

**FOR MORE  
COMPETITIVENESS  
TO YOUR  
GLOBAL BUSINESS**

**GO INSIDE**



**INVEST IN AMASVA**

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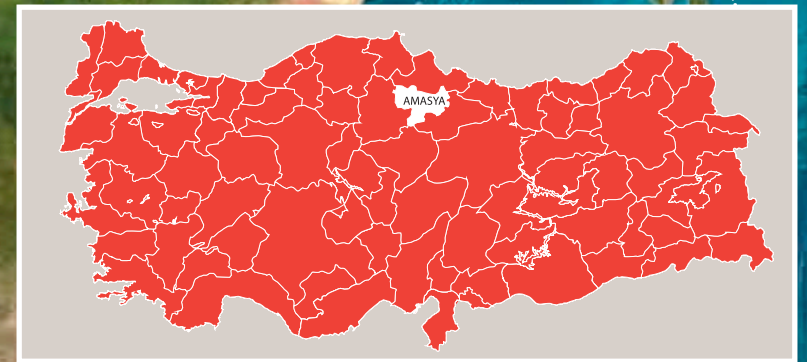
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AMASYA  
with a unique location  
in the marketplace

Amasya, in the middle  
of the leading  
markets backed by  
notable  
buying power.



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BUSINESS EASIER  
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## DID YOU KNOW THAT

AMASYA IS ONE OF THE FIRST INDUSTRIALIZED CITIES IN MODERN HISTORY OF TURKEY IN THE LAST 88 YEARS WITH A COAL PLANT (1926) AND SUGAR MILL (1954).

**3** ORGANIZED INDUSTRIAL ZONES

**1** SPECIALIZED ORGANIZED INDUSTRIAL ZONE

EXPORT TO MORE THAN **80** COUNTRIES

AMASYA KEEPS ITS PIONEER ROLE IN THE INDUSTRIALIZATION OF TURKEY.



WE'RE  
HERE TO  
MAKE YOUR  
BUSINESS  
EASIER  
IN **AMASYA**



# investinamasya.org\*

is the platform to support and promote the investments in Amasya region. Reporting directly to you, as current and potential investors, our main motivation is to show variety of business opportunities to the global business community. And also, we welcome you to assist before and during your entry into Amasya region for capturing the opportunities. By doing so, we intend to perform as reference point for all types of investors and institutions locally and globally.

\* Amasya Chamber of Commerce and Industry-Middle Black Sea Development Agency

we provide an  
easy access



This attempt to introduce business opportunities special to Amasya territory is being organized by the support of two important official agencies, Investment Support and Promotion Agency-ISPAA (reporting directly to the Prime Minister) and Middle Black Sea Development Agency-MBDA (reporting directly Ministry of Development).

Through the official agencies for investment support and promotion, we provide an easy access to current and potential opportunities in Amasya territory for investors, supporting them in their decision making process. English language employed in website together with Turkish will provide guidance for successful business plans of international investors in the territory of Amasya.

This attempt of presenting the investment guidance for Amasya territory should be analysed together with the network advantages and official power of the agencies above-mentioned.



WHY  
AMASYA



## UNIQUE ADVANTAGES

- Rich sources of raw materials
- Logistic superiorities
- Easy access to Europe, Caucasus, Russia, the Middle East and North Africa
- Easy access to main markets in Turkey
- Low-cost production opportunities
- Nature and its reflections on tourism
- Microclimate effect
- Governmental incentives and supports
- Clustering advantages in leading sectors

## KEY FIGURES FOR 2012

- A population of 335 thousand, half of which is under the age of 29
- 60% of the population is under 35
- Largest youth population as compared to the EU countries
- About 8.000 undergraduate students
- 22.000 high school student (two third from vocational and technical high schools)

## FOREIGN DIRECT INVESTMENT

- 10 international foreign companies operating in Amasya
- \$500 million foreign investment with incentive certificates by government in the last 10 years in Amasya.

## INVEST IN AMASYA



GO INSIDE

The number of exporters has gone from 10 to 39 (290 percent increase) between 2002 and 2012.

The exports has reached \$63,3 million from \$1,3 million in the period of 2002-2011 by increasing 49-fold.

THE NUMBER OF COUNTRIES EXPORTED IS **80** FROM AMASYA

YEAST EXPORT TO MORE THAN **40** COUNTRIES

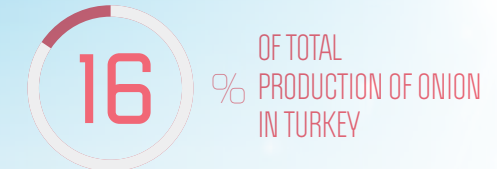
BUILT-IN PRODUCT EXPORTS TO **58** COUNTRIES

OFFICE FURNITURE EXPORTS TO MORE THAN **10** COUNTRIES

NATURAL STONE EXPORTS TO MORE THAN **45** COUNTRIES

# AMASYA The Productive Power of Global Market

## AMASYA IN FIGURES



# INTELLECTUAL MINDSET

Intellectual capacity  
with multicultural society  
throughout history.





# AMASYA

## WITH A UNIQUE LOCATION

Amasya with its unique location next to the airport, harbour and railway provides an easy access advantage to 1.5 billion consumers in Europe, the Middle East, North Africa, and Russia.



# EASY TO REACH

Amasya has a significant superiority with closeness to the important centres of Turkey for national and international trade. Having the advantages of important centres while avoiding their typical disadvantages for investments.



FROM **HISTORICAL** HERITAGE  
TO **MODERN** CONTRIBUTIONS

## ON A CENTRAL LOCATION AT **THE SILK ROAD** THROUGHOUT THE HISTORY

Historical richness and cultural accumulation for thousands of years in Amasya have put the region in a unique socio-cultural environment with its open minded people, easily adapting to changes and reflecting deep insight to developments.

PEOPLE OF AMASYA WITH COLLECTIVE QUALITY OFFERS BUSINESS PROCESSES MINIMIZING TYPICAL PROBLEMS OF WORK LIFE AND RESULTING IN THE QUALITY. THE COLLECTIVE QUALITY IN THE MINDS HELPS INVESTORS REALIZE THEIR VISION OF BUSINESS.





GENERAL  
OVERVIEW  
of **AMASYA**

| POPULATION | EDUCATION  | TRANSPORTATION  |
|------------|--|---|
| 323.079    | 19 Mayıs University<br>Amasya University<br>Gaziosmanpaşa University<br>Hitit University | Railway<br>Samsun Çarşamba Airport (SZF)<br>Amasya Merzifon Airport (MZH)<br>Tokat Airport (TJK)<br>Seaport for international trade |

| IMPORT           | EXPORT           | THE NUMBER OF EXPORTERS |
|------------------|------------------|-------------------------|
| \$ 68,89 million | \$ 63,37 million | 39                      |

| FOREIGN INVESTMENTS | THE NUMBER OF COUNTRIES EXPORTED TO |
|---------------------|-------------------------------------|
| \$ 500 million      | 80                                  |



# SOCIAL INDICATORS

IN 2010

The growth rate of the population in Amasya (0,32%) is twice bigger than the average rate in Turkey (0,15%).

46,1% of the population is under age of 30

Located in and neighbouring cities to Amasya, four separate universities (Amasya University, 19 Mayıs University, Hitit University and Gaziosmanpaşa University) are serving Amasya territory with 75.000 undergraduate and graduate students.

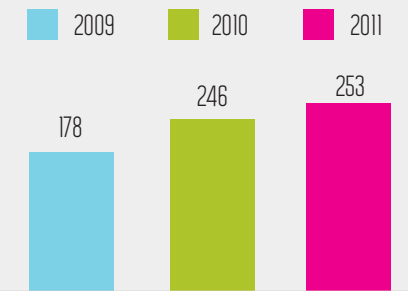
| TYPES OF FACULTIES        | NUMBERS   |
|---------------------------|-----------|
| Technical and engineering | 7         |
| Agriculture               | 2         |
| Veterinary                | 3         |
| Management and Economics  | 6         |
| Medicine                  | 6         |
| <b>TOTAL</b>              | <b>24</b> |



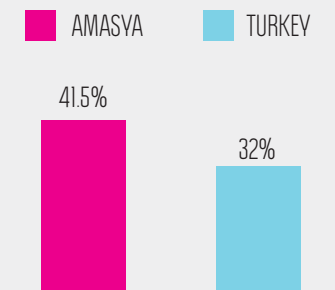
# ECONOMIC INDICATORS IN 2011

- the unemployment rate in Amasya is 6,9% as it is 9,8% in Turkey
- 41,5% of total income of Amasya is generated by entrepreneurship as it is 32% in Turkey
- the number of new firms established is 253, by an increase as compared to 2010 (246).
- the leading countries in exports are Germany, Spain, United States and Iraq, respectively.

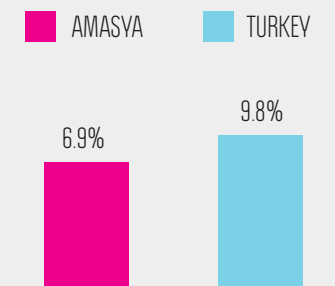
| ECONOMIC INDICATORS             | NUMBERS          |
|---------------------------------|------------------|
| Exports                         | \$ 63,3 million  |
| Growth rate in export           | 4900%            |
| Trade volume (2002-2011)        | \$ 165,5 million |
| Unemployment rate               | 6,90%            |
| Number of countries exported to | 80               |



New Established Firms



The share of entrepreneurship in total income

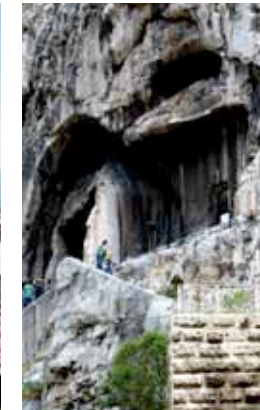


Unemployment rate

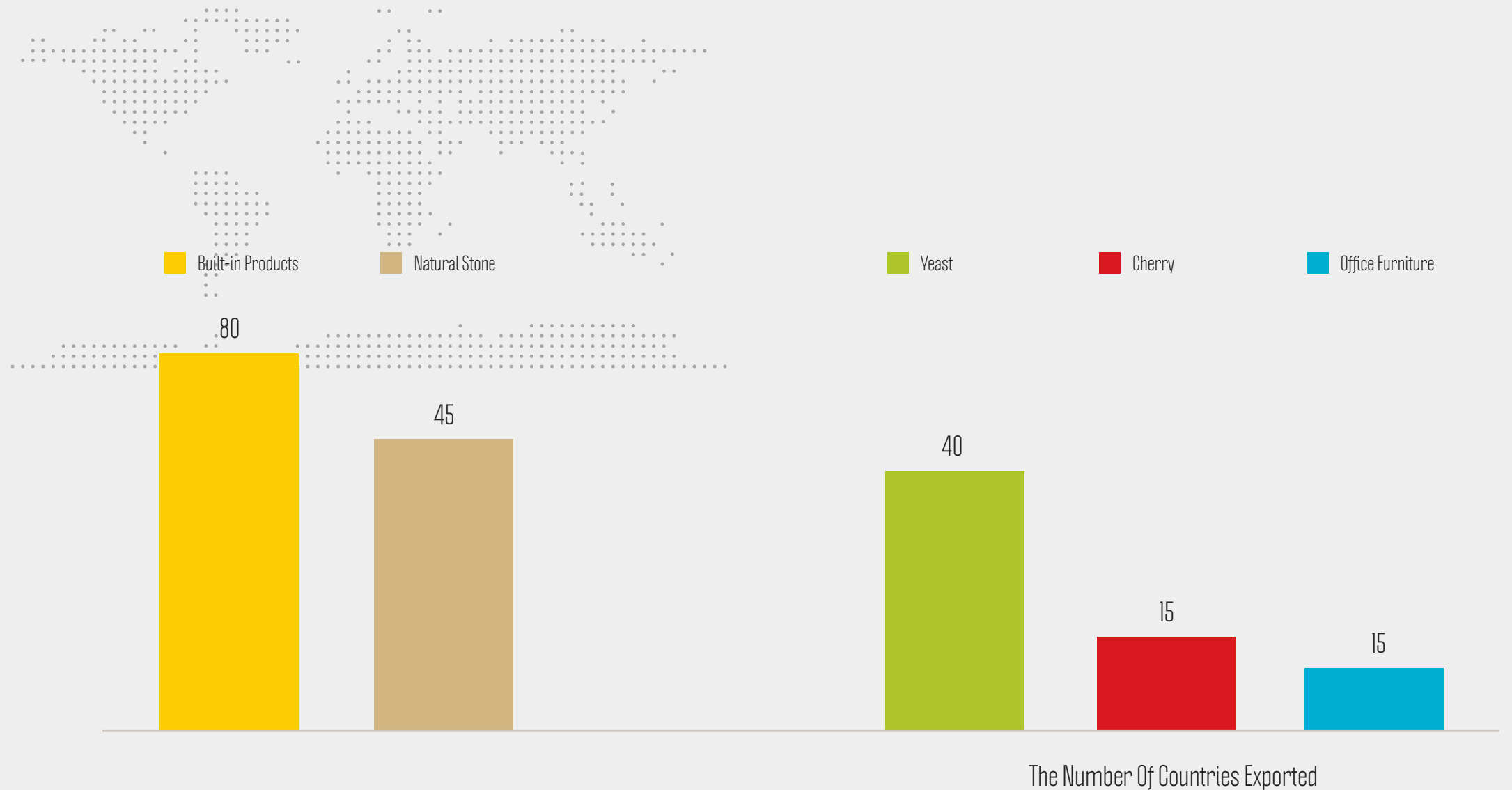


# HISTORICAL KNOW-HOW FOR TRADE

At a crossroad of four main civilizations from ancient time to the present. The characteristics of Amasya Region of being a strategic, cultural and trade centre have been transmitted from one civilization to another throughout the history. This is what is called the historical know-how for trade.



# REFLECTIONS FROM KNOW-HOW TO GLOBAL MARKETS



# THE CRADDLE OF CIVILIZATIONS

Amasya has become a centre of attraction throughout the history with its unique location benefited from silk road advantages.

Amasya obviously deserves the title of “The cradle of civilizations”





WHAT IS  
**AMASYA**  
OFFERING  
ON BEING  
BUSINESS  
FRIENDLY?



# REFLECTIONS

## FROM PART-WHOLE RELATIONSHIPS

Amasya, as a part of Turkey, offers what Turkey offers investors as benefit package in her global invitation.



## BUSINESS-ENABLING ENVIRONMENT in AMASYA

Minimum regulatory and institutional constraints due to the positive tendency of local authorities towards new investments.

Local-specific positive expectations on direct benefits of new investments to the territory.

## ENCOURAGING BUREAUCRATIC PROCEDURES

- Turkey's general regulatory environment being explicitly business-friendly, thanks to the new Turkish Commercial Code.
- Six days: average time necessary to start a business that represents clear advantage when compared to other countries.
- Equal conditions for both foreign and local investors.

## Supportive approaches by NGOs

- High level awareness for positive results of new investments.

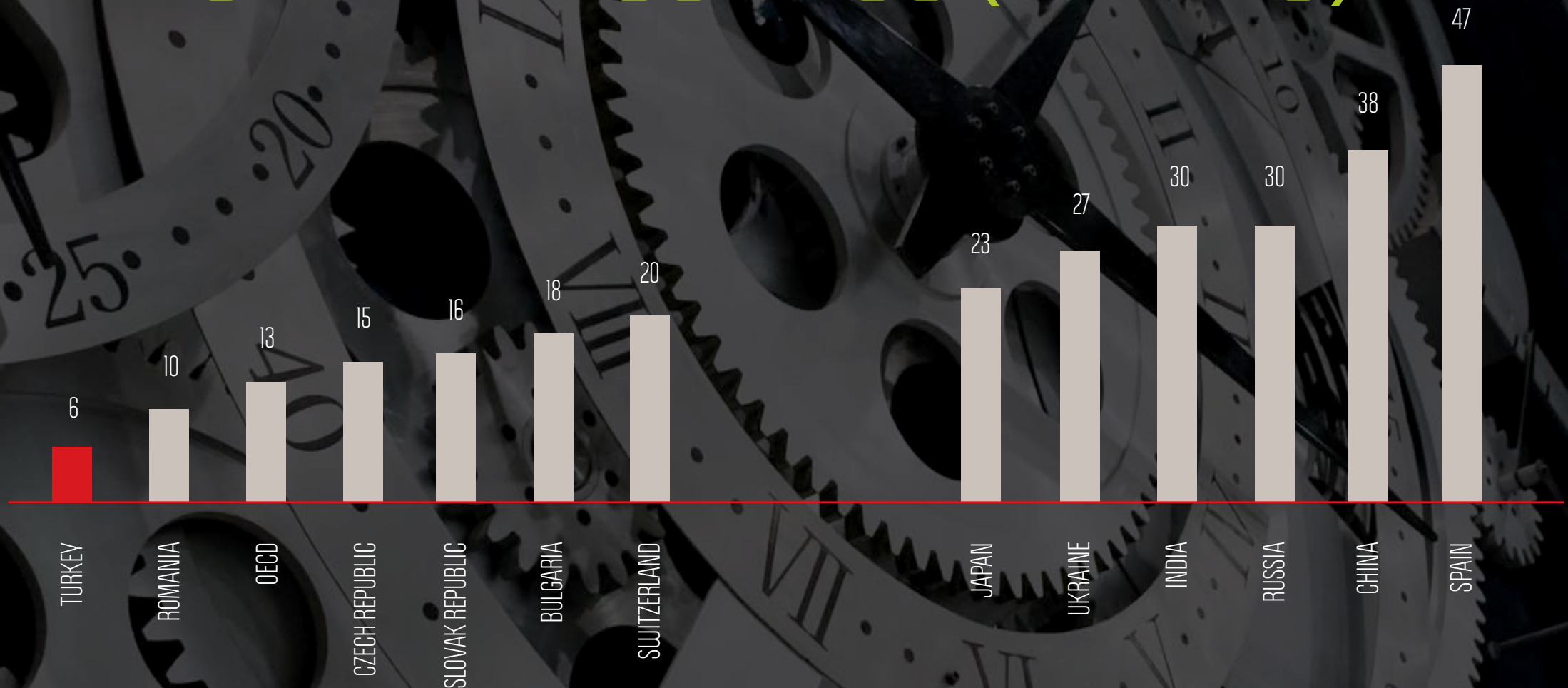
## SHARED VISION BY GOVERNMENT OFFICIALS IN AMASYA

- Very responsive local authorities, aware of the importance of new investments for Amasya territory.

## Governmental supports and promotions

- Availability of government promotions special to Amasya territory making huge contributions to minimize the cost of investment.

# TIME NECESSARY TO START A BUSINESS (IN DAYS)



Source: World Bank-Doing Business 2012

WHAT ARE THE  
COMPETITIVE  
ADVANTAGES  
OF **AMASYA**?

AMASYA

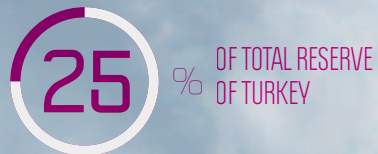
A LEADING  
RAW MATERIALS  
WAREHOUSE  
OF TURKEY

...COMPETITIVE ADVANTAGE COMES  
FROM RESOURCE-BASED SUPERIORITIES

## SOURCES OF COMPETITIVE ADVANTAGES

# RAW MATERIALS IN AMASYA

## NATURAL STONE



- Amasya Beige; highly recognized marble type in global natural stone industry.
- Dozens of natural stone varieties in different colours.

## AMASYA

- A leading area in natural stone industry with the highest-level efficiency in block marble in Turkey.
- A huge volume of natural stone reserve with 1,4 billion m<sup>3</sup>
- Consider that annual production volume of the natural Stone reserve is about 100.000 m<sup>3</sup>
- The current reserve offers big opportunity for investors.

NATURAL STONE  
EXPORTED TO  
MORE THAN

45 COUNTRIES  
FROM AMASYA



# AGRICULTURE and MICROCLIMATE EFFECT

NATURAL ADVANTAGES  
OF AMASYA BASED **ON**  
**SPECIAL CLIMATE, WATER**  
**AND MINERAL RESOURCES**  
INVITE COMPANIES FOR  
GENERATING COMPETITIVE  
SUPERIORITIES

- A special superiority in Amasya territory: microclimate effect.
- Microclimate an exceptional geographical formation in the world.
- It offers unique advantages by keeping the area warmer for longer that allows maximizing agricultural harvest period.

# THE NEED FOR COMPETITIVE SYNERGY

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16 % OF TOTAL  
PRODUCTION OF ONION  
IN TURKEY



8 % OF TOTAL  
PRODUCTION OF CHERRY  
IN TURKEY



25 % OF TOTAL  
PRODUCTION OF DRIED OKRA  
IN TURKEY

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- Lack of processing facilities
- Lack of packaging facilities
- Lack of cold storage businesses

A VAST BODY OF  
RESOURCES IN AMASYA  
IS WAITING FOR  
INVESTMENTS OF  
AGRICULTURE-BASED  
INDUSTRY TO CREATE  
COMPETITIVE  
SYNERGY



## STOCKBREEDING

- A cluster of stockbreeding in Suluova district with large-sized farms.
- A large amount of supply in producing milk and meat.
- 84.000 cattle in Amasya (31.275 in Suluova), 130.000 sheep and goats, about 150 ton/day milk.
- Availability of bio-gas facilities converting gas energy into electricity and heat.

- 
- The availability of large amount of water resources supporting stockbreeding sector by creating broad grazing lands.
  - Wide agricultural lands representing low-cost raw materials for feed production.
  - Amasya is one of the leading centres in Turkey with the first organized industrial zone of stockbreeding sector.



## FOR COMPETITIVE SYNERGY

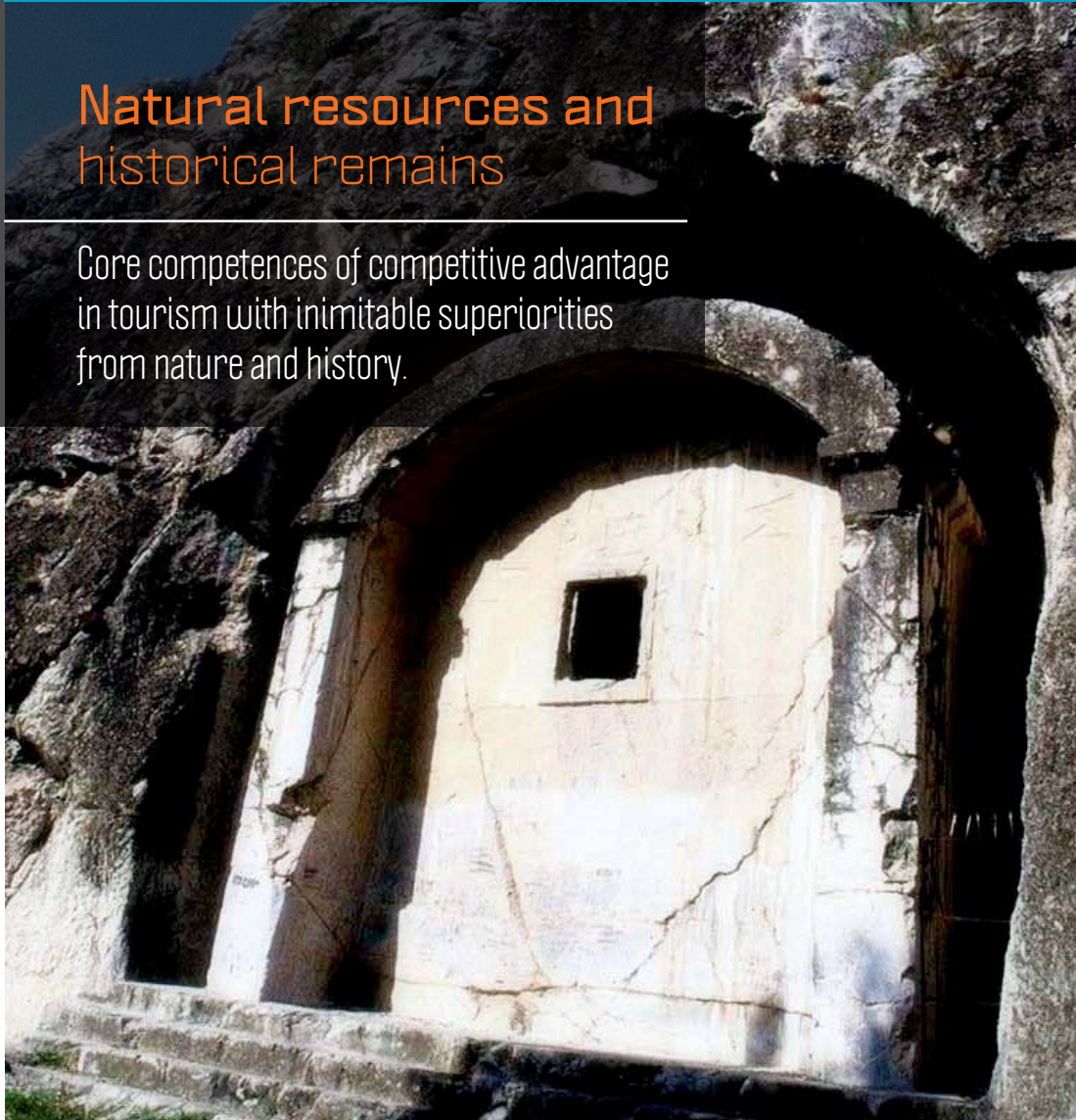
The need for complementary facilities such as integrated meat plants, milk factories, packaging, fodder factories etc.

# AMASYA

# WITH INIMITABLE SUPERIORITIES

## Natural resources and historical remains

Core competences of competitive advantage  
in tourism with inimitable superiorities  
from nature and history.



STRABON(63 BC)

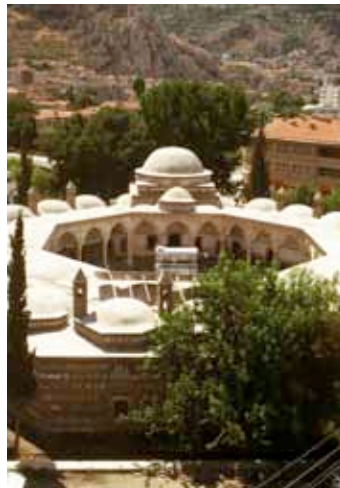
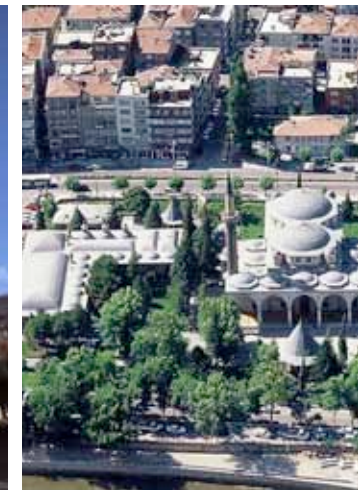


- The father of science of geography, from Amasya
- One of the most famous historical figures in the West

# AMASYA

# WITH INIMITABLE SUPERIORITIES

- The Sultan Bayezid II Kulliyeh (Complex)
- Lake Borabay, for trekking and camping
- Hazeranlar Mansion, exceptional civil architecture samples of 19th century
- Harshena (Amasya) Castle, from Hellenistic Period
- Terziköy Spring waters for thermal tourism
- Rock Tombs of the Kings, from Hellenistic period
- Archaeology museum
- Valiboyu houses, traditional Ottoman style



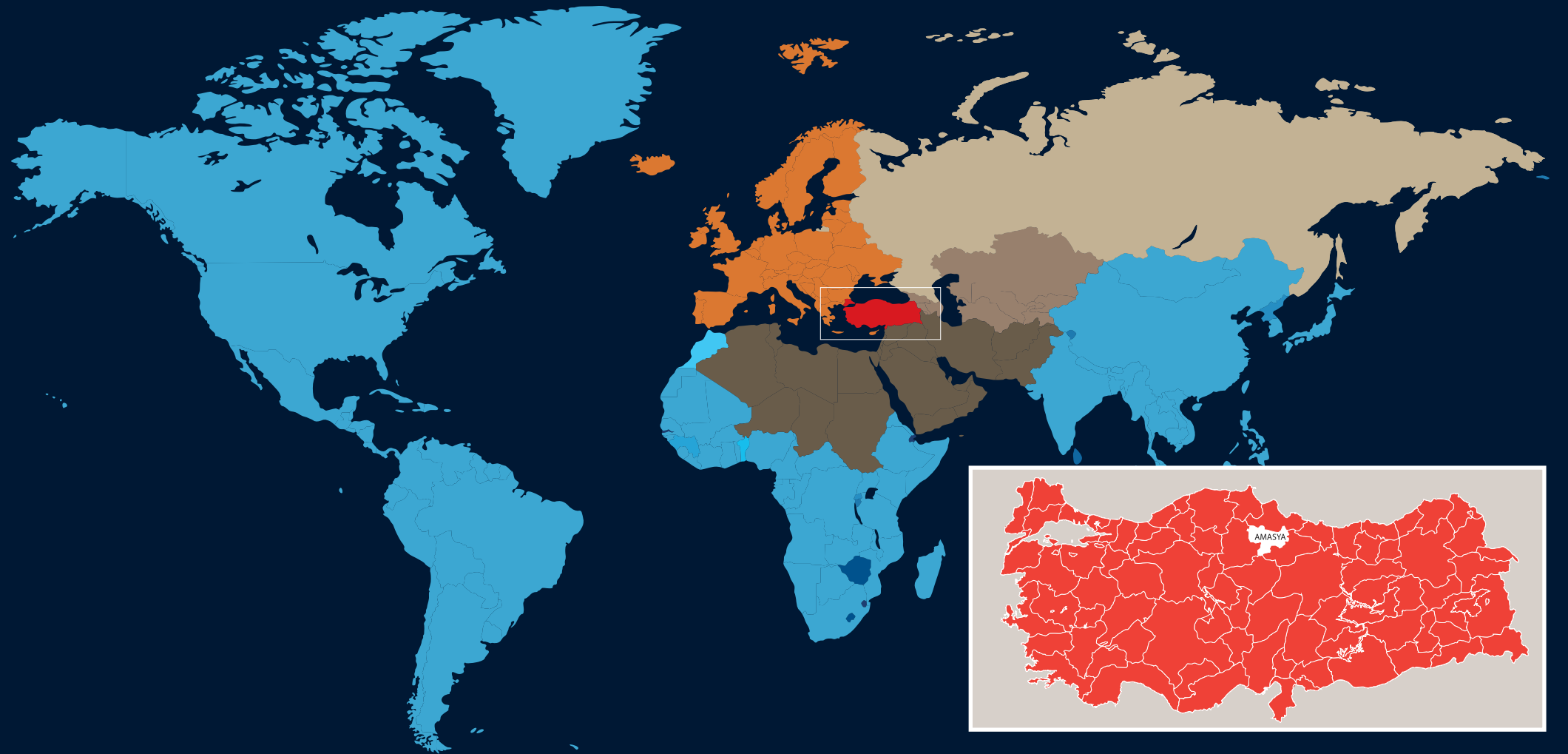
Variety of physical evidences in the form of the magnificent and spectacular buildings keeping the vitality of their own is special superiority created by four leading civilizations from ancient times to Ottoman period.



HOW IMPORTANT  
IS LOGISTICS  
FOR

YOUR BUSINESS  
SUCCESS ?

# WHERE EXACTLY ARE WE?



Source: IMF World Economic Outlook (April 2009)

# LOGISTICS

## A key construct of competitive power

Without delay, timely access to target markets

Delivering the products to customers with relatively low-cost operations.

### Ease Of Transportation

for raw materials, semi finished products, equipments and skilled labour force to production facilities.

### Benefiting from alternative transportation options

offering different advantages in terms of time, cost, reliability and quality.



BENEFIT PACKAGE  
**IN LOGISTICS**

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**4** **in** **AMASYA** **1**  
PORT  
RAILWAY  
HIGHWAY  
AIRWAY

---

AMASYA OFFERS THE ADVANTAGES OF  
INTEGRATED TRANSPORTATION FOR YOUR  
COMPETITIVE POWER

# SAMSUN PORT

- Availability of the advantages of Samsun Port next to Amasya.
- A gateway to the markets of Russia, Black Sea and Caucasian countries and the EU.
- About 1 hour drive from Amasya.

## SAMSUN PORT WITH FIGURES

Number of vessels using the port **1.200**

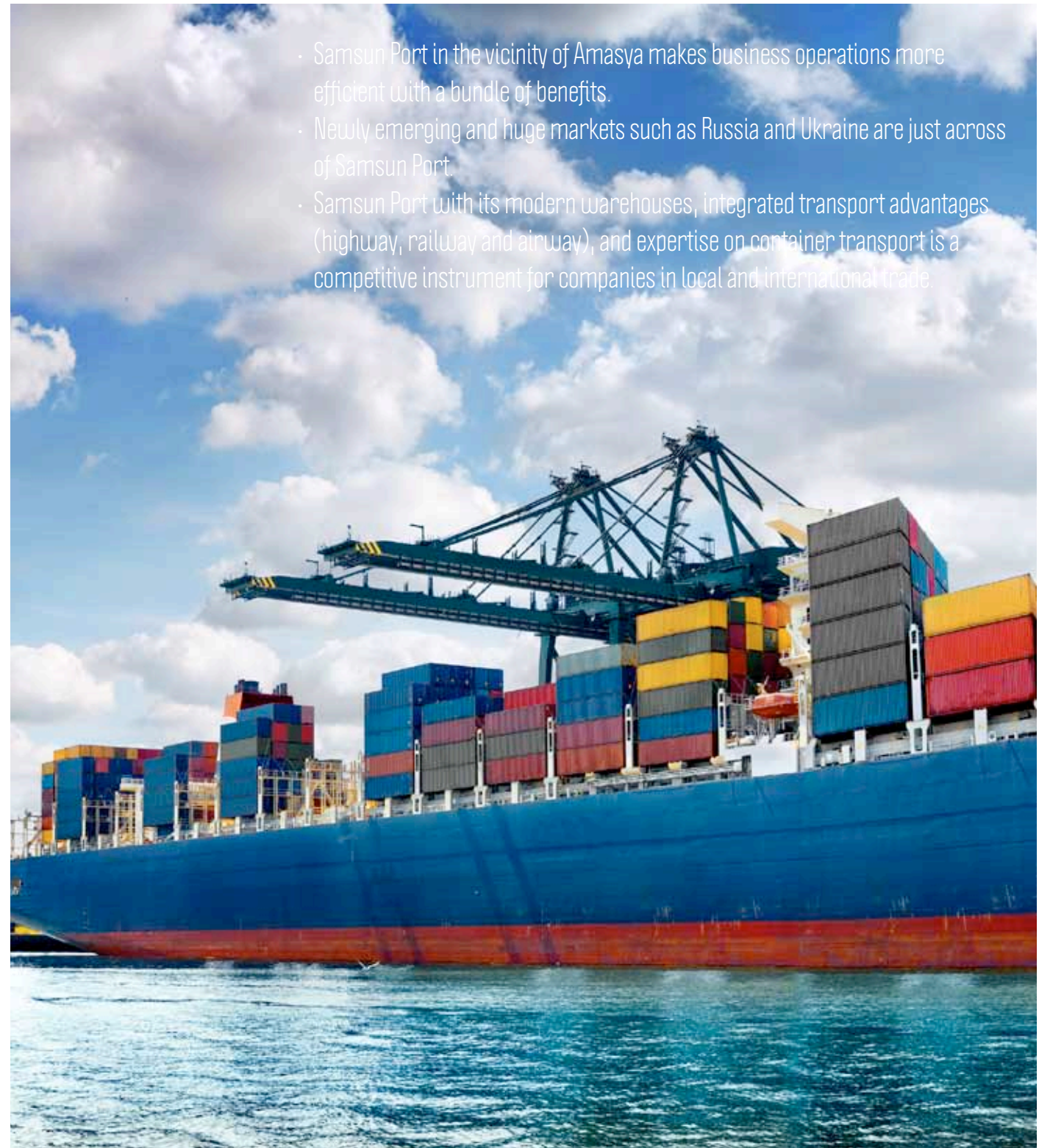
The amount of cargo carried (Tons) **2.600.000**

Covered warehouse space (m<sup>2</sup>) **35.000**

Number of ro-ro vessels operating in the port at the same time **18**

Storage Capacity (Tons) **350.000**

- Samsun Port in the vicinity of Amasya makes business operations more efficient with a bundle of benefits.
- Newly emerging and huge markets such as Russia and Ukraine are just across of Samsun Port.
- Samsun Port with its modern warehouses, integrated transport advantages (highway, railway and airway), and expertise on container transport is a competitive instrument for companies in local and international trade.





# DID YOU



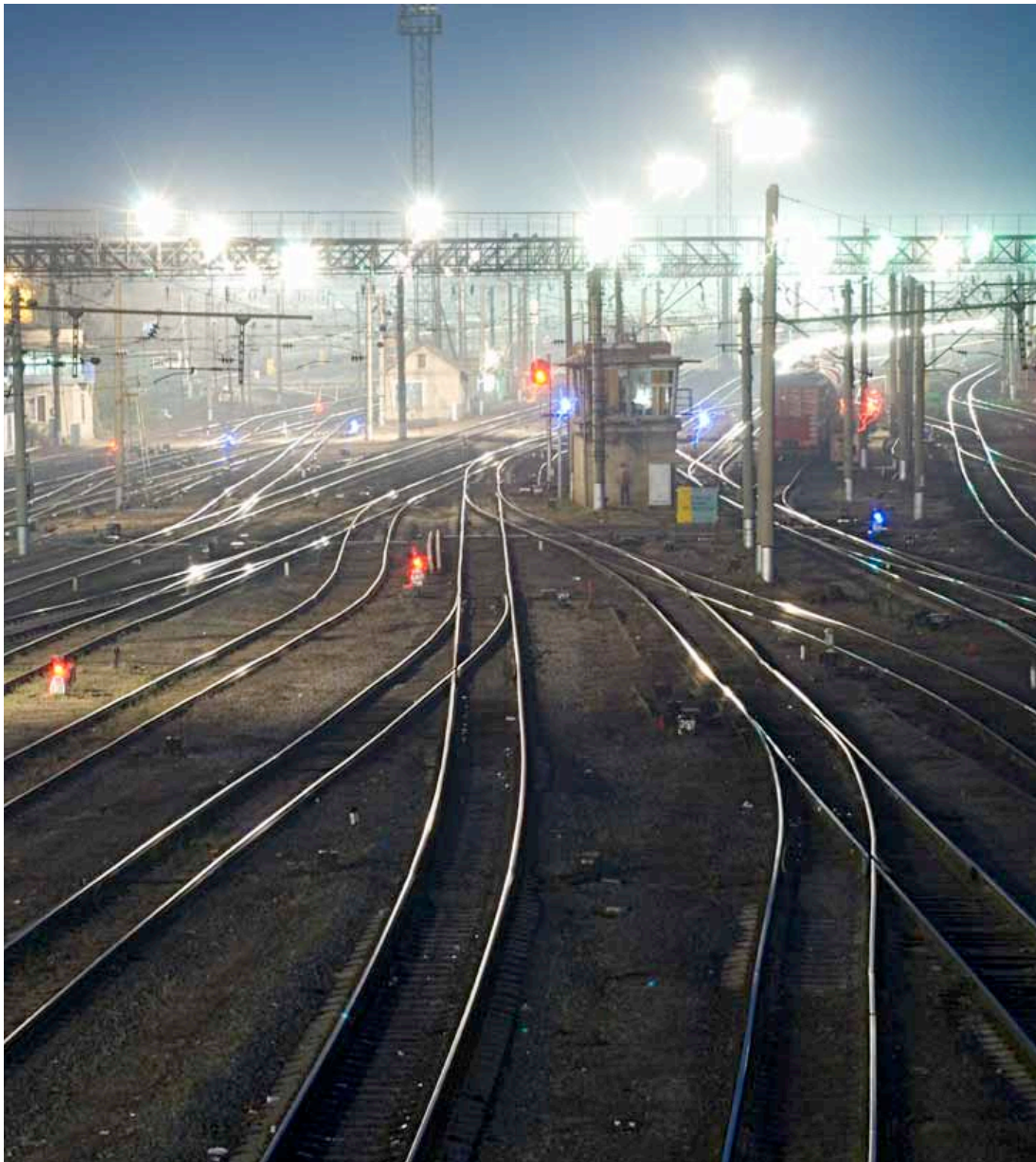
## AMASYA OFFERS

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the advantage of easy access to the main local markets of Turkey and the important customs such as Mersin port in the south, Samsun port in the north, Izmir Alsancak port in the west and Istanbul Ambarlı port as the gateway to Europe.

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...and COMPETITIVE ADVANTAGES



# RAILWAY

Easy to reach the main local markets in the delivery of products with huge volume.

- Low-cost transportation for local and international markets.
- Easy and low-cost transportation of raw materials, machinery and equipments into the factory.
- Relatively minimum risk of damage in the delivery process of products.

# AIRWAY

Amasya has all typical advantages of airway transportation

- Ease of visits for national and international interviews
- Easy and fast access to production facilities
- Opportunities to employ well-qualified personnel due to airport advantage
- Rapid response to business problems and emergencies

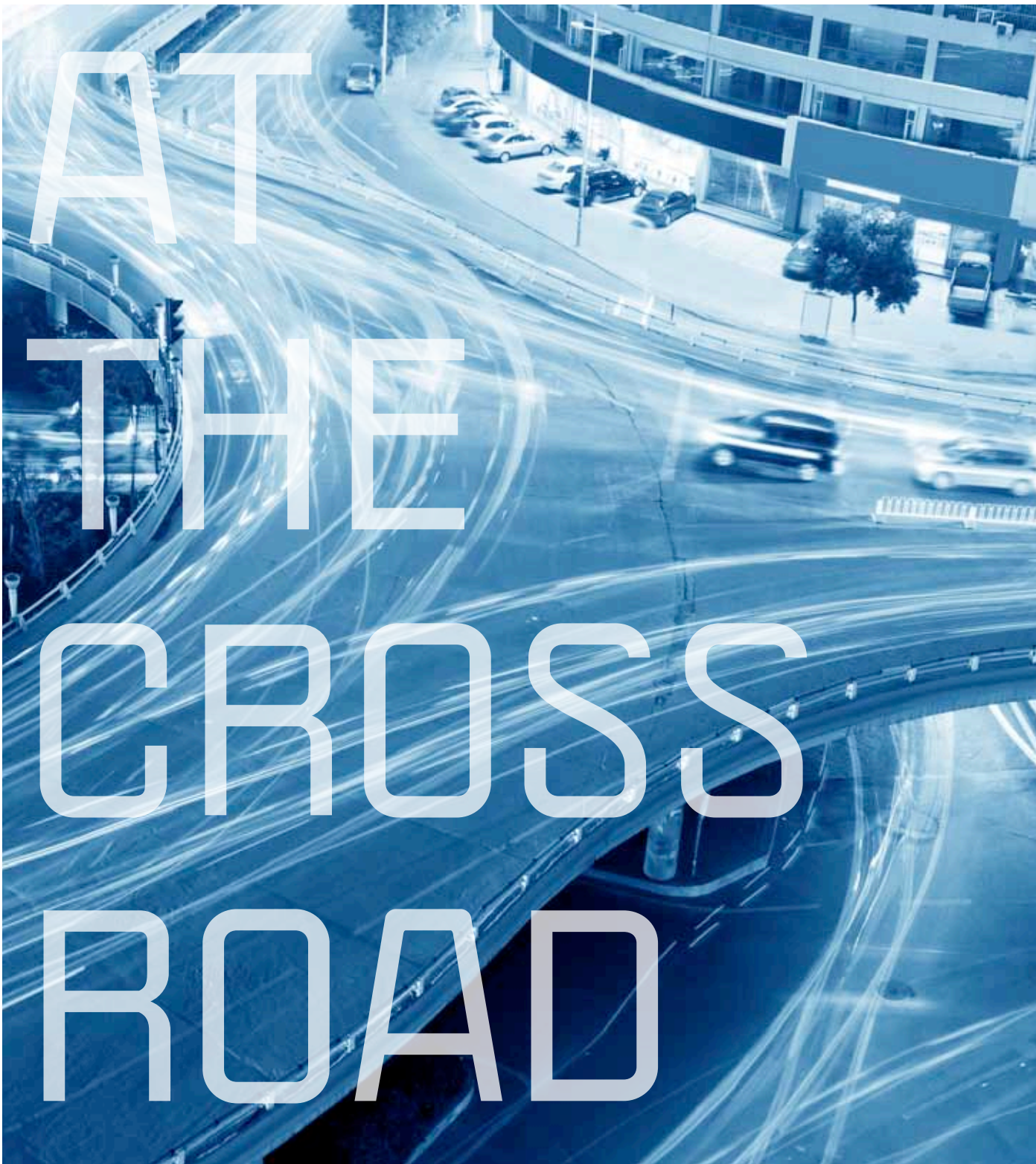
## AMASYA OFFERS

the ease of reach to Istanbul, the most important trade centre of Turkey for both national and international investors.

1.5 hours flight from Amasya to Istanbul International Ataturk Airport that is one of the leading airports in Europe

The availability of air cargo transportation advantages.





# HIGHWAY

- Amasya is located at the crossroad of international transportation corridors from Europe in the West, to Iran in the East, to Russia in the North, and to the North African countries in the South.
- Also, the city of Amasya carries the superiorities on highway transportation within Turkey to reach important trade and tourism centres.

Being located at the intersection point of highways creates special advantages for Amasya as follows:

- Opportunities for working together with a large group of suppliers in the vast hinterland.
- Opportunities for low-cost and easy transportation to important trade and tourism centres of Turkey.
- Opportunities for non-interrupted connection with international markets as well as national ones.
- Potential to exploit flows of high numbers of passengers and vehicles intersecting in Amasya.

# ACCESSIBILITY

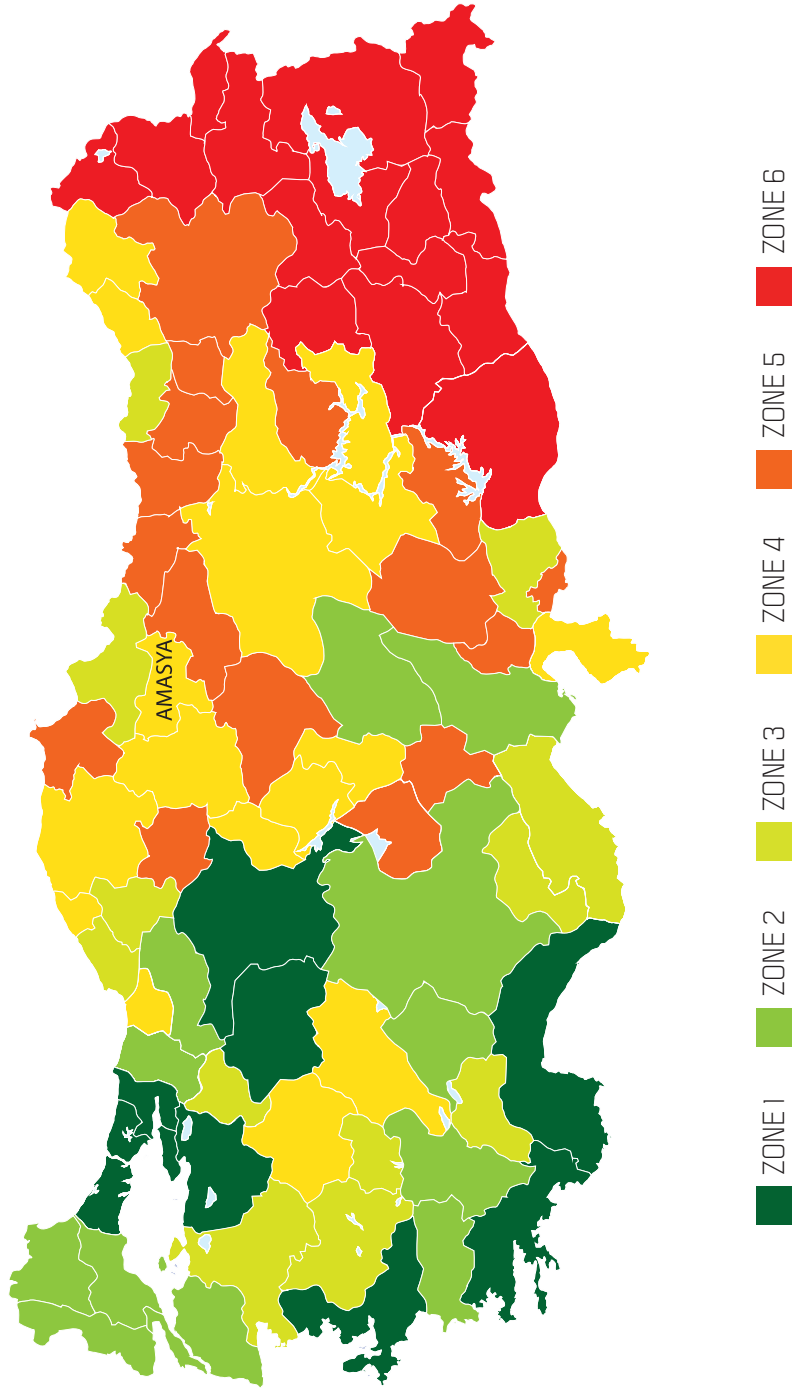
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- Raw material sources
  - Supplier groups
- Main national target markets
- Popular tourism destinations
  - Leading cultural centres
- Gateway points to the global world



WILL I GET  
GOVERNMENT  
INCENTIVES  
**IN AMASYA?**

# TURKEY INCENTIVE SYSTEM BASED ON 6 SEPERATE ZONE



# WIN-WIN APPROACH

Turkish government encourages and motivates local and international investors to realize their business projects in Turkey rather than other countries.

Turkey offers potential investors a win-win situation in which investors meet the unique opportunities as their investments contribute to the local development process.



# GENERAL INCENTIVE SYSTEM

## SOURCE OF INFORMATION

[www.invest.gov.tr](http://www.invest.gov.tr)

[www.ekonomi.gov.tr](http://www.ekonomi.gov.tr)

[www.kosgeb.gov.tr](http://www.kosgeb.gov.tr)

[www.oka.org.tr](http://www.oka.org.tr)

Local and foreign investors can equally access to

1. General investment incentive regime
2. Incentives for large scale investments
3. Region and sector based incentives
4. Incentives on employment
5. R&D supports
6. Supports for SMEs
7. Loans for technology development projects
8. Training supports
9. State aids for export



# AMASYA

## WITH INCENTIVE SYSTEM OF TURKEY

Amasya is in the Zone 4 according to incentive system of Turkey.

These incentives and supports are for all local and foreign investors.

| INCENTIVE INSTRUMENTS                              |  |            | ZONE IV  |
|--|--|------------|----------|
| VAT Exemption                                      |  |            | YES      |
| Customs Duty Exemption                             |  |            | YES      |
| Tax Reduction                                      | Rate Of Contribution to Investment (%) | Out of OIZ | 30       |
|  |  | Within OIZ | 40       |
| Social Security Premium Support (Employer's Share) | Support Period                         | Out Of OIZ | 6 Years  |
|  |  | Within OIZ | 7 Years  |
| Land Location                                      |  |            | YES      |
| Interest Payment Support                           | Local Loans                            |            | 4 Points |
|  | Foreign Exchange                       |            | 1 Points |
| Social Security Premium Support (Employee's share) |  |            | N/A      |
| Income Tax Withholding Allowance                   |  |            | N/A      |

When you invest in Amasya territory you can get a large amount of incentives and supports based on Zone IV in Turkish incentive system.

For example, in case of 5 million TL investment and the employment of 40 people, you can get back 3.029 million TL, 61% of the investment amount.

### AN EXAMPLE TABLE FOR INCENTIVES IN ZONE IV

The Amount of Investment:5 Million TL; Employment:40 People

| INCENTIVE INSTRUMENTS (000 TL)                     | ZONE (IV)    |
|--|--------------|
| VAT Exemption                                      | 114          |
| Customs Duty Exemption                             | 70           |
| Tax Reduction                                      | 1.500        |
| Social Security Premium Support (Employer's Share) | 495          |
| Land Allocation                                    | 250          |
| Interest Payment Support                           | 600          |
| Social Security Premium Support (Employee's Share) | -            |
| Income Tax Withholding Allowance                   | -            |
| <b>Total Incentive</b>                             | <b>3.029</b> |
| <b>The Rate of Incentive (%)</b>                   | <b>61</b>    |

TO REACH  
OUR  
REPRESENTATIVES  
VISIT  
OUR WEBSITES

[investinamasya.org](http://investinamasya.org)

[oka.org.tr](http://oka.org.tr)

DID YOU KNOW THAT...  
AMASYA HAS BEEN A TRADE CENTRE  
FOR 7.500 YEARS, SINCE THE HITTITE,  
ROMAN, BYZANTINE, SELJUK AND  
OTTOMAN PERIODS.

CENTRE OF  
ATTRACTION  
DURING THE LAST  
7.500 YEARS



[www.investinamasya.org](http://www.investinamasya.org)



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