IZMIR ORGANIC FOOD CLUSTER
PRESENTATION PLAN

- Briefly Aegean Exporters’ Associations
- İzmir Organic Food Cluster
- Questions and Answers
AEGEAN EXPORTERS’ ASSOCIATIONS ARE CLUSTER ORGANIZATIONS THAT AIM TO DELIVER SUPPORT FOR INTERNATIONALIZATION AND INNOVATION.
14 CLUSTERS
MORE THAN 7000 MEMBERS
EXPORTING 210 COUNTRIES
11 BILLION $ EXPORT VOLUME
OUR BUSINESS
Supplying resources for our members to stimulate exports.
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 Aquaculture Products
- Tobacco and Tobacco Products
- Coordinator
  Exporter
  Association

- Member of
  MARA Organic
  Steering
  Committee

- Member of
  IFOAM
CLUSTER STRENGTHS OF AGRI CULTURAL PRODUCTS AND PROCESSED FOOD INDUSTRY IN TURKEY

Source: Undersecretariat for Foreign Trade & www.clusterturkey.com
HOW WE STARTED?

A Roadmap for Izmir Organic Food Cluster
Aegean Exporters' Associations
Pioneer Business Support Organization For Internationalization and Innovation

- Increasing Institutional Capacity
- 3 INFO Days
- Roadmap Development
- Inception Period
- EU Market Research
- 6 Working Group Meetings
- Field Study
WORKING GROUP
STRATEGY DESIGN
ROAD MAP DEVELOPMENT
Izmir is a respected and competitive supplier of organic produce and foods.
Undertake the transition from producing basic commodities to supplying sophisticated domestic consumers with branded organic products.
KEY SUCCESS FACTORS

- Cluster Coordination Unit
- Distribution Channels
- Production and Supply Chain
- Marketing Communication
WE ARE MOVING STEP BY STEP
RESULTS ?
ECOLOGY İzmir EXHIBITION
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; FTO-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.
CERTIFIED ORGANIC MARKET İZMİR
BI OFACH MATCHMAKING EVENT
Developing European Inter-Cluster Alliance for Organic Agriculture
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

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

Nicolas Bertrand,
Director - Organics Cluster in Rhone-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 Zoru,
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, Reorganization
- Cost Reduction
- Supply Chain Optimization
- Marketing and Sales
Sosyo-Ekonomik kalkınmada sürdürülebilir bir örnek: YARIMADADA ORGANIK TARIM PROJESİ
SUPPLY CHAIN AND PRODUCTION
FURTHER INTERVENTION IS REQUIRED
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
THANK YOU

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