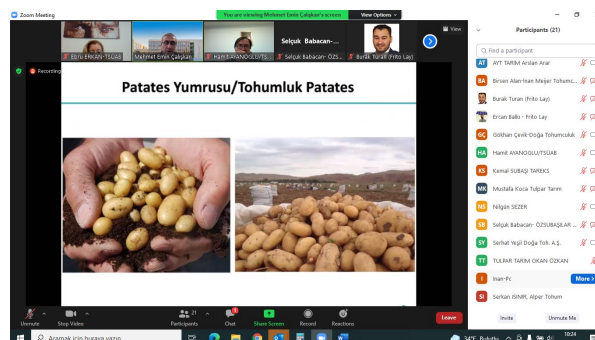
9-11 December 2020 Online “Basic Foreign Trade”



25 March 2021 Online “Sales and Marketing Techniques”



17 December 2021 Online "Quality in Seed"



ACTIVITIES FOR PROMOTION 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.

FOREIGN MARKETING PROGRAMME

NETHERLANDS - GERMANY – 4-8 September 2022

AYT Tarım Gıda Nak. San. Ve Tic. Ltd. Şti., BB Yıldırım Agro Seed ARGE San. Ve Tic. Ltd. Şti., Birlik Tarım Ür.Taş.San.ve Tic.Ltd.Şti., Fritolay Gıda Sanayi ve Ticaret A.Ş., İnan Meijer Tohumculuk ve Tic. Ltd. Şti., Ortak Kardeşler Sebze ve Meyve Nakliyat Ltd. Şti., Özsubaşılar Tarım Ür.İnş.San. Tic. Ltd. Şti., Şeflek Tarım Gıd. Nak. İnş.Hay.San.Tic.Ltd.Şti., Tar-Ship Tarım Tur. İnş. Nak. Hayv. İhti. Maddeleri Paz. Tic. Ve San. Ltd. Şti., Tekfen Tarımsal Araştırma Ür. Ve Paz. A.Ş., Tulpar Tarım Ltd. Şti., TSUAB Board and Secretariat participated at the delegation organized to learn the structure of the seed sector in the Netherlands and to visit the leading potato companies and to see the latest technologies applied here and to visit the Potato Europe Fair in Germany.

With the idea that the visit to the Potato Europe Fair to be held in Germany and the structuring of the seed sector in the Netherlands and the visits of the leading potato companies and the latest technologies applied here will allow the cluster companies to technically improve their infrastructure and make their production more competitively, a delegation program was established as a visit to the fair and the Dutch seed sector program was organized with the participation of 15 of the 11 cluster member companies.

Within the scope of the said Delegation, NAK, the Dutch Certification and Inspection Agency, was visited on 5 September. During this visit, a detailed presentation on the Dutch Potato Certification System was made and the intensive questions of the delegation participants were answered. In addition, during the visit, the laboratories and facility of the institution were visited and information was obtained.

In the afternoon of the same day, Agri company, one of the leading companies in potato seed production, was visited, information about the company was obtained, and at the same time, a presentation was made by the Dutch Potato Traders Organization and questions were answered.

On September 6, the delegation visited Solynta company, which operates in the field of Hybrid Potato seeds, answered the questions of the participants and discussed the possibilities of cooperation.

On September 7, the delegation visited the Potato Europe Fair, and had the chance to visit the stands of the companies participating in the fair, to see the latest technology field equipment and planting-forming tools, and to watch the latest technologies in this field in the open field.

