

The use of a registered trademark on all industrial products, whether locally manufactured or imported, may be required by a decree of the Council of Ministers.

Advertising

Canadian exporters should consult their own advertising agency before launching a comprehensive advertising campaign in Turkey.

Newspapers. The newspapers with the largest circulations are published in Istanbul. The largest is *Hurriyet* (circulation 700 000), followed by *Gunaydin*, *Tercuman*, *Milliyet*, *Gunes* and *Sabah*. The major Ankara papers are *Zafer* (circulation 5 000) and *Baris*. A large number of magazines deal with local and international topics. The *Gunaydin* group of publications produces 10 different magazines (circulation 800 000), followed by the *Hurriyet* group (circulation 700 000).

Two English-language papers, *The Turkish Daily News* and *Dateline* (a weekly) are published in Ankara, both with small circulations.

Trade News. Almost all newspapers carry a page devoted to economic and trade news. A few newspapers with a circulation of about 50 000 each specialize in trade news.

Radio and Television. Short periods are available for advertising purposes on the state radio. A four-channel state television service, run by the Turkish Radio-Television Corporation in all provinces of Turkey, accepts advertising.

Trade Fairs

The Izmir International Trade Fair, held from August 20 to September 5, attracts about four million visitors annually. It is the largest trade fair in the Middle East; Canada last participated in it in 1981. In 1990, 24 countries sponsored national pavilions and displayed a large variety of goods ranging from raw materials to advanced technological equipment and heavy machinery. The Izmir Trade Fair is a unique event but, in recent years, it has declined in importance and is no longer a recommended way of introducing products into the Turkish market. Specialized, sector-specific fairs have become more popular.

Canada has conducted solo fairs in Istanbul biannually since 1987. These have been arranged through the