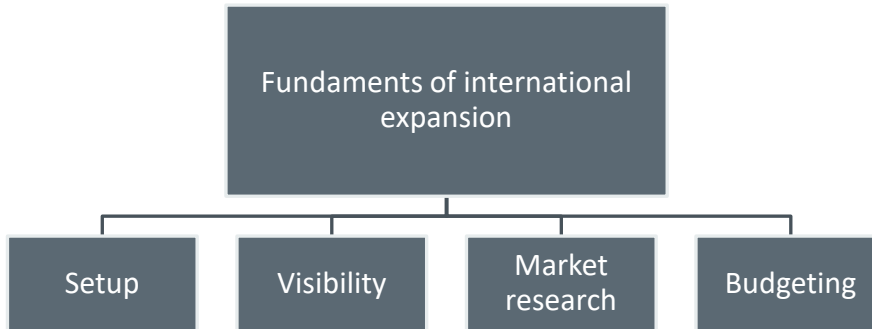


Şener law firm

International expansion of companies &
The fundamentals of international trade

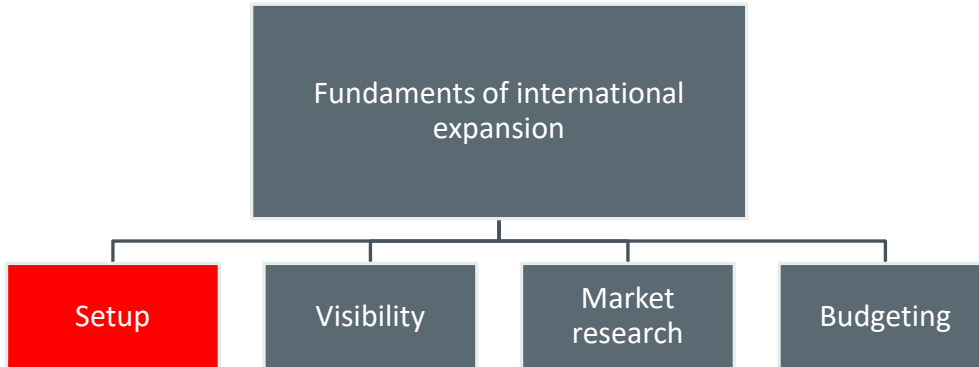
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Starting the expansion

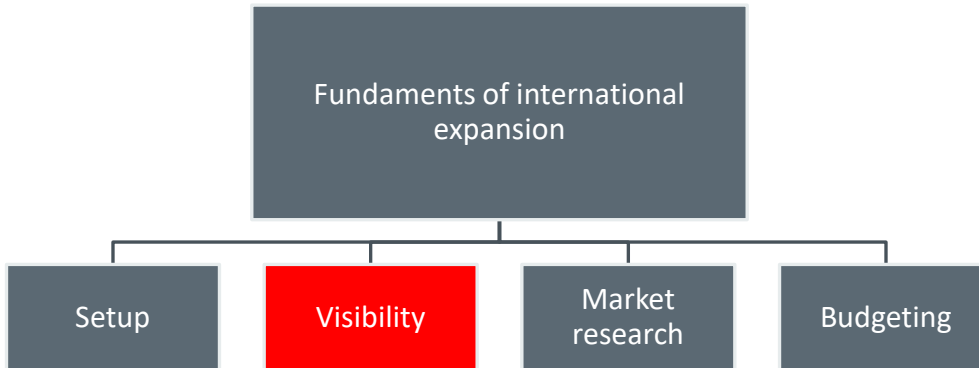
Make sure you start from the right point

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Setup

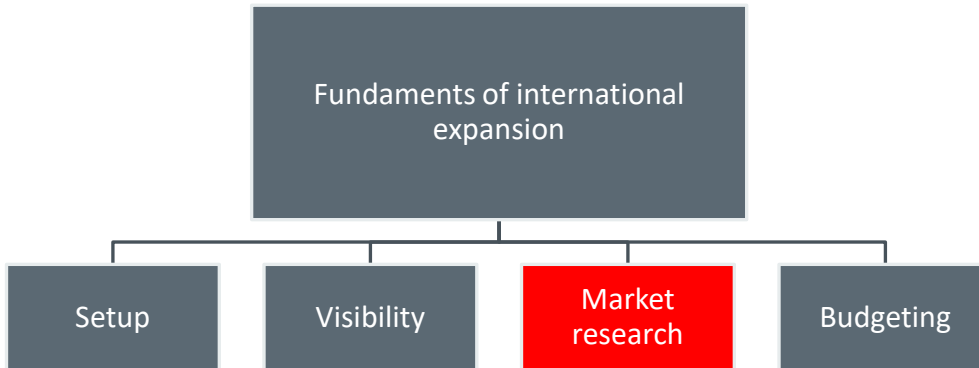
- Infrastructure
 - Production capacity
- Employees & administration
 - Budgeting



Visibility

- Website in foreign languages
 - Advertisement
- Expo's & trade shows
 - Foreign contacts
 - Conferences
- Personal meetings

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Market research

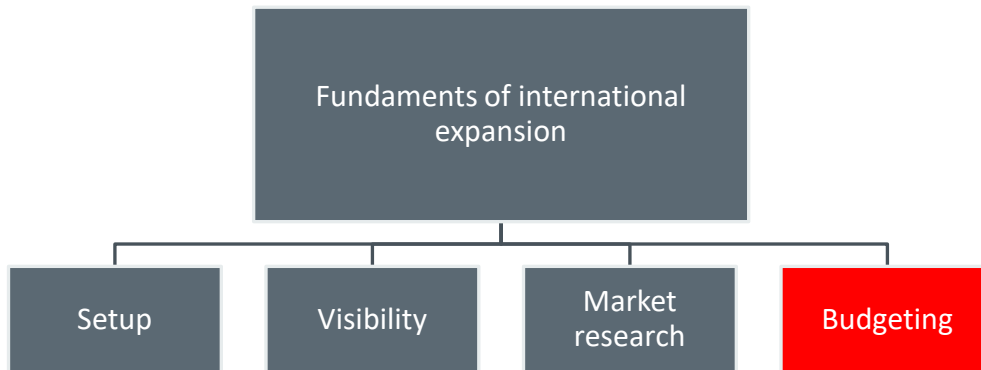
- Expo's & trade shows
- Liaison offices

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Liaison office

- No taxation
- Only taking orders, transportation.
- When sales are conducted from home country, no real sale will occur abroad so no tax duties.
- Generally used for market research etc.

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Budgeting

- Subsidies & incentives
- Trade show subsidies

Subsidies & incentives

Rent & brand/trademark incentive

- Rent (approximately 100.000 USD / year – 40-50% of the costs)
- Marketing/visibility (approximately 150.000 USD /year – 40-50% of the costs)
- Max. 4 years

Turquality

- Branding process (rent, marketing etc.)
- 50%
- Max. 5 years