



REPUBLIC OF TÜRKİYE  
MINISTRY OF TRADE

April 2022

# FOCUS BUSINESS TÜRKİYE

## Contents:

Double Record With \$22.7 Billion in March Exports

“We are Taking Firm Steps to Our Goal of Becoming a Country of Value Added Production and Exports”

American Companies View Türkiye as Regional Hub

Türkiye’s E-commerce Volume Posts Substantial Yearly Growth in 2021

Türkiye - A Promising Frontier for Wind Power

Industrial Production Exceeds Expectations

Türkiye’s National Participations at Exhibitions

Send Us Your Inquiry

## NEWS

### Double Record With \$22.7 Billion in March Exports

Turkish Exporters Assembly (TİM) announced the export figures for March 2022. Turkish exporters closed March with new records as they did in the first 2 months of the year. According to the data released, Türkiye's export in March increased by 19.8 percent compared to the same month of the last year, reaching \$22.7 billion. With these figures, Türkiye achieved the highest first-quarter performance and



the highest monthly export figure in its history. The intense interest of the companies in export continued to be reflected in the number of exporters in March. In March, 1,986 companies joined the export family by exporting for the first time this month. Our exporters, who managed to fly the Turkish flag in 218 countries and regions, succeeded in increasing their exports to 159 countries. The top 3 countries, where our exporters exported the most in March, became Germany with \$1.9 billion, the United States with \$1.5 billion, and Italy with \$1.2 billion. While 20 sectors increased their exports this month, the sectors, that realized the most exports, were Chemicals and products with 2.9 billion dollars, the automotive industry with 2.7 billion dollars, and the steel industry with 2.2 billion dollars.

*For detailed information, please click [here](#).*

### “We are Taking Firm Steps to Our Goal of Becoming a Country of Value Added Production and Exports”



Dr. Mehmet Muş, Minister of Trade of the Republic of Türkiye, said, "The strong relationship between our manufacturers, producers, exporters and entrepreneurs is one of the most significant components that ensure sustainable growth" and evaluated the export data for 2021. "We are glad because 2021 has brought many records within the field of foreign trade,

these positive developments have contributed positively to our economy and it has been a year in which we have been rewarded for our efforts. Breaking the historical record of the Republic, our exports increased by 32.9% compared to the same period of the previous year and reached \$225.4 billion. The monthly average for our exports reached record-breaking levels with \$18.8 billion.

The ratio of exports to imports increased by 5.8 points compared to the previous year and reached the level of 83.1%. This ratio is the second-highest value in the last twenty years. This is such a valuable occasion because our country achieved such a strong coverage ratio while experiencing a great growth in 2021. As a matter of fact, years in which the ratio of exports to imports was high in the past corresponded to either crisis or very low growth rates. This year, however, our exports both broke records and contributed positively to the growth and we have achieved double digit growth rates. Net exports of goods and services contributed 5.1 points to our economy, which grew by 11.7% in the first 3 quarters of 2021. As you know, the 2021 growth target in the Medium Term Programme was 9%. The Turkish economy has also signalled that it will exceed this level through its 11.7% growth performance in the first three quarters of the year."

*For the full article, please visit [DEİK](#) website.*

### American Companies View Türkiye as Regional Hub

American companies view Türkiye as a regional hub, US Embassy in Ankara spokeswoman Julie Eadeh said in a statement on Wednesday. The stock of US foreign direct investment in Türkiye reached \$5.8 billion in 2020, while US-owned affiliates employed nearly 60,000 people in 2019, Eadeh said amid the US' perspective on developing Turkish-American trade and



economic ties. Stressing that the US and Türkiye have a strong and growing economic relationship, Eadeh said total merchandise between the two countries neared \$28 billion in 2021, a 32% increase from the year before.

"Turkish goods find an increasingly attractive market in the United States. The United States was the number 2 market for Turkish exports in 2021. In fact, 2021 saw an almost 45% increase in Turkish exports to the US to \$16 billion," she said. Eadeh noted that the US remains Türkiye's fourth-largest trading partner. "There is room for further growth on both sides of the trading relationship." Her comments came during a two-day visit by US Under Secretary of Commerce for International Trade Marisa Lago.

Lago held separate meetings with Turkish Deputy Minister of Energy and Natural Resources Alparслан Bayraktar and Deputy Minister of Trade Mustafa Tuzcu to advance commercial ties and promote clean technologies. Eadeh said Türkiye has made solid progress in recent years to improve the security and diversity of its energy supplies and has been a leader in the development of renewable energy. She said the US is committed to partnering with Türkiye to advance clean and renewable energy generation sources in the region, and the US looks forward to more energy security cooperation in the near future.

*For the source of information, please click [here](#).*

## SECTORS

### Türkiye's E-commerce Volume Posts Substantial Yearly Growth in 2021

In 2021, e-commerce volume in Türkiye increased by 69 percent year-on-year, reaching TRY 381.5 billion. The number of orders increased by 46 percent to hit 3 billion 347 million units, up from 2 billion 297 million units, during the same period.



The percentage of e-commerce out of total retail sales was 17.7 percent in 2021. It was in November that the percentage spiked to 20.4 percent, which is known as the e-commerce campaign month.

While 92 percent (TRY 349 billion) of e-commerce was realized in Türkiye, 4 percent came from purchases from cross-border transactions by foreigners based abroad. Purchases made by overseas Turkish expatriates accounted for the remaining 4 percent.

The number of businesses engaged in e-commerce activities in Türkiye reached 484,347 in 2021. While 26,442 of these enterprises operate as service providers registered with the Electronic Commerce Information System (ETBIS), 472,604 of them operate in e-commerce marketplaces. The number of sites registered to ETBIS amounted to 31,592. 14,699 of Turkish businesses are engaged in e-commerce activities on their own sites while selling on e-commerce marketplaces as well.

Analyzing e-commerce expenditures in 2021 across the demographic age group of 18-70 in Türkiye reveals that e-commerce expenditure per capita increased by 69 percent in 2021 compared to the previous year, amounting to TRY 4,749.

*For the source of information, please click [here](#).*

### Türkiye - A Promising Frontier for Wind Power

With the appeal for wind power on the rise over the last decade in Europe, Türkiye is providing a promising frontier for offshore turbines. Rising to its potential, Türkiye ranked 7<sup>th</sup> on European charts last year with a total wind power generation of 10,750 MW and earned itself a 4<sup>th</sup> spot with a cumulative installed wind power capacity of 1,400 MW in 2021.

European Wind Energy Association (WindEurope) CEO Giles Dickson stated that Türkiye is a valuable country in the industry, with its installed capacity of over 10,000 GW of onshore wind energy and its production in this field. "Türkiye is an important trade partner for Europe that wants to diversify its wind energy equipment imports," Dickson was quoted as saying. "Türkiye's exploitation of its coastal wind potential and the revitalization of its offshore wind capacity will create new opportunities for investors and open new doors for employment," he added.

Offshore wind turbines are generally larger in size, more robust and adapted to the marine environment. They offer a greater scale with bigger output. Therefore, offshore wind speeds tend to be faster than those on land. A small increase in wind speed yield means large increases in energy production. Wind turbines provide renewable energy, do not consume water, are a domestic energy

source, vector for employment generation, and do not emit environmental pollutants or greenhouse gases.



Offshore wind offers benefits in terms of taking land acquisition issues out of the equation as well as availing of steadier wind speed than on land, which translates to steadier supply and a more reliable source of energy for consumers with very high-energy needs.

For the source of information, please click [here](#).

### Industrial Production Exceeds Expectations

The industrial production index soared 13.3% in February on a yearly basis, according to the Turkish Statistical Institute (TurkStat). Expectations pointed out a 9% hike. All sub-indices backed the index this month, especially mining and quarrying, along with manufacturing, TurkStat data indicated.



The manufacturing and mining and quarrying indices rose by 14.4% and 6.1% year on year in February, respectively. The supply index for electricity, gas, steam and air conditioning was also up by 4.9% in the month. TurkStat's data showed that the country's industrial production also increased on a monthly basis, by 4.4%.

For the source of information, please click [here](#).

## EVENTS

### Türkiye's National Participations at Exhibitions

Turkish companies from various sectors will participate in the exhibitions listed below:

EXHIBITION	DATE	SECTOR	PLACE
SIAL CANADA	April 20-22, 2022	Food Products	Montreal, Canada
INSTALACJE	April 25-27, 2022	Installations and Equipment	Poznan, Poland
ANUGA FOODTEC	April 26-29, 2022	Food Technology	Cologne, Germany
SEAFOOD EXPO GLOBAL	April 26-28, 2022	Seafood Trade	Barcelona, Spain
NORDBYGG	April 26-29, 2022	Building and Construction	Stokholm, Sweden
UZBEKISTAN TEXTILE EXPO	April 27-29, 2022	Textile and Fashion	Tashkent, Uzbekistan
SEEBBE	April 27-30, 2022	Building and Construction	Belgrade, Serbia
COSMOPROF WORLDWIDE BOLOGNA	April 28-May 01, 2022	Parfumery and Cosmetics	Bologna, Italy
GIC	April 28-30, 2022	Concrete Industry	Piacenza, Italy
INTERNORGA	April 30-May 04, 2022	Gastronomy Industry	Hamburg, Germany
JEC WORLD	May 03-05, 2022	Composites	Paris, France
UK Construction Week London	May 03-05, 2022	Construction	London, UK
INTERZUM BOGOTA	May 10-13, 2022	Wood Processing and Furniture Manufacturing	Bogota, Colombia
RAILTEX & INFRARAIL	May 10-12, 2022	Rail Industry	London, UK
KOSOVO FASHION	May 12-14, 2022	Fashion	Pristine, Kosovo
Pakmedica	May 12-14, 2022	Health and Cosmetics	Lahor, Pakistan
BATIMATEC	May 15-19, 2022	Construction	Alger, Algeria

### Send Us Your Inquiry

**For your inquiries about Turkish exports,**  
please contact << [ihticari@trade.gov.tr](mailto:ihticari@trade.gov.tr) >> by indicating  
the Harmonized System (HS) Code of the product/sector of your interest.

**Warning:** This bulletin is prepared by Republic of Türkiye Ministry of Trade General Directorate of Exports only for information purposes, by making use of public resources which are assumed to be reliable. Ministry of Trade does not accept the liability of harms and losses that may result from the utilization of information included in this bulletin.