

MKA INTERNATIONAL MARKET SUPPORTS



MARKET ENTRY PROJECTS PREPARATION SUPPORT

It refers to the consultancy and report expenses that companies will receive regarding the market entry project preparation process, which includes the target market focused on ensuring sustainable export growth, financing and pricing strategy for foreign markets, marketing and channel strategy and their action plans and budgets.

Current situation / value chain / competition analysis of the company

Target Market Analysis

For every target market

1-Market Entry Strategy

2-E-export Strategy

Market Entry Project Preparation Support

Support Rate: 50% - 75%

Support cost: 557.726 TL / per project 2 Projects per Company

Pre-Approved projects are supported.



FOREIGN MARKET RESEARCH SUPPORT

Within the scope of business meeting visits abroad;
Transportation and accommodation expenses

Maximum 10 days 3 countries at a time 5 per year
20 pieces in total

Total transportation and accommodation expenses (per activity:
278,091.00 TL

Daily accommodation expense per person: 6.952,00 TL

Support rate per activity: 50% - 75%



FOREIGN TRADEMARK REGISTRATION SUPPORT

Brands that have a domestic trademark registration certificate

Foreign registration expenses (trademark/patent office service, consultancy expenses, all mandatory expenses related to research, examination and attorneyship regarding whether the trademark has been registered in the name of another company in that country)

Expenses for protection of foreign registration (attorney's expenses for the protection of trademarks registered abroad)

Registration expenses of trademarks abroad: 2,096,497 TL

Support rate: 50% - 75%



MARKET ENTRY CERTIFICATE SUPPORT

To be received from credited institutions and/or organizations;

Documents/Certificates,
Test/analysis report expenses,
Laboratory analysis and certification expenses for agricultural
products,
Drug licensing and medical device registration expenses are
supported.

Expenses related to Market Entry Documents and licensing and
registration procedures: 11,183,893 TL

Support rate: 50% - 75%



GLOBAL SUPPLY CHAIN SUPPORT

To ensure that manufacturing companies can enter the supply chain of global companies;

Machinery-Equipment-Hardware Purchase,
Software Purchase,
Training, Consultancy,
certification,
Test-Analysis,
Product verification expenses,
Foreign warehouse rental expenses Storage service expenses (Loading,
unloading, handling)

Expenses within the scope of the global supply chain competence project: 41,943,847 TL

Foreign warehouse rental expense and storage service expenses: 11,183,893 TL

Support rate: 50% - 75%



OWNED BY FOREIGN COMPANIES AND COMPANIES RESIDENT ABROAD BRAND PURCHASE SUPPORT

Expenses for opening and operating a company abroad or brand purchasing for existing companies abroad are supported.

Consultancy expenses for the acquisition of companies/brands located abroad: 8,387,533 TL

Consultancy expenses for the acquisition of foreign companies with advanced technology: 20,971,151 TL

Loan interest expense for the purchase of a brand belonging to a company located abroad: 83,887.69 TL

Loan interest expense for the purchase of a foreign company with advanced technology: 125,831.54 TL

Support rate: 50% - 75%



MARKET ENTRY REPORT SUPPORT

Businesses that want to invest or cooperate abroad; They can receive reports about the country, company or sector they want to work in.

Industry Reports

Country Reports

Reports focused on companies or brands based abroad

Support expense for market entry report: 8,387,533 TL

Support rate: 50% - 75%



UNIT RENTAL SUPPORT

Businesses that want to invest or are currently operating abroad can receive rental support in the country where they invest.

Expenses within the Scope of Support are as follows.

Shopping centre,,
Warehouse,
Office/Shared Office,
Exhibition/Display Hall,
Product Display Greenhouse/Field
Shelf/Shelf/Decorated Corner/Kiosk/Stand
Land rented for building on

Support expense for market entry report: 5,591,174 TL

Support period: 3 years

Support rate: 50% - 75%



PROMOTION SUPPORT WITHIN THE SCOPE

Unit-related promotion: Promotion and marketing expenses of companies with overseas units regarding products produced in Turkey are supported at a rate of 50% - 75% and up to 6,989,353 TL annually for each country where the foreign unit is located.

Promotion based on trademark registration: Promotion and marketing expenses abroad regarding products produced in Turkey by companies that do not have a foreign unit but have a domestic trademark registration certificate and have a trademark registration certificate in the country where they will promote or have applied for trademark registration: 50% - % It is supported at a rate of 75% and up to a maximum of 11,183,893 TL annually.

Support expense for market entry report: 5,591,174 TL

Support period: 3 years

Support rate: 50% - 75%



WITHIN THE SCOPE OF SUPPORTING THE DIFFERENCE BETWEEN THE INTEREST RATE APPLIED BY EXIMBANK AND CIRR AND EXIMBANK EXPORT CREDIT INSURANCE COMPENSATION SUPPORT

Foreign buyers are given the opportunity to provide loans based on CIRR (Reference Commercial Interest Rates) through Türk Eximbank for imports of investment/capital goods from Turkey.

In case the loss ratio arising from the compensation payments arising from the risks covered by Eximbank export credit insurance programs and reinsured within the framework of the annually issued reinsurance agreement exceeds 60% on a calendar year basis, the expenses falling on Eximbank's share of the compensation amounts above this rate are determined in the reinsurance agreement. It is supported up to 55,925,645 TL annually.



WITHIN THE SCOPE OF SUPPORTING THE DIFFERENCE BETWEEN THE INTEREST RATE APPLIED BY EXIMBANK AND CIRR AND EXIMBANK EXPORT CREDIT INSURANCE COMPENSATION SUPPORT

Insurance compensation support is provided to Türk Eximbank to ensure that Eximbank insures more boldly the risks our exporters undertake when exporting to new markets and new customers.

Within the scope of Eximbank export credit insurance programs, especially investment goods; In transactions aimed at insuring exports of specific goods subject to medium and long-term insurance, such as machinery and equipment, in case Eximbank cannot find any reinsurer and/or the reinsurance amount is insufficient, the non-reinsurable part of the compensation payments made by Eximbank is 50% and 279,628,225 TL annually. Supported up to .



DESIGN AND PRODUCT DEVELOPMENT PROJECT SUPPORT

Within the scope of the design and product development project, companies' expenses related to the employment of designers, modelers, engineers, machinery, equipment, tools, equipment, materials, software and website membership are supported.

Scope of Support: For design and product development projects of companies included in the scope of support;

Gross salary expenses of newly employed designers, modelers and engineers within the scope of the project are 8,387,533 TL for a maximum of 10 people at the same time.

Tools, equipment, materials and software expenses maximum 4.192.993 TL,

Expenses related to website membership are supported at a rate of 50% on a project basis, with a maximum of 1,396,634 TL.

The total support amount per project is 13,977,160. It is supported at a rate of 50% - 75%.



DESIGNER COMPANY SUPPORT

Support is provided for the payments made by companies that want to develop their activities abroad to the designer company.

Promotional expenses/expenses related to participation in international fairs:

4,193,766 TL. Support rate 50%-70%

Concept architectural studies and installation/decoration expenses of overseas units are 1,397,407 TL. Support rate 50%-70%

Gross rent, rent consultancy expenses and tax/duty/fee expenses of overseas units are 2,795,587 TL. Support rate is 50%-70%.

Patent/utility model/industrial design registration and foreign trademark registration/renewal/protection expenses 698,316 TL Support rate 50%-70%

Gross salary support for designer/modelist employment is 2,096,497 TL. Support rate is 50%-70%.

Consultancy expenses received to increase competitive advantage in international markets are 795,587 TL. Support rate is 50%-70%.

The total annual support amount is 13,977.16 TL. Support rate is 50%-70%.



DESIGN OFFICE SUPPORT

Support is provided for the payments made by companies that want to develop their activities abroad to the designer company.

Promotional expenses/expenses related to participation in international fairs:

3,354,858 TL. Support rate 50%-70%

Concept architectural studies and installation/decoration expenses of overseas units are 838,135 TL. Support rate 50%-70%

Gross rent, rent consultancy expenses and tax/duty/fee expenses of overseas units are 2,236,315 TL. Support rate is 50%-70%.

Patent/utility model/industrial design registration and foreign trademark registration/renewal/protection expenses 838,135 TL
Support rate 50%-70%

Gross salary support for designer/modelist employment is 4,473,402 TL.
Support rate is 50%-70%.

Consultancy expenses received to increase competitive advantage in international markets are 2,236,315 TL. Support rate is 50%-70%.

The total annual support amount is 13,977.16 TL. Support rate is 50%-70%.



DESIGN SUPPORT FOR COMPANIES OPERATING IN THE SHIP AND YACHT SECTOR

Support is provided for the payments made to the designer company by companies in the ship and yacht sector that want to develop their activities abroad.

Expenses related to design services are 8,387,533 TL.

Support rate 50%-70%



Scope of Support

Companies included in the Brand Support Program; Patent, utility model, industrial design registration, market entry certificate, licensing, employment, consultancy expenses and development road map studies for branded products included in the scope of support, foreign trademark registration/renewal/protection, market research studies and reports, clinical testing procedures, Promotion, fair, storage service, unit rent/basic installation/concept architectural work and franchise expenses are supported at a rate of 50% - 70% for 4 years.

Companies included in the TURQUALITY® Support Program; Patent, utility model, industrial design registration, market entry certificate, licensing, employment, consultancy expenses and development road map studies for branded products included in the scope of support, foreign trademark registration/renewal/protection, market research studies and reports, clinical testing procedures, Promotion, fair, storage service and unit rent/basic installation/concept architectural work and franchise expenses are supported at a rate of 50%.



BRAND AND TURQUALITY® SUPPORT

- Development road map study expense (one time) 6,709,717 TL
-
- Consultancy expenses / employment expenses in the field of design and product development (maximum 10 people) 27.962.050
-

Brand program total annual support amount 139,813,340 TL
TURQUALITY® program total annual support amount



MULTI-CHANNEL CHAIN STORE SUPPORT

For investors who want to open a store abroad, support is provided for store establishment and sustainability.

Foreign trademark registration/renewal/protection expenses
2,096,497 TL

Market research study and reports expense: 5,591,174 TL

Promotion expenses 9,000,000 TL

Unit rental expenses 5,591,174 TL

Basic installation/concept architectural work/decoration
expenses 8,387,533 TL

Franchise expenses 5,591,174 TL

Total annual support amount is 55,925,645 TL



URGE PROJECT SUPPORT

- Expenses related to needs analysis, training, consultancy and promotional activities 16,776,612 TL
-
- Expenses related to foreign marketing activities (per activity) 6,989,353 TL
-
- Expenses related to the procurement committee activity (per activity) 4.192.994 TL
-
- Expenses related to virtual international marketing activities (per activity) 2,235,542 TL
-
- Expenses related to activities to be carried out by cooperation organizations to improve the functioning of URGE projects: 11,183,893 TL
-
- Daily accommodation expense per person is 10.969 TL
-

Support Rate: 75%



EXPORT CONSORTIUM SUPPORT

Companies, marketplaces and retail e-commerce sites; Expenses related to preparation for e-export, online display and promotion of their products and brands in foreign markets and marketplaces, ensuring fast delivery for foreign orders, and activities related to E-Export Consortiums and E-Export Platform that will enable companies to carry out e-export are supported.

Expenses related to promotion, marketing, market research, report purchasing, consultancy and training activities 27,962,050 TL

Support rate 50% - 70%

Support period: 3 years



SECTORAL TRADE DELEGATION AND BUYING DELEGATION SUPPORT

Expenses related to sectoral trade delegation activity (per activity)
4.192.994 TL

Expenses related to the procurement committee activity (per activity)
3,494,676 TL

Daily accommodation expense per person is 6,952 TL

Support rate 50% - 70%
Support period: 3 years



VIRTUAL TRADE DELEGATION SUPPORT WITHIN THE SCOPE

Scope of Support: The following expenses are supported within the framework of virtual trade delegation activities organized by cooperation organizations:

Service expenses for written and visual communication or advertising campaigns, including internet, mobile and similar digital media, for the promotion of the virtual trade delegation,

Service expenses for the planning and coordination of the virtual trade delegation,

Expenses related to the organization of matching and job interviews,

Fees paid to the platforms where virtual trade delegation activities are carried out

Translation expenses.

Expenses related to virtual trade delegation activity (per activity)
2,794,814 TL

Support rate 50% - 70%

Support period: 3 years



DESIGN ORGANIZATION SUPPORT

Within the framework of foreign investment activities, the following expenses are supported in Design and Organization related services:

Expense for education abroad (monthly) 55,618 TL

Expenses related to organizations and promotion, advertising and marketing activities of these activities are 8.387.533 TL

Support rate 50% - 70%
Support period: 3 years



URQUALITY® PROMOTION PROJECT SUPPORT

It is a program that blends consultancy and government support in the context of institutionalization, branding and international expansion in order to turn domestic brands into international brands.

Annual support amount per project (per Exporter Association)
11,183,893 TL

Support rate 50% - 70%



CONSULTANCY SERVICE SUPPORT IN PROJECT BASED SUPPORTS

It is a program that blends consultancy and government support in the context of institutionalization, branding and international expansion in order to turn domestic brands into international brands.

Employment, training, organization, promotion and consultancy expenses related to the execution of the TURQUALITY®/brand support program and support management systems: 279,628,225 TL

Expenses for consultancy services to be received from sectoral technical experts/faculty members: 4,171 TL

Support rate 50% - 70%





*FOR A Türkiye THAT PRODUCES AND GROWS BASED ON THE PROJECT SYSTEM
MKA*



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TURKEY'S DEVELOPMENT POWER

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