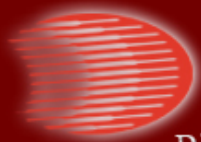


Aegean Exporters' Associations
Pioneer Business Support Organization For Internationalization and Innovation

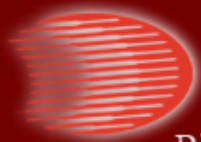


IZMIR ORGANIC FOOD CLUSTER



PRESENTATION PLAN

- n Briefly Aegean Exporters' Associations
- n Izmir Organic Food Cluster
- n Questions and Answers

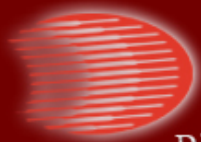


Aegean Exporters' Associations

Pioneer Business Support Organization For Internationalization and Innovation



Aegean Exporters' Associations

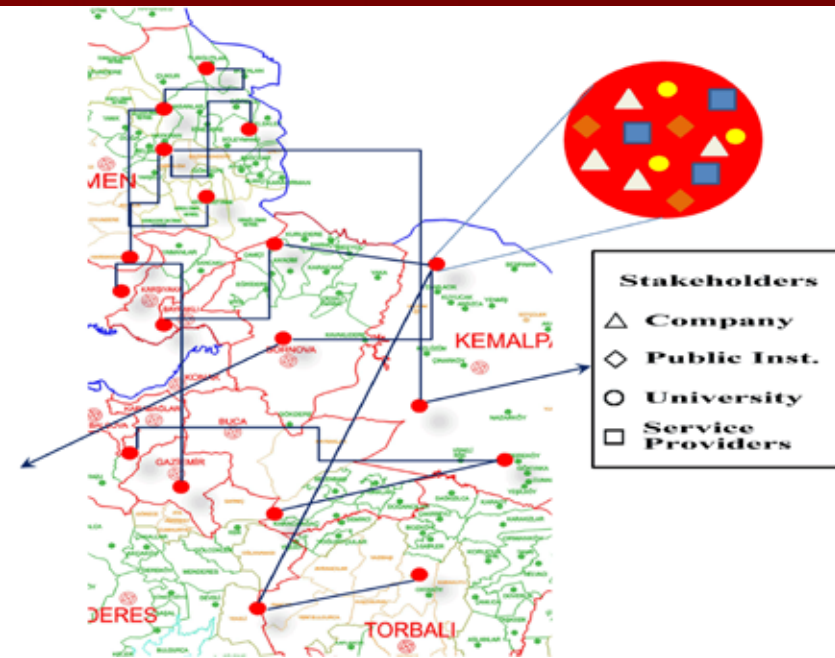


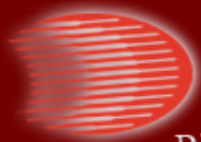
Aegean Exporters' Associations

Pioneer Business Support Organization For Internationalization and Innovation



AEGEAN EXPORTERS' ASSOCIATIONS ARE CLUSTER ORGANIZATIONS THAT AIMS TO DELIVER SUPPORT FOR INTERNATIONALIZATION AND INNOVATION.





Aegean Exporters' Associations
Pioneer Business Support Organization For Internationalization and Innovation

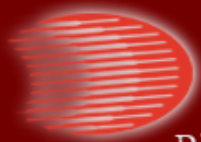


14 CLUSTERS

MORE THAN 7000 MEMBERS

EXPORTING 210 COUNTRIES

11 BILLION \$ EXPORT VOLUME



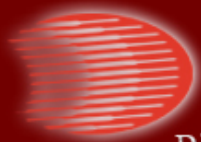
Aegean Exporters' Associations
Pioneer Business Support Organization For Internationalization and Innovation



OUR BUSINESS

Supplying resources
for our members to
stimulate exports.





Aegean Exporters' Associations

Pioneer Business Support Organization For Internationalization and Innovation



Resources

Info & Know How

HR

Finance

Network

Physical Infrastructure

Services

Info Dissemination

Trainings

Promotion

Trade Missions

Study Visits

Call Conferances

Workshops

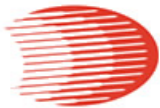
Exp. Subsidies

R&D Projects

Clustering

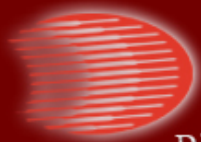
Sectoral Investments

REPUBLIC OF TURKEY PRIME MINISTRY
UNDERSECRETARIAT OF FOREIGN TRADE



Aegean Exporters'
Associations





Aegean Exporters' Associations

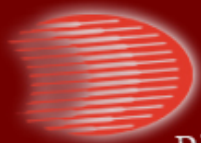
Pioneer Business Support Organization For Internationalization and Innovation



JOINT INITIATIVES



MULTIPLIER EFFECT



Aegean Exporters' Associations

Pioneer Business Support Organization For Internationalization and Innovation



12 INDUSTRIAL CLUSTERS



LEATHER AND
LEATHER PRODUCTS



APPAREL



TEXTILES AND
RAW MATERIALS



FERROUS AND
NON-FERROUS METALS



OLIVE AND
OLIVE OIL



FORESTRY AND
WOODEN PRODUCTS



MINERALS



DRIED FRUITS



FRESH FRUITS AND
VEGETABLES



CEREALS LEGUMES
OIL SEEDS

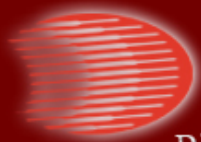


LIVESTOCK AND
AQUA PRODUCTS



TOBACCO AND
TOBACCO PRODUCTS





Aegean Exporters' Associations

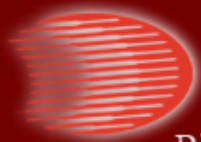
Pioneer Business Support Organization For Internationalization and Innovation



İZMİR



ORGANIC



Aegean Exporters' Associations

Pioneer Business Support Organization For Internationalization and Innovation



- Coordinator
Exporter
Association

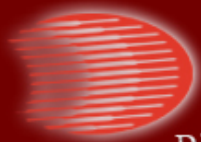
-Member of
MARA Organic
Steering
Committee

- Member of
IFOAM



**PROUD
TO BE
PART**



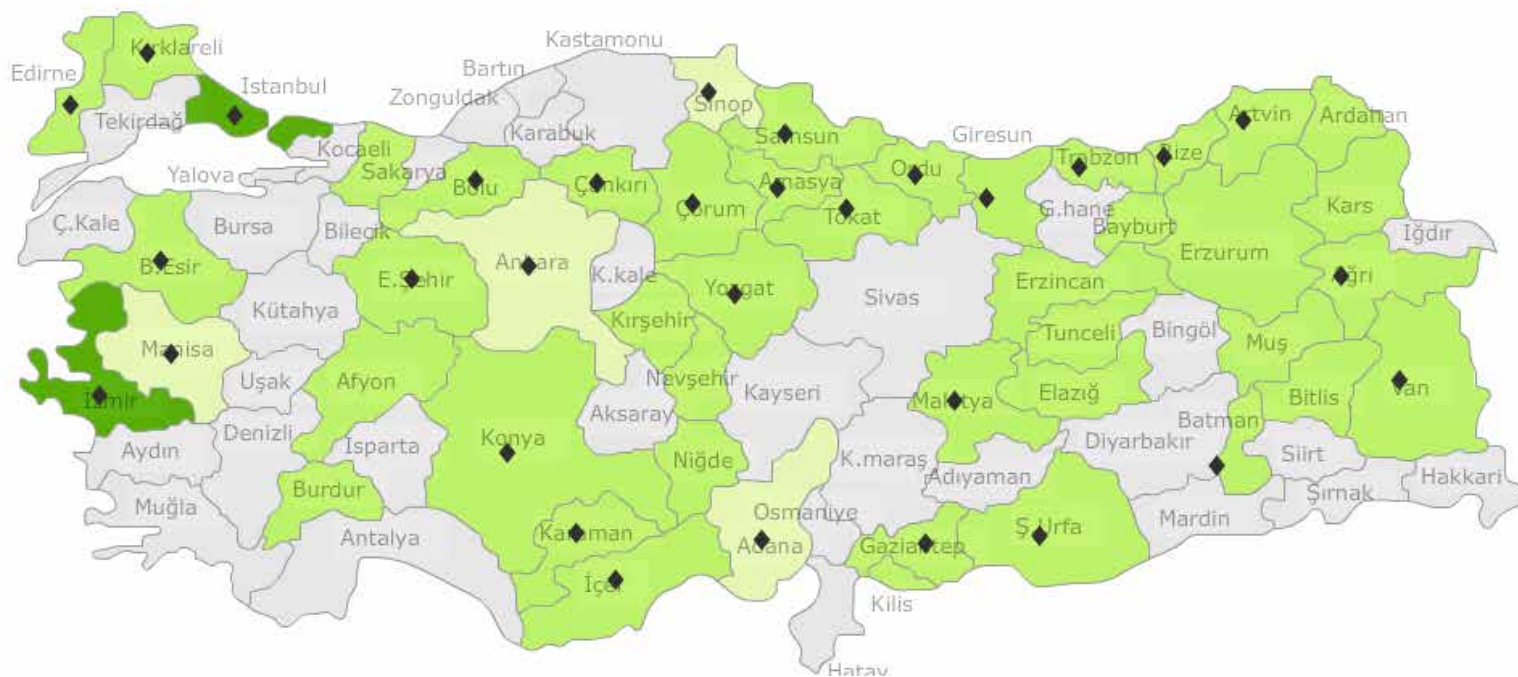


Aegean Exporters' Associations

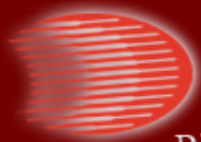
Pioneer Business Support Organization For Internationalization and Innovation



CLUSTER STRENGTHS OF AGRICULTURAL PRODUCTS AND PROCESSED FOOD INDUSTRY IN TURKEY



Source: Undersecretariat for Foreign Trade & www.clusterturkey.com



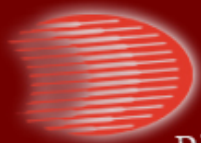
Aegean Exporters' Associations
Pioneer Business Support Organization For Internationalization and Innovation



HOW WE STARTED?



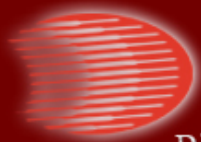
A Roadmap for Izmir Organic Food Cluster



Aegean Exporters' Associations

Pioneer Business Support Organization For Internationalization and Innovation





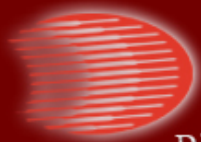
Aegean Exporters' Associations

Pioneer Business Support Organization For Internationalization and Innovation



WORKING GROUP



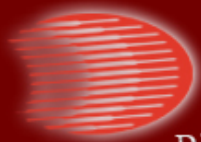


Aegean Exporters' Associations
Pioneer Business Support Organization For Internationalization and Innovation



STRATEGY DESIGN ROAD MAP DEVELOPMENT

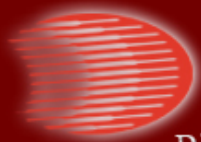




VISION OF IZMIR ORGANIC

Izmir is a respected and competitive supplier of organic produce and foods.

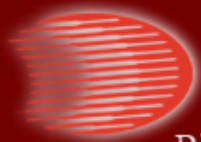




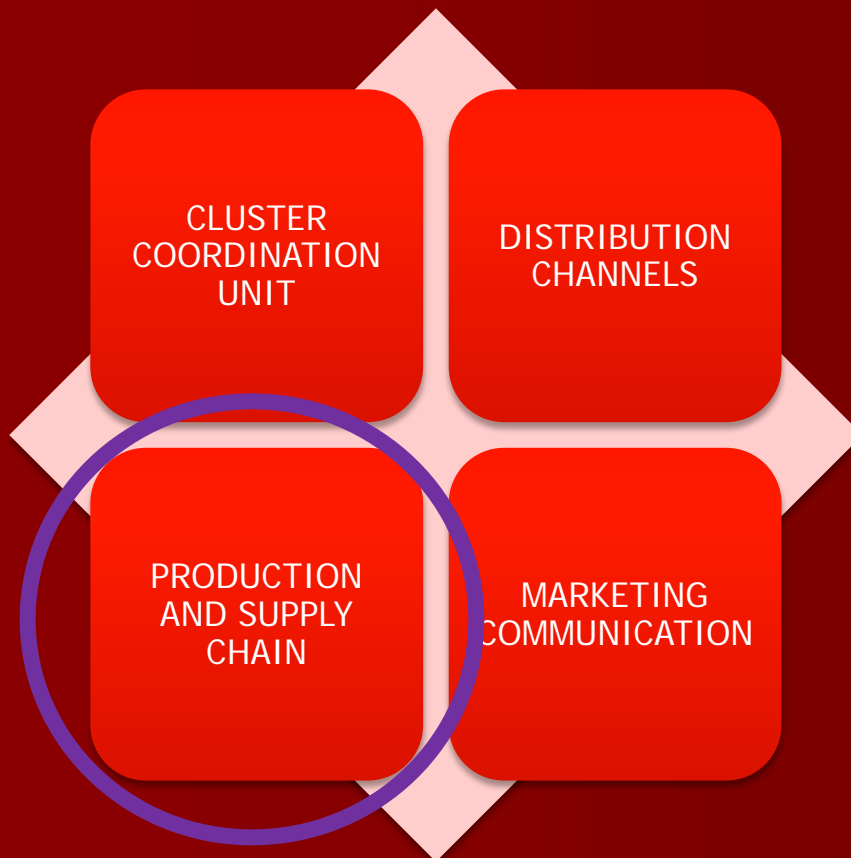
MISSION OF IZMIR ORGANIC FOOD CLUSTER

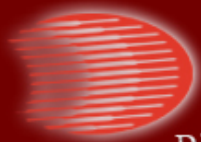
Undertake the transition from producing basic commodities to supplying sophisticated domestic consumers with branded organic products.





KEY SUCCESS FACTORS



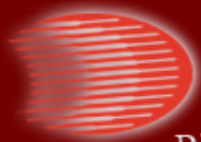


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Pioneer Business Support Organization For Internationalization and Innovation



**WE ARE
MOVING
STEP BY
STEP**



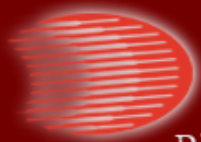


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RESULTS ?





Aegean Exporters' Associations

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FARM2FORK FOOD TRACEABILITY INFRASTRUCTURE



gidaizle.org

ANA SAYFA

İZLENEBİLİRLİK NEDİR?

SİSTEM HAKKINDA

İLETİŞİM

İŞLETMELER İÇİN

TARIMSAL ÜRÜN İZLENEBİLİRLİK SİSTEMİ

Çiftlik Modülü + İşletme modülü
entegre 2 aylık modül



İŞLETMELER İÇİN

Tarimsal Ürün İzlenebilirlik Sistemi



İzleme

DANIŞMANLAR İÇİN

Çiftlik Yönetim ve İzlenebilirlik Sistemi



İzleme

ÇİFTLİKLER İÇİN

Çiftlik Yönetim ve İzlenebilirlik Sistemi



İzleme

Tarimsal Ürün İzlenebilirlik Sistemi

Son yıllarda tüketicilerin artan sağlık bilinciyle birlikte tarımsal ürünlerin üretim süreci için geçitçe önem kazanmaktadır.

Çiftlikler daha verimli ve kaliteli üretim yapabilmeleri ve ürünlerini daha yüksek fiyatlarla satabilmeleri için üretim süreçlerini kayıt altında tutması artık bir ihtiyaç haline gelmiştir. Özellikle ürünlerini ihraç eden işletmelere ve/veya çiftliklere için tarım uygulamaları yapmaları ve organik tarım ile uğraşan çiftlikler için tarımsal ürünlerin kayıt altında tutulması büyük önem taşımaktadır. Diğer yandan, tarım danışmanlarının birden çok çiftliğe hizmet vermeleri ve hizmetlerini kayıt edecek bir elektronik sistemlerinin olmasından ötürü, izlenebilirlik danışmanlığı hem elbette kayıt yükü getirmekte, hem de birden çok tarlanın tabii bir hale getirmektedir. Bu sebeplerden dolayı çiftlikler ürünlerinde kalite problemleri sıklıkla yaşanmakta, ihraçat için dış pazarlarda için istenen standart özelliklere ulaşmakta güçlük çekilmektedir.

ÇİFTLİKLER İÇİN

Sistemin Faydaları
Sistem Kullanma Rehberi
Sistem Bakımı ve Üyelik Süreci
Başvuru Formu

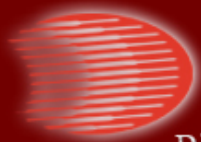
TARIM DANIŞMANLARI İÇİN

Sistemin Faydaları
Sistem Kullanma Rehberi
Sistem Bakımı ve Üyelik Süreci
Başvuru Formu

İŞLETMELER İÇİN

Sistemin Faydaları
Sistem Kullanma Rehberi
Sistem Bakımı ve Üyelik Süreci
Başvuru Formu

SİSTEM GİRİŞİ



Aegean Exporters' Associations
Pioneer Business Support Organization For Internationalization and Innovation



ECOLOGY İzmir EXHIBITION



www.ecologyizmir.com

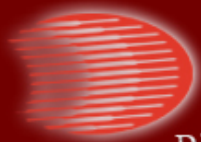
EKOLOJİ

İZMİR 2010

ULUSAL VE ULUSLARARASI FUARLARA KATILIM

Aktivite Tanımı: Fuarlara katılma potansiyelinde ve "İzmir Organik" imarı kapsamında katılımını sağlanması. İzmir özelinde gerçekleştirilecek Organik fuarın desteklenmesi.

Çözülecek Sorun: Ticaret ortamının oluşturmaması



Aegean Exporters' Associations

Pioneer Business Support Organization For Internationalization and Innovation



Welcome

About the Event

Welcome

Information

Participants Of The Event

List Of All Companies

Search Company Profile

How to Participate

Registration

[Home](#) | [Contact](#) |

E-mail

Password

Login

[Forgot your password?](#)

Welcome to Ecology Izmir B2B Matchmaking Platform



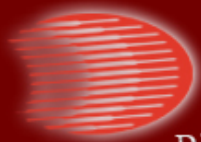
**MEET YOUR FUTURE PARTNERS
FOR BUSINESS AND TECHNOLOGY!**

- 14th April 2012 -

Ecology Izmir 2012 offers you an extensive range of organic products, plus everything worth knowing about agricultural and marketing supplies. This year, Ecology Izmir 2012 is welcoming "4th International conference on the organic sector development in Central/Eastern European and Central Asian countries" which will be organized simultaneously for the first time.

Besides the organic fair and conference the host organization of Ecology Izmir 2012; ETO-Association of Organic Products Organization, is organizing the Ecology Izmir B2B Meeting Event in partnership with Aegean Exporters' Associations and Inter-Cluster Organics in order to gather all organic stakeholders and provide opportunity to meet other stakeholders, build new trade and technology partnerships and more.

ECOLOGY İzmir B2B MATCHING 2012



Aegean Exporters' Associations
Pioneer Business Support Organization For Internationalization and Innovation

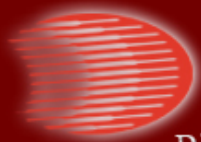


CERTIFIED ORGANIC MARKET İZMİR

DENETİMLİ PAZAR YERİNİN OLUŞTURULMASI

Aktivite Tanımı: İstanbul Şişli, Bursa Nilüfer, Antalya Camlı Piramit ve Ankara Çankaya organik açık pazarlarından sonra ilk İzmir organik açık pazarının kurulması

Çözülecek Sorun: Ticaret zincirinin oluşturulması, küçük miktarlarda teslimat.



BIOFACH MATCHMAKING EVENT

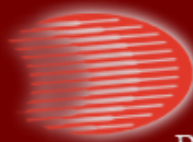


EŞLEŞTİRME PROGRAMLARI DÜZENLENMESİ

Aktivite Tanımı: Hedef olarak belirlenen ülke ve sektörlerden iş adamlarının katılımı ile eşleştirme ve ticaret heyeti programları düzenlenmesi.

Cözülecek Sorun: Ticaret zincirinin oluşturulması.





Aegean Exporters' Associations

Pioneer Business Support Organization For Internationalization and Innovation



Registration for Stakeholders

You can register your company/organization to be a member of the InterClustering Platform. Please choose the most convenient form describing your core business.



Company



Retailer



Wholesaler



Service Provider



University



Research Institution



Farmer / Producer



Cooperative



Registration for Assisting Organizations

You can register here if you are a cluster organization, network organization, association, producer organization, chamber of commerce / industry.



- Cluster Organization
- Network Organization
- Association
- Producer Organization
- Chamber of Commerce / Industry

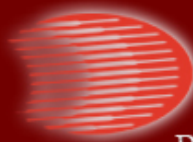
Developing European Inter-Cluster Alliance for Organic Agriculture



INTER-CLUSTER ORGANICS

DEVELOPING EUROPEAN INTER-CLUSTER ALLIANCE FOR ORGANIC AGRICULTURE





Aegean Exporters' Associations

Pioneer Business Support Organization For Internationalization and Innovation



CLUSTERING IN ORGANIC AGRICULTURE CONFERENCE

16th February 2012
Thursday
10:00 - 10:45 | Helsinki Room

European Inter-Cluster Organic Alliance invites you to "Clustering in Organic Agriculture Conference" to be informed about the benefits of clustering and European Inter-Cluster Alliance for Organic Agriculture.

Moderation: Ekin Taskin, Coordinator - European Inter-Cluster Organic Alliance

Presentations

Gerald A. Herrmann,
Director - Organic Services GmbH,
Germany

Atila Ertem,
Chairman - Association of Organic
Agriculture Organization, Turkey

Nicolas Bertrand,
Director - Organics Cluster in
Rhône-Alpes, France

Ekin Taskin,
Coordinator - European Inter -
Cluster Organic Alliance

Subjects

Organic Clusters and Successful
Clustering Activities for Organic
Agriculture in Europe

Izmir Organic Cluster,
A Success Story from Turkey

Organics Cluster in Rhone Alpes,
A Success Story from France

New Networking Platform for Organic
Players: European Inter-Cluster Alliance
for Organic Agriculture



ORGANIC AGRICULTURE in TURKEY and COLLABORATION OPPORTUNITIES CONFERENCE

16th February 2012
Thursday
10:45 - 11:30 | Helsinki Room

Aegean Exporters' Associations invites you the "Organic Agriculture in Turkey and Collaboration Opportunities Conference" to be informed about the new market trends, activities, trade and collaboration opportunities and regulations in Turkey and to access Turkish organic market information.

Moderation: Ekin Taskin, Coordinator - European Inter-Cluster Organic Alliance

Presentations

Vildan Karaarslan,
Head of Organic Agriculture
Department - Ministry of Food,
Agriculture and Livestock, Turkey

Eda Zorlu,
Expert - Ministry of EU Affairs, Turkey

Prof. Dr. Uygun Aksoy,
Ege University, Faculty of Agriculture,
Department of Horticulture, Turkey

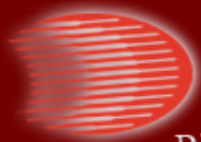
Subjects

Activities for Developing Organic
Agriculture in Turkey

Importance of Organic Agriculture in
Turkey in the EU Accession Period

Organic Agriculture / Production and
Development Trends in Turkey



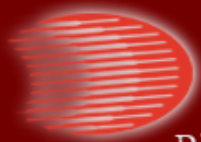


Increasing International Competitiveness of Organic Industry



TECHNICAL SUPPORT PROGRAM FOR:

- INSTITUTIONALIZATION, RE-ORGANIZATION
- COST REDUCTION
- SUPPLY CHAIN OPTIMIZATION
- MARKETING AND SALES



Aegean Exporters' Associations

Pioneer Business Support Organization For Internationalization and Innovation



Sosyo-Ekonomik kalkınmada sürdürülebilir bir örnek: YARIMADADA ORGANİK TARIM PROJESİ

İZMİR'DE
ORGANİK YAŞAM



YARIMADADA
ORGANİK TARIM



Yücel Tonguç İlköğretim Okulu - Urla



Yücel Tonguç İlköğretim Okulu - Urla



Yücel Tonguç İlköğretim Okulu - Urla



Yücel Tonguç İlköğretim Okulu - Urla



Yücel Tonguç İlköğretim Okulu - Urla



Yücel Tonguç İlköğretim Okulu - Urla



Yücel Tonguç İlköğretim Okulu - Urla



Yücel Tonguç İlköğretim Okulu - Urla



Yücel Tonguç İlköğretim Okulu - Urla

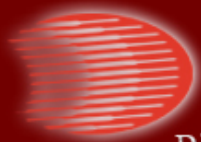


Yücel Tonguç İlköğretim Okulu - Urla



Yücel Tonguç İlköğretim Okulu - Urla





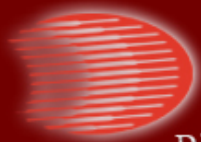
Aegean Exporters' Associations

Pioneer Business Support Organization For Internationalization and Innovation



ORGANİK KÖY
KARACAĞAÇ
Buca İZMİR

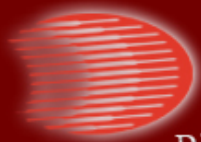




Aegean Exporters' Associations
Pioneer Business Support Organization For Internationalization and Innovation



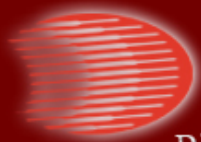
SUPPLY CHAIN AND PRODUCTION



Aegean Exporters' Associations
Pioneer Business Support Organization For Internationalization and Innovation



**FURTHER
INTERVENTION IS
REQUIRED**



Aegean Exporters' Associations

Pioneer Business Support Organization For Internationalization and Innovation



Fields of action

- Improving the know-how of farmers, processors, exporters, inspectors, laboratories and official authorities in terms of production guidelines, quality management and traceability
- Organisation of events and knowledge transfer activities with participants from all trade levels
- Set-up of a network of demonstration farms throughout Turkey
- Organisation of technical workshops
- Developing and offering a training course for agricultural extension workers
- Optimisation and strengthening of the cooperation between Turkish and German market partners and their respective authorities
- Promotion of frequent, transnational consultations
- Facilitation of a multi-stakeholder dialogue

SUPPORTING ACTIVITY – PRODUCTION AND SUPPLY CHAIN

CLUSTER TARGET – CLUSTER COORDINATION

SUPPORTING ACTIVITY

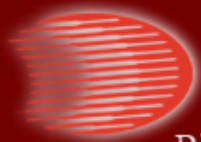
CLUSTER TARGET – PRODUCTION AND SUPPLY CHAIN

CLUSTER TARGET – PRODUCTION AND SUPPLY CHAIN

CLUSTER TARGET – MARKETING COMMUNICATION

SUPPORTING ACTIVITY – CLUSTER COORDINATION

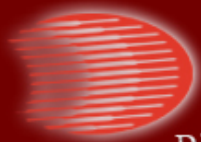
CLUSTER TARGET – MARKETING COMMUNICATION



Aegean Exporters' Associations
Pioneer Business Support Organization For Internationalization and Innovation



QUESTIONS & ANSWERS



Aegean Exporters' Associations
Pioneer Business Support Organization For Internationalization and Innovation



THANK YOU

Ekin TAŞKIN

PROJECT COORDINATOR

AEGEAN EXPORTERS' ASSOCIATIONS

Tel: +90 232 488 60 35

Fax: + 90 232 488 61 81

E-Mail: ekin.taskin@egebirlik.org.tr

Web: www.egebirlik.org.tr