



REPUBLIC OF TURKEY PRIME MINISTRY  
INVESTMENT SUPPORT AND  
PROMOTION AGENCY



YOUR ONE-STOP-SHOP  
IN TURKEY

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## Turkey Expands Reach to Investors through Web 2.0 One-Stop Shop

### ISPAT Implements “Invest in Turkey” Portal, Supported by Strategic Know-How from Cisco Internet Business Solutions Group

**ISTANBUL, Turkey - June 14, 2010** - The Investment Support and Promotion Agency of Turkey (ISPAT) has announced the launch of “Invest in Turkey”, a Web 2.0-enabled “one-stop shop” for investors. Cisco Internet Business Solutions Group (IBSG), Cisco's global consultancy, worked together with ISPAT to develop the strategy, design and roadmap for the web portal.

“Invest in Turkey” has been designed as an interactive and collaborative environment to meet the real-time needs of foreign investors, as well as Turkish entrepreneurs looking for foreign partners. The web portal optimizes social networking and collaboration technologies to give faster responses to investor queries and provide on-demand information. An organizational and knowledge management model has been implemented to provide the most up-to-date and dynamic information for investors. Additionally, an internal knowledge extranet of ISPAT has been integrated. It accelerates workflows between various departments and affiliated organizations, and helps scale ISPAT resources more effectively.

Commenting on the new web portal, **Alpaslan Korkmaz, President of ISPAT**, said, “As Turkey continues to be a preferred destination for foreign direct investments, we saw the importance of scaling our services to new groups, such as project owners and entrepreneurs. Cisco IBSG has been our partner in defining how Web 2.0 and social networking tools can help us serve the investor community better and at the same time build a measureable investment opportunity pipeline. Although information technologies and Web 2.0 by themselves do not constitute an aim, both were effectively utilized by our senior staff to benchmark against the business needs and web strategies of more than a dozen countries to formulate an alternative smart strategy and roadmap for a scalable, highly interactive ‘one-stop shop.’”

#### Key Facts / Highlights:

- [www.invest.gov.tr](http://www.invest.gov.tr) enables potential investors to search, find and evaluate investment opportunities almost instantly. The **Matchmaking** module offers entrepreneurs an opportunity to showcase their businesses and projects in addition to providing investors with a platform to find suitable business partners.
- Another smart feature offered by the web portal is the **Investment Process Wizard**, which helps investors understand, analyze and prepare for investments in different sectors. This tool leads visitors through key procedures via simply explained steps. An important tool for easy access to information is the **Interactive Map**, which enables investors to view practical information about key locations in various categories.
- [www.invest.gov.tr](http://www.invest.gov.tr) is not only a web portal providing information to investors, but is also a database of news, events, analyses and reports on various business sectors. **Automated Newsletters** will be created by ISPAT and sent to recipients through the subscription system.
- Over the past four years, Cisco IBSG has worked in collaboration with various organizations in Turkey to support the government's e-transformation agenda to lend business transformation expertise to programs such as Istanbul's Digital City initiative, the virtual competitive clustering of Turkey's textile and clothing value chain, and proof of concepts for e-health, e-learning and connected community centers.

**Mohsen Moazami, Vice President, Cisco IBSG, Emerging Markets**, stated the following regarding ISPAT - Cisco cooperation on the new web portal: “Turkey continues to be a very important market and business partner for Cisco. My heartiest congratulations to ISPAT for taking the Invest in Turkey ‘one-stop shop’ live. We are confident that it will draw more far-reaching investor prospects to Turkey, reinforcing the country as an investment-friendly destination. We are pleased that our engagement with ISPAT to support this vision has contributed to the portal's implementation.”

