StratejiCo.

Royal Floraholland's Turkey Strategy: A Best Practice For Market Entry

Yazar: Selim Oktar
Yazar: Emre Do■ru

Royal FloraHolland's Turkey Strategy: A Best Practice For Market Entry

October 13th, 2017

> Chief Executive Officer Lucas Vos and members of Royal FloraHolland's management visited Turkey on Oct. 3-4, 2017 to hold meetings with Turkish governmental institutions and horticulture stakeholders. The purpose of these meetings was to discuss the cooperation between both sides and how it can benefit Royal FloraHolland members, as well as Turkish growers and consumers.

Turkey is one of the focus countries of Royal FloraHolland's 2020 strategy. The market entry process has begun in 2015. **With the assistance of StratejiCo.**, Royal FloraHolland has gained a deep understanding of the sector dynamics in Turkey and developed a strategy that will create new business opportunities for its members.

"Engaging with Turkish governmental institutions and horticulture stakeholders are key pillars of this strategy," says Monique Heemskerk, General Manager Turkey of Royal FloraHolland. As Lucas Vos underlined during his speech at the Ankara Chamber of Commerce, Turkey is a strategic place for three reasons: it is a growing market, promising production area and logistically advantageous location.

The Turkish Minister of Economy Nihat Zeybekci expressed his endorsement for Royal FloraHolland and particularly pointed out the incentives that are provided by the Ministry to the investors. The participants discussed the topic of growing trade within Turkey by adjusting the current levels of customs tariffs. Royal FloraHolland and Turkish Exporters' Union also signed a letter of intent to increase the cut flower production in Turkey's southern town of Antalya and providing their products to surrounding markets via Royal FloraHolland platform.

The Royal FloraHolland delegation led by Lucas Vos later visited the Minister Turkish Ministry of Food, Agriculture and Livestock Ahmet Esref Fakibaba, who emphasized the role of the cooperatives in improving sector conditions. Turkish Growers' Union Susbir expressed the importance of Royal FloraHolland to the Turkish economy and horticulture sector in particular.

Lucas Vos and his team also held business meetings in Istanbul with retail chains and logistics companies to explore opportunities for its members.

Royal FloraHolland will ramp up its efforts in 2018 to grow its presence in Turkey and providing more benefits to its members.

Comment & Questions We would like to hear your thoughts on this report. Please get in touch with us.

About StratejiCo. is an independent Turkish corporate and public affairs consultancy firm, providing trusted advice to multinational companies and government institutions in Eurasia since 1987.

Disclaimer

This report is prepared by StratejiCo. based on the information gathered from publicly available sources. Opinions and views expressed in this view do not reflect StratejiCo.'s official view. The purpose of this content is to provide our readers with different perspectives about their businesses. StratejiCo. cannot be held liable or responsible for the decisions based on the information provided here.