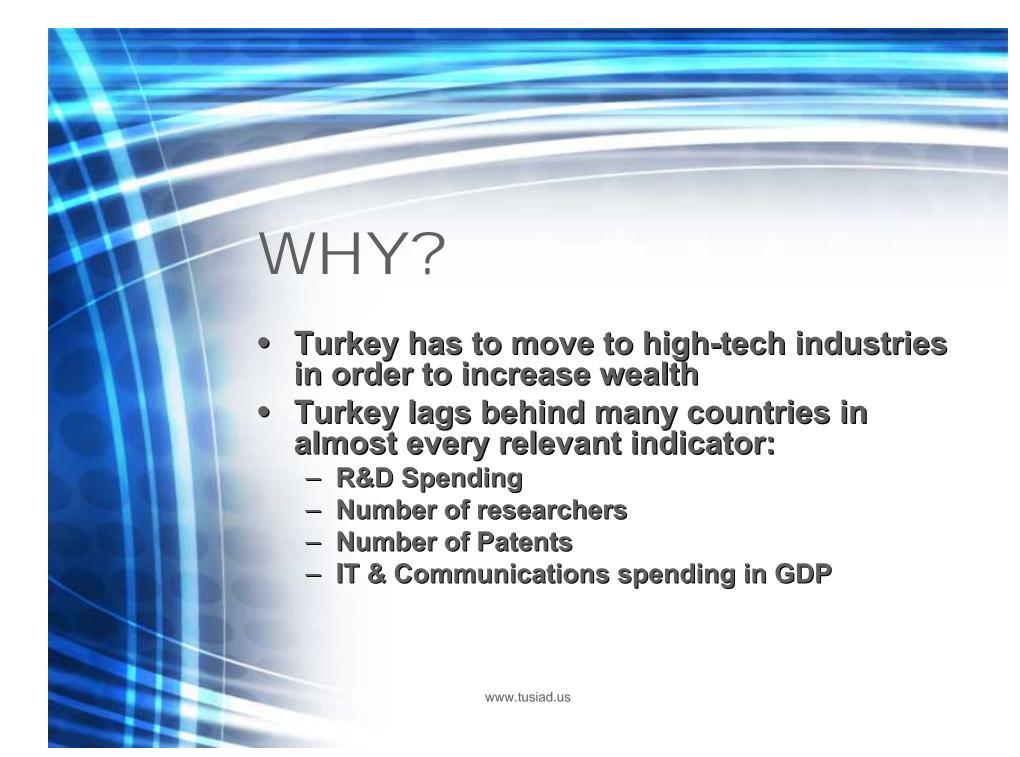
Promoting Business Relations Between Turkey & the US West Coast

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- Some companies (Beko, Vestel...) allocate increased funds for R&D. Yet the share of corporate R&D spending is highly limited
- Technoparks are emerging
- Limited investments in high-tech industries
- Financing: Major Bottleneck
- IPR: Another significant issue

Turkey-US West Coast Current State of Affairs

- Primarily individual contacts & initiatives
- Lack of institutional framework
- Lack of leadership
- No governmental initiatives
- Business organizations in the US & Turkey aren't doing much in this area
- Success stories: Airties, Hittite Microwave...



What Can Be Done? Set concrete examples – generate transactions Augmented government initiatives supported by sizeable funds Increase of awareness in private groups/companies Diaspora mobilization www.tusiad.us

Diaspora Mobilization: Experiences of other countries*

- Reverse brain drain schemes have generally failed
- Diaspora mobilization (brain exchange/brain circulation) gains prominence
 - Top executives model: India, Scotland
 - Mentoring/venture capital model: S Africa, Korea, Taiwan, Israel, Scotland
 - Diaspora members as investors: China (limited)
 - Identification of new opportunities: Israel, Armenia, India
 - Return of talent: China, Korea
 - Basic outsourcing: Armenia
- Two essential components of diaspora mobilization:
 - Individual champions (godfathers) in the host country
 - Capable institutions & receptivity at home

*Y. Kuznetsov, USCIS

What TUSIAD is Doing

TUSIAD Initiatives:

- "Information Society and New Technologies"
 Committee
- National Quality Congress since 1992
- Technology Congress since 1997
- E-Turkey Congress since 2003
- Entrepreneurship Congress since 2004
- "Competitiveness Forum" at Sabanci University
- "Discover Corporate America" begins in June 2006



- Identify business leaders/godfathers
- Develop functioning partnerships with local Turkish Business Associations
- Establish contacts with relevant individuals as well as public & private institutions in Turkey
- Establish links with private equity & VC companies in both Turkey and the US
- Organize events in Turkey
- Host educational and training programs in Turkey
- Invite Turkish companies to the West Coast
- Develop media contacts and increase public awareness in Turkey