



INTERVIEW WITH Dr. HARVEY MARSHALL CHAIRMAN OF THE TBCCI

The TBCCI are very pleased to present the interview Dr. Harvey Marshall, the new TBCCI Chairman, gave to the Chamber Newsletter talking about his professional and public life in the UK and his association with Turkey and TBCCI. Dr. Marshall also talked about the mission and services of the Chamber, TBCCI plans for 2010, the Role of Chambers of Commerce, and on the subjects of the potential of and opportunities and challenges in UK Turkey trade and investment.



Q. Dr Harvey Marshall, please tell us about yourself

Professional Life

As a young man, I joined the Navy, and visited both Kusadasi and Antalya during the 1960s, long before they became popular tourist destinations. After my period at sea, I read Estate Management at the University of Reading, and obtained a BSc. I then spent several years developing my knowledge of the United Kingdom commercial property market and became a Fellow of the Royal Institution of Chartered Surveyors. I chose to specialise in the valuation of leisure and aviation property, setting up my own company, which was highly successful. I also became an Arbitrator, specialising in litigious commercial landlord and tenant matters.

Public Life

In 1990, I was asked to put myself forward for election to Westminster City Council, fighting a hard campaign which was successful. I have remained a City Councillor ever since. During my period as a Councillor, I have been responsible at various times for Finance, Arts and Grants, Environment, Economic Development, and Planning. In 2001, I was elected to be the Lord Mayor of the City. During my year of office, I carried out 1,480 engagements and made many overseas civic visits, including one to Turkey, taking in Istanbul, Ankara and Antalya.

In 2003, I was awarded the degree of Doctor of Letters by the University of Westminster, of which I have always been a strong supporter. I set up relationships between the University of Westminster and Turkish Universities such as, in particular, that at Mugla, to enable students and educators to profit from exchange of ideas and students. This work has now developed to the point where Westminster University is in the final stages of negotiation towards the opening of a British University in Ankara.

I am an Honorary Member of the English Speaking Union, and of the Royal Overseas League, and President of a branch of the Royal Society of St George.

Associations with Turkey and the TBCCI

I have developed a particular interest in Turkey in the 1990s, through my contact with several clients from the Turkish community in London, visiting Turkey many times. I joined the Board of the Turkish British Chamber of Commerce and Industry in 2004, being elected Vice-Chairman in 2006, and Chairman in 2009.

Q. Please tell us about TBCCI; its mission and the services it offers

The Turkish British Chamber of Commerce and Industry, TBCCI, was founded in 1980 in London as a non-profit member association, to promote and extend business, trade, investment and joint ventures in or between Turkey and the UK, and to promote its members and provide them with a wide range of services targeted at achieving this objective. These services currently include:

Trade Services: Business Referrals, Business Partner Search, Product-Company matching, Business start up Guides and Business and Regulatory Enquiries; TBCCI help find potential partners, agents, distributors and service providers.

Document Services: Certification. Legalisation and Translation of Export, Trade and other Documents (TBCCI has the quickest daily courier service for Turkish Consulate legalisation), Company Incorporation Reports and Company Credit Reports, Powers of Attorney

Information Services: Export News, UK-Turkey Trade Statistics, Newsletter, Website services, Event Presentations, Online Health & Safety Courses, News from Members, Worldwide Serviced Offices, Legal Assistance

Business Networking Services: Conferences, Seminars, Workshops, Exhibitions, Networking Events and Members' Evenings

TBCCI has continued to cooperate with other Chambers of Commerce in the UK and Turkey and maintains excellent relations with UK public organisations such as UK Trade & Investment, British Chambers of Commerce, Business Link in London and Think London.

Q. Can you tell us about the New activities and services planned for 2010?

As to our exciting plans for 2010, firstly, we are undertaking the opening of our new **Representative office in Istanbul**. Our new office in Istanbul will be located at Atatürk Airport in Istanbul and opened to service in February this year offering extended and quicker services in Turkey for our members in both Turkey and the UK.

For the first time we have a **dedicated Vice-Chairman for the UK, and also for Turkey**. We wish to give our Turkish resident members greater involvement within the running of the Chamber.

Another major plan for 2010 is the **move of our head office in London to a dedicated Turkish Centre building** in Maple Street, this spring.

TBCCI will commence **Online (Electronic) Certification Services** for ATR, EUR1 and Certificates of Origin and other documents from 11 February 2010.

Turkey-UK Business Week; Istanbul

A major 5-day event, including

- A major conference on UK-Turkey investment and trade
- Seminars-workshops: Presentations followed by one-to-one sessions on subjects that business people in Turkey may like to have first hand information about , namely UK business matters such as Company Formation, Trade Regulations and other cross border legal matters, Taxation, VAT, Accounting Systems, PR and Marketing, Copyright, Patents, Arbitration, Employment, and the Ankara Agreement. These workshops will be conducted by TBCCI members
- Trade Missions from the UK; in association with UKTI
- One-to-one sessions and Networking Events for Trade Mission delegations and their Turkish counterparts

UK-Turkey Business Week; Manchester:

A 3-day event, similar in objective and structure to the Istanbul Business Week, targeting UK business wishing to trade with or invest in Turkey.

New Information Guides: Exporting to Turkey Guide / UK Taxation/Accounting Guide

There will be many other new TBCCI organised or partnered conferences, seminars, workshops and networking events; please follow our website for information and updates.

Q. What does it mean to be the Chairman of TBCCI?

The Chairmanship of the TBCCI is both an honour and a responsible function. It is an especially responsible function in the context of the current economic climate where more needs to be done to bring the growth of trade and investment back to the speed and extent it enjoyed before the start of the economic crises.

I am very proud and feel privileged to accept this role of Chairman of the TBCCI and hope that I can give to the Chamber the benefit of my experience both in my professional life, and also in my public life as well.

As Turkey has become a major trading partner of the UK, I think we need to expand our profile and status within the foreign Chambers of Commerce in London, but for this we will need the help of our members, and those with influence between the two countries.

Q. What do you think about the role of Chambers of Commerce?

Despite the significant impact of the rapid changes in technology and the methods by which local and international businesses are conducted, Chambers of Commerce have maintained their value, even in places where joining a Chamber is voluntary.

The central reason for the continuing importance and relevance of Chambers of Commerce is the need of businesses for a central point of reference with which they can associate and network. Businesses expect this reference point to be impartial, up-to-date and speedily responsive.

But how can Chambers remain relevant to their members and in particular how can they organise themselves to be the reference point with which members can associate and network? In finding answers and providing solutions to these questions, Chambers must continue to be a driving force for business expansion and take an active role in a variety of business issues affecting the economic health of the community. In particular, they must:

- Predict future business expectations
- Provide simple and effective services to address these expectations
- Facilitate e-commerce
- Take advantage of the IT revolution
- Develop programmes and services that make doing business simpler quicker or easier for their members
- Identify and address the diverse business and members base
- Play an active role in the regulatory environment

I see Chambers of Commerce as a platform for access to information and business networking and a driving force for business expansion. While there is naturally room for improvement, I believe that the current interest maintained worldwide for Chambers of Commerce confirms that Chambers are on the whole meeting these objectives.

Q. Can you tell us about the potential of trading between and investing in the UK and Turkey?

The potential in trading between and investing in the UK and Turkey is huge.

In the period from 2001 through to 2007, UK exports to Turkey achieved each year a sustained increase of 8.9%. In the same period, the average annual growth rate for Turkish exports to the UK became 15.3%. Turkey ranked 3rd and 4th in growth rate ranking among UK trade partners; only China, Russia and Poland annual growth rate exceeding Turkey.

The trade between the UK and Turkey rose sharply from 4.1 billion US\$ in 2001 and reached its highest value of 14.1 billion US\$ in 2007. While the first two quarters of 2008 recorded even further rises, the effect of the financial and economic crisis showed itself in the second part of 2008; the third quarter of 2008 remained stagnant and the 4th quarter sharply declined. 2008 ended 4.3% short of 2007.

Sectors most negatively affected were Automotive, Machinery, Appliances, Iron, Steel, Plastic, Textile and Pharmaceutical. The negative effect of the economic climate on UK-Turkey trade continued in 2009, but from November 2009, the trade between the two countries began to rise again.

UK direct investment in Turkey rose from 126 million US\$ in 2004 to 2,281 million US\$ in 2008.

The number of UK based companies in Turkey went up from 418 in 2001 to 2,082 in 2008. Among these are HSBC, Marks & Spencer, Tesco, Aviva, Shell, Cadbury Schweppes, Vodafone, Thames Water, Corus, BSI, GSK, Arcadia Group, Balfour Beatty, Biwater and Harvey Nichols.

Opportunities in Turkey for UK investment and trade are vast; they include:

Banking (Only HSBC in Turkey at the moment)

Financial Services (Mortgage market, Non-banking financial and Insurance)

Transport Sector (Rail network, commuter transportation, Airports, Road network)

Privatisations: Privatisation of sea ports, Turkish Telecom, Maritime Transportation, Food, Mining, Petrochemicals, Textile, Energy and Banking)

Energy: Oil, Gas, Solar, Renewable

Environment (Waste Management, Water Basin Management)

Other Sectors: Agri-Business (Organic), Renovation, Construction Projects- Materials, Engineering, ICT, Software, Education, Training, Textiles, Clothing. Automotive, Healthcare, Medical, Pharmaceutical, Mining, Minerals.

Q. What are the challenges?

Challenges for business are present in any circumstances, but never more so than at times of global economic contraction. The challenge then is to find quicker identification of business opportunities and expectations, to make timely offer of programmes and services to facilitate trade, and to play a more active role in the regulatory environment.

The TBCCI's activities and services which I have mentioned before aim to address these problems and offer solutions.

In moving forward into 2010, the vision of the Chamber is to increase its membership and its services so as to continue to assist and support its members further in their businesses and investments. In addition to the extension of existing services and the introduction of new ones, the Chamber must continue to raise the Chamber's profile by being represented in high profile events, and by publicising the Chamber in the appropriate media. These will help give weight to the message that the Turkish British Chamber of Commerce and Industry is the right platform from which to do business between the UK and Turkey and that it is becoming the UK's business voice for Turkey.

Q. Do you have a message to the Turkish British business community in the UK and Turkey?

To become the right platform to do business between the UK and Turkey and grow to be the UK's business voice for Turkey, we must maintain the objectives we set out and need to expand our profile and status within the foreign Chambers of Commerce in London. But for all these we will need the help of our members, input from non-members and the support of this with influence between the two countries. My final message to our Members is: Think not what the Chamber can do for you, but what you can do for the Chamber!

Thank you very much Dr. Marshall