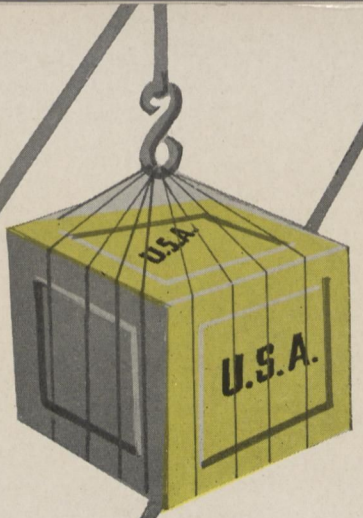
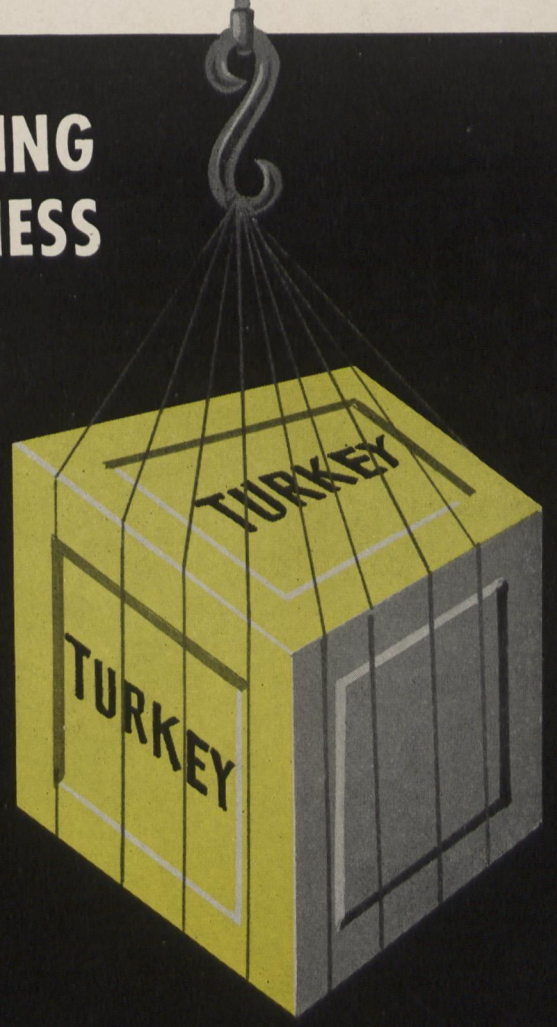


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DOING BUSINESS WITH TURKEY







doing business

with

TURKEY

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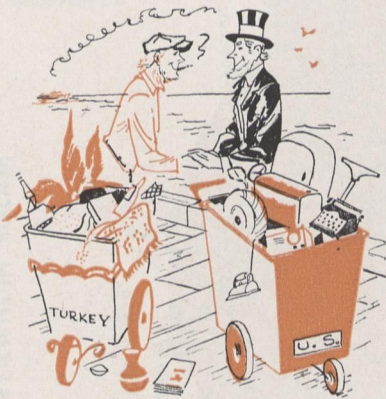
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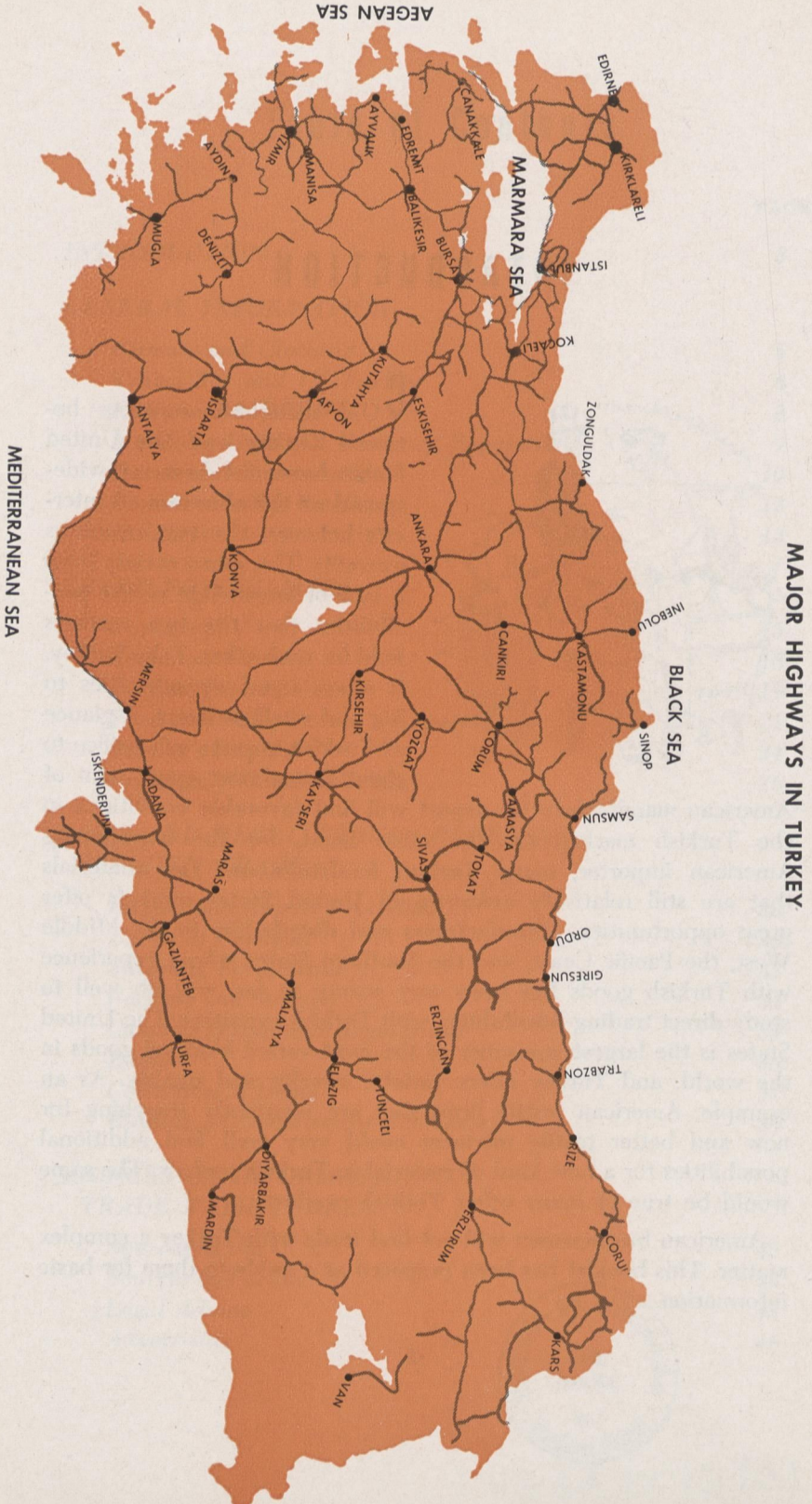
INTRODUCTION



COMMERCIAL contacts between Turkey and the United States have not been as widespread as the closeness of interests between the two countries warrants. This stems mainly from a lack of knowledge of the possibilities that the two markets hold for each other. Take Turkey, it offers equal opportunities to big and small concerns. A glance at Turkish imports will suffice to show that almost every item of

American manufacture for export will find favorable conditions in the Turkish market. On the other hand, for the enterprising American importer, many Turkish foodstuffs and raw materials that are still relatively unknown in United States markets offer great opportunities. Manufacturers and distributors in the Middle West, the Pacific Coast, and the Southern States whose experience with Turkish goods has been very scanty so far, will do well to study direct trading possibilities with Turkish exporters. The United States is the largest consumer of the most varied kinds of goods in the world, and Turkey offers variety, novelty and quality. As an example, American textile firms that are constantly searching for new and better textile mixtures could very well find additional possibilities for a new kind of material in Turkish mohair. The same would be true of many other Turkish products.

American businessmen will not find trade with Turkey a complex matter. This booklet has been prepared as a guide to them for basic information.



MAJOR HIGHWAYS IN TURKEY

GENERAL INFORMATION

CLIMATE



Climatic conditions in Turkey show great variations. The Istanbul region enjoys approximately the same conditions as those of the New England states; in the central Anatolian plateau, around Ankara, you encounter the same severe winters and hot summers as in the Middle West. The Adana district in the south is very much like the southern states and Florida.

For a visit to Istanbul and the Black Sea regions, May to October offer the best season; for a trip to Ankara and Izmir, September to November are the best months; and for the south coast (Adana, Mersin, and Iskenderun), early spring and late autumn are the best seasons.

CLOTHING

In Istanbul and Ankara snow is very frequent in winter. Even on the Aegean coast, in Izmir, heavy topcoats are necessary. Thick woollen clothing is advisable for American visitors because interiors are not kept as warm as is the custom in the United States. Rubber overshoes or galoshes are necessary. For the summer months, clothing of light worsteds, or the palm beach type of material, is required. Lighter tropical clothing is more suitable for the Adana region. On the Black Sea coast, a light gabardine overcoat even in August could be helpful on occasion.

All toilet articles are obtainable in Turkey. In pharmacies the visitor will also find all the drugs he may require. Hosiery, shirts, and shoes and clothing are available in all qualities. The standard of work in hand-made and custom-made articles is very high.

For electrical shavers the current for Istanbul is AC 50 cycles — 110/190 volts also 220/380 volts; and for Ankara AC 50 cycles — 220/380 volts. As American plugs would not fit into standard Turkish sockets, it is necessary to have the plug on the shaver changed on arrival.

TRAVEL TO TURKEY

AIR: Turkey is only twenty-six hours from New York by plane. The Pan American World Airlines runs direct flights from New York to Istanbul via London four times a week. Connections between Istanbul and other major cities like Paris, Geneva, Rome, and Athens are serviced by almost every major international airline.

One-way fare from New York to Istanbul, Turkey, is \$538.80.

Round trip fare to Istanbul, Turkey, is \$969.90. (These prices are subject to change.)

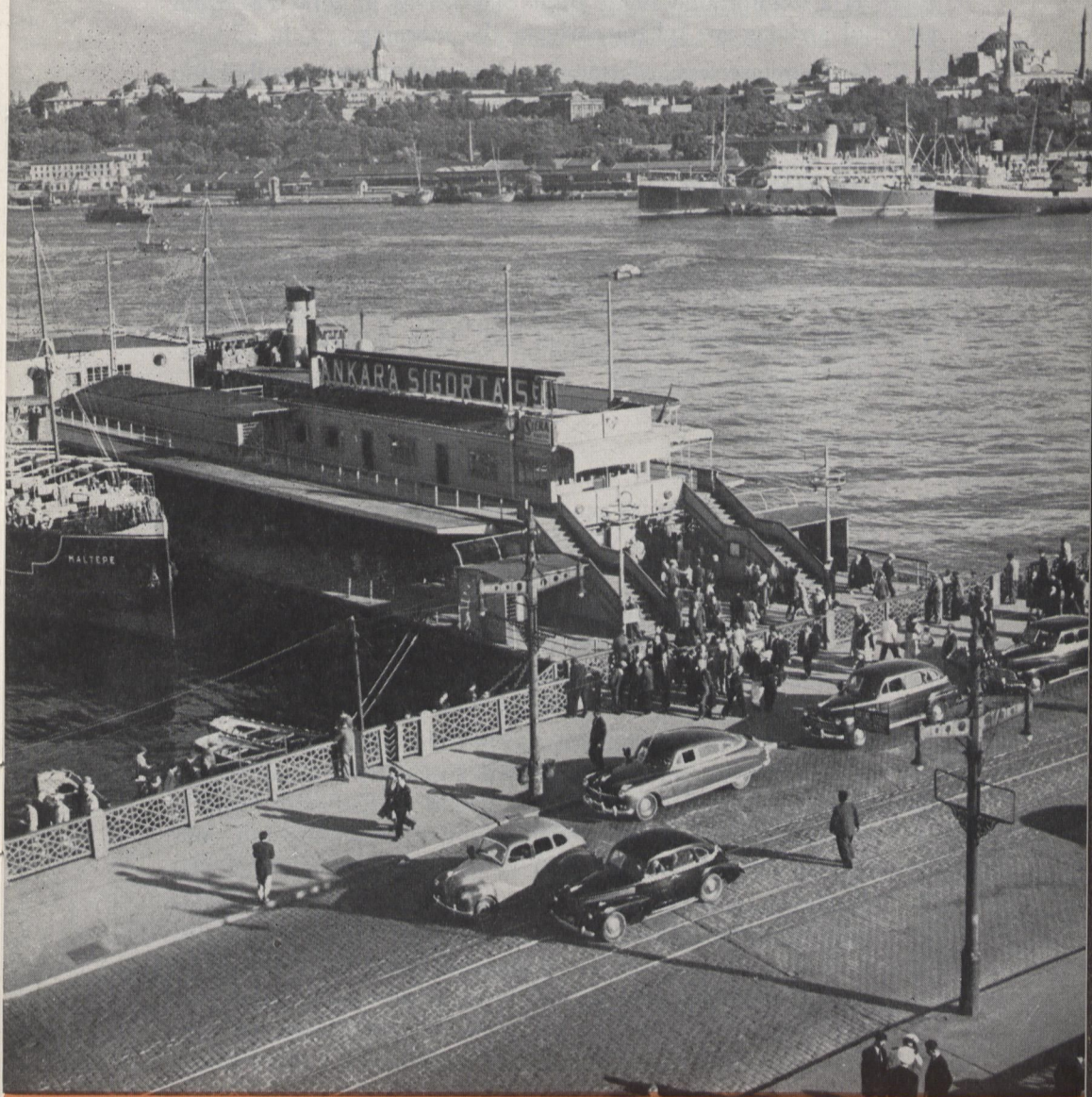
SEA: Every other Friday, the Four Aces of the American Export Lines run a regular service from New York to Iskenderun via Marseilles, Naples, Alexandria and Beirut. First Class Cabin — single (private room) \$780.00 one way, \$1560 round trip. The trip takes 22 days.

The Turkish Seaways Corporation (Denizcilik Bankasi) has an excellent ship service that runs every two weeks between Marseilles and Istanbul touching Genoa, Naples, and Pireaus. The trip takes four days. First class cabin from Marseilles costs from 155 to 285 dollars. There is a discount of 25% on round trip fares.

TRAVEL IN TURKEY

AIR: There is a twice-daily service between Istanbul and Ankara. The trip takes two hours in all. Ankara and Istanbul are, also, linked daily in summer with other major Turkish cities like Adana, Izmir, Samsun, Trabzon, and Diyarbakir.

RAIL: Istanbul and Ankara are linked by rail with all important coastal cities like Izmir, Mersin, Iskenderun, Samsun, and Zongul-



The port of Istanbul

dak. Pullman and dining car facilities are available. The Taurus Express, linking Turkey with her Middle Eastern neighbors, runs twice a week both ways to Aleppo and points further East and South like Bagdad in Iraq.

The trip from Istanbul to Ankara takes about ten hours and there is a comfortable night train that leaves at 9:00 PM from Istanbul arriving in Ankara early in the morning.

SEA: There are regular steamship services between Istanbul and all large coastal towns.

REGULATIONS FOR ENTRY AND SOJOURN

For entry into Turkey a passport carrying a visa issued by a Turkish Consulate is necessary. In the U. S. there are 2 Turkish Consulates who issue the required visa. Their addresses are:

Turkish Consulate General
50 Rockefeller Plaza
New York City, N. Y.
Phone: Circle 7-5309

Turkish Consulate General
Bankers Bldg., 105 Adams St.
Chicago 3, Illinois.
Phone: FRanklin 2-4298

There is a third consulate general in the U. S. A. which deals with all kinds of consular work with the exception of visas and matters concerning Turkish citizens.

Consulate General of Turkey
6 Beacon Street
Boston 8, Mass.
Phone: CA 7-0940

There is no delay in the issuance of the visa. The charge is 80 cents, and one passport photograph is necessary. Personal appearance is not required. Visas can be issued on passports sent by return registered mail, accompanied by one photograph, self-stamped envelope for return, and 80 cents to cover cost of visa.

Turkish Consulates are to be found in almost all the major centers of Europe and the Middle East; and Americans, once abroad, can obtain their visas from these consulates. Visas are valid for a single entry but those who intend to make several trips into and out of Turkey can obtain, from the issuing consulates, special visas valid for several entries. The consulate fee for such a visa is \$4.00.

No vaccination certificates are required from those entering Turkey directly from Europe or the United States. Those arriving in Turkey from other countries should check with the consulate for vaccination requirements.

Visitors who remain in Turkey for more than one month must apply for a Residence Permit. Forms of application for these permits can be obtained from any police station and should be returned, filled in, accompanied by 3 photographs. Personal appearance is not necessary. This can be done through an intermediary. Residence permits are in the name of the individual, but collective permits may also be issued for a family (husband – wife – and children). Charges for residence permits are: For 6 months – T.L. 3.00; 1 year – T.L. 5.00; 2 years – T.L. 8.00.

Holders of permits who change their legal residence must notify the police of their old and new residence personally, or through an intermediary, or by registered letter within 48 hours. If they live in a hotel or boarding house, this obligation falls on the management.

No exit visas are required when leaving the country.

MONETARY UNIT AND CURRENCY REGULATIONS

The Lira (the Turkish Pound, as it is sometimes called) is the official monetary unit of the Turkish Republic. One Lira is divided into 100 kurush, the way the dollar is divided into 100 cents.

The official parity of the Turkish Lira is 2.80 T.L. per U. S. dollar. This parity is recognized by the International Monetary Fund. Banks are allowed to charge up to 1% commission for the sale and purchase of foreign exchange. Consequently, when Turkish Liras are purchased the rate of exchange varies between 2.78 and 2.80 T.L. and when foreign exchange is bought the same rate varies again between 2.80 and 2.82 T.L.

In Turkey, Turkish money can be obtained in exchange for dollars and other foreign currency from banks and from duly authorized travel and transport agencies.

Travellers are not allowed to import more than 100 in actual Turkish Liras. There is no restriction for the import of dollars or other foreign currency. But as the export of these and of more than

100 Turkish Liras is prohibited, the traveller will be well advised to declare the amount of the foreign currency, (cash, travellers checks, letters of credit, etc.) he is bringing into the country and have it recorded on his passport, so that when he leaves the country he will be allowed to take out the unspent portion of his money.

As the export of gold and every kind of jewelry and furs is also prohibited, visitors should be careful to declare all such items in their possession on arrival at Customs and have it put on record by the Custom authorities for permission to take these same items out when leaving the country.

Tourists can freely export out of Turkey:

- a) Silverware purchased in Turkey, up to 1 kilogram of weight.
- b) Other miscellaneous articles or souvenirs up to 250 TL in value.
- c) Two Turkish rugs of any size.

LANGUAGES

Naturally Turkish is the language of the country. But among the business community there will be many who are conversant with French. A number of technicians and professional men are likely to know German. English is gradually coming into even greater prominence. In the banks and engineering establishments one is always likely to find an English-speaking employee.

Turkiye Turizm Kurumu, (The Travel Association of Turkey, Istiklal Caddesi No. 186/2, Galatasaray, Beyoglu, Istanbul, Phone number 49842), could be very helpful in providing the foreign visitor with addresses of reliable travel agencies which, in turn, could help with interpreters and other guidance. Elsewhere, hotels are generally helpful in sorting out the problems of visiting foreigners.

HOTELS AND RESTAURANTS

In prominent cities like Ankara, Istanbul, and Izmir, hotels and restaurants will provide service and accommodations approximating American standards. In smaller towns accommodation is only adequate. The following hotels rank among the best for travellers from abroad:

	Single Room		Double Room	
	Without Bath	With Bath	Without Bath	With Bath
<i>Istanbul:</i>				
Park Hotel -----	3.00	5.00	4.50	7.00
Konak Hotel -----	2.25	4.00	3.50	5.00
Pera Palas -----	2.50	4.50	4.50	9.00
<i>Izmir:</i>				
Ankara Palas -----	2.75	3.25	4.50	6.00
Izmir Palas -----	2.75	3.50	3.50	5.00
<i>Ankara:</i>				
Ankara Palas -----	3.25	4.50	5.00	7.00
Park Palas -----	2.25	3.25	3.25	5.00
Belvu Palas -----	2.25	3.25	3.25	5.00
Cihan Palas -----	2.25	3.25	3.25	5.00
Yuksel Palas -----	2.25	3.25	3.25	4.50

Hotel in Bursa



To these prices must be added the extra charges that are usual in Europe, such as 10 per cent for service. Private bathrooms are available with most rooms at these hotels, and inclusive charges for board can be arranged.

Both at the hotels and restaurants a 10 per cent charge for tips is added to all bills, but additional tipping of 5 to 10% is also customary.

However, hotels do not provide soap as a rule, and the traveller would be well advised to have his own soap, and, if travelling in the interior, his own towels.

Restaurants at hotels are generally among the best; but there are some very good restaurants for those who find it more convenient to take their meals outside.

In Ankara: Karpic, Gar Gazinosu, and Sureyya (evenings only) provide good food with music.

In Istanbul: Adalar, Narin, Abdullah, Rejans, Misir Carsisi, and Konyali enjoy a great reputation. Pandeli (open for lunch only) has its specialties, and Taksim Gazinosu provides entertainment in the evening.

In Izmir: Deniz Gazinosu, Sehir Gazinosu (summer months only) are recommended.

Turkish cuisine is reputed to be among the best in the world, and Americans generally take with zest to boreks (a special preparation of dough with cheese or chopped meat filling) and cerkes tavugu (chicken prepared with a special walnut and red pepper sauce). But at the beginning the traveller would be well advised to stick to what he knows, such as broiled meat and fish and boiled vegetables.

COMMUNICATION FACILITIES

The communication system is operated by the government.

TELEPHONE: There is telephonic communication between all major cities in the country. In 1947 there were 132,484 miles of telephone wires and 56,708 subscribers in 1951. There is also telephonic communications between Turkey and the following countries: Bulgaria, Roumania, Hungary, Holland, Poland, Yugoslavia, Austria, Switzerland, Czechoslovakia, Germany, France, Denmark, Belgium, England, Ireland, Syria, and Lebanon. The new

wireless stations that are under construction will soon inaugurate telephone service between Turkey and the U. S. A.

TELEGRAPHIC COMMUNICATION: There are 1611 telegraph offices in the country and 34,820 miles of telegraph lines. Telegrams from Turkey to the U. S. A. in the New York City area cost 132 kurus per word, to other U. S. areas the cost is 154 kurus. There is a 2/3 reduction for the press. From New York to Turkey the charge is 23 cents per word, for press it is 6½ cents.

MAIL: Air mail letters between Turkey and the United States take 4-5 days. The charge is 15 cents for each half ounce. Regular mail averages three weeks for delivery, and is 5 cents for the first ounce and two cents for each additional ounce. (Sept., 1951).

PARCEL POST: The maximum weight for parcel post is 44 pounds. There is no insurance. Only packages up to six pounds can be registered.

Only books in languages other than Turkish, and newspapers and magazines, are exempt from customs duty as gifts. All other gift packages are dutiable at the same rate as for commercial shipments. Charity gifts addressed only to the Turkish Red Cross are exempt from duty.

HOURS OF BUSINESS

Government offices are open from 9:00 to 12:00 and from 1:30 PM to 5:00 PM. Banks are generally open from 9:00 to 12:30 and from 2:00 to 4:30. Shops are open from 8:00 AM to 7:00 PM. (In Ankara, however, there is an hour's recess at noon from 12:30 to 1:30). Saturday afternoons and Sundays, both private and official premises are closed. Retail shops are open all day Saturday.

HOLIDAYS

New Years' Day	1st January
National Sovereignty Day	23rd April
Spring Holiday	1st May
Youth and Sports Day	19th May
Seker Bayram (3 days)	(Changes every year; in 1952, the last week of June, according to the lunar system)
Air Force Day	30th August
Kurban Bayram (4 days)	(Changes every year; in 1952, the first week of Sept.)
Republic Day	28th to 30th October

MEASUREMENTS

In Turkey the metric system of weights and measures is used. Below are the conversion figures to U. S. equivalents:

APPROXIMATE COMPARISON OF METRIC UNITS OF MEASUREMENT

Length

(U. S. equivalents)

1 inch	=	25.4 millimeters	1 millimeter	=	0.0394 inch
1 foot	=	0.3048 meter	1 meter	=	3.28 feet
1 yard	=	0.9144 meter	1 "	=	1.094 yards
1 rod	=	5.0292 meters	1 "	=	0.1988 rod
1 mile	=	1.609 kilometers	1 kilometer	=	0.6214 mile
1 "	=	1609.35 meters			

Capacity (Liquid Measure)

1 pint	=	0.473 liter	1 liter	=	2.113 pints
1 quart	=	0.946 "	1 "	=	1.06 quarts
1 gallon	=	3.785 liters	1 "	=	0.264 gallon
1 "	=	0.038 hectoliter	1 hectoliter	=	26.42 gallons

Mass

1 pound avoirdupois = 0.454 kilograms (kg.)

1 kilogram = 2.2 pounds

Area

1 hectare = 2.471 acres

A street scene in Ankara



TRADE POSSIBILITIES

TOPOGRAPHY



The territory of the Turkish Republic (298,503 sq. m.) lies both in the Asiatic and the European continents. In size it is comparable to the combined areas of Texas and South Carolina. At Istanbul on the Eastern shores of the Bosphorus, and at Canakkale on the Dardanelles, Turkey in Asia is separated from Turkey in Europe by the two waterways internationally known as the Turkish Straits. Turkey is

bounded on the North by the Black Sea, on the South by the Mediterranean, and on the West by the Aegean. The Straits are important because they provide the outlet from the Black Sea into the Mediterranean. The coastal regions of Turkey are the most thickly populated because they are the most fertile parts of the Turkish homeland. On the Black Sea there is a narrow coastal strip where are found the flourishing tobacco centers of Samsun and Trabzon; and the rich hazelnut paradise of Giresun. Density of population here is thrice that of the general Turkish average. Around the Sea of Marmora in European Turkey you find the rolling hill country of fertile grain fields, and the rich agricultural land around Izmit and Bursa. Sugar-beet, tobacco, and fruit orchards dominate here. This is one of the most thickly populated regions of Turkey. In the West there is the fertile coastal strip bordering the Aegean. Here in the hinterland of Izmir, the second largest city of Turkey, are the rich vineyards of Manisa, the fig country of Aydin, and

tobacco and cotton plantations. To the Southwest around Adana and Mersin is the deep south of Turkey with its citrus fruits and cotton fields. From each of these three narrow coastal regions of Turkey the earth rises into the semiarid Anatolian plateau, averaging 1500 to 1900 feet in altitude, and rising to 17,000 feet on Mt. Ararat, at its eastern extremity. This is mostly grazing and winter grain country. There are many sheep, horses, goats, and cattle in Turkey where animal husbandry is an important occupation.

To the East, Turkey borders Iran and Soviet Russia. On her Southern frontiers are Iraq and Syria. To the West, on her European territory, she touches Bulgaria and Greece. This is how she is both a European and a Middle Eastern country. But the nature of her topography, with the plateau descending from the East towards the West, makes her more European than Middle Eastern.

POPULATION

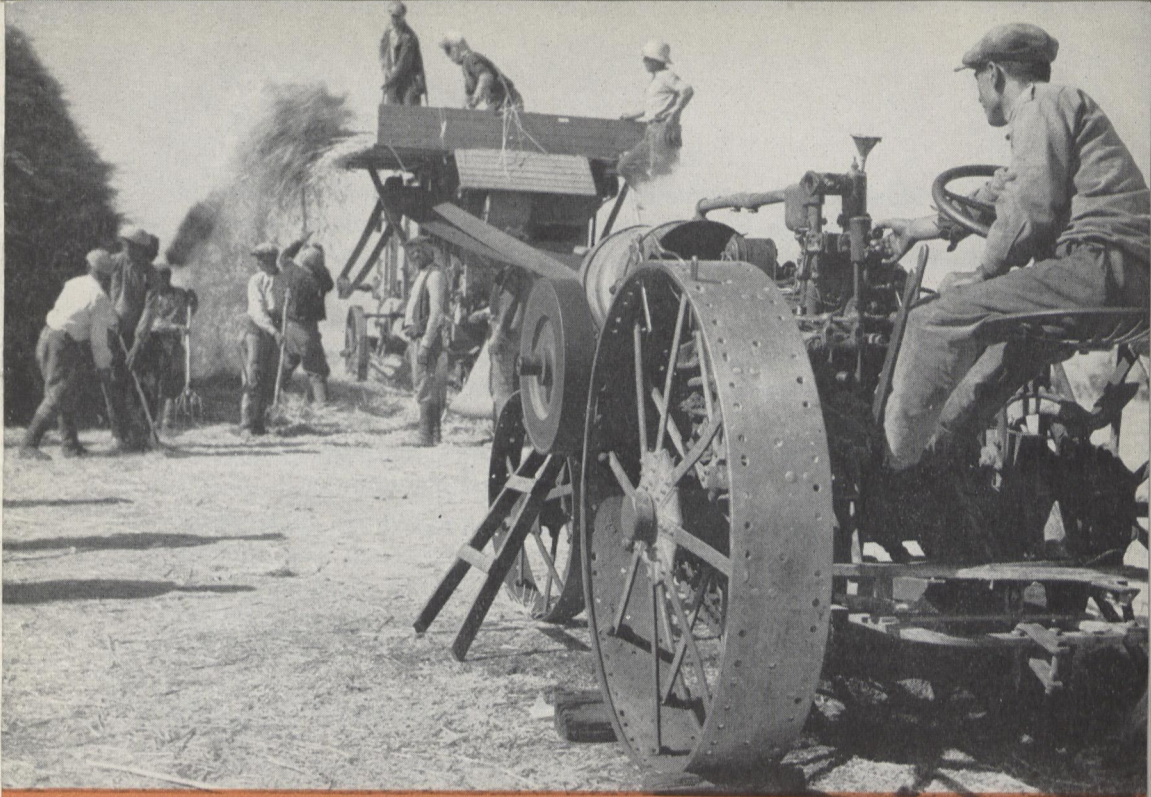
Turkey has a population of 20,934,670, 70.13 persons per sq. mile. Of these 30.5% are engaged in agriculture; mining and industry — 3.6%; commerce — 1.5%; transportation — 0.7%; public service and professions — 3.7%; domestic economy — 0.1%; personnel service, unknown occupation, children, old people, housewives and laborers without any specific training — 59.9%.

ECONOMIC FACTORS

Agriculture forms the backbone of Turkey's economy. In recent years, however, there has been a steady development of the mineral resources; and industrial expansion has begun to take in a greater percentage of the income-earning population.

The principal agricultural and allied commodities are: cereals, oil seeds, pulses, dried fruits (sultana raisins and figs), valex and valonea (used in leather tanning), tobacco, olive oil, cotton, wool, mohair, opium, sugar beet, attar of roses, hazelnuts, hides and skins, furs, gum, tragacanth, seed cakes, eggs, silk, fish, livestock, fruit, timber, fresh vegetables and salt. Fish and meat are still in their infancy, and offer great possibilities.

Chromium, coal, copper, and iron ore are among the leading minerals. Emery stone, antimony, boracite, mercury, manganese, sulphur, and magnesite are also mined. In chromium, Turkey is



Harvest in Kanya

among the three leading exporters in the world. Eti Bank, a state-operated enterprise, is the largest mining concern in the country, specializing in coal, iron ore, chromium, lignite, and copper. Its headquarters are in Ankara. However, there is a great number of individual private concerns which are very active in the production of chromium and the other mineral products of Turkey.

Though Turkey is primarily an agricultural country, considerable industrialization has taken place in the last twenty years. This was achieved under the sponsorship of the government and the emphasis has been on the consumer industries. Government sponsorship has manifested itself in the government providing the capital for the development of new industries. This was done through the Sumer Bank (headquarters in Ankara) that owns and operates the largest textile factories, both woolen, cotton, and silk; paper mills; the only iron and steel plant, and the biggest shoe factory, in the country. The glassware factory at Istanbul is owned by the Is Bankasi.

The Sumer Bank is one of the most important cement producers in the country. The sugar industry developed in the last twenty years is run by one concern, the Turkish Sugar Factories, although smaller

individual factories are now being constructed. From the point of view of a foreign businessman it is of interest to know that the Turkish railway system is run nationally. On the other hand, although there is a shipping corporation in which the state holds a 51% share, private concerns run the greater part of the cargo trade. The production of cigarettes, matches, sporting ammunitions, alcoholic beverages, and salt is entirely under the government and is run for the State by the Turkish Monopoly Administration. With the exception of salt and wines, the production of all the above mentioned concerns is for local consumption.

As a guide to Americans, the list of important State-owned enterprises is given below:

Name	Headquarters	Type of Business
Sumer Bank	Ankara	Textiles, steel, iron, paper, glass.
Eti Bank	Ankara	Mining; chromium, coal, copper, etc.
Turkish Monopoly Administration (Gumruk ve Inhisarlar Umum Mudurlugu)	Istanbul	Cigarettes, liqueurs.
Turkish State Railways Administration (Devlet Demiryollari Umum Mudurlugu)	Ankara	Runs the whole railway system.
Turkish Airways Administration (Devlet Havayollari Umum Mudurlugu)	Ankara	Responsible for Turkish air traffic.
Turkish Seaways Corporation (Denizcilik Bankasi Umum Mudurlugu)	Istanbul	Shipping.
General Directorate of Post Offices, Telegraph and Telephones (P.T.T. Umum Mudurlugu)	Ankara	Operates postal, wire, and telephone services.

The foreign businessman, however, should not be misled into thinking that all industrial activity in the country is under government control. The share of private enterprise is very great. For example, even in textiles and cement where government investment has been heavy, private enterprise controls approximately over 45% of the national production.

Side by side with the part played by private capital in such major industries as textiles and cement, others such as tanning and leather factories, flour milling and cotton ginning are almost entirely in private hands. The grading and manipulation of export products such as raisins, figs, hazelnuts, olive oil, and valonea have all been developed by private capital. Soap and cosmetics, rubber goods, furniture, plywood, stationery, is manufactured entirely by private firms.

Thus, in the over-all picture, the major portion of industrial production is held by private enterprise. Presently, it is felt that state sponsorship has fulfilled its role in the development of industrial activity; and the government is planning the sale of many state-owned plants to private enterprises. Through new legislation that provides specific guarantees to the investor, it is also encouraging the investment of foreign capital in the country.

FOREIGN INVESTMENTS

A bill to encourage foreign investments in Turkey became law in August, 1951, when it was passed by the Turkish National Assembly.

In line with the government's policy to open the door to foreign private capital, the new law provides special privileges for foreign capital to be invested in the fields of hydro-electrics, industry, mining, public works, research, and travel, contributing to the economic development of Turkey.

The new provisions are applicable to foreign capital invested in the construction of new plants as well as for the enlarging or re-activating of existing installations, on the sole condition that they do not constitute enterprises of a monopolistic character.

The term "investment" is defined as covering (1) capital brought into Turkey in the form of foreign exchange, (2) the value of installations, machinery, tools and instruments, spare parts and accessories, special construction materials, and (3) the value of trade marks, patents, and other protected processes.

Foreign investors are guaranteed in advance the right to take out of Turkey (in the original currency of investment) annual profits, dividends, and interest; and also the original invested capital and/or "wound-up" assets of foreign-financed enterprises.

All present and future rights, facilities, and exemptions recognized for domestic investors in the fields enumerated in Para. 2



Loading in Izmir

above will be extended in full to foreign investors engaged in the same spheres of activity.

FOREIGN TRADE

By limiting her imports Turkey succeeded in balancing her foreign trade (with the exception of 1938 only) in the 1930-1946 period.

But Turkey having had to replenish her depleted stocks after the second world war and also pursuing a policy to develop her new economic resources had to undergo a deficit varying approximately from 30 to 75 million dollars annually in the last three years. The foreign currency available to the country was again largely devoted to the purchase of basic necessities, but even so it has proved impossible to strike a balance because she had to make large purchases of automotive and other machinery, deferred during the war. The total volume of Turkey's export-import trade in the pre-war era approximated 200 million dollars annually; in the last three years this has reached the annual average of 450 million dollars.

EXPORTS

Agricultural products and minerals constitute the main exports of Turkey. Although rugs and carpets are not a major item among Turkish exports, they should be noted because of their centuries-old world-wide reputation and because they have not yet been properly marketed in the United States and therefore offer great possibilities to American businessmen constantly on the look out for new consumer items in world markets.

Quality is the outstanding characteristic of Turkey's main agricultural products. In this connection, tobacco should be rated first, along with the sultanina raisins and Smyrna figs. These have no equal in world markets. The same is true of Turkish mohair (Angora), of Turkish valonea, opium, and liquorice juice.

Chromium, copper, antimony, and emery rank among the foremost of Turkish mineral exports. Turkey is among the three greatest chromium producers in the world. Major figures for 1950 are quoted below with the purpose of giving an idea about the annual quantity and value of Turkey's export products.

Commodity	Quantity in Tons	Value in Dollars	Percentage of Total Exports
Tobacco	50,818	\$ 60,562,410	23 %
Raisins	80,334	20,734,042	8
Figs	13,180	4,673,758	1.9
Pistachio nuts	4,373	3,234,751	1.3
Hazel nuts	26,646	18,487,943	7
Livestock (head)	(558,524)	8,499,290	3.4
Eggs	6,538	2,966,666	1.1

Sausage casings	487	2,297,163	1.0
Skins and furs	6,383	5,487,234	2.0
Wool	6,318	5,839,361	2.2
Mohair	3,622	5,664,893	2.2
Rugs and carpets	5	22,699	0.1
Linseed	22,468	3,512,624	1.4
Hemp	3,121	444,326	0.2
Olive Oil	99	59,219
Hazelnut oil	66	40,780
Valonea	17,727	1,008,652	0.4
Liquorice root	5,739	789,776	0.5
Cotton	77,866	69,476,950	26.9
Meerschaum	27	142,907
Emery	8,337	134,042
Copper	6,316	2,510,992	1.2
Antimony	1,553	247,872
Chrome ore	353,603	10,622,695	4.4
Manganese	18,547	730,141	0.3
Boracite	10,151	522,340	0.2
TOTAL OF ALL EXPORTS	985,329	\$261,555,670	

Of these Turkish exports, the United States has purchased in 1950

	Quantity in Tons	Value in Dollars
Sausage casings	12	\$ 12,765
Skins and furs	21	97,517
Mohair	932	1,486,879
Wool	2,106	1,843,262
Canary seed	3,490	471,276
Selep orchis	13	54,964
Raisins	174	48,581
Figs	1,172	488,652
Pistachio nuts	3,655	2,694,432
Hazelnuts	184	126,241
Walnuts	162	104,964
Aniseed	149	59,219
Tobacco	18,529	23,546,453
Liquorice root	7,836	653,191
Valonea	5,583	250,000
Acorns	616	37,943

*Raising Turkish
Tobacco is a highly
specialized process*



Valonea extract	298	53,900
Opium	185	2,990,425
Styrax oil	102	164,893
Copper	3,000	1,012,766
Chrome ore	241,442	7,200,000
Manganese	6,509	185,106
Liquorice Juice	74	26,241
TOTAL TO U. S.....	301,863	\$44,168,790

IMPORTS

In the past three years, Turkey has been importing goods to the value of approximately 250 million dollars annually. Prior to 1939, Turkish imports averaged only 90 million dollars per year.

It is of interest to the American businessman to know that the direction of Turkey's trade has undergone a radical change since the war. As a result of the serious dislocation of world trade after the depression of 1929, during the decade preceding World War II Germany had become Turkey's greatest supplier of manufactured goods. At that time, almost half of Turkish foreign trade, both import and export, was with Germany. In the last four years, however, the United States has become Turkey's major supplier; and almost 1/5th of Turkey's total foreign trade has fallen to the United States. Even though Turkey's over-all imports have been exceeding exports by approximately 50 million dollars a year, American manufacturers have profited from the dollars made available through the Marshall Plan and the Export-Import Bank. Thus Turkey has been able to meet her requirements for re-equipping her factories and, also, to expand her foreign trade, thereby developing a market for the industrial products of the United States.

Turkey's chief imports are machines, iron and steel products, cotton yarns, chemicals, and pharmaceutical products. The order of importance in value of these different items in Turkey's total imports (approximate average of 1947 to 1950) is as follows: (1) Machinery and Machine tools, 18%, (2) iron and steel manufactures 12.5%, (3) cotton textiles 9%, (4) transport equipment (vehicles) 6.5%, (5) cotton, woolen and rayon yarn 7%, (6) chemical and pharmaceutical products 6.5%, (7) petroleum and petroleum products 6.5%, (8) paper and paper products 2.5%, (9) rubber and rubber goods 2%, (10) tea, coffee and cocoa 1.8%, (11) hides 1.4%.

The 1950 figures for main imports, totalling 1,488,312 tons and an over-all value of \$283,542,550, can be broken down as follows:

Commodity	Tonnage	Value in Dollars	Percentage
Machinery	72,582	\$ 65,550,000	23.1
Iron and steel manufactures	215,888	34,674,468	12.2
Petroleum and derivatives	506,737	20,825,532	7.3
Textiles	5,926	17,533,333	6.2
Vehicles	17,704	15,609,219	5.5
Woolen yarn	3,294	9,601,064	3.4
Scientific instruments	1,793	8,712,762	3.1
Coffee, cocoa, and tea	8,534	7,980,850	2.8
Alkaloids	2,317	7,425,533	2.6
Sea and air transport	4,906,735	1.7
Cotton yarns	2,007	4,830,490	1.7
Paper and paper manufactures	25,468	4,720,214	1.7
Dyes	6,725	4,279,781	1.5
Hides	5,174	3,978,722	1.4
Chemicals	77,242	3,458,850	1.2
Rubber and rubber goods	6,886	6,814,895	2.4
Grand total of all imports	1,488,312	\$283,542,550	

Prior to the war, Germany was the major supplier of manufactured products in iron, steel, and chemicals to Turkey. The United States sent 10%, and the United Kingdom another 10% of Turkey's total imports. But in the last three years U. S. exports to Turkey have passed the 20% mark; Britain has ranked second with approximately 17%, and Italy third with 8%. In 1950 Western Germany also made new headway, in her exports in chemicals, iron, steel, and manufactures to Turkey.

In 1950 Turkey's import and export trade was divided as follows between the different countries:

Country	Imports	Exports
U. S.	24.5%	16.9%
United Kingdom	10.5	14.0
Holland	2.9	2.8
Italy	4.7	5.5
France	5.0	4.3
Sweden	1.9	2.9
Switzerland	1.4	1.1



Western Germany	17.6	21.2
Czechoslovakia	4.8	3.9
Belgium	2.6	1.0
Austria	2.3	4.0

To give an idea of the goods supplied to Turkey by the United States, here is the list of Turkish imports from the United States in 1950:

Imports from USA			Turkey's Total Import Tonnage	Value in Dollars
Commodity	Tonnage	Value in Dollars		
Plastic materials	33	\$ 176,241	851	\$ 1,257,814
Cotton textiles	156	319,149	5,926	17,533,333
Rubber and rubber goods	307	472,695	6,886	6,814,893
Tires	188	227,304	3,785	4,112,056
Fire bricks	685	54,609
China and porcelain	316	179,432	4,492	2,108,155
Glass	50	54,609	14,788	2,872,340
Iron, steel and finished products	48,756	7,732,978	215,888	34,674,468
Copper and copper alloys and manufactures	386	407,447	6,382	4,119,148
Scientific instruments	176	1,759,219	1,793	8,712,765
Machinery	34,886	32,726,595	72,582	65,550,000
Vehicles	2,798	3,174,822	17,704	15,609,219
Petroleum and derivatives	6,465	5,106,028	506,737	20,825,531
Paraffin and vaseline	374	41,489
Dyes	105	85,460	6,725	4,279,787
Chemicals	749	356,383	27,242	3,458,865
Semi alkaloids	488	1,459,219	2,317	7,425,531
Grand total from U. S.	267,349	\$69,571,277	1,488,312	\$283,637,588

PRINCIPAL CENTERS OF TRADE

ANKARA: (pop. 295,000) is the capital and political center of the country; commercially it is important for government contracts, and for state-owned enterprises such as are operated by the Sumer and Eti Banks.

ADANA: (pop. 117,799), in the south, is located in the heart of the rich cotton country. With the rapid development of the textile industry and the expansion of cotton cultivation, it is assuming an increasingly important part in the foreign trade of Turkey.

ISTANBUL: (pop. 1,018,468), the ancient seat of the Ottoman Sultans, is renowned for its beauty and historic sights. It is the gateway from West to East and between the Mediterranean in the South and the Black Sea in the North. Before the war it served as a shipping and trading center for the Balkans and South Russia, and as the most important trading and distribution center in Turkey. It handles nearly 2/3 of Turkey's foreign trade, both in value and tonnage. Foreign banks that operate in Turkey mostly have their main offices here. The import business is mainly concentrated in Istanbul.

IZMIR: (pop. 321,905) ranks a close rival of Istanbul. She serves as an outlet for the rich Aegean coastline of Turkey, and is the main center for the export of dried fruits, figs, tobacco, valonea, olive oil, and pulses. In the last fifteen years it has also developed its import trade and all the facilities found in Istanbul are now also available in Izmir. The port handles 1/5 of the foreign trade of the country. In the export business she is more important than Istanbul.

Every year from the 20th of August to the 20th of September an International Fair is held in Izmir. Exhibitors from all over the world have found it a good means for showing their wares and acquiring new contacts and contracts, not only in Turkey alone but also in the whole Eastern Mediterranean. In 1951, 150 U. S. firms took part in the Fair.

ISKENDERUN: (pop. 18,629, 1945 census), comparatively a small city, has emerged in the last ten years as the outlet for the rich chrome ore deposits around Guleman and Southeast Turkey. During the war the port installations were considerably improved by the construction of a large jetty; and the modern highway presently under construction will connect it with Erzurum, and further enhance her position in Turkey's foreign trade. It also serves as a transit port for Iranian exports and imports.

MERSIN: (pop. 33,148), a rival of Iskenderun, has long served as the outlet for the rich deep south of Turkey. In a way, she can be compared to New Orleans, and some of the foremost import-export firms of the country are to be found in Mersin. Both Iskenderun and Mersin are fast becoming distribution centers for southeastern Turkey.

SAMSUN: (pop. 43,937), ranks with Izmir as the foremost tobacco center of the country. Samsun and Trabzon (pop. 33,969) are the twin cities on the Black Sea coast that serve as distribution centers for Northeastern Turkey. Foreign businessmen will find banking and consular facilities available in these cities.

LAWS AND REGULATIONS GOVERNING FOREIGN TRADE

IMPORT AND EXPORT PROCEDURE



Turkey, like most other countries of the world, has felt the necessity of controlling her imports and exports with a view to husbanding her limited resources, and balancing her payments. Thus Turkey's foreign trade is conducted under a set of regulations prepared by the Ministry of Economy and Commerce. Presently these regulations are embodied in a Government Decree, No. 3/11704, dated August 10,

1950.

With a view to protecting domestic prices, directing important commodities towards hard currency countries, and controlling the shipment of strategic materials, exportable Turkish products have been separated into three different categories.

Goods coming under list I attached to the above-mentioned decree are exported freely, no license being required. But the exporter has to submit the dollars (hard currency) he obtains from the sale to the Central Bank and receive its equivalent in Turkish liras. This, however, is a formality that concerns the exporter more than the foreign purchaser. For goods coming under list No. II, licenses have to be procured. Quotations cannot be firm until the license has been

obtained. The dollars for these goods, have, again, to be submitted to the Central Bank.

There is, also, a third list (List III) which enumerates commodities the dollar proceeds of which are left abroad at the disposal of the exporter for a period of 6 months starting from the date of exportation. With these dollars (hard currency), the exporter is given the possibility of importing the equivalent value of goods into Turkey. In case of failure to import within the specified period, the proceeds in dollars of such exports have, also, to be submitted for exchange to the Central Bank. Thus, from the point of view of the foreign purchaser, only goods coming under list II require an export license issued by the Ministry of Economy and Commerce, or by parties designated by the same Ministry. At the moment goods in list II are: chrome ore, copper, copper plate and wire, manganese ore, butter, opium, lead ore containing zinc, and cotton lintens (for these the export license is issued by the Ministry of Economy and Commerce), tobacco (export license by the Izmir and Istanbul Tobacco Exporters' Associations, and in Samsun and Trabzon by the local Dept. of Commerce), olive oil (export license by Izmir Exporters' Association), pistachio nuts (export license by Gaziantep Pistachio Exporters' Association), and unwashed wool (export license by Istanbul Exporters' Association). It is understood, of course, that the list is subject to change depending on economic conditions at home and abroad.

The spirit of the new import policy is to minimize restrictions and encourage the expansion of international trade. This, however, is inevitably limited by the available foreign currency. Efforts to avoid restrictive procedures have been coupled with attempts to allocate foreign currency to the purchase of essential requirements. Thus, commodities for which foreign currency is made available have been grouped under list IV attached to the decree mentioned above as defining Turkish Import-Export Policy. This list is sub-divided into four groups, according to the relative importance of each commodity to Turkish economy. Commodities that figure in list IV-A are considered the most essential, and can be freely imported from countries in the European Payments Agreement without requiring previous import permits.

Where letters of credit are opened, shipments should be made within the period of validity of the letter of credit, which is gen-



The Railroad Station in Ankara

erally one month, but in special cases involving manufacturing time and other cogent reasons it may be granted for a longer period.

Listings of the different categories of imports and exports can be obtained from the Turkish Commercial Attache's Office, or the Commercial Counsellor's Office of which the addresses are given elsewhere.

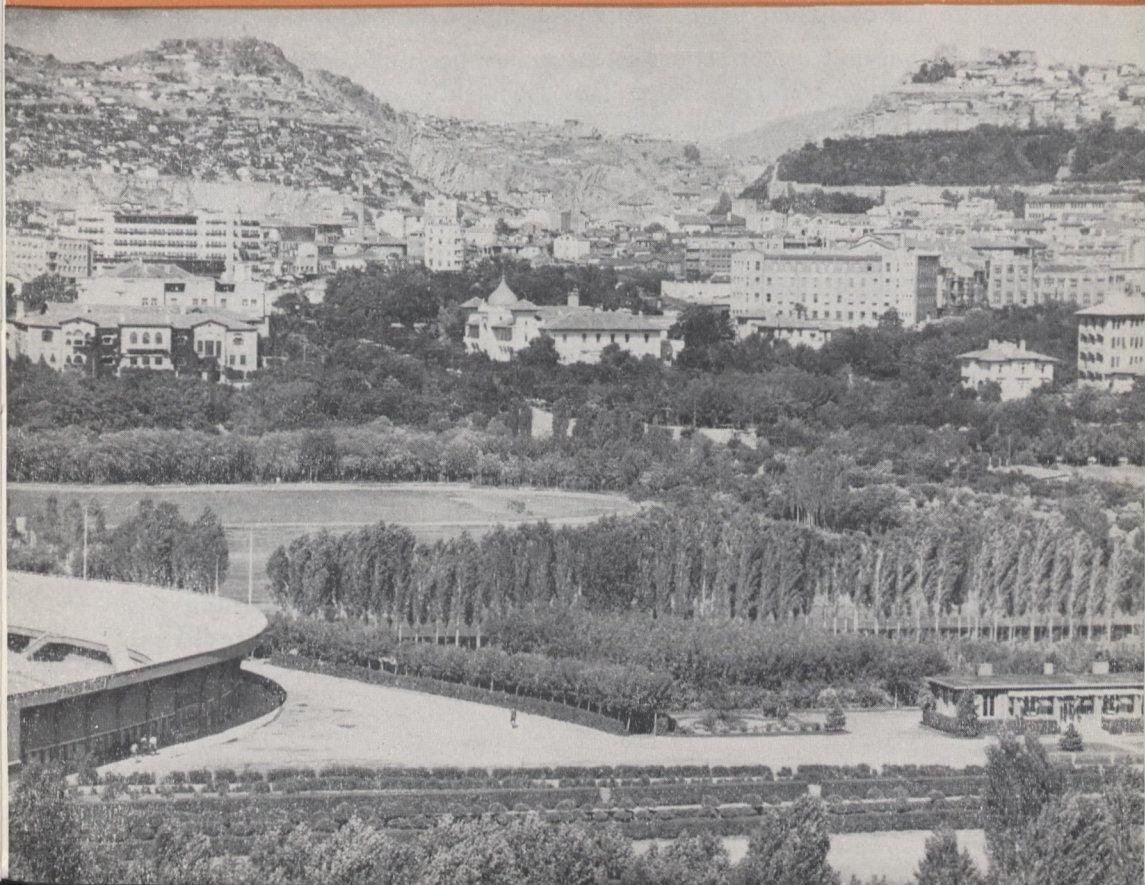
TERMS OF PAYMENT

In Turkey, terms of payment are chiefly on a cash against documents basis, or by confirmed letter of credit. As regards C. A. D. goods, deposits in Turkish currency equivalent to the value of invoices must be made by importers to collecting banks against the delivery of the documents. Formerly many United States importers insisted on dollar letters of credit by Turkish importers for orders

placed, but the volume of business on the basis of sight drafts is now rapidly increasing.

As for imports from the United States, the Turkish purchaser submits an import application to his bank, or directly to the Central Bank. These applications are gathered at the Central Bank which periodically submits them to the Ministry of Economy and Commerce. The Ministry studies these applications in the light of two governing principles, (a) how essential are they to Turkish economy *at the moment* (something not considered essential today might assume primary importance in the near future, due to scarcity, or other reasons), and (b) what is the position of available dollars. On the basis of these considerations, instructions are issued to the Bank by the Ministry to accept or reject the application. Orders cannot be considered firm until the import permit has been secured. C. I. F. quotations are preferred.

General View of Ankara



SHIPPING FORMALITIES

(a) DOCUMENTS

If all the necessary documents are carefully prepared and properly expedited to Turkey, American exporters will encounter no custom difficulties whatsoever.

The necessary documents in Turkey are:

(1) The Certificate of Origin-Consular Invoice: This document is a consular invoice worded so as to be a simple certificate of origin by declaring that the goods are of United States origin. There is no prescribed form of wording. The form must be made out in duplicate, and may be in English or French. Both copies must be certified by a chamber of commerce or other trade organization (the Merchant's Association of New York performs this service for New York), or by a notary public, and must then be visaed by the Turkish Consul General at New York, Chicago, or Boston.

The Consul will retain one copy and return the original to the shipper. As the document must be certified by a chamber of commerce, or by a notary public, a copy will be required for the chamber's or the notary's files. The shipper, therefore, should prepare the combined form in triplicate.

No erasures or corrections whatever are permitted in the certificate of origin-consular invoice. This document must contain the following information: name and address of the shipper; name and address of the consignee; number of packages comprising the shipment; type of containers; markings on containers; net and gross weights of the shipment in kilograms; route by which shipment is made (rail, sea, parcel post); the f.a.s. or f.o.b. steamer value at time of export, in United States currency; and a complete and accurate description of the goods and composite materials according to the classification of the Turkish customs tariff.

(2) Bill of lading – two copies.

(3) Commercial invoice – one original and two copies. This should carry the following clarification, duly signed and certified: "We hereby certify that this is the first and original copy of our invoice, the only one issued by our firm for the goods herein mentioned." The commercial invoice does not require consular visa, but must be presented at the Turkish Consulate with the combined form; the Consul retains a copy of the commercial invoice for his records.

(4) When there is not a complete transformation, and the merchandise has been merely manipulated or processed, the value of the goods must have been increased as the direct result of such processing by at least 33 percent of its cost price at the time and place of importation. When calculating this increase, only the normal cost of the processing involved may be considered, excluding customs duties, freight, cartage, insurance, etc.

Letters of correction are required only when a change in the value is involved. However, if the change of the f.a.s. value increases so that the consular fee additionally involved exceeds \$2., a new certificate of origin-consular invoice is required. Letters of correction must be in duplicate, addressed to the purchaser, signed, notarized, and certified by a county clerk. The following consular fees are charged:

For legalizing the combined certificate of origin-consular invoice:

Shipments valued up to \$19.99: no charge.

Shipments valued over \$20 to \$800: $\frac{1}{2}$ of 1 percent of the f.a.s. steamer value.

Shipments on balance over \$800: $\frac{1}{4}$ of 1 percent of the value in excess of that amount.

For legalizing letter of correction: \$2.

Uncertified invoices are subject to a fine; and in order to clear goods from customs, the consignee is required to make a deposit equal to 10 per cent of the value of the goods pending the arrival of the certified invoice.

(5) Sanitary and other inspection certificates are necessary for certain specific items; but in such cases the consignee usually stipulates it in the contract, or informs the exporter, before shipment.

Corrections and/or erasures are not permitted on any shipping documents, and such will be returned to the consignors by banks in Turkey.

The description of the goods on the certificate of origin and the bill of lading should correspond exactly to the description on the commercial invoice.

“ECA” shipments do not require Consular Certification. For further information regarding commercial shipments see “Exporters Encyclopedia” under “Turkey.”

(b) INSURANCE

Insurance should cover transit from the seller's warehouse to the buyer's warehouse; if that is not possible, coverage should extend for a period of thirty days after landing against the risk of fire. Coverage must be on c.i.f. value. Luxury goods that are small in volume but great in value are usually insured against theft too.

PACKING AND STORAGE

Goods should be well and strongly packed to avoid damage from rough handling in discharge and transit. Instructions about packing given by customers and importers should be followed.

Great care must be taken in the correct description of the goods. Merchandise arriving at Turkish Customs is subject to examination and analysis, and if the description does not conform with the truth, very heavy fines (sometimes exceeding the value of the goods) are imposed. For example, cotton textiles containing silk or rayon yarn should be so described, no matter how small the percentage of silk or rayon: the exact percentage must be cited. The same principle applies to the declaration of weight and value. To avoid difficulties, the consignor should be meticulously exact, and allow no margin of error.

Markings on the packages should be very clear and, if necessary, numbered. It is also advisable to mark each case with the gross weight, as otherwise the weight of a number of similar packing cases is sometimes averaged — that is, one case is weighed and that weight is multiplied by the number of cases. This might result in the levying of a higher aggregate duty than necessary. In cases where the merchandise is destined for a point in Turkey other than the port of entry, shipment should be made on a through bill of lading. Packages of merchandise and pertinent bills of lading for shipments in transit through Turkey must bear the indication "In Transit." Unless bills of lading and packages are marked "In Transit", all goods shipped to Istanbul must be cleared through the customs and full duty paid. If marked "In transit," however, the goods may either be cleared for entry upon payment of duty, or reshipped without payment of duty, at the option of the importer.

Declaration of intent to clear goods through the customs may be made at any time within the period during which goods are held in the customs depots or warehouses. Goods may remain in the

Turkish customs depots for 1 year, and in customs warehouses (entrepôts) for 3 years, subject to warehouse fees. These periods may be extended in exceptional cases at the discretion of the Council of Ministers. Articles warehoused at the time of importation and declared for reexportation within a stated time are free of duty.

Istanbul warehouses have a capacity of 84,016 metric tons of closed and 10,690 tons of open storage. Loading and unloading from vessels anchored off-shore is generally effected by lighters.

In Izmir, warehousing facilities are ample; loading and unloading is again by lighters. At Iskenderun, there are both government and private warehouses with a total capacity of 103,000 sq. feet of covered space. In Mersin there are some 50 warehouses with a total capacity of 83,000 tons. Both Samsun and Trabzon have customs and transit warehouses. Custom warehouses at Trabzon have a capacity of 300 tons and transit warehouses for 500 tons. There is, also, 43,000 sq. feet of open storage space.

CUSTOMS DUTIES AND REGULATIONS

U. S. goods to Turkey and Turkish goods to the U. S. have the advantage of coming under the "most favored nation" clause.

Customs duty in Turkey is mostly based on weight, or per item. Only in the case of precious stones and products of the Turkish State Monopolies is there an assessment on an advalorem basis.

Duties calculated on weight are levied variously on the gross weight, legal weight (weight of merchandise plus inner container), or net weight. In addition to the customs duties there is (a) transaction tax – which varies from 12.5 to 18 percent of the c.i.f. value, depending on the commodity, (b) municipal tax – 10 per cent of the import duty, (c) supplementary tax – 50 per cent of the municipal tax.

These charges, supplementary to import duty, work out at anything between 20% to 25% of the c.i.f. value of the goods, depending on the size of the shipment.

There are no free ports in Turkey; but customs zones exist in Istanbul, Mersin, Iskenderun, and Samsun. Work is progressing on a project to establish a free port at Iskenderun, southern Turkey's port on the Mediterranean.



Turkish Department Store

BANKS

The Central Bank of the Republic of Turkey has the sole right of issuing paper money; it also controls all exchange operations, acts as a fiscal agent for the government, and as a central bank for commercial banks.

The two largest commercial banks in the country are the "Is Bankasi" (meaning Business Bank) and the "Ziraat Bankasi" (meaning Agricultural Bank).

The "Is Bankasi" has 48 branches in various parts of the country; and its main function is commercial banking. The "Ziraat Bankasi" is mainly concerned with assistance to agricultural production. However, it does a lot of commercial work, and is involved in the export business. It has 240 branch offices throughout Turkey.

More recently the "Garanti Bankasi" (meaning Security Bank) and the "Yapi ve Kredi Bankasi" (meaning Construction and Credit Bank) have come into prominence in foreign trade transactions. They have branch offices in Ankara and Istanbul. Both privately owned, they can be counted on for efficient service. The "Garanti Bankasi" specializes in business with the United States and Great Britain.

There are several foreign banks that do business in Turkey. Among these the English-French owned Ottoman Bank has the most extensive service in Turkey, with 61 branch offices throughout the country.

American businessmen are invited to address themselves for credit references to any of these banks. Simply address (Is Bankasi, Istanbul, Turkey) or Garanti Bankasi, Ankara, Turkey). For others, merely write the name of the bank, and add to it the name of the city in Turkey.

Leading American banks in major trading centers like New York, Philadelphia, Chicago, and other U. S. cities maintain close correspondent relations with all of the commercial banks in Turkey. Thus inquiries about trading with Turkey and Turkish firms could also be handled through the intermediary of these American banks which can undertake the collection of documents through their Turkish correspondents.

The Industrial Bank of Turkey, whose purpose is to finance the promotion and development of private industrial enterprises is the best contact for American investors who would like to get some financial and commercial information about the investment problems in Turkey through private channels. This bank operates in close cooperation with the World Bank (Address: Industrial Bank of Turkey, Anadolu Han, Galata, Istanbul, Turkey).

COLLECTION OF DEBTS

Banks could undertake the collection of invoices for American exporters. According to import regulations in Turkey, the consignee cannot collect his documents from the bank until he has deposited the equivalent in Turkish liras of the invoice value. Thus, except in cases of goods sent on consignment, the risk of default in payment is small.

Although the collection of debts can be effected through the banks, it is always advisable for United States exporters and im-

porters to have on the spot their local agents or representatives for the development of closer contacts and for the expansion of business. Names of possible agents and representatives, and credit information about them, could be obtained through banking channels, as well as through the other sources indicated on following pages.

Ankara is the center for government business; but for consumer goods, agents or representatives in Istanbul, Izmir, Mersin, Adana, Samsun, Trabzon, etc., would keep the foreign businessman well informed about local market conditions.

HOW TO BID ON GOVERNMENT CONTRACTS

American suppliers and contractors who would like to participate in Government bids are required to submit a letter of guarantee in Turkish Liras representing 3 to 7½% of the estimated cost of the contract (Performance Bond). These letters of guarantee can be furnished by Turkish commercial banks at the request of their American correspondents. Since leading commercial banks in New York, Chicago and Philadelphia and other large cities have correspondents in Turkey, contractors desiring to establish such letters of guarantee should contact these banks personally or through their local banks. With the letters of guarantee the supplier or the contractor undertakes to supply to the Government in accordance with his offer the goods and services for which bids are sought. The supplier further undertakes that in case he is a successful bidder he will modify the terms of his letter of guarantee by doubling the amount originally involved. The letters of guarantee of the unsuccessful bidders are promptly returned to the banks that have issued them. For further information the Financial Counselor's Office of the Turkish Embassy at Washington, D. C., should be contacted.

SAMPLES

Samples of no commercial value are admitted into Turkey free of duty. There is a law that defines the items that may be imported as samples.

Samples of no commercial value can be sent by post. But the weight of any one package must not exceed 500 grammes and should be clearly marked, "Sample of no value". Packing should be in such

manner as will facilitate postal or customs examination. There is nothing to prevent the inclosure of samples in commercial shipments of other goods, but they should be separately itemized in the invoice.

As to commercial travellers with samples of commercial value, when making their declaration to the Turkish Customs they must submit in triplicate a list describing in detail the samples or patterns they want to import into Turkey. To facilitate their identification at the time of re-exportation, the Turkish Customs will stamp or seal such samples. Then the traveller has to deposit in cash, or in the form of a bank guarantee, the total amount of the assessed duty which is rated on the basis of regular commercial shipments. In return, he is given a receipt and a certified form of one of the copies of the descriptive list of his samples.

On leaving the country, the samples or patterns accompanied by the descriptive list are presented to the Customs Office and, after examination, refund is made of the full amount of the taxes and duties deposited on entry; or the bank guarantee is cancelled.

Samples and patterns imported in this manner must be re-exported within a year, or permission must be requested for a prolongation of the period. After the expiration of twelve months they can, also, be placed in bond.

Movie films, automobiles, and motor cycles cannot be imported as samples.

TRADE MARKS AND PATENTS

Trade marks and patents are protected by law in Turkey. Registration for trade marks is according to the Trade Mark Law of 11th May 1888, and for patents according to Patent Law of 23rd March 1879. Registered patents are valid for 15 years, but if the patent is registered in another country validity is determined by the duration allowed by the other country. Trade marks are, also, valid for 15 years. However, they are renewable for another period of 15 years before expiration. In practice, foreign trade marks and patents are registered through patent agents in Turkey. These should be supplied with power of attorney which should be notarially attested and legalized by a Turkish Consul.

SOURCES OF INFORMATION ON TRADE WITH TURKEY

SOURCES IN U. S. A.



(a) *Turkish*: The Turkish Embassy in Washington, D. C., has a Commercial and Financial Counsellor (Commercial Counsellor to the Turkish Embassy, 3511 Ordway Street, NW, Washington 16, D. C., Financial Counsellor, 1700 Webster Street NW, Washington, D. C.) In New York there is the Turkish Commercial Attache (20 Exchange Place, New York City.) These are especially designated and equipped

to provide commercial and economic information to American businessmen. The Turkish Information Office, 444 East 52nd St., New York 22, N. Y., can, also, help with answers to general questions with regard to Turkey.

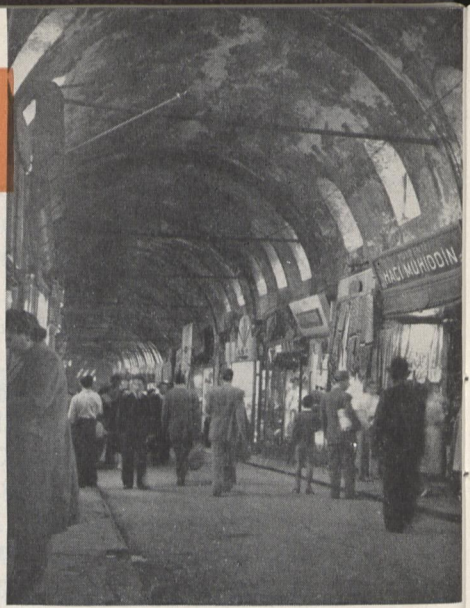
(b) *American*: The U. S. Dept. of Commerce has an extensive service of information concerning all aspects of foreign trade.

The Office of International Trade, Washington, D. C., and the field offices of the Dept. of Commerce, located in the principal cities of the United States, provide trade lists of importers and exporters operating in all countries. These firms, comprising about 6,500 names and addresses, are listed by the type of commodity imported, according to ECA code description and also according to the Dept. of Commerce. The World Trade Directory Reports of the Dept. of

Commerce contain information relative to the financial standing and reputation of foreign firms. The field offices of the Department of Commerce are located in the following cities:

Albuquerque, N. Mex., 203 W. Gold Ave.
Atlanta 1, Ga., 50 Whitehall St. SW
Baltimore 2, Md., 103 S. Gay St.
Boston 9, Mass., 2 India St.
Buffalo 3, N. Y., 117 Ellicott St.
Butte, Mont., 14 W. Granit St.
Charleston 3, S. C., 18 Broad St.
Cheyenne, Wyo., 304 Federal Office Bldg.
Chicago 4, Ill., 332 S. Michigan Ave.
Cincinnati 2, Ohio, 105 W. Fourth St.
Cleveland 14, Ohio, 925 Euclid Ave.
Dallas 2, Tex., 114 Commerce St.
Denver 2, Colo., 828 Seventeenth St.
Detroit 26, Mich., 230 W. Fort St.
El Paso 7, Tex., 310 San Francisco St.
Hartford 1, Conn., 135 High St.
Houston 14, Texas, 602 Federal Office Bldg.
Jacksonville 1, Fla., 311 W. Monroe St.
Kansas City 6, Mo., 911 Walnut St.
Los Angeles 12, Calif., 312 North Spring St.
Louisville 2, Ky., 631 Federal Bldg.
Memphis 3, Tenn., 229 Federal Bldg.
Miami 32, Fla., 36 N.E. First St.
Milwaukee 1, Wis., 517 E. Wisconsin Ave.
Minneapolis, Minn., 401 Second Ave S.
New Orleans 12, La., 333 St. Charles Ave.
New York 4, N. Y., 42 Broadway
Oklahoma City 2, Okla., 102 N.W. Third St.
Omaha 2, Nebr., 1319 Farnam St.
Philadelphia 6, Pa., 1015 Chestnut St.
Phoenix 8, Ariz., 234 W. Central Ave.
Pittsburgh 19, Pa., 700 Grant St.
Portland 4, Oregon, 520 SW Morrison St.
Providence 3, R. I., 24 Weybosset St.
Reno, Nev., 118 W. Second St.
Richmond 19, Va., 801 E. Broad St.
St. Louis 1, Mo., 114 Market St.

Shopping in the
Grand Bazaar, Istanbul



Grapes ready
for the Winery



Turkey Builds
Many New Airports



Salt Lake City 1, Utah, 350 S. Main St.
San Francisco 11, Calif., 555 Battery St.
Savannah, Ga., 125-29 Bull St.
Seattle 4, Wash., 909 First Ave.

On any special problems of small business dealing with ECA financing, the American businessman may also address inquiries to the Office of Small Business, Economic Cooperation Administration, 800 Conn. Ave., N.W., Washington 25, D. C., or if in Europe, may address inquiries to the Special Adviser on Small Business to the U. S. Special Representative in Europe, 2 Rue St. Florentin, Paris, France. Both of these offices have information of a general and specific nature on the ECA program, with particular reference as to the place of American small business in that program.

Lists of importers and dealers in Turkey, classified by commodity, and similarly classified lists of manufacturers and exporters, may be purchased for \$1.00 per commodity list from the Intelligence and Services Division, Office of International Trade, Dept. of Commerce, Washington 25, D. C., or from any of the Department's field offices.

Leading American banks which maintain close correspondent relationships with all of the commercial banks in Turkey are a good source of information on problems arising in trade between the two countries; and in particular they could advise on: general conditions in Turkey; governmental import and exchange regulations; credit information on Turkish firms; sources of supply and names of prospective distributors.

SOURCES OF INFORMATION IN TURKEY

First there is the Ministry of Economy and Commerce. (Ticaret ve Ekonomi Bakanligi, Ankara, Turkey). For specific information there are the Chambers of Commerce in the leading cities of Turkey. Address your letter simply to: Ticaret Odasi Bakanligi (meaning Chamber of Commerce) and add the name of the city. Then in Istanbul, Izmir and Mersin (the three main export centers of the country) there are the exporters' and importers' associations. For detailed information on imports into Turkey you could write to these organizations. Address your letter to Ithalatcilar Birligi Umumi Katibliги (meaning General Secretary, Importers' Association) and add the name of the city, Istanbul, Izmir, or Mersin. For exports

from Turkey, address to (Ihracatçılar Birliği Umumi Katıblığı), and add the name of the city concerned (Izmir, Istanbul. or Mersin).

There are also specialized associations for the more important exports of the country. Concerning these commodities it is advisable to write directly to these associations. Their full addresses are given below:

Tobacco: Tutunculer Birliği, Istanbul, Turkey.

Hazel Nuts: Fındık Ihracatçılari Birliği, Giresun, Turkey. (It has a branch office in Istanbul).

Figs and Raisins: Türkiye Kuru Meyve Ihracatçılari Birliği, Izmir, Turkey.

Cotton: Pamuk Ihracatçılari Birliği, Mersin, Turkey.

Silks and Cocoons: Koza Tarım Satis Kooperatifleri Birliği, Bursa, Turkey.

Fresh Fruits and Vegetables: Yas Meyve ve Sebze Kooperatifleri Birliği, Istanbul, Turkey.

Pistachios: Antep Fıstığı Tarım Satis Kooperatifleri Birliği, Gaziantep, Turkey.

Wines, Liqueurs, cigarettes: Tekel Genel Mudurlugu, Istanbul, Turkey.

Mohair and Wool: Türkiye Tiftik ve Yapagi Ihracatçılar Birliği, Istanbul, Turkey.

AMERICAN SOURCES IN TURKEY

There are, also, several American sources in Turkey under the American Embassy in Ankara that can provide specific information concerning trade with Turkey. The addresses of these American agencies are:

ANKARA

1. American Embassy, 243 Ataturk Blvd. Phone: 25050.
Counsellor for Economic Affairs: Mr. T. J. Hadraba.
2. U. S. Information and Education Office, 223 Ataturk Blvd.
Phone: 25400.
3. Economic Cooperation Administration (ECA), 371 Ataturk Blvd. Phone: 25030.

ISTANBUL

1. American Consulate General, Istanbul, Beyoglu, Mesrutiyet Caddesi. Phone: 44980.
2. U. S. Information and Education Office, Istikal Caddesi. Phone: 24416.

IZMIR

1. American Consulate, No. 4, Fevzi Pasa Blvd. Phone: 2694.
Consul in Charge of Economic Section: Mr. E. F. Rivinus, Jr.
2. U. S. Information and Education Office, 186 Ataturk Blvd. Phone: 5917.

LEGAL ADVICE

Individuals or firms seeking legal advice for problems arising in Turkey should address themselves to any of the Turkish Agencies in the United States listed above.

For matters that require professional services along this line the Bars of Istanbul, Ankara and Izmir could be approached with a request to have them designate an attorney or legal counsellor.

ADVERTISING



The press constitutes the most widely used means of advertising. There are a number of trade papers for specialized advertising, but the daily press offers the most effective and widest medium of reaching the public. Advertising in the leading papers of Istanbul and Ankara would reach a nationwide readership. But papers in leading cities like Izmir, Adana, Mersin, Samsun, and Trabzon have been gaining

influence; and if advertisements in the national press of Ankara and Istanbul are supported by local insertions their value to the advertiser would increase tremendously. The list and the circulation figures of Turkish newspapers can be obtained from the Turkish Information Office in New York. The cost of advertising varies between \$0.40 and \$1.40 per centimetre per column, depending on the importance, city, and circulation of the paper.

The Radio

The main radio stations, one in Ankara and one in Istanbul, service the whole of Turkey. The one in Ankara operates on short and long-wave lengths and the one in Istanbul only on the medium waves. Advertising on the radio began only in 1951; but there are over 250,000 radio sets in the country, and radio should be considered as a very important medium of advertising.

Regulations governing radio commercials require them to be (1) in Turkish, (2) of a non-political nature, (3) ethical, (4) not longer than one minute in the case of verbal announcements and commercials, (5) not less than five or longer than 15 minutes in the case of musical or dramatized programs.

Advertisers and sponsors may deputize the regular announcers at Radio Ankara or Radio Istanbul to read their verbal commercials (see 4 above), or may have such spoken commercials transcribed on discs by persons of their own choice.

Musical or dramatized programs (see 5 above) must be transcribed on discs and submitted to the radio station for broadcast at the appointed time. The same program may not be repeated before a lapse of six months.

The studio and recording facilities of Radio Ankara and Radio Istanbul, and the services of certain categories of their technical, musical, or dramatic personnel, may be utilized in the preparation of transcriptions. Such personnel, whose fees will be defrayed by the advertiser, may be employed outside their normal working hours.

Advertising Rates

Verbal announcements and commercials (max: 1 minute)

Between 12:30 – 1:30 PM local time: \$27	} per ten words of text, or fraction thereof
Between 6:00 – 8:00 PM local time \$45	
Between 8:00 – 10:45 PM local time: \$36	

Musical or dramatized programs:

Between 12:30 – 1:30 PM local time	5 minutes	\$249
	10 minutes	\$355
	15 minutes	\$462
Between 6:00 – 8:00 PM local time	5 minutes	\$284
	10 minutes	\$462
	15 minutes	\$604
Between 8:00 – 10:45 PM local time	5 minutes	\$355
	10 minutes	\$533
	15 minutes	\$710

Recording of Verbal Announcements and Commercials (Max.: 1 minute) \$18.

Recording of Musical or Dramatized Programs:

5 minutes	\$36
10 minutes	\$44
15 minutes	\$54

Other Media

Neon lights are being used more and more in cities like Istanbul, Ankara, and Izmir. Many import firms circulate printed matter such as leaflets, calendars, and diaries. The screen is one of the most widely used media for advertising toilet articles and medicines.

Advertising literature should be printed in Turkish. Descriptions of the weight and size of the article should be based on the metric system.

Care must be taken to send advertising literature as printed matter in wrappings left open at both ends. This will provide for duty-free entry. Packages should not weigh more than 2 kilos each and not exceed 60 centimetres in length. In the case of large single catalogs, a maximum of three kilos is allowed. Literature packed along with merchandise is liable to duty.

Istanbul



Published by the
TURKISH INFORMATION OFFICE

444 East 52nd Street, New York 22, N. Y.

*Other material on Turkey, obtainable free
from the Turkish Information Office:*

FACTS ON TURKEY
TURKEY'S FOREIGN TRADE
TURKEY'S FOREIGN POLICY
MINERAL RESOURCES IN TURKEY
EDUCATION IN THE NEW TURKEY
SELF-GOVERNMENT IN TURKEY
WOMEN IN MODERN TURKEY
COURTS OF JUSTICE IN TURKEY
MODERN TURKISH LITERATURE
MODERN TURKISH POETRY
THE TURKISH CONSTITUTION
TURKISH ELECTIONS OF 1950 AND UNITED STATES REACTION
MR. SMITH VISITS TURKEY
THE ROAD COMES TO THE VILLAGE
TRAVEL FOLDER
BUY TURKISH (*folder*)
WHAT AND HOW TO BUY FROM TURKEY (*folder*)
MAP OF TURKEY
NEW TURKEY (*booklet*)
NEW TURKEY (*poster*)
TURKEY SPANS THE AGES (*poster*)
MODERN TURKEY (*film strip, on loan*)
AN AMERICAN LOOKS AT TURKEY
UNCLE SAM IN TURKEY
ISTANBUL (*folder*)

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