

# TURKEY: A HIGH POTENTIAL MARKET

TURKEY: GAIN ACCESS TO A MARKET OF OVER 75 MILLION CONSUMERS

THURSDAY, MARCH 13, 2014

**7:30 AM REGISTRATION AND BREAKFAST SERVED AT TABLES**

**7:50 AM OPENING REMARKS**

**Sabri Ben Abdallah**

Advisor, International Market Development  
Board of Trade of Metropolitan Montreal

**8:00 AM TURKEY: BUSINESS ENVIRONMENT AND INVESTMENT OPPORTUNITIES**

**Murat Özdemir**

Country Advisor – Canada  
Investment Support and Promotion Agency of Turkey (ISPAT)

**8:30 AM BUSINESS OPPORTUNITIES: SECTORS OF INTEREST AND QUEBEC'S STRATEGY**

**Anis Ouanès**

Advisor, International Trade (Chief, Central and Eastern Europe Desk?)  
Export Québec

**9:00 AM BUSINESS TESTIMONIAL: SUCCEEDING IN TURKEY – TOON BOOM AND MULTIMÉDIA DIA INC.'S EXPERIENCE**

**Joan Vogelsang**

President and CEO  
Toon Boom

**Charles Mordret**

President  
Multimédia DIA Inc.

**10:00 AM COFFEE BREAK**

**10:20 AM EXPANDING INTO THE TURKISH MARKET: MARKETING, STRATEGY, AND BUSINESS STRUCTURE**

**Simay Soylu**

Director, ERAI Turkey  
ERAI

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**10:50 AM FUNDING YOUR BUSINESS ACTIVITIES IN TURKEY**

**Julien Richard**  
Director, International Trade  
National Bank

**11:30 AM CLOSING REMARKS**

In collaboration with:



The "**Exporting Québec**" initiative is produced in cooperation with:



Official airline of the "**Exporting Québec**" initiative:



The international trade experts  
from the Board of Trade of Metropolitan Montreal  
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