
III. BUSINESS INFORMATION

Representation

Unless a firm's prospects warrant the opening of an office in Turkey, the most effective means of introducing and developing product sales is to secure the services of a reliable and qualified local representative on a commission basis or, in the case of certain goods, as a distributor. Most Canadian exporters trade with Turkey through local agents who keep their principals informed of local market conditions.

Careful inquiries into the standing and possible conflicting interest of prospective agents should be made before an agreement is signed. The embassy can help with such inquiries. It is recommended that exclusive agents/distributors be appointed for specifically designated areas or types of business, where this division of responsibility would be appropriate.

Istanbul and, to a lesser extent, Izmir are the main business centres; Ankara is the centre for most government business.

For most goods, it is best either to have an agent in Istanbul who has a branch or agency in Izmir, Ankara and Adana, or to appoint separate agents in each of these centres. The more reliable Istanbul agent-firms cover all parts of the country at regular intervals; at present, comparatively few Ankara and Izmir firms have coverage outside their immediate areas.

In cases where mainly government business is sought, it is essential to appoint either an Ankara firm specifically for such business or an Istanbul firm with a branch office in the capital.

Since almost all government business is transacted on a system of public (frequently international) tender, competent local representation is virtually essential during the preliminary stages. The bidder who has received the earliest advice of an impending tender call often obtains the contract. If a product is new to the customer and has been introduced correctly, it is not unusual for the specification to have been written around that product. Agents assist their