



# YOUR GATEWAY TO INVESTMENT IN EAST MARMARA



Presented by  
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# WHAT IS MARKA?

**EAST MARMARA DEVELOPMENT AGENCY (MARKA)  
IS A SUI GENERIS PUBLIC INSTITUTION VESTED WITH A SPECIAL LEGAL ENTITY  
OPERATING AS EFFICIENT AND SWIFT AS A PRIVATE BODY.**



Turkey set out its own NUTS (Nomenclature of Units for Territorial Statistics) regions in the course of accession to European Union.

- Turkey has 14 NUTS-1, 26 NUTS-2 and 81 NUTS-3 (Provinces) regions
- Development Agencies are responsible for NUTS-2 regions.
- Hence, there are 26 development agencies established all across Turkey.
- Turkish State Planning Institution supervises and coordinates the work of the agencies.

## **MARKA,**

- was established by the government decree no: 2009/15236 (14.07.2009),
- as foreseen by the law no: 5449 (25.01.2006).
- complies with several regulations while performing its duties.



MARKA drafts  
**Regional Plans** in  
concert with  
**Provincial Plans,**  
which are ultimately  
integrated with  
**National Plans**



**Universities**  
**Public Institutions**  
**Local Authorities**  
**Private Companies**  
**NGOs and Chambers**

MARKA  
provides funding for  
**promising projects** that  
are best suitable with  
**regional priorities**



# WHERE'S EAST MARMARA IN TURKEY?

**EAST MARMARA IS ON THE NORTH –WEST OF TURKEY,  
AND LITERALLY A HUB CONNECTING TURKEY'S  
THREE MAJOR METROPOLISES, İSTANBUL, ANKARA AND BURSA.**

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# EAST MARMARA IS A NUTS-2\* REGION SPANNING 5 PROVINCES

EAST MARMARA IS MADE UP OF 5 PROVINCES THAT ARE  
GEOGRAPHICALLY CONVERGING AND SOCIO-ECONOMICALLY  
INTEGRATED.



\* NUTS is the acronym for Nomenclature of Units for Territorial Statistics, which is a Europe-wide geographical standard for referencing subdivisions within a country. There are 26 NUTS-2 regions in Turkey.



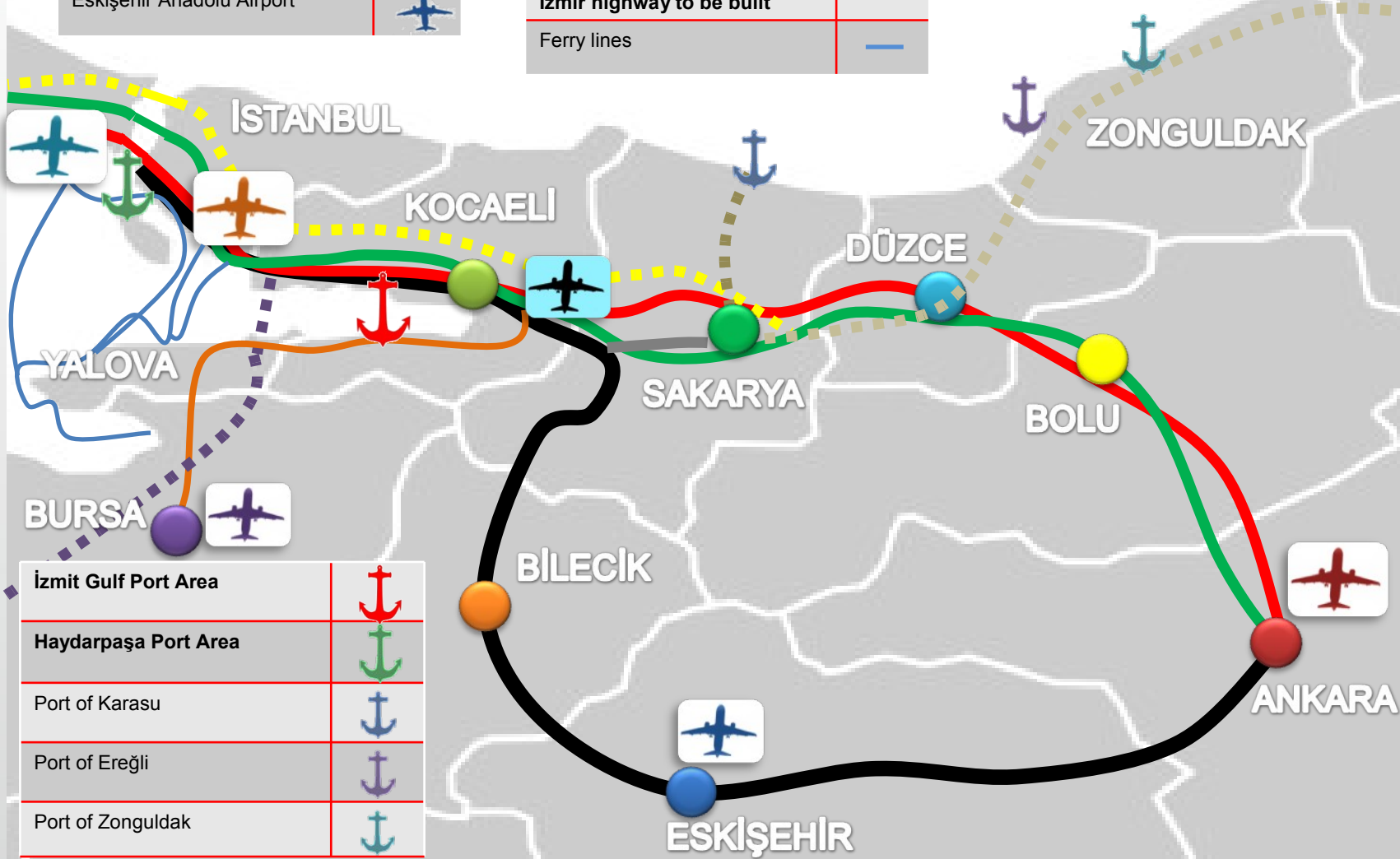


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Esenboğa Int. Airport	
Atatürk Int. Airport	
Sabiha Gökçen Int. Airport	
Cengiz Topel Airport	
Bursa Yenişehir Airport	
Eskişehir Anadolu Airport	

Ankara-İstanbul intercity railway	
İzmit-Adapazarı intercity railway	
Karasu-Adapazarı railway to be built	
Western Black Sea railway to be built	
İzmit Gulf Passageway and connecting Gebze-Bursa-İzmir highway to be built	
Ferry lines	

D-100 Main Highway	
TEM Main Highway	
Third bridge over Bosphorus and connecting Northern Marmara Highway to be built	
D-130 highway connecting İzmit, Yalova, Bursa and İzmir	



İzmit Gulf Port Area	
Haydarpaşa Port Area	
Port of Karasu	
Port of Ereğli	
Port of Zonguldak	





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# TOURISM IN EAST MARMARA



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**EAST MARMARA OFFERS YOU  
A SPECIAL BLEND OF:**

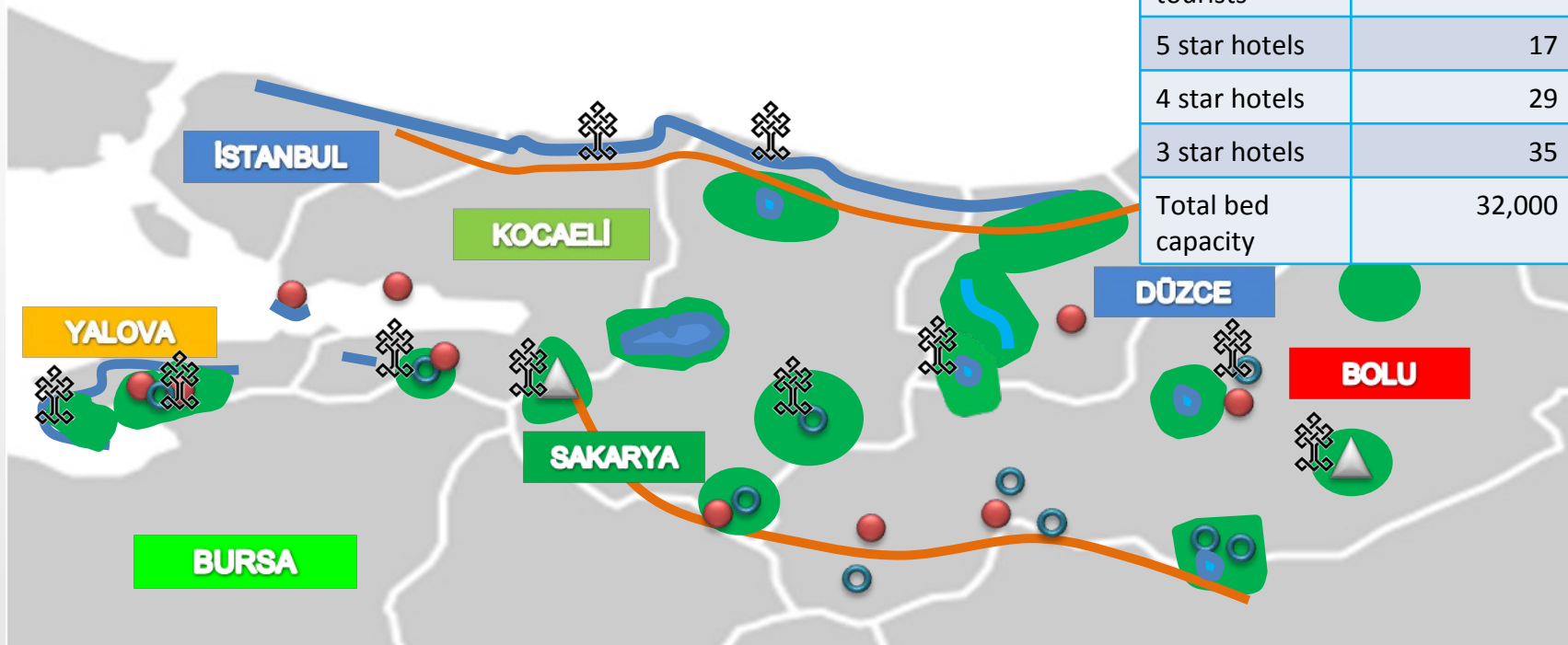
- GREEN HABITAT
- SNOWY MOUNTAINS
- HOT SPRINGS
- BLACK SEA COST
- HISTORICAL HERITAGE
- LOCAL FLAVOR





Contact a MARKA Investment Support Office for more information.

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### East Marmara Tourism in figures

Foreign tourists	233,984
Domestic tourists	1,669,999
5 star hotels	17
4 star hotels	29
3 star hotels	35
Total bed capacity	32,000

### Legend

Sea bays		Tablelands, camping, trekking, other eco-tourism	
Hot springs		Rafting	
Winter tourism		Historical sites	
Tourism area officially designated by Ministry of Culture & Tourism		Tourism corridor which is to integrate tourism destinations lying along	





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# CONVENTIONAL TOURISM SECTOR SUPPOTRS



## Reports on Tourism

- East Marmara Tourism Sector Report 2010
- East Marmara Tourism Sector Report 2014

## Dissemination Materials

- Tourism Travel Guide (Turkish, English, Russian and Arabic)
- Tourism Investors Guide (Turkish, English, Russian and Arabic)
- Photos from East Marmara (Turkish, English)



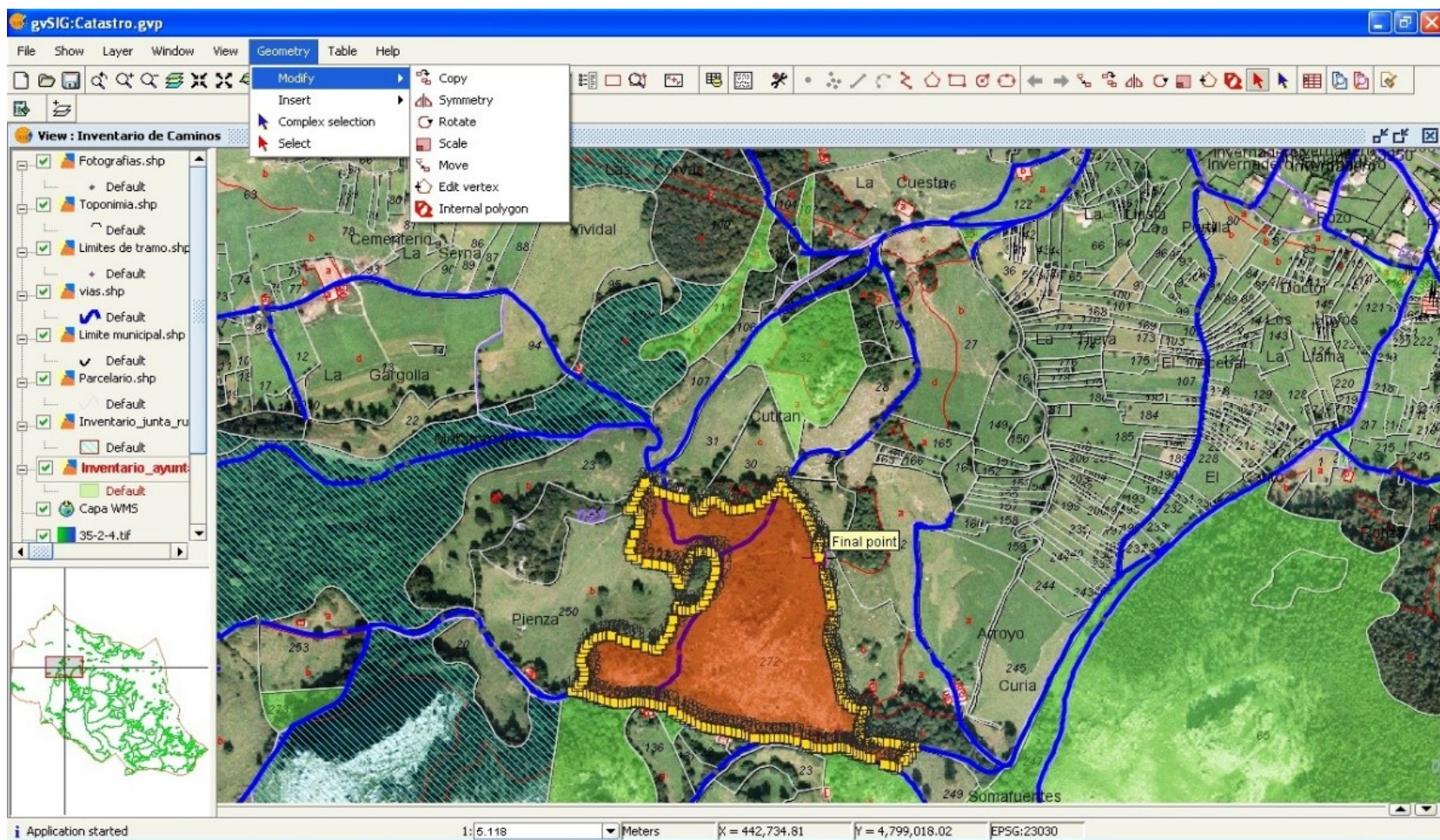


# CONSOLIDATION OF RELEVANT INFORMATION

## GEOGRAPHICAL INFORMATION SYSTEM OF EAST MARMARA

- Mapping relevant tourism infrastructure
- Mapping potential lands for investments

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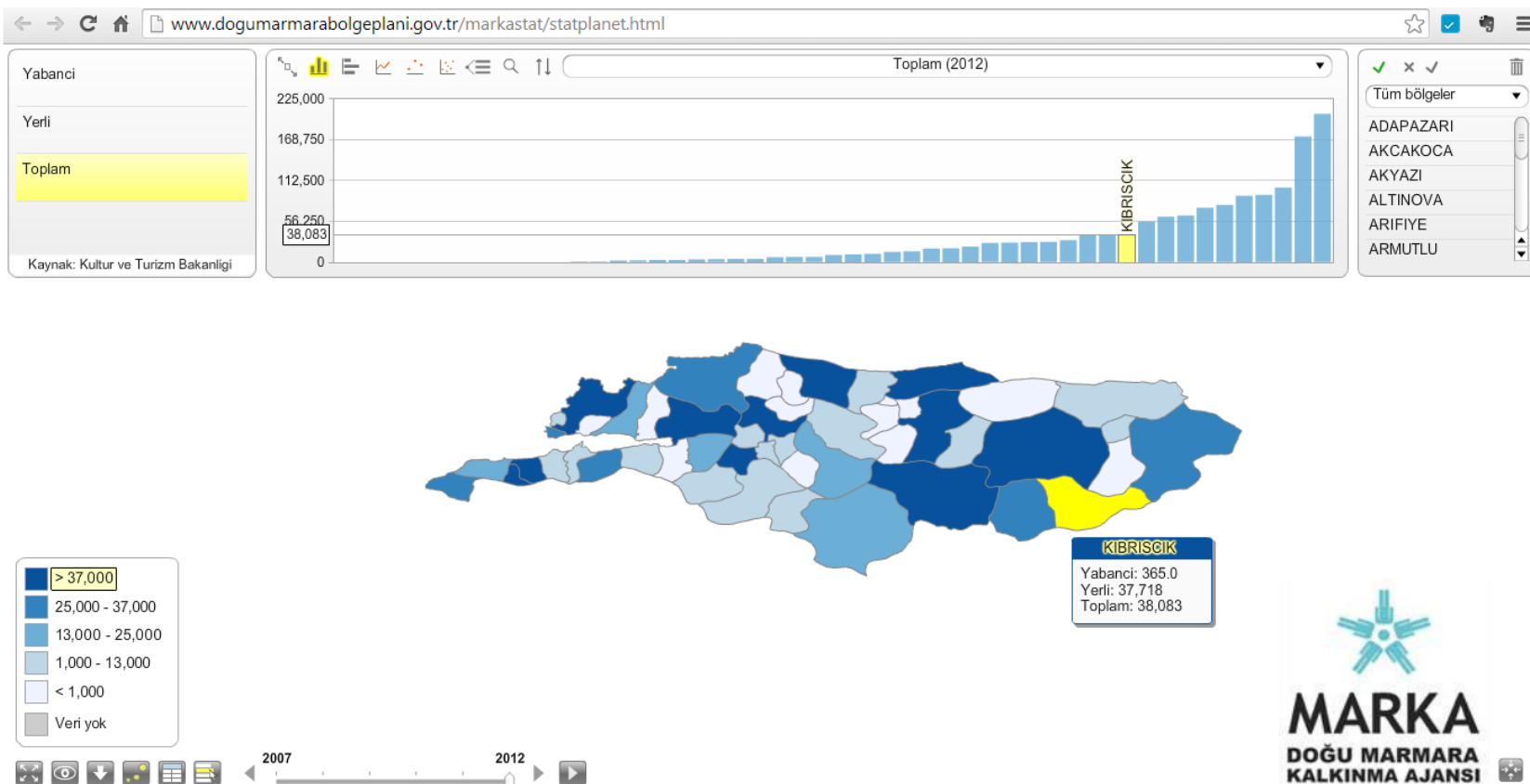




# MARKASTAT

- UPDATED STATISTICS ON REGIONAL INDICATORS
- ABILITY TO COMPARE UP TO THREE DIFFERENT INDICATORS
- VISUALISATION AT THE PROVINCE LEVEL
- QUICK LOOK TO TIME SERIES

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## FINANCIAL SUPPORT TO TOURISM SECTOR

- THREE SPECIFIC PROGRAMMES FOR TOURISM SECTOR
- € 7.5 MILLION FINANCIAL SUPPORT FOR TOURSİM RELATED ACTIVITIES





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# S3 APPROACH IN TOURISM SECTOR



## CHOOSING COMPETITION AREA

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# INDUSTRIAL TOURISM

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## INDUSTRIAL TOURISM

Industrial Tourism Attraction	Visitors per year
Cadbury World (UK, chocolate factory)	400,000
Toyota Motor Company (Japan)	300,000
Ben and Jerry's Homemade (USA, Ice-Cream)	170,000
Wedgwood (USA, Pottery Factory)	100,000
British Nuclear Fuels (USA, Nuclear site)	100,000
WR Outhwaite and Son (USA, Ropemarkers)	75,000
Cumberland Pencils (USA)	64,000

\*Otgaar, A.H.C. (2010) Industrial Tourism: Opportunities for City and Enterprise, Ashgate.





## **EASY TO IMPLEMENT / QUICK IMPACT**

### **PRIVATE SECTOR PERSPECTIVE**

#### **Why companies engage in industrial tourism**

- to improve their image and customer loyalty
- to improve the motivation of employees
- to generate extra income

### **PUBLIC SECTOR PERSPECTIVE**

#### **Why public sector should support industrial tourism in an industrial region**

- to diversify tourism activities
- to shift the resources to a less competitive area
- to turn the negative image of the region into a strenght
- to show your industrial infrastructure to the foreign direct investors
- to strenghten entrepreneurship in the region





# WHAT SHOULD WE DO?

## PREPARATION PROCESS

- target group selection
- define the attractiveness of the industrial tourism products
- find mutual benefit areas for persuasion the public and private sector

## IMPLEMENTATION PROCESS

- creation a coordination base between the actors
- provide necessary trainings for the industry
- prepare a guideline for the companies who wants to organize company visits
- design dissemination materials for the selected target groups





teşekkürler

thank you

شكرا

спасибо

merci

gracias

danke

faleminderit

تشكر

kiitokset

tack

bedankt

ありがとうございます

谢谢您

감사합니다

धन्यवाद

Σε ευχαριστώ

terima kasih

grazie

благодарим ви

