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**SME Policy Index**

**Western Balkans and Turkey 2022**

**ASSESSING THE IMPLEMENTATION OF THE SMALL BUSINESS ACT FOR EUROPE**

**DIMENSION 10 - Internationalisation of SMEs**

**Qualitative indicators government questionnaire**

# **Introduction**

The SME Policy Index is a benchmarking tool for emerging economies, including the Western Balkans and Turkey (WBT), to monitor and evaluate progress in policies that support small and medium-sized enterprises (SMEs). The tool is structured around the ten principles of the Small Business Act for Europe (SBA), translated into 12 policy dimensions, which provide a wide-range of pro-enterprise measures to guide the design and implementation of SME policies.

The sixth, 2022 edition of the SME Policy Index for Western Balkans and Turkey aims to:

* + independently and rigorously assess SME policy settings and reforms against international best practice,
  + allow for comparison across time and participating WBT economies and measure convergence towards EU SME policy standard,
  + support governments in setting targets for SME policy developments and strategic priorities to further improve the business environment,
  + engage governments in policy dialogue and exchange of experiences, within the region and with OECD and EU member countries,
  + facilitate the prioritisation of government and donor activities in support of SME development,
  + assess and show progress in implementation of recommendations provided in the previous editions.

The new cycle of the SME Policy Index for Western Balkans and Turkey 2022 will be conducted in extraordinary circumstances caused by the COVID-19 pandemic. Its impact on local economies will also be taken into account in order to better inform policy-making in the region.

**Assessment framework process and design**

The SME Policy Index is based on the results of two parallel assessments government self-assessment, conducted by WBT economies’ governments and independent assessment, conducted by the OECD and its partner organisations and supported by the input collected from economy-based consultants with demonstrated expertise in relevant policy areas. The final scores are the result of a highly collaborative and consultative consolidation of these two assessments, enhanced by further desk research by the OECD and the partner organisations, as well as consultations with government representatives and with key stakeholders (e.g. private sector, business associations, academia & civil society) in the participating economies.

The questionnaire is structured around 12 policy dimensions each comprising up to 5 sub-dimensions that capture the critical elements of policy development. It proposes a scoring approach to transform qualitative information into numerical information and thus facilitating cross-economy comparison and allowing for systematic monitoring of policy developments. The questionnaire is intended to be used by government authorities and statistical agencies in charge of co-ordinating the SME Policy Index assessment process.

**Guidance to fill out the qualitative assessment**

The qualitative assessment is organised around thematic blocks each structured around a certain number of questions.

For each of these questions, please:

* Provide an answer, as fully as possible, citing all key sources in the foreseen grid,
* Assign a score, by using the scoring levels described in Table 1.

**Description of score levels**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Level 1** | **Level 2** | **Level 3** | **Level 4** | **Level 5** |
| No framework (e.g. law, institution) exists to address the policy topic concerned | A draft or pilot framework exists, with some signs of government activity to address the policy area concerned | A solid framework, addressing the policy area concerned is in place and officially adopted | Level 3 plus evidence of a concrete record of effective policy implementation | Level 4 plus results of monitoring and evaluation inform policy framework design and implementation |

* Match the highest performance score level characteristics that are fully described by your question responses and assign an according score of 1 to 5. If all requirements in one score level are met and at least half the requirements are met for the next score level, assign a half number score between the two levels.
* Provide a brief justification based on matching your question responses with the best corresponding level or half-level.

This questionnaire provides links to access the responses of the previous SME Policy Index 2019 questionnaire. If relevant for a given policy dimension, this questionnaire is complemented by a Statistic sheet. The assessment framework is accompanied by the Glossary of key terms - please refer systematically to it when answering the questionnaire.

Please **complete and return this assessment by 15 September 2021 to the OECD.**

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| --- |
| Thank you for your time in completing this assessment. Your efforts are contributing towards removing barriers to SME development and unleashing their potential for driving inclusive economic growth in the Western Balkans and Turkey.  Should you have any questions regarding this assessment framework, please contact [jovana.pavlovicdjukic@oecd.org](mailto:jovana.pavlovicdjukic@oecd.org) and [marijana.petrovic@oecd.org](mailto:marijana.petrovic@oecd.org). |

**Assessor information**

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| --- | --- | --- | --- | --- | --- | --- |
| **Mr. / Ms.** | **Name** | **Institution / Department** | **Title / Position** | **Email** | **Phone** | **Address** |
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| **Questionnaire submission date:** | 15/09/2021 |

**Internationalisation of SMEs assessment framework**

**Internationalisation of SMEs** dimension assesses the performance of the Western Balkans and Turkey in supporting the internationalisation of small and medium-sized enterprises (SMEs).

This dimension is structured around three sub-dimensions:

* Sub-dimension 1: **Export promotion**, which explores government support and initiatives to help SMEs export their goods and services,
* Sub-dimension 2: **Integration of SMEs into global value chains**, which asks whether governments have planned and implemented programmes to help SMEs integrate globally,
* Sub-dimension 3: **Promoting the use of e-commerce**, which examines the economies’ frameworks for facilitating SMEs’ engagement with the digital economy.

Figure 1. Internationalisation of SMEs assessment framework

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Dimension 10: Internalisation of SMEs** | | | | | | | | | |
| **Outcome indicators**  Exports as a share of GDP  Share of exports by enterprise size class  SMEs’ share in exports | | | | | | | | | |
| **Sub-dimension 10.1:**  Export promotion | | | | **Sub-dimension 10.2:**  Integration of SMEs into global value chains | | | **Sub-dimension 10.3:**  Promoting the use of e-commerce | | |
| **Thematic block 1:**  Planning and design | **Thematic block 2:**  Implementation | **Thematic block 3:**  Monitoring and evaluation | | **Thematic block 1:**  Planning and design | **Thematic block 2:**  Implementation | **Thematic block 3:**  Monitoring and evaluation | **Thematic block 1:**  Planning and design | **Thematic block 2:**  Implementation | **Thematic block 3:**  Monitoring and evaluation |
| **Quantitative indicators**  Budget of export promotion agencies | | | **Outcome indicators**  Global Competitiveness Index: Local supplier quality  Global Competitiveness Index: State of cluster development  OECD Local Sourcing Indicators based on World Bank Enterprise Surveys | | | | **Outcome indicators**  Percentage of individuals purchasing online (in the last 12 months)  Percentage of SMEs selling online (in the last 12 months) | | |

## Sub-dimension 1: Export promotion

*[To access the responses of the previous SME Policy Index 2019 questionnaire click* [*here*](https://oecd-my.sharepoint.com/personal/marijana_petrovic_oecd_org/Documents/SME%20PI%202022%20Assessment/Turkey/Dimension%2010/2019%20Turkey%20-%20SBA%20Questionnaire%20filled%20out%20.xlsx) *(ctrl+left click)]*

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Question** | | | | **Response *[expand box as necessary]*** | | **Source/evidence/links** | |
| **Thematic block 1. Planning and design** | | | | | | | |
|  | | **Since the last assessment (January 2019), has any new export promotion programme targeting SMEs been adopted by the government?** | | Yes [X]  No [ ] | | The programmes are prepared by taking into account of Turkey's rights and obligations stemming from WTO as well as the Turkey’s commitments in the frame work of Customs Union between EU and Turkey.  Each organization in Turkey carries out its own evaluation studies of support programmes. As the main body for executing SME policies in Turkey, KOSGEB also has its own support programme monitoring and evaluation system. This system was established in 2019. During the establishing phase, national and international organizations’ evaluation systems were deeply analysed and compatible M&E system was designed for KOSGEB. | |
|  | | If yes | Please describe this/these programme(s)[[1]](#footnote-2) | 1-TURKEXIMBANK - SME Export Preparation Loan  2-Ministry of Trade - SME Export Preparation Loan  3- Ministry of Trade - Report Purchase Support  4- Ministry of Trade - Supporting The Development of International Competitiveness (UR-GE)  5- Ministry of Trade - Foreign Market Research Support  6- Ministry of Trade - Branding And TURQUALITY® Support  7- Ministry of Trade - Supporting Digital Activities in Market Entry  8- Ministry of Trade- Fairs  9- KOSGEB- The International Market Support Program has been implemented in 2020 for; To develop the skills and capabilities of SME’s for entering the foreign markets,  To increase in the market share of SME’s among foreign markets,  To provide SME’s to compete in international markets.  10- KOSGEB- Overseas Business Trip Support | | 1-<https://www.eximbank.gov.tr/tr/urun-ve-hizmetlerimiz/krediler/kisa-vadeli-ihracat-kredileri/kobi-ihracata-hazirlik-kredisi>  2-<https://ticaret.gov.tr/destekler/ihracat-destekleri/teblig-bazinda-destek-mevzuati/2011-1-sayili-pazar-arastirmasi-ve-pazara-giris-destegi-hakkinda-teblig/yurt-disi-pazar-arastirmasi-destegi>  3- <https://ticaret.gov.tr/destekler/ihracat-destekleri/teblig-bazinda-destek-mevzuati/2011-1-sayili-pazar-arastirmasi-ve-pazara-giris-destegi-hakkinda-teblig/rapor-satin-alma-destegi>  4- <https://ticaret.gov.tr/destekler/ihracat-destekleri/teblig-bazinda-destek-mevzuati/2010-8-sayili-uluslararasi-rekabetciligin-gelistirilmesinin-desteklenmesi-hakkind/ur-ge-projeleri-bilgi-ve-belgeler>  5- <https://ticaret.gov.tr/destekler/ihracat-destekleri/teblig-bazinda-destek-mevzuati/2011-1-sayili-pazar-arastirmasi-ve-pazara-giris-destegi-hakkinda-teblig/yurt-disi-pazar-arastirmasi-destegi>  6- <https://ticaret.gov.tr/destekler/ihracat-destekleri/markalasma-ve-turquality-destegi>  7- <https://ticaret.gov.tr/destekler/ihracat-destekleri/pazara-giriste-dijital-faaliyetlerin-desteklenmesi>  8- <https://www.ticaret.gov.tr/ihracat/fuarlar>  9- <https://en.kosgeb.gov.tr/site/tr/genel/destekdetay/6683/international-market-support-programme>  10- <https://en.kosgeb.gov.tr/site/tr/genel/destekdetay/3288/sme-development-support-programme> | |
|  | | Are they linked to the SME strategy or to an equivalent document? And if so, please specify which strategy or equivalent document | Yes [X]  No [ ] | | Ministry of Economics Strategic Plan 2018-2022: <https://ticaret.gov.tr/data/5b921d6513b87613646656ac/Stratejik_Plan_2018_2022.pdf>  11.th Development Plan:  <https://www.sbb.gov.tr/wp-content/uploads/2020/06/Eleventh_Development_Plan-2019-2023.pdf> (articles 142, 164, 170, 173, 177, 184, 208, 219, 229, 230, 231, 233, 284, 296, 299, 304, 316.5, 620.2, 321.7, 327.1)  The International Market Support Program is also linked to KOSGEB Strategic Plan (2016-2020) (Target #1.4)  ttps://webdosya.kosgeb.gov.tr/Content/Upload/Dosya/Mali%20Tablolar/KOSGEB\_STRATEGIC\_PLAN\_(2016-2020)\_.pdf (EN) | |
|  | | Has the private sector been consulted in developing programmes? And if so, please specify at what stages and through what means | Yes [X]  No [ ] | | Private sector representatives are among the group preparing Development Plans.  “Commission Members” sections in the following reports:  <https://www.sbb.gov.tr/wp-content/uploads/2020/04/ImalatSanayiiPolitikalar%C4%B1OzelIhtisasKomisyonuRaporu.pdf>  <https://www.sbb.gov.tr/wp-content/uploads/2020/04/GirisimcilikKOB%C4%B0lerEsnaf_ve_SanatkarlarOzelIhtisasKomisyonuRaporu.pdf>  <https://www.sbb.gov.tr/wp-content/uploads/2020/04/BuyumeDinamikleriOzelIhtisasKomisyonuRaporu.pdf> | |
|  | | **Are the current government export promotion programmes targeting SMEs associated with:** | |  | |  | |
|  | | a) | an action plan | Yes [X]  No [ ] | | 2023 Turkey Export Strategy And Action Plan  <http://www.sp.gov.tr/upload/xSPTemelBelge/files/eLpp2+2023_ihracat_3_.pdf> | |
|  | | b) | measurable targets | Yes [X]  No [ ] | | 2023 Turkey Export Strategy And Action Plan  <http://www.sp.gov.tr/upload/xSPTemelBelge/files/eLpp2+2023_ihracat_3_.pdf> | |
|  | | c) | timeframe | Yes [X]  No [ ] | | 2023 Turkey Export Strategy And Action Plan  <http://www.sp.gov.tr/upload/xSPTemelBelge/files/eLpp2+2023_ihracat_3_.pdf> | |
|  | | d) | expected impact | Yes [X]  No [ ] | | 2023 Turkey Export Strategy And Action Plan  <http://www.sp.gov.tr/upload/xSPTemelBelge/files/eLpp2+2023_ihracat_3_.pdf> | |
|  | | e) | corresponding budget | Yes [X]  No [ ] | | From government budget | |
|  | | f) | allocated staff | Yes [X]  No [ ] | |  | |
|  | | **Did the government identify priority sectors for export promotion?** | |  | |  | |
|  | | If yes | Please specify key priority sectors for export promotion | Yes [X]  No [ ] | | Priority sectors were determined as automotive, machinery, chemistry, electrical equipment and electronics and food sectors.  <http://www.sp.gov.tr/upload/xSPTemelBelge/files/eLpp2+2023_ihracat_3_.pdf> | |
|  | | **Is there an export promotion agency or equivalent body (e.g. government department) in place?** | | Yes [X]  No [ ]  The Ministry of Economy operates as one of the authorities regarding export supports to SMEs. Under the Ministry of Economy, there is a General Directorate Of Export.  Turkish Exporters Assembly (TİM), the only umbrella organization of 100 thousand exporters  with 61 exporter associations and 27 sectors, continues its “SME Export Campaign Training  Programs” which organized to encourage the Small and Medium Enterprises (SMEs) for  exports and to inform about export supports, marketing strategy, financing, and risk analysis,  this year.  KOSGEB is The International Market Support Program is conducted under the Presidency of KOSGEB. | | <https://ihracat.ticaret.gov.tr/>  <https://tim.org.tr/en/>  [www.kosgeb.gov.tr](http://www.kosgeb.gov.tr) | |
|  | | **Are there specific targets that had been set for the agency/equivalent body?** | | Yes [X ]  No [ ] | |  | |
|  | | If yes | Please specify these targets |  | | • Converting non-exporting businesses into exporting businesses,  • Converting exporting companies into regular exporting companies,  • To increase the export volumes of the companies that are already exporting.  <https://ihracat.ticaret.gov.tr/kurumsal/gorevlerimiz>  <https://www.kosgeb.gov.tr/site/tr/genel/destekdetay/7139/yurt-disi-pazar-destek-programi> | |
|  | | Did they change since January 2019? | Yes | | <https://webdosya.kosgeb.gov.tr/Content/Upload/Dosya/Yurtdisi-pazar-destek-programi/21.11.2019/Yurt_D%C4%B1s%CC%A7%C4%B1_Pazar_Destek_Program%C4%B1.pdf>  Revised on November 2019 | |
| **Thematic block 2. Implementation** | | | | | | | |
|  | | **If there is a government-coordinated export promotion programme targeting SMEs, is it operational?** | | Yes [X]  No [ ] | |  | |
|  | | If yes | How many export promotion programmes are implemented? Please shortly describe them. |  | | Under The International Market Support Program of KOSGEB; 653 SME’s were supported between 2020-2021.  52 export promotion programmes are implemented.  <https://www.yatirimadestek.gov.tr/arama?q=ihracat> | |
|  | | **Has a budget been mobilised for the SME export promotion programmes?** | | Yes [X]  No [ ] | |  | |
|  | | If yes | Please indicate its total amount for 2020 (or latest available information) |  | | Under The International Market Support Program of KOSGEB; 653 SMEs were supported with amount of 35.262.373 Turkish Liras between the 2020-2021.  To increase the marketing and export capacity of SMEs  - In 2019, export support was given within the scope of 49.146 application files.  (<https://strateji.ticaret.gov.tr/data/5daf068713b87654702d58c4/TICARET_BAKANLIGI_2019_YILI_FAALIYET_RAPORU.pdf> page:42)    - In 2020, 2 billion 412 million TL support was given within the scope of 45.193 application files. (<https://ticaret.gov.tr/data/603918f113b876467cca2101/T%C4%B0CARET%20BAKANLI%C4%9EI%202020%20YILI%20FAAL%C4%B0YET%20RAPORU.pdf> page:42) | |
|  | | Was the total amount of budget used in 2019? | Yes [X]  No [ ] | | <https://strateji.ticaret.gov.tr/data/5daf068713b87654702d58c4/TICARET_BAKANLIGI_2019_YILI_FAALIYET_RAPORU.pdf>  <https://ticaret.gov.tr/data/603918f113b876467cca2101/T%C4%B0CARET%20BAKANLI%C4%9EI%202020%20YILI%20FAAL%C4%B0YET%20RAPORU.pdf> | |
|  | | **Have you faced any resource constraints for provision of programmes since January 2019?** | | Yes [ ]  No [X] | |  | |
|  | | If yes | Please specify |  | |  | |
|  | | **Is the export promotion agency or equivalent body operational?** | | Yes [X]  No [] | |  | |
|  | | If yes | What activities does the export promotion agency or equivalent body carry out? |  | | For increasing the marketing and export capacity of SMEs and marketing of R&D-based, high added-value, branded products and services, government aids are continued to be given.  Within the scope of Foreign Trade Information Seminars, the market information of countries are shared with exporters, especially with SMEs.  <https://strateji.ticaret.gov.tr/data/5daf068713b87654702d58c4/TICARET_BAKANLIGI_2019_YILI_FAALIYET_RAPORU.pdf>  <https://ticaret.gov.tr/data/603918f113b876467cca2101/T%C4%B0CARET%20BAKANLI%C4%9EI%202020%20YILI%20FAAL%C4%B0YET%20RAPORU.pdf>  Turkish Exporters Assembly (TİM) continues its work at full speed to achieve its export target, strengthen the 'Made in Türkiye' brand, and leave a better Türkiye for the future generations. In this context, TİM has launched a campaign to achieve the target of "Sustainable Türkiye in All Areas" In this context "TİM Sustainability Action Plan" is prepared with the slogan "We produce for the world without consuming the world".  Turkish Exporters Assembly (TİM) attaches great importance to the efforts to ensure the  export increase of high value-added, branded products and services. In this context, where branding determines the dynamics of competition, TİM established the Brand Council to make progress in global indices by creating a roadmap to encourage branded export increases of companies and contribute to the country's image. | |
|  | | **Does the export promotion agency or equivalent body have operational autonomy? Have there been any changes in this regard since January 2019?** | | Yes [X]  No [] | | <https://ihracat.ticaret.gov.tr/>  <https://www.kosgeb.gov.tr/>  <https://tim.org.tr/tr/default> | |
|  | | **Is there an export promotion website/portal that provides information and services for SMEs?** | | Yes [X]  No [ ] | | <https://www.yatirimadestek.gov.tr/arama?q=ihracat> | |
|  | | If yes | Please specify what kind of services are available for SMEs online. |  | | <https://ticaret.gov.tr/destekler/ihracat-destekleri> | |
|  | | **Does the export promotion agency organise SME promotion events[[2]](#footnote-3)?** | | Yes [X]  No [ ] | | <https://www.ticaret.gov.tr/ihracat/fuarlar>  KOSGEB International Business Trip Support - <https://www.kosgeb.gov.tr/site/tr/genel/destekdetay/6798/isletme-gelistirme-destek-programi>  Foreign Market Support Program - <https://www.kosgeb.gov.tr/site/tr/genel/destekdetay/7139/yurt-disi-pazar-destek-programi> | |
|  | | If yes | Please provide two to three examples since January 2019 |  | | <https://cosme.kosgeb.gov.tr/ihracat-ve-dis-ticaret-surecleri-calistayi-basarili-bir-sekilde-tamamlandi/>  KOSGEB organised a workshop (07/04/2021) which was held to support the knowledge of both SMEs and related institutions on foreign trade, to increase the competitiveness of SMEs, to evaluate the developments in foreign trade and the issues to be considered during the pandemic process.  <https://ticaret.gov.tr/duyurular/dis-ticaret-bilgilendirme-seminerleri>  Ministry of Commerce organizes Foreign Trade Information Seminars across the country to inform companies about basic foreign trade transactions, government supports for exports and potential export markets.  Foreign Trade Information Seminars, which were held face to face until March 2020, continue online within the framework of the measures taken due to the COVID-19 outbreak. | |
|  | | **Has the export promotion agency organised any SME promotion events since January 2019? If yes, please specify.** | | Yes [X]  No [ ]evalua | | **Foreign Trade Information Seminars for SMEs**  https://strateji.ticaret.gov.tr/data/5daf068713b87654702d58c4/TICARET\_BAKANLIGI\_2019\_YILI\_FAALIYET\_RAPORU.pdf  In 2019, 78 country presentations were made in 2019. In 77 provinces, 14 Work Information and 94 Foreign Trade Seminars and this 3.850 attendees to the seminars. From the time it started in 2011, its organization across the country 537 transferred to the organization to 24.580 members.  <https://strateji.ticaret.gov.tr/data/5daf068713b87654702d58c4/T%C4%B0CARET%20BAKANLI%C4%9EI%202020%20YILI%20FAAL%C4%B0YET%20RAPORU.pdf>  In 2020, 45 Foreign Trade with 17 cooperation organizations in 75 provinces  An Information Seminar was organized and 4,131 people attended these seminars. Teeth  Since 2011, when Trade Information Seminars started to be organized,  28,711 participants participated in 582 organizations held across the country. | |
|  | | **Has the export promotion agency implemented its targets since January 2019? If yes, please specify.** | | Yes [X]  No [ ] | | <https://strateji.ticaret.gov.tr/data/5daf068713b87654702d58c4/TICARET_BAKANLIGI_2019_YILI_FAALIYET_RAPORU.pdf> (indicators on pages 253, 277, 278, 292, 293)  <https://ticaret.gov.tr/data/603918f113b876467cca2101/T%C4%B0CARET%20BAKANLI%C4%9EI%202020%20YILI%20FAAL%C4%B0YET%20RAPORU.pdf> (indicators on pages 365, 366, 369, 371, 372, 380, 389)  <https://webdosya.kosgeb.gov.tr/Content/Upload/Dosya/Mali%20Tablolar/Faaliyet%20Raporlar%C4%B1/KOSGEB_2019_Y%C4%B1l%C4%B1_Faaliyet_Raporu.pdf> (indicators on pages 91,103)  <https://webdosya.kosgeb.gov.tr/Content/Upload/Dosya/Mali%20Tablolar/Faaliyet%20Raporlar%C4%B1/KOSGEB_2020_Y%C4%B1l%C4%B1_Faaliyet_Raporu.pdf> (indicators on pages 49, 52) | |
|  | | **Does the responsible government body provide tailored support (different levels and types of support) for each target segment?** | | Yes [X]  No [ ] | | <https://www.yatirimadestek.gov.tr/arama?q=ihracat>  *MINISTRY OF COMMERCE*  Export Refund Aids in Agricultural Products, Buyer Credit and Insurance Compensation Support to the Exporter, Turkey Exporters Assembly Innovation Focused Mentoring Program, Supporting Foreign Logistics Centers, Supporting the Development of International Competitiveness, Supporting Fair Participation Abroad, Branding and Turquality Support,Special Status Companies, Overseas Unit, Brand and Promotion Support, Employment Assistance, Support to be Provided in Specialized Free Zones, Market Research and Market Entry Support, Supporting Domestic Specialized Fairs of International Quality, Supporting Global Supply Chain (KTZ) Competency Projects, Inward Processing Regime, Supporting Market Entry Documents, Supporting Digital Activities in Market Entry, Design Support  *TURK EXIMBANK*  Specialized Export Credit, Export Receivables Discount Program, SME Export Preparation Loan, Export Preparation Loan, Pre-Shipment Export Credit, Export Oriented Working Capital Loan, Export Oriented Investment Loan, Shipbuilding and Export Finance Program, Foreign Trade Companies Export Credit, Post-Shipment Rediscount Credit, Loan Program for Leasing Companies, Brand Credit, Rediscount Credit, Foreign Letter of Guarantee Program, Participation Finance Investment Loan, Foreign Exchange Earning Services Loan, International Transport Marketing Credit  *DEVELOPMENT AGENCIES*  Technical Support, Improving the Competition Climate, Feasibility Support, 2021 Rural Development-ANKARAKA  *KOSGEB*  Foreign Market Support Program, İŞGEM/TEKMER Program, International Accelerator Program  *TUBITAK*  1503 Project Markets Support ProgramAttraction Centers Program Investment Support  *DEVELOPMENT AND INVESTMENT BANK OF TURKEY*  Investment Support Loan | |
|  | | **Does the responsible government body provide additional services/ activities to SMEs:** | |  | | <https://www.yatirimadestek.gov.tr/arama?q=ihracat> | |
|  | | a) | trade policy information and commercial intelligence | Yes [X ]  No [ ] | | <https://ticaret.gov.tr/destekler/ihracat-destekleri/teblig-bazinda-destek-mevzuati/2010-8-sayili-uluslararasi-rekabetciligin-gelistirilmesinin-desteklenmesi-hakkind> | |
|  | | b) | representation of your economy at major trade fairs | Yes [x]  No [ ] | | <https://www.ticaret.gov.tr/ihracat/fuarlar> | |
|  | | c) | strategic counselling and marketing | Yes [X]  No [ ] | | <https://ticaret.gov.tr/destekler/ihracat-destekleri/teblig-bazinda-destek-mevzuati/2011-1-sayili-pazar-arastirmasi-ve-pazara-giris-destegi-hakkinda-teblig>  <https://ticaret.gov.tr/destekler/ihracat-destekleri/markalasma-ve-turquality-destegi> | |
|  | | d) | product development and training | Yes [X]  No [ ] | | <https://ticaret.gov.tr/destekler/ihracat-destekleri/yurtdisi-birim-marka-ve-tanitim-destegi> | |
|  | | e) | networking platforms / connection with partners | Yes [ ]  No [ ] | | <https://ticaret.gov.tr/destekler/ihracat-destekleri/teblig-bazinda-destek-mevzuati/2011-1-sayili-pazar-arastirmasi-ve-pazara-giris-destegi-hakkinda-teblig/sektorel-ticaret-ve-alim-heyetleri-destegi> | |
|  | | f) | assistance to acquire products certifications necessary for exports | Yes [X]  No [ ] | | <https://ticaret.gov.tr/destekler/ihracat-destekleri/teblig-bazinda-destek-mevzuati/2014-8-sayili-pazara-giris-belgelerinin-desteklenmesine-iliskin-karar> | |
|  | | g) | other (please specify) |  | |  | |
|  | | **Can SMEs benefit from financial support for export promotion activities[[3]](#footnote-4)?** | | Yes [X]  No [ ] | |  | |
|  | | If yes | What type of financial support is currently available? |  | | <https://www.yatirimadestek.gov.tr/arama?q=ihracat>  Ministry of Commerce, Turk Eximbank, Development Agencies, KOSGEB, TUBITAK, Development and Investment Bank of Turkey have financial support programmes for SMEs.  Ministry Of Commerce provides Export Refund Aids in Agricultural Products, Buyer Credit and Insurance Compensation Support to the Exporter, Turkey Exporters Assembly Innovation Focused Mentoring Program, Supporting Foreign Logistics Centers, Supporting the Development of International Competitiveness, Supporting Fair Participation Abroad, Branding and Turquality Support,Special Status Companies, Overseas Unit, Brand and Promotion Support, Employment Assistance, Support to be Provided in Specialized Free Zones, Market Research and Market Entry Support, Supporting Domestic Specialized Fairs of International Quality, Supporting Global Supply Chain (KTZ) Competency Projects, Inward Processing Regime, Supporting Market Entry Documents, Supporting Digital Activities in Market Entry, Design Support.  Turk EXIMBANK provides Specialized Export Credit, Export Receivables Discount Program, SME Export Preparation Loan, Export Preparation Loan, Pre-Shipment Export Credit, Export Oriented Working Capital Loan, Export Oriented Investment Loan, Shipbuilding and Export Finance Program, Foreign Trade Companies Export Credit, Post-Shipment Rediscount Credit, Loan Program for Leasing Companies, Brand Credit, Rediscount Credit, Foreign Letter of Guarantee Program, Participation Finance Investment Loan, Foreign Exchange Earning Services Loan, International Transport Marketing Credit.  Development Agencies provide Technical Support, Improving the Competition Climate, Feasibility Support, 2021 Rural Development.  TUBITAK provides 1503 Project Markets Support ProgramAttraction Centers Program Investment Support.  Development And Investment Bank Of Turkey provides Investment Support Loan.  Via The International Market Support Program of KOSGEB, SMEs’:  • Personel Expenses (as a grant)  • Software & Related Hardware Expenses (Software and Hardware)  • Promotional Expenses  • International Fair Contribution & Other Travel Expenses  • Testing, Analysis and Certification Expenses  • Service Procurement Expenses  are supported. International business trip support is provided. | |
|  | | Is there a formal structure[[4]](#footnote-5) to the financial support mechanism for export promotion? |  | | The formal structure of KOSGEB Business Development, Growth and Internationalization Supports are Implementation Principles.  With the Business Development Support Program, Overseas Business Trip Support is provided in order to enable them to establish or increase international cooperation.  All the financial support mechanisms provided by Ministry of Commerce, Turk Eximbank,  Development Agencies, KOSGEB, TUBITAK, Development and Investment Bank of Turkey have guidelines on how to qualify for financial support, as well as a clear selection process if only some firms are selected to receive it. The legal documents for the support mechanisms are available on <https://www.yatirimadestek.gov.tr/arama?q=ihracat>. | |
|  | | How many SMEs benefitted from financial support in last year (latest data available)? |  | | According to internal sources of KOSGEB, in 2021 85 SMEs, in 2020 316 SMEs are supported Via The International Market Support Programme.  Under the The International Market Support Program; 653 SMEs were supported with amount of 35.262.373 Turkish Liras between 2020-2021. Between 2020-2021, 1.542.450 TL support was provided to SMEs.    - Within the scope of state aids, Ministry of Trade support exporters in various fields. R&D-based, added-value products aimed at increasing the marketing and export capacity of SMEs in line with the marketing of high value, branded products and services are supported and export-oriented state aids continue to be implemented. In this context,  in 2020, 2 billion 412 million TL support was given within the scope of 45.193 application files. (<https://ticaret.gov.tr/data/603918f113b876467cca2101/T%C4%B0CARET%20BAKANLI%C4%9EI%202020%20YILI%20FAAL%C4%B0YET%20RAPORU.pdf> page:42) | |
| **Thematic block 3. Monitoring and evaluation** | | | | | | | |
|  | | **Is there a monitoring mechanism in place for:** | |  | |  | |
|  | | a) | the export promotion programmes? |  | | Each organization in Turkey carries out its own evaluation studies of support programmes. The export promotion programmes are provided by Ministry of Commerce, Turk Eximbank, Development Agencies, KOSGEB, TUBITAK, Development and Investment Bank of Turkey.  <https://www.yatirimadestek.gov.tr/arama?q=ihracat>  As the main body for executing SME policies in Turkey, KOSGEB also has its own support programme monitoring and evaluation system. This system was established in 2019. During the establishing phase, national and international organizations’ evaluation systems were deeply analysed and compatible M&E system was designed for KOSGEB. The legal infrastructure of the system has comprised of:  Support Program Design Directive and Guideline   * With the aim of defining the stages of the support program design process, describing the basic characteristics of the support programs and identifying the procedures and activities to be performed within the design stages “Support Program Design Directive” was prepared. Basically it sets out the principles on how a support program should be designed.   Support Program Monitoring and Evaluation Directive and Guideline   * With these documents it was aimed at how the evaluation activities will be carried out and what are the roles and responsibilities of the departments.   Data Collection Instruments Guidelines   * Interview * Focus Group * Survey * Case Study * Storytelling   After setting up an M&E system in KOSGEB, evaluation studies for Support Programs has been started. In this context 4 studies has been completed. And 3 studies are going on. (2021) | |
|  | | b) | the export promotion agency or equivalent government body? |  | | In the 2020 Performance Program of Ministry of Trade, it is mentioned that realization data of the indicators, evaluations of the program and sub-program objectives are made on a quarterly basis and registered in the e-budget system. (<https://ticaret.gov.tr/data/603918f113b876467cca2101/T%C4%B0CARET%20BAKANLI%C4%9EI%202020%20YILI%20FAAL%C4%B0YET%20RAPORU.pdf> page:226)  A monitoring and evaluation system for KOSGEB support programs has been established. <https://www.kosgeb.gov.tr/Content/Upload/Dosya/Mevzuat/KOSGEB_Destek_Programlar%C4%B1_Yo%CC%88netmelig%CC%86i.pdf> Article:9 | |
|  | | c) | the provision of financial support for export promotion? |  | | With the data to be taken from administrative records, bureaucracy is reduced and evaluation of SMEs can be objectively determined. Products to meet the needs of SMEs  will be prepared. Analyzes will be made for decision making with the information to be produced from the data. Studies aimed at disseminating the culture of monitoring and evaluation in KOSGEB will be executed. The Tendency Surveys for SMEs operating in the manufacturing industry will be held. | |
|  | | **Does the monitoring in place include an evaluation on the extent to which the services are efficient or cost-effective in increasing exports?** | | Yes | | During Monitoring & Evaluation studies carried out for KOSGEB support programs, triangulation approach is used. Within this framework ,in the field research phase of the evaluation studies; data is collected with qualitative tools such as interview, focus group, case study.  Countries and/or institutions with an advanced monitoring and evaluation culture and system, have prepared detailed guide documents for each of the data collection tools to be used. Considering these examples,  The preparation of the guide documents called “Research Methods Series” has been started. In this context, the following guidelines have been put into effect so far.   * Interview (Interview) Guide (24.03.2020) * Focus Group Guide (24.09.2020) * Survey Preparation and Analysis Guide (30.10.2020)   (<https://webdosya.kosgeb.gov.tr/Content/Upload/Dosya/Mali%20Tablolar/Faaliyet%20Raporlar%C4%B1/KOSGEB_2020_Y%C4%B1l%C4%B1_Faaliyet_Raporu.pdf> page:115-116) | |
|  | | **Is there a database of indicators on the implementation and the outcomes of export programmes that is publically available online?** | | Yes | | An information infrastructure were created for monitoring the exports of companies with their brands. TİM Brand Council will create database and contribute to both field and academic studies. | |
|  | | **Is there independent review of the export promotion programmes?** | | Yes [ ]  No [ ] | |  | |
|  | | If yes | How often? |  | |  | |
|  | | **Does the government (or statistics authority) collect data on the internationalisation of SMEs (i.e. exports, imports)?** | | Yes [X]  No [ ]  The Turkish Institute of Statistics collects data and publishes annual reports on statistics of exports | | <http://www.tuik.gov.tr/PreTablo.do?alt_id=1046> | |
|  | | If yes | Please specify if additional data was collected since January 2019? |  | | Figures by Sub-Goods Group, Figures by Province, Sector Figures by Province, Country Figures by Province  Figures by Sector, Figures by Country Groups, Countries Consolidated Export Figures, Sectoral Export Figures by Country, Annual Export Figures are collected. | |
|  | | **Does the export promotion agency (or equivalent body) publish a publicly available annual report?** | | Yes [X]  No [ ] | | <https://tim.org.tr/tr/ihracat-rakamlari>  <https://ticaret.gov.tr/data/603918f113b876467cca2101/T%C4%B0CARET%20BAKANLI%C4%9EI%202020%20YILI%20FAAL%C4%B0YET%20RAPORU.pdf>  <https://webdosya.kosgeb.gov.tr/Content/Upload/Dosya/Mali%20Tablolar/Faaliyet%20Raporlar%C4%B1/KOSGEB_2020_Y%C4%B1l%C4%B1_Faaliyet_Raporu.pdf> | |
|  | | If yes | Have any adjustments been made based on the results of these reports since January 2019? | - | | Decision No. 2573 on Supporting Digital Activities in Market Entry (30.01.2021)  (<https://www.ticaret.gov.tr/destekler/ihracat-destekleri/pazara-giriste-dijital-faaliyetlerin-desteklenmesi>)  KOSGEB Foreign Market Support Program (15.11.2019)  (<https://webdosya.kosgeb.gov.tr/Content/Upload/Dosya/Yurtdisi-pazar-destek-programi/21.11.2019/Yurt_D%C4%B1s%CC%A7%C4%B1_Pazar_Destek_Program%C4%B1.pdf>) | |
|  | | **Are the beneficiaries of financial support made public?** | | Yes [ ]  No [X] | |  | |
|  | | **Are SME promotion events monitored (to ensure that they are well attended, stakeholders are well represented, SMEs are able to establish cooperation and increase competitiveness)?** | | Yes [X]  No [ ] | | In line with the action plan implemented under the leadership of TIM, the progress of sectors will be followed by the board created by TİM. Through a sustainable export  strategy, sectoral action plan, and public consultation mechanism; there will be the chance to follow the whole process closely in stages. In addition, it will hold evaluation meetings by forming sector boards affiliated with the Scientific Council; the "Sustainability Report" will be published at the end of the year. | |
| **Questions related to the impact of the COVID-19 pandemic on export promotion** | | | | | | | |
|  | | **To what extent was the work of the export promotion agency or the equivalent body impaired by the pandemics?** | |  | | KOSGEB decided to give additional time to SMEs benefiting from the International Market Support Program to extend their support period (support period is extended for maximum 4 months). | |
|  | | **Did the government put in place specific responses to the pandemics with the respect to export promotion? If yes, please specify** | | Yes [X]  No [ ] | | Due to the pandemic, in April 2020 Export Academy Program, in May 2020 Female Entrepreneurs Physical Network Program was transferred to electronic media.  The knowledge, experience and network of young entrepreneurs with export potential  14 Export Academy Programs organized to support meeting the needs of  Approximately 3,800 entrepreneurs participated.  In addition, to all our women entrepreneurs at the national level,  reach, to create the networks they need and to provide the necessary information.  Within the scope of the Women Entrepreneur Online/Physical Network, which is aimed to  Approximately 800 women entrepreneurs participated in the meetings held in the province. (<https://ticaret.gov.tr/data/603918f113b876467cca2101/T%C4%B0CARET%20BAKANLI%C4%9EI%202020%20YILI%20FAAL%C4%B0YET%20RAPORU.pdf> page:49)  Export Academy Program of Ministry of Trade was described as “excellent” by the International Trade Center created by the United Nations (UN) and the World Trade Organization (WTO) and included it among good practice examples. (<https://ticaret.gov.tr/haberler/ticaret-bakanliginin-dijital-uygulamasi-itc-tarafindan-mukemmel-olarak-nitelen>) | |
|  | | **What lessons have been learnt in this area due to the pandemics and are there any strategic changes planned due to this experience?** | |  | | Importance of e-commerce activities for SMEs is the main topic highlighted during pandemics. In order to enable SMEs to benefit most effectively from the opportunities provided by e-commerce in their commercial activities during the pandemic period, Ministry of Trade organized the solidarity campaign "We, as eCommerce, are with SMEs".  (<https://ticaret.gov.tr/data/603918f113b876467cca2101/T%C4%B0CARET%20BAKANLI%C4%9EI%202020%20YILI%20FAAL%C4%B0YET%20RAPORU.pdf> ) | |
| *Optional - Please provide any further information on* ***export promotion*** *provided by the government in your economy that you deem relevant for the assessment* | | | |  | |  | |
| **Question** | | | | **Response** | |
| Self-assessed level  (1 through 5, whole and half numbers) | | | | 5 | |
| Brief justification | | | | Turkey is strong about providing support for internationalising of SMEs. Turkey sustained its support for  export promotion and developed broad range of programmes and services available to SMEs in  support of export promotion during pandemic period. The Ministry of Trade is the primary government body responsible for export promotion, while KOSGEB, the Turkish Exporters Assembly, regional exporters and Türk Eximbank also support export promotion in various capacities. Customs services are reformed by considering the needs of SMEs during pandemic period. The flow of information and awareness of support  programmes among SMEs have been increased, especially for export promotion. | |
| Assessor name and institution | | | | N. Pınar Işın  Director of EU Coordination Unit  KOSGEB  Beyza Kuriş  SME Expert  EU Corodination Directorate  KOSGEB  Abdullah Aktepe  SME Expert  EU Corodination Directorate  KOSGEB | |

## Sub-dimension 2: Integration of SMEs into global value chains

*[To access the responses of the previous SME Policy Index 2019 questionnaire click* [*here*](https://oecd-my.sharepoint.com/personal/marijana_petrovic_oecd_org/Documents/SME%20PI%202022%20Assessment/Turkey/Dimension%2010/2019%20Turkey%20-%20SBA%20Questionnaire%20filled%20out%20.xlsx) *(ctrl+left click)]*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Question** | | | | **Response *[expand box as necessary]*** | **Evidence/links** |
| **Thematic block 1. Planning and design** | | | | | |
|  | **Was there any change in government programmes to support SME integration in global value chains (GVCs)[[5]](#footnote-6) since January 2019?** | | | Yes [X]  No [ ] | The Directive on Supporting the Certificates of Market Access (n. 2014/8)  <https://ticaret.gov.tr/data/5e0b39c013b8760ec0c09429/2014_8_UUE_DYS_07052021.pdf> |
|  | If yes | Please describe the SMEs specific support programmes introduced since January 2019 |  | | Global Supply Chain ​​Entry Support  <https://ticaret.gov.tr/destekler/ihracat-destekleri/teblig-bazinda-destek-mevzuati/2014-8-sayili-pazara-giris-belgelerinin-desteklenmesine-iliskin-karar/destek-2-kuresel-tedarik-zinciri-ktz-yetkinlik-projeleri>  In order to enable Turkish manufacturer companies take an active place in the global supply chain by establishing supplier relations with global companies abroad;  • Machinery-Equipment-Hardware Purchase,  • Software Purchase,  • Training, Consultancy, Customer Visits,  • Certification, Test-Analysis, Product Verification Expenses,  are supported. |
|  | What activities does the programme carry out to facilitate integration of SMEs in GVCs? |  | | The Ministry of Economy has activities as follows:  - Determining main policies and targets concerning foreign trade in goods and services.  - Taking measures about import under the international obligations and to attract foreign investment  - Conducting Turkey’s relations with the EU on trade issues." |
|  | Are they linked to the SME strategy or to an equivalent document (e.g. entrepreneurship, industrial, trade or investment promotion strategies)? If so, please specify which strategy or equivalent document | Yes [X]  No [ ] | | 11th Development Plan (Chapter 130, 230, 278, 279, 323, 327, 353)  <https://www.sbb.gov.tr/wp-content/uploads/2019/07/OnbirinciKalkinmaPlani.pdf>  2023 Turkey Export Strategy and Action Plan  <http://geka.gov.tr/Dosyalar/o_1adq0ifbp1ic11m4nlc81rpsr178.pdf> |
|  | Has the private sector been consulted in developing these programmes? If so, please specify at what stages and through what means | Yes [X]  No [ ] | | Company visits are organized in order to gather information about sector dynamics and needs. SME experts working in KOSGEB Directorates visit SMEs who are supported. During their visits, they discussed their further needs, advantages/disadvantages of support programmes.  Also, “KOSGEB SME Guidance and Technical Consultancy Services Regulation” for guides and technical advisors was published in the Official Gazette dated 5 February 2019 and numbered 30677. Regulation has been prepared for analyzing the current situation of SMEs, seeking solutions to their problems, identifying, developing their skills and abilities to compete in domestic and international markets.  (<https://www.resmigazete.gov.tr/eskiler/2019/02/20190205-1.htm>) |
|  | **Are there any new programmes that had been introduced since January 2019 to raise awareness of SMEs of the potential of participation in GVCs?** | | | Yes [X]  No [ ] | Turkey International Direct Foreign Investment Strategy (Strategy 1)  <https://www.invest.gov.tr/tr/library/publications/Lists/InvestPublications/Turkiye-Uluslararasi-Dogrudan-Yatirim-Stratejisi-2021-2023.pdf> |
|  | If yes | Please shortly describe them |  | | The Ministry of Economy organizes visits to inform stakeholders and beneficiaries of export promotions throughout the country. (<https://ticaret.gov.tr/data/603918f113b876467cca2101/T%C4%B0CARET%20BAKANLI%C4%9EI%202020%20YILI%20FAAL%C4%B0YET%20RAPORU.pdf>)  KOSGEB systematically inform SME's about the programmes and policy initiatives facilitating integration in Global Value Chains (GVCs). The following services which the enterprises provide from Business Matching Centres (EŞMER) shall be supported; Consultancy Services, Organisational Services and Permanent Exhibition Area.  (<https://webdosya.kosgeb.gov.tr/Content/Upload/Dosya/Mali%20Tablolar/Faaliyet%20Raporlar%C4%B1/KOSGEB_2020_Y%C4%B1l%C4%B1_Faaliyet_Raporu.pdf>)  TİM held online trainings to reach every company with export potential in all around Anatolia. Participants were informed about many topics, from how to become an exporter, how to benefit from export-related supports and the financing of exports. It has been about three years since the first training program. In this period, TIM has organized SME Export Campaign Training, including 10 provinces physically and 6 provinces online which including the Turkish Republic of Northern Cyprus. In these events 1.662 people were trained in total.  (<https://www.tim.org.tr/files/downloads/Raporlar/TIM_2019_2020_Faaliyet_Raporu.pdf>) |
|  | **Do current programmes aim to raise awareness:** | | |  | <https://strateji.ticaret.gov.tr/data/5daf068713b87654702d58c4/TICARET_BAKANLIGI_2019_YILI_FAALIYET_RAPORU.pdf>  <https://ticaret.gov.tr/data/603918f113b876467cca2101/T%C4%B0CARET%20BAKANLI%C4%9EI%202020%20YILI%20FAAL%C4%B0YET%20RAPORU.pdf> |
|  | a) | Facilitate access to accurate information on market opportunities for subcontracting and on potential foreign partners? If so, please specify through which means | Yes [X]  No [ ] | |  |
|  | b) | encourage SMEs to call in external consultants for the implementation of feasibility studies and market research in order to support FDIs? If so, please specify | Yes [X ]  No [ ] | | The companies are ensured to gain direct access to the foreign market by purchasing foreign companies and brands that are known or have development potential. In line with this goal, support mechanisms were planned for providing information, consultancy, and technical support to the exporters. |
|  | c) | encourage SME investment by facilitating companies’ efforts to expand their business globally through information services and other means? If so, please specify | Yes [ X]  No [ ] | |  |
|  | d) | facilitate information flows (including information sharing about needs between upstream and downstream partners) throughout the entire GVC? If so, please specify | Yes [ X]  No [ ] | |  |
|  | **Are there any new programmes that had been introduced since January 2019 aiming to enhance supplier quality of SMEs?** | | |  |  |
|  | If yes | Please shortly describe them |  | | Although there are not any direct programmes aiming to enhance supplier quality of SMEs, KOSGEB Supplier Development Directorate has been founded to understand the needs of supplier SMEs and support them through different programs in scope of KOSGEB. Supplier quality of ongoing and potential supplier companies shall be an important dimension of the support program of KOSGEB.  The image of branded Turkish products were improved internationally. At this point, improving the quality of products and services, promotion and marketing activities, global PR, advertising, and corporate identity activities with the Turkish brand are included in TIM’s agenda. |
|  | **Are there any new programmes that had been introduced since January 2019 aiming to promote industrial clustering?** | | | Yes [X]  No [ ] | There is an ongoing Cluster Support Program implemented by the Ministry of Industry and Technology since 2012.  <https://www.resmigazete.gov.tr/eskiler/2012/09/20120915-4.htm> |
|  | If yes | Please shortly describe them |  | |  |
|  | Do they provide targeted support for clusters in selected technologies? If yes, please specify | Yes [ ]  No [X] | | <https://www.resmigazete.gov.tr/eskiler/2012/09/20120915-4.htm> |
|  | **Are there any programmes aiming to promote the exchange or movement of highly skilled workers from MNEs or large exporting companies to domestic SMEs?** | | | Yes [ ]  No [X ] |  |
|  | If yes | Please shortly describe them |  | |  |
|  | **Are there any programmes and policy initiatives aiming to attract foreign multinationals to sectors with higher potential for linkages with domestic SMEs?** | | | Yes [X]  No [ ] | <https://www.sbb.gov.tr/wp-content/uploads/2020/04/GirisimcilikKOB%C4%B0lerEsnaf_ve_SanatkarlarOzelIhtisasKomisyonuRaporu.pdf> |
|  | If yes | Please shortly describe them |  | | In order to attract global players in the IT sector to Turkey, that will enable Turkey to get a share from high added value services in the global value chain, effective investment promotion studies should be carried out and in this regard; Authorization to Technology Development Zones and Organised Industry Zones should be given.  <https://www.sbb.gov.tr/wp-content/uploads/2020/06/Eleventh_Development_Plan-2019-2023.pdf> pages:117-121 |
|  | **Are these government programmes linked to the broader SME strategy or to an equivalent document?** | | | Yes [X]  No [ ] |  |
|  | If yes | Please specify which strategy or equivalent document |  | | 11th Development Plan (Chapter 230, 278, 279, 323, 327)  <https://www.sbb.gov.tr/wp-content/uploads/2019/07/OnbirinciKalkinmaPlani.pdf> |
|  | **Are the government programmes to support SME integration in GVCs associated with:** | | |  | <https://www.sbb.gov.tr/wp-content/uploads/2020/04/GirisimcilikKOB%C4%B0lerEsnaf_ve_SanatkarlarOzelIhtisasKomisyonuRaporu.pdf> |
|  | a) | an action plan | Yes [X]  No [ ] | | 11th Development Plan - Entrepreneurship, SMEs, Trades and Craftsman Special Commission Report  (<https://www.sbb.gov.tr/wp-content/uploads/2020/04/GirisimcilikKOB%C4%B0lerEsnaf_ve_SanatkarlarOzelIhtisasKomisyonuRaporu.pdf> pages: 66, 68, 79, 100) |
|  | b) | measurable targets | Yes [X]  No [ ] | | 11th Development Plan - Entrepreneurship, SMEs, Trades and Craftsman Special Commission Report  (<https://www.sbb.gov.tr/wp-content/uploads/2020/04/GirisimcilikKOB%C4%B0lerEsnaf_ve_SanatkarlarOzelIhtisasKomisyonuRaporu.pdf> pages: 69) |
|  | c) | timeframe | Yes [X]  No [ ] | | 11th Development Plan - Entrepreneurship, SMEs, Trades and Craftsman Special Commission Report  Targets for 2023 are mentioned in the link below.  (<https://www.sbb.gov.tr/wp-content/uploads/2020/04/GirisimcilikKOB%C4%B0lerEsnaf_ve_SanatkarlarOzelIhtisasKomisyonuRaporu.pdf> pages: 69) |
|  | d) | expected impact | Yes [X]  No [ ] | | 11th Development Plan - Entrepreneurship, SMEs, Trades and Craftsman Special Commission Report  (<https://www.sbb.gov.tr/wp-content/uploads/2020/04/GirisimcilikKOB%C4%B0lerEsnaf_ve_SanatkarlarOzelIhtisasKomisyonuRaporu.pdf> pages: 60) |
|  | e) | corresponding budget | Yes [X]  No [ ] | | Budgets for the support of SME integration in GVCs are allocated to related governmental organisations. |
|  | f) | allocated staff | Yes [X]  No [ ] | | Staff allocation for support of SME integration in GVCs are organised by to related governmental organisations. |
|  | **Did the government identify priority sectors to support SME integration in GVCs?** | | | Yes [X]  No [ ] | <https://www.sbb.gov.tr/wp-content/uploads/2020/04/GirisimcilikKOB%C4%B0lerEsnaf_ve_SanatkarlarOzelIhtisasKomisyonuRaporu.pdf> |
|  | If yes | Please specify priority sectors identified by the government |  | | In the international relations and in the field of diplomacy, towards the goal of improving the position of the manufacturing industry in the global value chains should be given priority.  Chemical Industry, Pharmaceuticals and Medical Devices, Electronics, Machinery and Electrical Equipment, Automotive, Rail System Vehicles, Machinery and Electrical Equipment, Automotive, Rail System Vehicles are the priority sectors mentioned in the 11th Development Plan.  <https://www.sbb.gov.tr/wp-content/uploads/2020/06/Eleventh_Development_Plan-2019-2023.pdf> |
|  | **Do the programmes target or prioritise specific value chain activities to support SME integration in GVCs? If yes, please specify the value chain activities:** | | | Yes [X]  No [ ] | To have a more competitive economic structure that will enable our country to take place at higher levels of the global value chains, our country needs to strengthen physical, anthropic and technological infrastructure.  high-technology based, faster, flexible and innovative production, design and branding along with the active diplomacy and strong commercial channels that are strengthened with logistic infrastructure and marketing strategies stand out as the main factors that increase the competitive advantages of countries. Productivity  gains in these factors have a special place to integrate technological progress with production processes and to integrate competitively into the global value chain.  <https://www.sbb.gov.tr/wp-content/uploads/2020/06/Eleventh_Development_Plan-2019-2023.pdf> |
|  | a) | research and development (i.e. generating and experimenting with ideas related to new products, services or processes) | X | |  |
|  | b) | design of products, services and processes (i.e. detailed planning and engineering of products, services or processes) | X | |  |
|  | c) | production (i.e. acquiring, coordinating, and assembling resources to produce a product or deliver a service) |  | |  |
|  | d) | marketing (i.e. promoting and selling products or services to prospective customers) |  | | https://ticaret.gov.tr/destekler/ihracat-destekleri/teblig-bazinda-destek-mevzuati/2014-8-sayili-pazara-giris-belgelerinin-desteklenmesine-iliskin-karar/destek-1-pazara-giris-belgeleri  https://ticaret.gov.tr/destekler/ihracat-destekleri/teblig-bazinda-destek-mevzuati/2014-8-sayili-pazara-giris-belgelerinin-desteklenmesine-iliskin-karar/destek-2-kuresel-tedarik-zinciri-ktz-yetkinlik-projeleri |
|  | e) | distribution (i.e. delivering products or services to customers) |  | |  |
|  | f) | customer services (i.e. providing after-sale support to customers) |  | |  |
|  | g) | other (please specify) |  | |  |
|  | **Do the programmes target or prioritise SMEs located in less developed regions or regions that are less integrated into GVCs?** | | | Yes [ ]  No [X] |  |
|  | If yes | Please indicate the geographic areas |  | |  |
|  | **Are there any initiatives for cluster development that were put in place since January 2019?** | | | Yes [X]  No [ ] |  |
|  | If yes | Do they provide targeted support for clusters in selected technologies? If yes, please specify |  | | <https://www.yatirimadestek.gov.tr/pdf/assets/upload/dosyalar/usul_esaslar-kumelenme_destek_programi.pdf>  The main and supporting sectoral/technology focus of the cluster association:  In this section, the sectoral focus of the cluster is the priority given in the Development Plan. Across sectors (energy, defense, automotive and rail systems, healthcare, aerospace) or the cluster's technology focus is from priority technology areas (nanotechnology, biotechnology, informatics-software) by specifying the necessary information will be mentioned in the explanation part. Within the framework of this information, cluster association may receive additional points for support. In addition, the supporting sectoral/technology focus of the cluster association, priority sectors included in the Development Plan (energy, defense, automotive and rail systems, health, aerospace) or the cluster's technology focus is priority technology. Explanation of the required information by specifying one of the fields (nanotechnology, biotechnology, informatics-software) will be mentioned. Within the framework of this information, clustering association can get extra points. |
|  | **Was there any change in the dedicated entity[[6]](#footnote-7) responsible for the implementation of the programme since January 2019?** | | | Yes [ ]  No [X] |  |
|  | If yes | Please specify |  | |  |
| **Thematic block 2. Implementation** | | | | | |
|  | **If there is a government programme to support SME integration in the global value chains (GVCs), is it operational?** | | | Yes [X]  No [ ] | The Directive on Supporting the Certificates of Market Access (n. 2014/8) |
|  | If yes | Is there a website/portal where SMEs can find information on government supported GVC integration programmes? |  | | <https://ticaret.gov.tr/destekler/ihracat-destekleri/teblig-bazinda-destek-mevzuati/2014-8-sayili-pazara-giris-belgelerinin-desteklenmesine-iliskin-karar/destek-1-pazara-giris-belgeleri> |
|  | **Has a budget been mobilised for the programmes supporting SME integration in GVCs?** | | | Yes [X]  No [ ] |  |
|  | If yes | Please indicate its total amount for 2020 | 776.087.000 TL | | KOSGEB Strategic Plan, page 67  <https://webdosya.kosgeb.gov.tr/Content/Upload/Dosya/Mevzuat/2020/KOSGEB_Stratejik_Plan%C4%B1_(2019-2023).pdf> |
|  | Was the total amount of budget used in 2019? | 610.434.000 TL | | KOSGEB Strategic Plan, page 67  <https://webdosya.kosgeb.gov.tr/Content/Upload/Dosya/Mevzuat/2020/KOSGEB_Stratejik_Plan%C4%B1_(2019-2023).pdf>  The total budget provided as support for SME integration in GVCs. |
|  | How many SMEs have benefitted from the programmes supporting SME integration in GVCs? | | |  | N/A |
|  | a) | In 2020: |  | |  |
|  | b) | In 2019: |  | |  |
|  | Is the programme implemented in partnership or in collaboration with other government entities responsible for internationalisation issues (e.g. ministries and implementing agencies responsible for investment promotion, trade promotion, innovation, etc.)? | | | Yes [x]  No [ ] |  |
|  | If yes | Please indicate the entity(ies) |  | |  |
|  | **Does the dedicated entity responsible for the implementation of the programme:** | | | Yes [X]  No [ ] | <https://ticaret.gov.tr/data/5b87fac913b8761160fa1cf0/Devlet_Yardimlari_Rehberi.pdf> |
|  | a) | provide help to SMEs to import? If yes, please specify the type of help that is provided |  | |  |
|  | b) | promote domestic business linkages with large exporting domestic firms? If yes, please specify |  | |  |
|  | c) | promote technology transfers from multinational corporations (MNCs)? If yes, please specify |  | |  |
|  | d) | promote the mobility of highly skilled workers from multinational corporations (MNCs) to domestic firms, including SMEs? If yes, please specify |  | |  |
|  | **Are the programme(s) implementing their targets according to the relevant action plan(s)?** | | | Yes [X]  No [ ] |  |
|  | **Have government programmes achieved any business linkages[[7]](#footnote-8) between SMEs and multinationals?** | | | Yes [X]  No [ ] | According to the current statistics based on the applications that the Ministry of Economy have received so far, many SMEs have created connections with global companies by getting financial aid from this support mechanism. |
|  | If yes | How many partnerships have been established with government support (since January 2019)? |  | |  |
|  | Please specify 2 to 3 most recent examples (since January 2019) |  | |  |
|  | **How many clusters have been established in the economy?** | | | 38 | <http://www.akip.org.tr/homepage> |
|  | **Does the government systematically inform SMEs about the programmes and policy initiatives facilitating integration of SMEs in GVCs?** | | | Yes [X]  No [ ] | The Ministry of Economy organizes visits to inform stakeholders and beneficiaries of export promotions throughout the country. |
|  | If yes | Please specify in what way / through what means |  | |  |
| **Thematic block 3. Monitoring and evaluation** | | | | | |
|  | **Are there any new monitoring mechanisms in place for the programme since January 2019?** | | | Yes [ ]  No [ ] |  |
|  | If yes | Please specify them |  | |  |
|  | **Does the monitoring in place include an evaluation on the extent to which the services are efficient or cost-effective in increasing SME integration into GVCs?** | | | Yes [x]  No [ ] | KOSGEB is monitoring SME related issues. |
|  | **Is there an activitiesdent review of the programme?** | | | Yes [X]  No [ ] | The Supreme Court of Public Accounts reviews the expenditures of the programme on an annual basis. |
|  | If yes | How often? |  | |  |
|  | **Are the results of the monitoring presented in a publicly available report?** | | | Yes [ ]  No [ ] |  |
|  | If yes | Have any adjustments been made based on the results of these reports since January 2019? |  | |  |
|  | **Does the government (or statistics authority) collect data on the integration of SMEs into global value chains?** | | | Yes [x]  No [ ] |  |
|  | If yes | Please shortly describe the type of data that is collected and changes that might have occurred since January 2019 |  | |  |
|  | Is this data publically available online? |  | |  |
| **Questions related to the impact of the COVID-19 pandemic on institutions and policies aiming at the integration of SMEs into GVCs** | | | | | |
|  | **Have the institutions responsible for SME integration in GVCs made adjustments to their activities to help SMEs respond to the Covid-19 crisis? If yes, please specify the type of adjustments:** | | | Yes [X]  No [ ] | <https://ticaret.gov.tr/data/603918f113b876467cca2101/T%C4%B0CARET%20BAKANLI%C4%9EI%202020%20YILI%20FAAL%C4%B0YET%20RAPORU.pdf>  15 virtual fair organizations with more than 92 thousand visitors have been realized. |
|  | a) | changes in policy objectives (e.g. focus on emergency planning and crisis recovery) |  | |  |
|  | b) | changes in policy budgets (eg. re-allocation of funds to new priorities, increases/cuts in specific programme budgets) |  | |  |
|  | c) | changes in target groups (e.g. new or enhanced emphasis on micro and small firms or SMEs in the most affected sectors) |  | | Additional customs duties for surgical masks and meltblown fabric used in mask production which are among the products needed due to the COVID-19 pandemic has been reset. |
|  | d) | changes in policy workstreams (e.g. new policy initiatives) |  | | For the first time in the pandemic period, on-site customs clearance application was implemented for imports. The pilot application was carried out and after the passport process at the border gate without touching even a single physical document or item of the company's facilities, transactions are carried out completely electronically. |
|  | e) | changes in the geographic area of implementation (e.g. focus on specific regions within the economy) |  | |  |
|  | f) | changes in the timeframe of implementation (e.g. extended deadlines for specific policy initiatives) |  | |  |
|  | g) | changes in the mode of policy delivery (e.g. online services, virtual meetings) |  | |  |
|  | h) | changes in sectoral focus (e.g. focus on medical equipment, health technologies) |  | |  |
|  | **Did the government put in place specific responses to the pandemic with respect to the integration of SMEs into GVCs?** | | | Yes [ ]  No [ ] |  |
|  | If yes | Please specify |  | |  |
|  | **What lessons have been learnt in this area due to the pandemics and are there any strategic changes planned due to this experience?** | | |  |  |
| *Optional - Please provide any further information on* ***integration of SMEs into global value chains*** *provided by the government in your economy that you deem relevant for the assessment* | | | |  | *Supplier Development Directorate has been founded in scope of KOSGEB. Our aim is is to develop/create support models/programs or to do other works within KOSGEB to develop supplier companies by any means necessary. We also make protocols with other companies (private sector) for joint work including their or potential supplier companies (SMEs).*  *Also we want to perform supplier-customer inventory studies and support supplier’s spin-offs.* |

|  |  |
| --- | --- |
| **Question** | **Response** |
| Self-assessed level  (1 through 5, whole and half numbers) | 4,5 |
| Brief justification | The Ministry of Trade directly supports SMEs’ integration into global value chains (GVCs) through two primary initiatives, the Directive on Supporting Certificates of Market Access and the programme Supporting the Improvement of International Competitiveness, both managed by the Ministry of Trade and implemented by the Turkish Exporters’ Assembly. The UR-GE programme (Supporting the Development of International Competitiveness), also provides strong support for SME integration into GVCs. KOSGEB also indirectly contributes to these efforts through a wide range of supporting activities under the Enterprise Europe Network. |
| Assessor name and institution | N. Pınar Işın  Director of EU Coordination Unit  KOSGEB  Beyza Kuriş  SME Expert  EU Corodination Directorate  KOSGEB  Abdullah Aktepe  SME Expert  EU Corodination Directorate  KOSGEB |

## Sub-dimension 3: Promoting the use of e-commerce

*[To access the responses of the previous SME Policy Index 2019 questionnaire click* [*here*](https://oecd-my.sharepoint.com/personal/marijana_petrovic_oecd_org/Documents/SME%20PI%202022%20Assessment/Turkey/Dimension%2010/2019%20Turkey%20-%20SBA%20Questionnaire%20filled%20out%20.xlsx) *(ctrl+left click)]*

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Question** | | | **Response *[expand box as necessary]*** | | | **Evidence/links** | | | | |
| **Thematic block 1. Planning and design** | | | | | | | | | | |
|  | **Have there been any changes in the legal framework for e-payments[[8]](#footnote-9) and consumer protection in the e-commerce[[9]](#footnote-10) since the latest assessment (January 2019)?** | | | | Yes [X]  No [ ] | | |  | |
|  | If yes | Please specify | | Consumer protection in e-commerce is regulated by Consumer Protection and The Regulation on The Implementation of Distance Contracts in line with the 2011/83/EU Consumer Right Directive. | | | <https://www.bddk.org.tr/WebSitesi/turkce/Mevzuat/Odeme_Hizmetleri_Kanunu/Odeme_Hizmetleri_Kanunu.aspx> | |
|  | **Is the legal framework in place for e-payments and consumer protection in the e-commerce aligned with the EU standards? If yes, please specify** | | | | Yes [X]  No [ ] | | | <http://www.mevzuat.gov.tr/MevzuatMetin/1.5.6502.pdf>  "Finance and Advise for Women in Business Programme  <https://www.ekonomi.gov.tr/portal/faces/home/ihracat/ihracatDestek?_afrLoop=14749000104892555&_afrWindowMode=0&_afrWindowId=qz0sjokxy&_adf.ctrl-state=iefnjpbkc_124#!%40%40%3F_afrWindowId%3Dqz0sjokxy%26_afrLoop%3D14749000104892555%26_afrWindowMode%3D0%26_adf.ctrl-state%3Diefnjpbkc_128>  The Directive on Market Investigation/Exploration and Market Access (n. 2011/1)" | |
|  | If yes | Are there any regulations and secondary legislation still pending? | |  | | |  | |
|  | Is sectoral legislation harmonisation complete and aligned with the e-payments and e-commerce framework (e.g. banking services, courier services)? | |  | | | Consumer protection in e-commerce is regulated by Consumer Protection and The Regulation on The Implementation of Distance Contracts in line with the 2011/83/EU Consumer Right Directive. | |
|  | **Did the government identify priority sectors for e-commerce promotion?** | | | | Yes [x]  No [ ] | | | <https://www.tim.org.tr/tr/kose-yazarlari-can-fuat-gurlesel-ihracatta-hedef-pazarlar-ve-sektor-oncelikli-yaklasimi> | |
|  | If yes | Please specify the key priority sectors | | Priority sectors were determined as automotive, machinery, chemistry, electrical equipment and electronics and food sectors. For these sectors, the electronics sector is high-tech, the food sector is low-tech, while other sectors are in the group of medium-high technology sectors. | | |  | |
|  | **Are there any new government programmes for SMEs to promote e-commerce introduced since January 2019?** | | | | Yes [X]  No [ ] | | |  | |
|  | If yes | Please describe new SMEs specific support programmes | |  | | | <https://www.eticaret.gov.tr/cevrimiciegitim/tum-egitimler>  1. E-Commerce Login 2. Establishment of E-Commerce Site 3. Credit Management 4. Digital Marketing and Sales 5. Customer Service Management 6. Selling in Marketplaces 7. Fundamentals of E-Export 8. Success Stories  Branded Turkish products promote more effectively on digital platforms. In this context, we aim to increase the awareness of our companies through ecommerce marketplaces where the world's leading buyers and sellers come together. | |
|  | **Did the government put in place specific responses to the pandemics with the respect to promotion of the use of e-commerce among SMEs? If yes, please specify** | | | | Yes [ X]  No [ ] | | | MINISTRY OF TRADE SUPPORTS   * 60% of the annual membership fees of the e-commerce site are supported up to 9,590 TL per site. * Advertising and promotion expenditures to be made abroad are supported at a minimum rate of 60% depending on the country and up to $250,000 per year. Activities to be carried out over the Internet or through appropriate social networking platforms and digital advertising expenditures are also considered within this scope. * Report fees to be obtained from international trade databases are supported at the rate of 60% and up to 200,000 dollars per year. * Virtual fair participation expenses are supported by 50% and up to $50,000 per activity. * Training services for e-export, with all aspects of site design, delivery and legal requirements, are provided on eticaret.gov.tr. * Supports directly related to e-commerce are included. Various supports for exports provided by the Ministry of Commerce may also be used for e-commerce activities.   Grant supports  - Software projects aimed at developing an e-commerce platform can receive support from KOSGEB or TUBITAK with a rate of 75% or more. | |
|  | **Are these programmes linked to the broader SME strategy or to an equivalent document?** | | | | Yes [X]  No [ ] | | |  | |
|  | If yes | Please specify which strategy or equivalent document | |  | | | <https://www.mevzuat.gov.tr/mevzuat?MevzuatNo=21093&MevzuatTur=7&MevzuatTertip=5> | |
| **Thematic block 2. Implementation** | | | | | | | | | | |
|  | **Is a government co-ordinated e-commerce programme operational?** | | | | Yes [X]  No [ ] | | | <https://ticaret.gov.tr/destekler/ihracat-destekleri/pazara-giriste-dijital-faaliyetlerin-desteklenmesi> | |
|  | If yes | What activities does the programme carry out to facilitate e-commerce of SMEs (e.g. training, financial support for hardware/software purchases and digital marketing services, etc.)? | |  | | | * Individual Membership Support for E-Commerce Sites * Virtual Trade Mission Support * Support for Participation in Virtual Fairs * Virtual Fair Organization Support * Virtual Overseas Marketing Activity | |
|  | **Is there a dedicated entity responsible for the implementation of the programme?** | | | | Yes [X]  No [ ] | | |  | |
|  | If yes | Please specify the dedicated entity | |  | | | Ministry of Trade – E-commerce Directorate  <https://www.eticaret.gov.tr> | |
|  | **Has a budget been mobilised for the e-commerce promotion programmes targeting SMEs?** | | | | Yes [X]  No [ ] | | |  | |
|  | If yes | Please indicate its total amount | |  | | |  | |
|  | Was the total amount of budget used in 2019? | |  | | |  | |
|  | **Is there a website with easily accessible information regarding e-commerce and guidelines for e-traders?** | | | | Yes [X]  No [ ] | | | <https://www.eticaret.gov.tr/haberler/35/detay> | |
| **Thematic block 3. Monitoring and evaluation** | | | | | | | | | | |
|  | **Is there a monitoring mechanism in place for the e-commerce promotion programmes?** | | | | Yes [X]  No [ ] | | | <https://www.eticaret.gov.tr/istatistikler> | |
|  | If yes | Have any adjustments been made based on the results of the monitoring since January 2019? | |  | | | Regulation on Service Providers and Intermediary Service Providers in Electronic Commerce  <https://www.mevzuat.gov.tr/mevzuat?MevzuatNo=21093&MevzuatTur=7&MevzuatTertip=5> | |
|  | **Does the government (or statistics authority) collect data on e-commerce of SMEs?** | | | | Yes [X]  No [ ] | | |  | |
|  | If yes | Please shortly describe the type of data that is collected and changes that might have occurred since January 2019 | |  | | | <https://www.eticaret.gov.tr/istatistikler>  Data Groups:   * E-Commerce Information Platform Users * Number of Businesses Engaging in E-Commerce Activities in Our Country * Businesses Selling under Intermediary Service Providers * Distribution of Businesses Engaging in E-Commerce Activities by Province * E-commerce Volume in 2020 * General Export and E-Export Data \*(June-December 2020,USD * E-Commerce and General Trade Course * Ratio of E-Commerce to General Commerce - Monthly * Highest Growing Industry Comparison * Most Decreasing Sector Comparison * E-Commerce Volume by Payment Methods * Shopping Profile through Intermediary Service Providers * Distribution of E-Commerce Shopping by Provinces * Share of E-Commerce Shipments in Total Shipments * Distribution of Refund Cancellation Transactions by Sectors (%,2020) * Average Basket Amounts by Payment Type (TL) * Average Basket by Sector * Sector-Based Installment/ Advance Transaction Rate * Distribution of E-Commerce by Days (%) * Distribution of E-Commerce by Month (2020) * Distribution of E-Commerce by Month - 2019 Comparison | |
|  | Is data collected on e-commerce aligned with EUROSTAT indicators? | | Yes | | |  | |
|  | Is data collected on e-commerce publically available online? | | Yes | | | <https://www.eticaret.gov.tr/istatistikler> | |
| **Questions related to the impact of the COVID-19 pandemic on the promotion of the use of e-commerce** | | | | | | | | | | |
|  | **What was the impact of the pandemics on the use of e-commerce by the SMEs? Was this impact quantified?** | | | | Yes | | | <https://ticaret.gov.tr/data/603918f113b876467cca2101/T%C4%B0CARET%20BAKANLI%C4%9EI%202020%20YILI%20FAAL%C4%B0YET%20RAPORU.pdf>  SMEs’ need for participation in international fairs with trade and procurement delegation programs in the virtual environment, memberships to e-commerce sites has been observed. | |
|  | **To what extent was the work of the authorities impaired by the pandemics?** | | | | Yes | | | <https://ticaret.gov.tr/data/603918f113b876467cca2101/T%C4%B0CARET%20BAKANLI%C4%9EI%202020%20YILI%20FAAL%C4%B0YET%20RAPORU.pdf>  <https://www.resmigazete.gov.tr/eskiler/2020/05/20200527.pdf>  "Decision on Supporting Digital Activities in Market Entry” has been published in the Official Gazette dated 27.05.2020 and dated 31137. With the decision, companies' memberships to e-commerce sites, participation of trade delegations and virtual fairs and organization of virtual fairs have been defined within the scope of support. | |
|  | **Did the government put in place specific responses to the pandemic with respect to promoting the use of e-commerce? If yes, please specify** | | | | Yes | | | <https://ticaret.gov.tr/data/603918f113b876467cca2101/T%C4%B0CARET%20BAKANLI%C4%9EI%202020%20YILI%20FAAL%C4%B0YET%20RAPORU.pdf>  For reducing the negative effects of the COVID-19 epidemic on the commercial activities of SMEs, enabling them to benefit effectively from the opportunities provided by e-commerce in the commercial activities of SMEs and encouraging them to retain their employment, "We are with SMEs as E-Commerce" solidarity campaign was organized between 8 May-24 June 2020. 29 businesses/e-commerce sites participate in the campaign and approximately 135.000 SMEs benefited from the campaign. Within the scope of the campaign,  7,076 people were employed and 3.761 SMEs were introduced to e-commerce and 1.2 billion TL was transferred to SMEs were paid before due date. | |
|  | **What lessons have been learnt in this area due to the pandemics and are there any strategic changes planned due to this experience?** | | | |  | | | https://ticaret.gov.tr/data/603918f113b876467cca2101/T%C4%B0CARET%20BAKANLI%C4%9EI%202020%20YILI%20FAAL%C4%B0YET%20RAPORU.pdf  The impact of the supports for participation in international fairs with trade and procurement delegation programs in the virtual environment will be monitored on the relevant indicator targets in the upcoming period. | |
| *Optional - Please provide any further information on* ***e-commerce programmes provided by the government*** *in your economy that you deem relevant for the assessment* | | |  | | |  | | | | |

|  |  |
| --- | --- |
| **Question** | **Response** |
| Self-assessed level  (1 through 5, whole and half numbers) | 5 |
| Brief justification | The Ministry of Trade’s DG Exports provides ongoing support to SMEs through the Programme to Support Market Research and Market Entry, which is linked to the Eleventh Development Plan. Legal frameworks for e-payments and consumer protection are in place, and efforts to increase the effectiveness of consumer protection in e-commerce  generated trust in the digital environment. Turkey has comprehensive regulations for online consumer protection. |
| Assessor name and institution | N. Pınar Işın  Director of EU Coordination Unit  KOSGEB  Beyza Kuriş  SME Expert  EU Corodination Directorate  KOSGEB  Abdullah Aktepe  SME Expert  EU Coordination Directorate  KOSGEB |

|  |  |
| --- | --- |
| **Self-assessed level (1 through 5, whole and half numbers) for the overall dimension – Internationalisation of SMEs** | The flow of information and increase awareness of e-commerce programmes among SMEs have been improved. Supports for registering and engaging of SMEs are increased in e-commerce in a more targeted and informative manner. |

1. These can be a part of a general government export promotion strategy/programme. [↑](#footnote-ref-2)
2. These include trade fairs and national SME conferences (policy dialogue between SME associations, regional agencies, NGOs). [↑](#footnote-ref-3)
3. This can include financial support for obtaining product certificates, publishing promotional materials and participation in trade fairs, as well as export credit and export insurance. [↑](#footnote-ref-4)
4. This entails clear guidelines on how to qualify for financial support, as well as a clear selection process if only some firms are selected to receive it. [↑](#footnote-ref-5)
5. Programmes to encourage SME integration into GVCs could include:

   1. Programmes to promote business linkages, through such measures as matchmaking, financial support and linkage related conditions and incentives for FDI (e.g. tax credits to foreign-invested firms that provide tangible benefits to domestic suppliers).

   2. Programmes to promote industrial competitiveness clusters which can then become integrated into GVCs. [↑](#footnote-ref-6)
6. This could be a government body or a separate agency. [↑](#footnote-ref-7)
7. Business linkages between multinationals and SMEs could involve procurement, manufacturing subcontracting, outsourcing, distribution and retail, franchising etc. [↑](#footnote-ref-8)
8. E-payments can be widely defined as payments that are initiated, processed and received electronically. [↑](#footnote-ref-9)
9. An e-commerce transaction is the sale or purchase of goods or services, conducted over computer networks by methods specifically designed for the purpose of receiving or placing of orders. [↑](#footnote-ref-10)