

ECONOMIC DIPLOMACY OF TURKEY IN THE CONTEXT OF POLITICS OF PRESTIGE IN FOREIGN ECONOMIC RELATIONS

(A Research on Foreign Economic Relations Board DEİK — Global Horizon of the Turkish Business
Community)

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Abstract

The primary factor leading to a change in the foreign policy objectives of the states is the changes in the structure of the international system, or rather changes in the international power balance. States are obliged to adjust their foreign policy according to circumstances like relaxation in the conflicts between the in-block or inter-blocks caused by the socio-political, socio-economic and socio-psychological developments; change of power balance; and emergence of new strong states as these circumstances can present new possibilities or, on the contrary, hazards before the world states.

States living between two double-poled blocks from the World War I to the late 1950s witnessed China pulling itself out of the Soviet Socialist system in the early 1960s and beginning to increase its effectiveness as a third major in its region. The creation of a new “pole” by the People's Republic of China in the international distribution of power, the beginning of new commercial, economic and cultural relations led to the weakening of the block system that reigned until then. The most effective factors accelerating such changes are the economic ones. The reason is that commercial relations can develop independently from cultural or political intimacy, but then through these developments, they can lead to emergence or consolidation of relations in other areas over time. Therefore, the fact that the world has begun to take a multipolar view has laid the foundations for “relaxation” (detente) period towards globalization which aims to keep trade networks wide. This study, which takes into account the developments related to Turkey's economic policy in this process, is a statistical descriptive research on the Foreign Economic Relations Board — DEİK as the global horizon of Turkish business world. DEİK's activity framework has been discussed in order to open a discussion on the dimensions of Turkey's economic diplomacy.

Keywords: *Foreign Policy, Political Power, Politics of Dignity, Economic Diplomacy, DEİK*

Özet

Devletlerin dış siyasa hedeflerinde değişime yol açan birincil nitelikli unsur uluslararası sistemin yapısında, daha doğrusu uluslararası güç dengesindeki değişimlerdir. Oluşan sosyo-politik, sosyo-ekonomik ve sosyo-psikolojik gelişmelerin doğurduğu blok-içi ya da bloklar-arasındaki çatışmalarda gevşemeler, güç dengesinin değişmesi, yeni güçlü devletlerin çıkması gibi durumlar dünya devletlerinin önüne yeni olanaklar ya da tam tersi tehlikeler sunabildiklerinden dolayı devletler dış siyasalarını durumlara göre ayarlamak zorunluluğu taşırlar.

Birinci Dünya Savaşı'ndan 1950'lerin sonlarına kadar iki kutuplu-iki blok arasında yaşayan devletler, 1960'ların başlarında Çin'in Sovyet Sosyalist sistemden kendini çekip bir üçüncü büyük güç olarak bölgesinde etkililiğini artırmaya başladığına tanık olmuşlardır. Çin Halk Cumhuriyeti'nin uluslararası güç dağılımında yeni bir "kutup" oluşturması, yeni ticari, ekonomik ve ekinsel ilişkilerin başlaması o zamana kadar hüküm süren blok sisteminin zayıflamasına yol açmıştır. Bu tür değişimleri hızlandıran en etkili etmen ekonomik olanlardır. Nedeni de ticari ilişkilerin kültürel ya da siyasal yakınlığa bağlı olmadan da gelişebilmeleri ve fakat bu gelişmeleriyle zamanla diğer alanlarda da ilişkilerin doğmasına ya da pekişmesine yol açabilmesidir. Bundan dolayı dünyanın çok-kutuplu görünüm almaya başlaması ticaret ağlarını geniş tutmayı hedefleyen küreselleşmeye dönük "gevşeme" (detente) döneminin temellerini atmıştır. Bu süreç içerisinde Türkiye'nin ekonomi politikasına ilişkin gelişmeleri dikkate alan bu çalışmada, Türk iş dünyasının küresel ufku olarak Dış Ekonomik İlişkiler Kurulu – DEİK üzerine istatistiki betimsel bir araştırma gerçekleştirilmiştir. DEİK'in faaliyet çerçevesi Türkiye'nin ekonomi diplomasisinin boyutlarını tartışmaya açmak amacıyla irdelenmiştir.

Anahtar Sözcükler: *Dış Siyaset, Siyasal Güç, Saygınlık Siyaseti, Ekonomi Diplomasisi, DEİK*

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Introduction

“We Bring The World to Turkey and Open Turkey to The World”
Nail Olpak,
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Foreign policy approaches international political problems in terms of goals, objectives and behaviors of a particular state or states in general. The role that the states have chosen for themselves in the international arena shows parallelism with the changes occurring in their international system. Without a doubt, the power and effectiveness of the states are closely related to changes in the system in question. It can be said clearly that the structure of the international system is a structure that smaller states have little influence on, but are greatly influenced by. That is why the major states are the founders of the international system.

Another element that affects the external behavior of states is international values. Among the most important international values today are “political independence and the right of nations to self-determination” (Gönlübol, 1985:211). Another value that has developed recently is economic development. The level of technological development, industrial development and military forces have been the main factors determining the status of states in the international system.

There is no doubt that one of the main elements considered in the foreign policies of the states is the geographical position of the country, or the geopolitical structure. While modern technology has changed the political and economic significance of geographical features to some extent, the limitations that geopolitical causes bring to foreign politics still exist to a large extent. Apart from its geographical features and structure, it is clear that the proximity of the state to international power centers will also affect its external behavior. (Gönlübol, 1985:212)

Today, the main factor that gains priority and weight in foreign politics is economic interests and relations. Economic interest is the goal of foreign politics after defense. Economic power is the source of efficiency for foreign politics. For a state to play an active role in the international sphere, foreign policy must be based on the foundations of a strong economy and a reliable defense force. In fact, it can be said that economic power is more effective in foreign politics than military power. Experience shows that economic independence is the main condition for any kind of independence. Military power, in the first place, is based on economic power.

Internal social and political stability is very important for foreign policy effectiveness. Therefore, states try to influence and shake the social and political stability of the states they see as rivals. Turkey has been the target of such devastating events many times. Apart from many significant events such as the fall of the Berlin Wall, the Gulf Crisis, the dissolution of the Union of Soviet Socialist Republics, public opinions have almost no interest in foreign relations. Elections do not usually take much of a place in any country. However, decisions and practices in domestic politics, social rights, democratic freedoms and human rights have now come to play an important role in inter-country relations. Therefore, domestic politics is increasingly effective in foreign relations.

In addition to the internal factors, resources and supports of foreign politics, external support and resources are also important. Political mergers and economic cooperation organizations are often established for this purpose. Language, religion, culture and interest bonds are the support and resources of foreign politics. Mutual economic interest, trade, major tenders and technology are often effective if they are used wisely as a means of foreign policy. “The foreign policy of a state and its place in the world equals the total of its internal and external potential.” (İnan, 1993:31)

Foreign politics is a smart, restrained, well-timed field of action, hence it is dynamic. Static foreign politics leads states nowhere. However, in today's world integrated by technology which, as Mc Luhan and Powers (2015) described, looks like a global village, it takes great talent to stay out of the events. In a successful foreign policy, there is diplomacy that can predict events. This means serious monitoring and proper evaluation of world events, and as a result, preparing good options. With the collapse of Yalta system and dissolution of the Soviet Empire, foreign policy axis and objectives of many countries changed. Roosevelt, Churchill and Stalin, leaders of the three great states which are triumphant of the World War II made an order by their own will in Yalta in 1943.

But the fact that it was not based on democratic participation of the public was the weakest point of this order. This order was eliminated by successive developments after 1989. The world is still struggling to find a new order. (Yavaşgel, 2019)

The formation of foreign policy in democratic states, its decisions and action occurs with the participation of the government, parliament, and most often public opinion. The power of foreign policy is based on this: *participation in a broad sense*. In countries where democracy is a formality, foreign policy is the absolute privileged area of the government, it is not reflected onto society. In general, foreign policy is determined and applied according to national objectives. Foreign policy cannot be separated from the general state politics. Therefore, a long-term foreign policy plan which is based on serious research and assessments and has well-drawn national goals is necessary and beneficial.

Foreign policy is usually the guardian of world peace, and it is sometimes responsible for it. And the guarantee of peace with foreign policy is democracy. Ensuring the spread of democracy throughout the world is a service to peace. The most efficient way to serve peace is to act in a development-indexed way, and the scope and intensity of economic cooperation between states made to that end directly plays a part in the development of world democracy. In this study, the focus is on Turkish economic diplomacy in order to emphasize the more strategic development of economic cooperation in this context. Turkey's economic diplomacy is subjected to statistical descriptive analysis as part of the work of DEİK, which carries out this diplomacy most effectively.

1. Politics of Prestige

The politics of prestige as a structure in which the struggle for power in the international arena expresses itself does not seem as a subject that has been properly presented in modern political literature. Prestige does not mean gaining strength and trying to protect it, but presenting itself as a purpose. Just as the desire for prestige in relations between individuals is a relationship element, prestige politics is one of the elements of international relations in international politics. Domestic politics and international politics are nothing more than two different formations of one and the same social phenomenon. In both areas, the hidden but ready to emerge dynamic force that determines social relations and creates institutions is the social defense and the desire to be known.

In the domestic politics of nations, prestige can only be a goal as prestige. However, this is a rare case in the field of foreign policy. The main goal of prestige in foreign policy is not the country's power to be known and famous, but this power to be a by-product as a supporter of foreign relations that strives for further strengthening and protection of this force. The foreign policy of all nations is based on the estimates of power relations between nations and the calculations of how these power relations can change in the near and distant future. Regardless of the main goal of a nation, the prestige of that nation — being known as powerful — sometimes seems to be the most important factor in the success of its foreign policy. Therefore, prestige politics is an indispensable element for a rational foreign policy.

In this era where the struggle for power is not just a struggle put up through traditional methods like oppression or military force, but a much wider struggle put up in people's thoughts, prestige has become a very important tool. (Ergin, 1989:150)

2. Political Power

The concept of political power is one of the most controversial issues of political science. “The value of a concept used in political science is determined by the ability of this concept to explain the maximum of the phenomena that are considered dependent on a particular field of political activity.” (Sönmezoğlu, 1989:196) Interstate politics, like all other politics, is a struggle for power and potency. Regardless of the main purpose, power is always an urgent need. Without power, you cannot play an active role internationally.

When we say power, it means the influence of a person on directing other people's thoughts and actions. When we say political power, it means the relationship of mutual supervision between those who possess public power, and the auditing relationship between them and the public.

In international politics, the potential power to make a threat through armed forces is the most important material factor that constitutes the political power of a nation. (Sönmezoğlu, 1989:205) Great power, by nature, requires an economic base that develops as a state capable of maintaining its status against other nations. (Morgenthau, 1970:93, etc.) Therefore, “today's great powers within the international system have to deal with the two threats that all those who came before them faced: with unequal economic growth patterns that cause some to be richer (and usually stronger) than others, and secondly, competition with competitive and occasionally dangerous external conditions.”(Morgenthau, 1970:42)

Another point that should be addressed in this regard is **Realpolitik**, which shows the methods of conducting foreign politics. The elements of the *realpolitik* approach developed by Machiavelli can be listed as follows: “The interests of the monarch and then the state are the driving force of movement; the requirements of politics arise from the not rule-bound competition between the states; political accounts based on these requirements help the discovery of rational politics; the latest test of the value of politics is success, and success is defined as protecting and strengthening the state. Since Machiavelli, *interest* and *necessity* — and the term *raison d'Etat* covering the two — have remained as the main concepts of *realpolitik*.” (Morgenthau, 1970:42)

In the international arena, the *Power Balance* is the one to explain the international results caused by these methods. If "there is a clear theory of international relations, it is the theory of the balance of power."(Kennedy, 1991:635) “Some consider it a law of nature, and for others, the balance of power is the best assurance for the security of states and world peace.”(Kennedy, 1991:636)

3. Economic Diplomacy and Turkey

Diplomacy can be defined as a political activity aimed at protecting the interests of countries in foreign policy and consisting of capacity elements of states such as knowledge, talent, etc. It is striking that although it is often thought to be carried out by the Ministry of Foreign Affairs and foreign missions, diplomacy, which is an activity in which other bureaucratic elements of the state are involved, is an important tool that can include intelligence and operational applications that are widely used in the equation of power balance of the modern international order. (Çolakoğlu, 2015:379) Sönmezoğlu expresses that the concept of diplomacy, which is located at the heart of interstate relations in the strict sense, covers all foreign relations of a state in a broad sense. (Sönmezoğlu, 2017:186) Accordingly, in today's world where practice models such as bilateral diplomacy, multifaceted diplomacy, summit diplomacy and its types such as public diplomacy, cultural diplomacy and military diplomacy have emerged, economic diplomacy is also a diplomatic tool expressed as the sharing of benefits arising from inter-country economic connections and/or more extensive international economic relations among the relevant actors. (Woolcock and Bayne, 2013:387)

Economic diplomacy can be defined as “*the representative, intelligence and operational capabilities of trade, finance and investment activities enriched/diversified with the participation of any national and/or international, civil or non-governmental actors in strategic areas to be determined within the framework of the global economic vision of countries.* Planning phase includes the stages of *identifying strategic goals and objectives, identifying domestic and foreign actors and stakeholders, and establishing organization and coordination infrastructure.*” (Yamak and Saygın, 2019:95) Accordingly, it is necessary to identify strategic principles that have a global perspective, that are thematic and image-making as well as reinforcing the perception of trust; to identify appropriate stakeholders from organizations, think tanks, companies and even among individuals; and to determine integrated, consistent and targeted coordination and organization strategies between implementing actors. The support phase in itself includes *inter-institutional relations, agreements and collaborations, and domestic and foreign intelligence* titles. Accordingly, clarification of communication procedures between competent authorities, particularly in relevant public institutions, establishing cooperation mechanisms before stakeholders, and strengthening both domestic and foreign intelligence infrastructure is important.” (Yamak and Saygın, 2019:95)

In international relations, with the elimination of ideological conflicts, the capitalist world's own logic and rules prevail in almost every field. Political, cultural, military and strategic objectives gain

importance to the extent that they are connected with the economic/commercial/technology/energy interests of the countries.

Today, in international relations, development aids, formal/commercial loans, investment risk insurance, media, political trumps, intelligence services, cultural diplomacy all together seem like they are offered to the service of economic/commercial interests. The international economic structure of the post-World War II period was built on the competitive market and comparative superiority theories of 18th and 19th century economists Adam Smith and David Ricardo and their subsequent supporters. The main goal of economic activity was to increase the well-being of consumers in a relatively short time. Foreign policy, security and economy were seen as completely separate areas. (Öğütçü, 1998:60) Today, economy/trade diplomacy has taken a central position in foreign policy.

Not only Western countries, but also rapidly industrializing Asia-Pacific and Latin American countries have placed strategic emphasis on the concept of economic/commercial diplomacy in their foreign policies. The main objective of the countries in today's world is to increase export and foreign investment inflow as much as possible, to encourage foreign expansions that will create new jobs within the country and to create a suitable environment for firms abroad to find new business and investment opportunities with political support. (Öğütçü, 1998:65 -66)

In today's world, where the Cold War restrictions have been eliminated, Turkey is engaged in a more active struggle in foreign policy. The outward-looking development strategy, which started in 1980, has also been reflected onto foreign policy. The country acts towards the status of a country that does not react to events, but guides the developments particularly within its region, develop optional strategies and that can supporting them with its economic and military power. Foreign policy today, more than ever, requires compliance with changing conditions and new priorities. Today's diplomats must be deeply involved not only in the political dimensions of international relations known as "high policy", but also in issues of global economy and national economic interests.

The indispensable goal of Turkish diplomacy is the claim to be a "world state". The movement of Turkey towards an image as the defender of its vital interests both in its own region and in its relations with Westerners is strengthening. Turkey pursues an active foreign policy that prioritizes its national interests and regional sphere of influence. The state continues its quest for new horizons, new opportunities and balances.

Essentially, given the geopolitical position of Turkey, this is very natural. For a regional power that is economically, politically, culturally, historically and geographically in Turkey's position, pursuing a multifaceted foreign policy has a high cost. Surely, the West, especially the European Union, is concerned about the fact that Turkey, which is interested in the Caucasus, Central Asia and the Middle East, is part of Europe, and that problems in these areas will be exported to Europe. (Öğütçü, 1998:86-7) It is natural that the interests of the West and Turkey do not always coincide in economic areas. While the country's strong position in its relations with the West will raise Turkey to a superior position in its relations with other countries, its tight ties with the East will be able to give the state a significant weight in the West.

If the state takes on the function of a reliable locomotive, Turkey can be one of the countries that will contribute to the trade integration of the geography from the Adriatic to the Chinese border. In today's world where economic relations are often ahead of political relations, the Ministry of Foreign Affairs is conducting studies in accordance with this new situation.

It is of great importance to clearly identify the primary interests towards geographical areas that have the greatest strategic importance in terms of Turkey - the European Union, other European countries, the USA, Russia and New Independent Republics, Middle East, Japan, China and other Asia-Pacific countries - and to develop appropriate tactics. Priority ranking can also be based on whether the defined interests are "vital", "important" or simply "useful" in terms of geopolitical and economic aspects. The closer and warmer the relations that Turkey has with Western countries, the better its reputation in the Arab-Islamic world is. Turkey takes on further importance in the eyes of the Western world to the extent of the intensity of its relations with the Arab-Islamic world. In light of this fact, it is necessary to

meticulously fine-tune Turkey's policies towards the West and the East and make these policies harmonize with each other. (Öğütçü, 1998:79-87)

Economic diplomacy activities require close cooperation between the public and the private sector. Turkish business organizations are one of the priority partners in the state's work in this field. The Board of Foreign Economic Relations (DEİK) is one of the leading organizations in this field. Turkish business organizations generally approach the issue of public diplomacy and especially Turkey's image, and deliver the leading role of the state in public diplomacy activities.

Public diplomacy is defined as a process of establishing mutually beneficial voluntary relations that serve foreign policy objectives by contacting the peoples of other countries directly. (Özkan, 2014) In order for public diplomacy initiatives to be successful, these initiatives need to evoke positive emotions arising from beauty, compassion and splendor in foreign peoples, and cause behavior changes that these emotions stir. It is registered that Turkey's soft power is different from other countries in terms of both shape and content. According to I. Kalın, this difference stems from Turkey's distinctive cultural and historical experience. It is noted that the country is able to mobilize regional dynamics in a wide geography from Central Asia to the Balkans, and create new areas of influence. (Kalın, 2011: 23)

In the field of public diplomacy activity carried out under the leadership of the state (the Presidency and Ministries that form the government), business organizations, non-governmental organizations etc. are also involved. Business organizations are not the main owner of the process, but "partners" that contribute to the activities of the state in this field. Fitzpatrick does not distinguish between foreign peoples who are the target of public diplomacy activities and "partners" that may contribute to the implementation of these activities, but addresses them all as "stakeholders." (Özkan, 2015:269-270)

It is clear that integration with the global economy has been prioritized since the 2000s. It is a government policy to be among the largest economies in the world. Therefore, in the international arena, Turkish business circles are represented by many business organizations. The regions where their international activities are concentrated are diverse. For example, as TUSIAD represents large business circles that largely complement the integration into the global economy and are highly competitive in international markets, its priority in terms of its activities is the business networks in Europe and North America. MÜSİAD and TUSKON are committed to strengthening business networks in the Middle East, Africa, the Balkans and Central Asia as well as Latin America. DEİK, in cooperation with the state, is acting globally in line with the political priorities of the government to serve the vision of 2023. TOBB is also an organization that operates globally. (Özkan, 2015:265 -291)

It should be noted that the historical dimension of relations between the state and business circles and the concomitantly developing business culture represents a significant state affecting the role of Turkish business organizations in economic diplomacy. Hofstede states that collectivism is high and individualism is low in Turkish society, and that the needs of the group are prioritized more than the needs of the individual. (Öğüt and Kocabacak, 2014:153) It is argued that the collectivism in society limits the legitimacy of organizations carrying out economic activity by influencing the values system, therefore business organizations assert their own interests by relating them with "national interest" or "benefit of society." (Buğra, 1994:229) Despite that, it is emphasized that Turkish business culture is transforming in the age of globalization and information. Today, it is suggested that Turkish business culture is neither collectivist nor individualist in a pure sense, and the variability of the working culture is pointed out. (Öğüt and Kocabacak, 2014:154)

It is observed that since the 1980s, with the implementation of the liberal economic policies, business organizations have gained power, and institutions such as TUSIAD, MÜSİAD, TOBB and DEİK started to influence the government policies and public opinion. (Kirişçi, 2009:29 -57) Since the 2000s, the rise of SMEs and the change caused by economic and political power balances in society are also remarkable. (Öniş, 2009:49) This type of developments in the Turkish business world seem to consolidate Turkey's positive image in the world business circles, and promote its soft power by developing long-term and trust-based relations.

4. Methodology and Findings of the Research

Economic diplomacy (2) activities require close cooperation between the public and the private sector. Turkish business organizations are one of the priority partners in the state's work in this field. The Foreign Economic Relations Board (DEİK), which has been in service for more than thirty years, is one of the leading organizations in this field. On September 11, 2014, the Board of Foreign Economic Relations acquired a new structure in accordance with the law No. 6552. With this law, DEİK completely assumed the tasks of “carrying out the foreign economic relations of Turkish private sector, and continuing the activities relating to the high added value integration of Turkish private sector into the global economy.” DEİK, together with its founding institutions, members and Business Councils, is a “*business diplomacy*” organization formed by leading entrepreneurs and business representatives of Turkey. (<https://www.deik.org.tr/deik-hakkinda/10.01.2019>)

DEİK is a platform established in order to organize foreign economic relations of Turkish private sector, to analyze investment opportunities at home and abroad, and to increase mutual trade between countries. As a formation based on volunteering and dues of members, all of its members are representatives of the private sector. As of December 2018, DEİK involves 95 founding institutions, 145 Business Councils and over 1,200 member companies that make up these councils, and there are nearly 2000 representatives of these member companies within DEİK (<https://www.deik.org.tr/endeks-2018/11.01.2019>).

Taking into account the original structure of DEİK, which is the locomotive organization of Turkish business world, with an aim to open the dimensions of Turkey's economic diplomacy up for discussion, 440 international events held by DEİK in 2015-2018 have been examined by ²statistical descriptive method.

Research Findings

For the purpose of the research, the news about DEİK's international events published in *Küresel Dünya (Global World)* e-bulletin in 2015-2018 have been categorized regionally by years. Since routine events in this framework are not re-placed in the category, 328 news events are included in the review. The regions used in categorization are six (6) regions including Africa, Europe, Eurasia, the Middle East and the Gulf, America and Asia Pacific.

² The Board of Foreign Economic Relations (DEİK) regularly organizes numerous events every year. These 440 events have been identified by means of DEİK's regularly published Global World e-bulletin. For news details, see <https://www.deik.org.tr>.

Table 1. Distribution of DEIK Events in 2015 by Regions

Region	Event News	Event News	
Africa	<p>Investment bases in East Africa: Ethiopia and Djibouti Nigeria needs investment in many sectors Nepal seeks contractor partner from Turkey for highway project We are ready for all kinds of cooperation in the healthcare sector First signatures in Turkey-Mali Business Council Cooperation must be raised to the level of partnership Africa is a very important region for Turkey Investment opportunities assessed in Kenya Republic of Côte d'Ivoire—Turkey Business Council Memorandum of Understanding was signed Turkey will be involved in the development of Angola Republic of Côte d'Ivoire—Turkey Business Council Memorandum of Understanding was signed</p>	<p>Turkish investments in Ethiopia close to 3 billion US dollar Turkey will be involved in the development of Angola New collaborations between Turkey and Gabon are on the agenda SAIK introduces sector in South Africa Partnership with Africa should progress on solid foundations Relations with Senegal will increase exponentially There are important roles for businessmen in South Africa Electricity investment opportunities in sub-Saharan Africa have been put on the table A meeting held to meet the new Djibouti Ambassador</p>	<p>Work has started in order to set up Turkey - Gabon Business Council Business opportunities in Malaysia were introduced Mauritius Business Council meeting was held Africa is a great market opportunity for Turkish business world Memorandum of understanding signed for FEC Business Council Business development to be planned for "Investir au Congo Brazzaville" investment forum Proposals made for Turkey-Rwanda trade relations Gambia Business Council Meeting was held in Istanbul Establishment of Turkey-Burundi Business Council is on the agenda Turkey and South Africa have complementary features Cooperation can be made with Mali in the fields of agriculture, energy and industry</p>
Europe	<p>Finland building technologies seminar took place in Istanbul There should be more cooperation between Turkish and Czech companies Business people gathered in France Energy sector discussed The eyes of Turkey and Italy are on the Silk Road Important step in cooperation with Finland Turkey and Britain will act together Turkey is coming to take off some burden from EU Turkey, Portugal have high trade potential Milan EXPO 2015 will bring two countries closer Trade goal with Poland: \$10 billion Turkish-French cooperation on the table Visit to DEIK from Kılıç, the Ambassador of Pristina Opportunities for cooperation with Catalonia discussed</p>	<p>Economic relations with Belgium show steady development Turkish-French cooperation on the table There is enough capacity to increase the volume of trade with Canada There are cooperations opportunities with Czech companies Economic relations with Belgium show steady development More cooperation with Albania is aimed President Erdoğan calls for investment in Bosnia and Herzegovina 6 billion dollars of trade is targeted with Slovakia Relations with the Netherlands are on the table Turkey's goal is full integration with the EU</p>	<p>New investment opportunities assessed in relations with Malta Developments in Austria on the table Triad country business forum in Sarajevo Vardar: Cooperation with Italy will be further increased We can improve trade with Turkey through DEIK Estonians were told about the business environment in Turkey More than 300 entrepreneurs participated We want to double the volume of trade with Turkey Triad investment forum and joint tourism projects are the aims for 2016 "High-speed trains will open uninterrupted transport between Istanbul and Belgrade" Collaboration can be made with France in 3rd countries I will work on increasing trade relations Real estate funds in Luxembourg are in the target Political relations between Turkey and Portugal are excellent</p>
Eurasia	<p>Regulations for Turkish investors will continue Business experiences shared First steps taken on FTA with Pakistan Free trade of agricultural products may begin Mutual trade relations with Turkmenistan Investment Forum will be multiplied</p>	<p>Trade target with Kazakhstan: 10 billion dollars The President of Kazakhstan Nursultan Nazarbayev spoke at the Kazakhstan-Turkey Business Forum and said that the bilateral trade volume is planned to be boosted to about 10 billion dollars. Kazakhstan-Turkey Business Forum was held in Astana on April 16, 2015 with the participation of the</p>	<p>New Dushanbe Ambassador visits DEIK Turkey, Leningrad to take economic cooperation one step further Our trade with Iran is increasing day by day Iran is a country of opportunities in the new era 30 companies attended the Central Asia and Caucasus Reception</p>

	<p>"The Caspian Sea is not a separating sea, but a binding one" The target is \$20 billion in the trade between Georgia, Turkey and Azerbaijan The target is \$20 billion in the trade between Georgia, Turkey and Azerbaijan DTİK holds "Turkish entrepreneurs" meetings in Eurasia and the Balkans We invite the Turks to extensive collaboration</p>	<p>President Recep Tayyip Erdoğan, President of Kazakhstan Nursultan Nazarbayev, Minister of Investments and Development of the Republic of Kazakhstan Aset Iseeshev, Republic of Turkey Minister of Economy Nihat Zeybekçi and DEİK Chairman of the Executive Board Ömer Cihad Vardan Economic cooperation with Russia will be moved one step further</p>	<p>Multi-Dimensional Partnership Strategy Turkey will be an important stepping board for Belarus Azerbaijan is a trading corridor in access to Eurasia It is necessary to utilize the opportunities in Tatarstan Market share in Mongolia will be increased It is necessary to utilize the opportunities in Tatarstan A free zone to be established in Adygea</p>
The Middle East and the Gulf	<p>Turkey-Israeli trade relations continue to increase In Libya, the solution will be through dialogue Relations with Iran gained momentum Palestine will increase industrial investments Bahrain and Kuwait will work together Investments in Turkey will provide access to new markets Turkey and Iraq should create a new economic block</p>	<p>Turkey and Iraq should create a new economic block Developments in Yemen were discussed Tourism relations between Turkey and Iran will be increased The agenda was discussed with Iran Investments will be increased through Turkey-Iraq Business Council Qatar Business Council Sectoral Working Groups proceed to attack 100 company representatives from Oman met with Turkish companies in Istanbul at DEİK organization Great attention is paid to the development of relations with Arab league countries</p>	<p>International Technical Consultancy (UTM) Business Council attended conference in Dubai Trade and investment are the only ways to establish regional peace Iran ready to cooperate with Turkey to enter global markets Energy Opportunities in Israel Turkish contractors' projects in Afghanistan amounted to \$5.5 billion Trade with Bosnia and Herzegovina aims to be increased to \$1 billion</p>
Americas	<p>There will be efforts to increase trade between Canada and Turkey Turkey and Colombia's common goal for 2023 is \$5 billion Turkey and Mexico shine like a star in their regions Opportunities for Turkish investors in Cuba Canada can add great added value to Turkey</p>	<p>Relations with Latin America were laid to the table The 30th anniversary of the Turkey-US Business Council celebrated with a symposium Developments in Latin America were discussed Membership to TTIP was discussed with US officials Davutoğlu: The time is right to invest in Turkey</p>	<p>Trade volume between Canada and Turkey should be increased DEİK and Pacific Alliance might hold annual conference Turkey occupies a central position for investment Farewell dinner held in honor of Peruvian Ambassador Del Carpio There is enough capacity to increase the volume of trade with Canada</p>
Asia Pacific	<p>Cooperation with New Zealand can be done in the field of agriculture Landing of World Turkish Business Council (DTİK) in Asia Opportunities for cooperation with Korea in the energy sector were evaluated Turkey and China should rewrite history China is one of Turkey's most important business partners Relations with Vietnam will be improved</p>	<p>Turkey and Indonesia are two countries that complement each other Job opportunities in Punjab Region on the table 100 Turkish and Japanese CEOs meet in Tokyo Malaysia holds great importance for Turkey Turkish businessmen discuss investment opportunities in Malaysia Full support from heads of state to Turkish and Chinese businessmen</p>	<p>Cooperation continue with Japan in infrastructure investments Events with Singapore to be multiplied Might focus on tourism and education in Australia Working dinner held with Thai Ambassador "Made in China 2025" was discussed at the Business Opportunities Panel in China</p>

According to Table 1 which gives the distribution of news about the events organized by DEIK in 2015, the number of news was identified to be (31) for the African Region, (38) for the European Region, (28) for the Eurasian Region, (15) for the Middle East and Gulf Region and finally (16) for the Asia Pacific Region. Apart from these, DEIK also holds routine activities every year. These are not included in the categories of the study since they were applied to each region in the same way. *DEIK Business Council Presidents and Executive Board Members* continued their routine contact with each region, and every year, they particularly focused their attention more on these contacts. Apart from these routine contacts, DEIK made a total of 149 news about a number of events organized in all regions in 2015.

When the content of the events news for Africa Region was examined, it was found that the following themes were cited. These themes are about: the value of Africa for Turkey, where investment bases should be, the collaborations sought for investments, investment support to the private sector, collaborations for the health sector, Business Council meetings and agreements signed by the councils, investment rates, issues that create new cooperation, DEIK promotional meetings, negotiations with the embassies of African countries in Turkey, promotion of work opportunities, promotion of African market to business world, proposals for trade relations, establishment of new business councils, private investment analysis for South Africa, the feasibility of agriculture, energy and industry collaborations.

Studying (38) event news related to the European Region published in 2015, DEIK's cooperation plans for Europe were observed. The basic studies obtained were identified as: joint movement plan, construction technologies seminar, inter-company collaborations, gathering of private entrepreneurs, energy sector negotiations, revealing trade potentials and planning cooperation, organizing international fairs, negotiations with the Ambassadors, determination of trade volume capacity, presentation of cooperation opportunities, steady development in economic relations, further cooperation objectives, introduction of investment opportunities, larger trade objectives, goal of full integration with the EU, identification of developments in the EU, realization of triple country business forms, bringing entrepreneurs together, the goal of doubling the volume of trade, organizing an investment forum, joint tourism planning, giving emphasis on fast train in transportation, the creation of real estate funds, and maximization of political relations.

The numerical surplus of activities for the Eurasian region is striking. Turkish investors approach this region positively to a certain extent due to unity of both genealogy and history. The same situation was observed when the DEIK event news stories were examined. The content of the Eurasian Region event news in 2015 was analyzed and the prominent assessments identified were as follows: new regulations for Turkish investors, sharing of professional experience, increasing the number of countries connected in the region, free trade of agricultural products, improvement of trade relations and trade volume, organizing meetings with entrepreneurs, conveying the expectations of cooperation of countries in the region to Turkish entrepreneurs, organizing business forums, increasing economic collaborations, DEIK visits of the ambassadors, the introduction of the region and the determination of the countries that will offer new business opportunities, the creation of a trade corridor in the region, targeting the establishment of a free trade zone.

The Middle East and the Gulf Region are another region that DEIK attaches importance to work on because of its historical and geographical affinity. Determinations in the activity content for the region were: increasing trade relations, strengthening of low-intensity trade relations with some countries in the region -as in the case of Iran, conducting joint studies, creating new markets for investments, creating a new economic bloc, identifying new agendas, revising existing collaborations, improving tourism relations, meetings with business councils, accelerating the work of sectoral working groups, increasing bilateral expert negotiations, establishing the path to regional peace as trade and investment, expressing that the countries in the region are ready for cooperation in order to enter global markets, determining energy opportunities, promoting investment opportunities for Turkish construction sector, targeting an increase in the volume of trade with the region.

It seems that the Americas were one of the important working areas of 2015. DEIK holds a lot of activities in this region. Looking at the news published, we could see what was brought to the forefront. The topics of the events include: laying a special emphasis on South America, the introduction of

investment opportunities of South America, the great added value created by North America, working toward maximizing trade volume with North America, extending common goals with North America, meeting with regional business councils and organizing symposiums together, encouraging the countries in the region to invest in Turkey, organizing an annual conference with the Pacific alliance, conveying Turkey's central position in regional investments, negotiations with the Ambassadors, determination of the available capacity to strengthen the volume of trade with North America.

It was observed that DEİK's work in Asia Pacific Region was very intense in 2015. The following events were identified to have taken place in the content determined: planning cooperation in the field of agriculture, boosting interest in the region, evaluating opportunities for cooperation with countries of the region in the energy sector, attributing special importance to China, improving cooperation with China which is among the most important commercial partners, improving relations with the region, identifying joint investment opportunities and business opportunities, bringing investors together, reassessment of investment opportunities with Japan and Malaysia which are among the priority countries of the region, development of relations with political powers, increasing infrastructure investments, focusing on cooperation in the fields of tourism and education, negotiations with the Ambassadors.

Table 2. Distribution of DEIK Events in 2016 by Regions

Region	Event News		
Africa	Cooperation in the field of health with Africa will be increased Interview held with the Madagascar Committee Committee Visit to Iraq has been held DEIK, ECOWAS sign cooperation agreement	The African Initiative continues in full swing DEIK Business Council Presidents describe mobilization all over the world Turkish and African business worlds met in Istanbul	Intensive participation to Ethiopia and Djibouti Business Forums DEIK/UTM Business Council holds committee visit to the Republic of Côte d'Ivoire
Europe	Croatia-Turkey economic cooperation strengthens 5 billion Euros worth of trade is targeted with Finland in 2020 Prime Minister Davutoğlu calls Turkish businessmen to invest in Bosnia and Herzegovina Areas of cooperation with the Netherlands are increasing DEIK/Turkey -Malta Business Council Members hold Valletta Contacts DEIK/Turkey — Bulgarian Business Council Executive Board Members visited Sofia DEIK/Turkey - Austrian Business Council holds a Meeting with Wirtschafskammer Österrech	DEIK/Turkey — Estonian Business Council holds Tallinn Contact DEIK/Turkey-Bulgaria Business Council Members Participated in Burgas Investor's Day Aim is to remove technical barriers in trade with Denmark Dutch companies will provide employment to Syrians DEIK, Enterprise Ireland sign cooperation agreement Dutch CEO dinner was held DEIK Business Council Presidents describe mobilization all over the world	Turkish entrepreneurs in Europe met in Zurich Turkish, Serbian and Bosniak business worlds together Business opportunities discussed in Kosovo Business opportunities between Turkey and Greece discussed in Athens 2017 Economic outlook and foreign investments seminar was held DEIK/Turkey -Kosovo Business Council holds Kosovo Contact with members
Eurasia	President of Kazakhstan met with businessmen DEIK Business Council Presidents describe mobilization all over the world	Turkey-Russia economic integration is accelerating Investment and business opportunities in Iran discussed in Istanbul Businessmen from 30 countries meet in Belarus DEIK, UUIE sign cooperation agreement	The target with Moldova is \$1 billion Turkish and Tatar business world representatives are ready for new business collaborations New era in relations with Russia: Target, 100 billion US Dollar
The Middle East and the Gulf	Trade with Jordan will increase through sea route Turkish companies ready to return to Libya New cooperation between Turkey and Saudi Arabia signed Technical Consultancy Committees to Morocco and Qatar Technical Consultancy Committee Visit to Qatar	Iran Health Summit held in Tehran DEK and MUSIAD members participated in Algeria Investment Forum Visit to Morocco from DEIK International Technical Consultancy Business Council Ways to collaborate with Qatar in health tourism are sought Turkish entrepreneurs from the Balkans meet in Skopje Turkey's exports to Iran increased 5 billion dollars in 5 years	Turkish Investors to build solar factory in Palestine DEIK Business Council Presidents describe mobilization all over the world Turkey is leading PPP investments with 40 percent Turkey, Lebanon prioritize cooperation Turkish and Saudi business worlds are closing the ranks
Americas	President Erdoğan pledges to support businessmen to expand to the USA Turkey — Brazil economic relations are improving DEIK Business Council Presidents describe mobilization all over the world Turkish Diaspora meets in America	Visit to Morocco evaluated the opportunities in Bogota Colombian and Turkish businessmen meet in Istanbul 8th Turkish Investment Conference was held in New York	ATC-TAIK Joint Annual Conference was held in Washington, D.C. Business people put EU on the table Turkey-US Relations Conference held

Pacific Asia	Turkey-New Zealand Business Council's remote wing was established Cooperation agreement signed with Ceylon Chamber of Commerce Investment opportunities in Hong Kong introduced	DEIK Business Council Presidents describe mobilization all over the world Sectoral cooperation with Pakistan is boosting Roadmap in economic relations with China	DEIK/EEIK at Higher Education Summit in India
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Table 2 includes news distribution of DEIK's activities in six different regions mentioned above in 2016. Various events news were seen in the African Region (10), the European Region (19), the Eurasian Region (9), the Middle East and the Gulf Region (15) the Americas (10) and the Pacific Asia Region (7) when handled individually. In 2016, DEIK held a total of (70) different events in these six regions.

Various works were observed when looking at the event news of African Region. The different areas of work are as follows: accelerating the African initiative, providing cooperation in the field of health, conducting bilateral negotiations, organizing committee visits, signing economic cooperation agreement, promotions of mobilization by DEIK Business Council Presidents, negotiations with business representatives of the region in Istanbul, increasing participation in regional business forums, organizing various visits of DEIK Business Council.

According to the study on the events news on DEIK's 2016 activities in five other regions, the following scales were identified:

Strengthening economic collaborations,
Increasing the trade volume,
Visits by members of the business council,
Targeting the removal of technical barriers in trade,
Planning of the provision of employment,
Ensuring cooperation agreements,
Meetings with top company managers,
The heads of the business council describing mobilization,
Attaching importance to economic integration,
Bringing foreign businessmen together,
Gathering Turkish businessmen together,
Establishing triple consolidations,
Determining business opportunities,
Holding economic outlook and foreign investment seminars,
Organizing visits by technical consultancy committees,
Arranging meetings to seek cooperation in health tourism,
Aiming to boost export,
Turkish investors establishing factories in the regions,
Developing economic relations,
Determining investment opportunities,
Developing economic relations,
Organizing investment conferences,
Creating road maps in economic relations

Table 3. Distribution of DEIK Events News in 2017 by Regions

Region	Event News		
Africa	Business world's exploration of Africa continues Turkey, Ethiopia trade partnership advances Turkey, Djibouti prepare for health cooperation Landing of Turkish business world in Morocco The second largest summit with Africa in six months New agreements in trade relations with Tunisia	DEIK takes South Africa and Zimbabwe in its focus 23 years of confidence in Turkey-Jordan economic relations has been renewed DEIK and Albaraka Turk discussed investment opportunities in Bahrain New areas of cooperation identified between Turkey and South Africa	33 partnership agreements between Turkey and African countries The opportunity to reach a market of 150 million with Djibouti The volume of trade with Mauritania can be increased by 10 times Turkish investments in Senegal will increase Turks traveled to every inch of Africa
Europe	Turkey and Czechia will take the extra mile in agribusiness Cooperation between Turkey and France was discussed in Istanbul Investment opportunities in Albania were evaluated Turkish business community assessed European Union membership process and business opportunities in Malta Turkey-Italy Business Forum discusses cooperation in infrastructure, energy and health sectors Turkish investors play an active role in Serbia New trade target with Luxembourg is 1 billion USD	Portuguese market appeals to Turkish entrepreneurs Turkish day in Dublin Deik/Turkey-Spain Business Council Visited Madrid Turkey, Hungary partnership is growing Serbia, Turkey aim sectoral cooperation in agriculture 600 years of friends set new goals in the economy Visits Turkey - Swiss business world meetings Business partnership with Denmark is developing	Foreign Minister Silva meets with Turkish investors in DEIK Turkish municipalities will be inspired by Denmark Turkey's inclusion in the EU can contribute greatly Turkish entrepreneurs will open to the world via Lisbon Success on the way to civilization depends on change Turkey and Italy prepare for cooperation in third countries Serbia, Turkey sign 12 cooperation agreements Deik/Turkey-Spain Business Council's Visit to Madrid
Eurasia	Investment opportunities in Tajikistan are evaluated in DEIK Turkey-Azerbaijan-Georgia Triad Business Forum held in Istanbul Turkey, Uzbekistan sign agreements to increase cooperation in 10 different areas Turkey, Azerbaijan prepare for cooperation in agriculture	New period in Turkey-Ukraine economic relations New target for Turkey-Moldova Bilateral Trade: 1.5 Billion US Dollar Russia's Ulyanovsk Region expects Turkish investors Turkish and Russian business world convened in the Business Forum held in Izmir	High level economic cooperation with Uzbekistan on its eve to be actualized Cooperation with Russia registered Turkish National Day was celebrated at Astana EXPO 2017 First Business Forum of RECCA conferences held in Istanbul
The Middle East and the Gulf	Bahrain's importance for Turkey is growing 15th Turkey-Egypt Business Council Joint Meeting was held in Cairo DEIK Deloitte told about the curious Iran market	Turkish and Palestinian Business Representatives met in Istanbul New period in DEIK cooperation with Saudi Arabia	
Americas	DEIK gave pace to its Latin American activities specifically Visits of DEIK delegation to Cuba and Venezuela	President of Venezuela Maduro offers full support to Turkish business community New areas of cooperation with Canada are coming up	
Pacific Asia	Economic relations with Pakistan on the table Historical meeting between Turkey and India Turkey and the Sea Silk Road Workshop was held Turkish Business Community's historical visit to Uzbekistan	Step by step to FTA with Indonesia Turkish business world landed in Singapore and Vietnam Remove economic borders with Pakistan Turkish and Korean business circles meet at Business Forum in Seoul	DEIK announces research report which is prepared for a success story of East Asia: South Korea

Table 3 demonstrates the distributions of DEIK's activities in 2017 in six regions: Africa, Europe, Eurasia, the Middle East and the Gulf, America and Pacific Asia. When the news distributions of these events were examined, the kinds of events observed were: (15) in the African Region, (23) in the European Region, (12) in the Eurasian Region, (5) in the Middle East and the Gulf Region, (4) in the Americas and (9) in the Pacific Asia Region. When we examined the total of (68) different events, we reached the following topics:

Accelerating the discovery of the business world in Africa,
Advancement of commercial partnerships,
Planning collaborations in the health sector,
Holding two grand summit meetings,
Planning new agreements in trade relations,
Targeting new advances in agricultural trade,
Rescheduling collaborations,
Consideration of new business opportunities,
The revision of economic cooperation,
Contributing to the activation of the roles of Turkish investors,
Determining new goals in collaboration,
Cooperation with new countries in the regions,
Reassuring trust in economic relationships,
Evaluation of investment opportunities,
Determination of new areas of collaboration,
Arranging new agreements for partnerships,
Increasing market power in the regions,
Enlargement of trade volume,
Increasing Turkish investments in the regions,
The discovery of new attractive markets in the regions,
Organizing Turkey day in the countries of the region,
Business councils contacting with the countries of the region,
Expanding partnerships with the countries of the region,
Organizing Business Forums,
Making high-level economic collaborations,
Organizing Turkish national days in the countries of the region,
Periodical realization of partnership meetings of Business Councils,
Introducing new markets to Turkish investors,
Inviting the business world representatives of the countries of the region to Turkey,
Starting new periods of economic cooperation,
Speeding up activities with Latin America,
Visiting new countries of the new region,

Contacting regional government officials of the Turkish business community,
Discovering new areas of collaboration,
Periodical renewal of the analysis of economic relations,
Attributing historical importance to relations with India,
Actualizing the Sea Silk Road Workshop,
Attributing historical importance to Uzbekistan, developing relationships,
Improving contact with Pacific Asia,
Gathering business circles together at business forums,
Issuing a publication under the title of the success story of East Asia,
Targeting cooperation in the agricultural sector,
Determination of new economic objectives,
Bringing the business communities of the region countries together with Turkish investors,
Speeding up the development of business partnerships,
Paying visits to the state officials of the countries of the region,
Investigating certain country municipalities in the regions,
Supporting EU entrepreneurship,
Improving Turkey-EU cooperation in Turkey's progress to becoming a global actor,
Arranging new agreements for partnerships,
DEIK Business Councils visiting the regions,
Determination of new business opportunities,
Organizing triad business forums,
Determination of areas of collaboration,
Developing cooperation in the field of agriculture,
Starting new periods in economic cooperation,
Extending objectives in bilateral economic relations,
Encouraging Turkish investors

Table 4. Distribution of DEIK Events News in 2018 by Regions

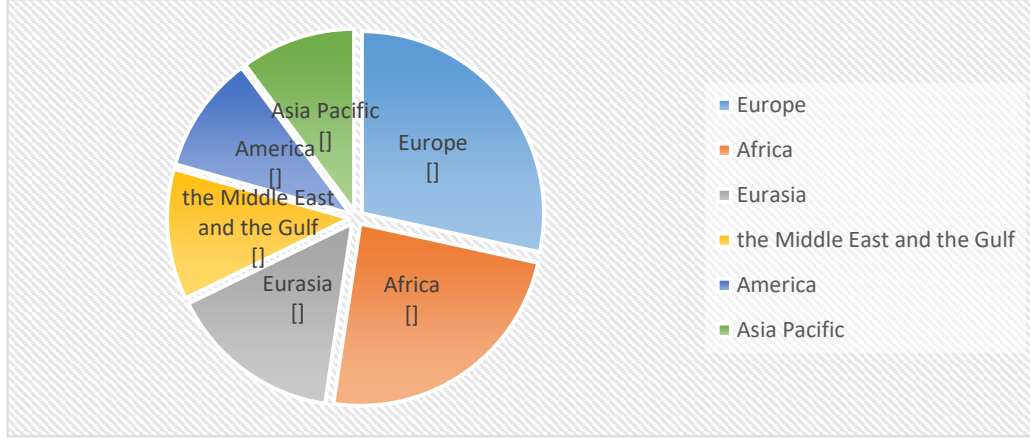
Region	Event News		
Africa	Working Meeting with Niger Prime Minister Brigi Rafini, hosted by DEIK Turkey-Niger Business Council was held on January 23, 2018 in Ankara Turkey's African landing: Trade volume increased 4 times in 15 years	Meeting and Networking Dinner with Chad Health Minister and the accompanying Health Delegation — Istanbul Turkey - Somali Business Forum held in Istanbul Turkey-Africa Economy and Business Forum Turkey-Africa Investment Seminar — Istanbul Slovenia Business Council's visits to Ljubljana — Ljubljana Meeting with Czechia Nanotechnology and Textile Business Board and Bilateral Company Interviews — Istanbul Turkey-Serbia Business Forum held with the participation of presidents of the two countries	Turkish President Erdogan calls on Africa to do business in local currency
Europe	Brexit to offer new opportunities in UK and Turkey cooperation Turkish Business Community Trusts in Bosnia and Herzegovina Turkey-Portugal's new trade target: 5 billion US Dollar The period of economic and commercial partnership with Malta begins Once again Turkey and Bulgaria after 10 years	Aiming 8 billion dollars in 10 years with Belarus Turkey and Mongolia meet through "One Generation-One Way" Turkey - Ukraine Business Forum — Ankara Canadian Finance Promotion Event — Istanbul Meeting and Business Interviews with Belarusian Chemical Industry Companies — Istanbul	African opportunity in Germany-Turkey cooperation President Erdogan raises the trade volume target with Hungary The second spring of Turkish-German relations
Eurasia		DEIK/Turkey -Russia Business Council delegation's visit to Rostov and Business Forum — Rostov Turkey-Tatarstan relations will continue to increase Trade cooperation with Kyrgyzstan is growing stronger Romania wants to take Turkish firms' ppp experiences as an example	Turkey and Azerbaijan will cooperate in agriculture sector Turkey, Kazakhstan aim a trade volume of 10 billion US Dollar
The Middle East and the Gulf	Turkey - Afghanistan Business Council's Kabul Visit and Official Visits Program — Kabul Turkey-Iranian Business and Investment Forum — Tehran Joint Meeting of Turkey-Iran Business Council — Tehran	Turkish Business Community meets Spanish Investors in Madrid New Era in Turkey-Iran Relations	
Americas	Turkey Venezuela Business Council brings business community and Maduro together Turkish-American Trade Relations restore trust in New York	Venezuelan-Turkey Business Forum took place in Caracas	
Pacific Asia	Turkey-Bangladesh Ceo Round Table Meeting - Istanbul New investments from Japan to Turkey are on the way	Vietnam's door open to Turkish companies Turkey-India Business Forum was held in New Delhi	

Upon reviewing Table 4, which includes the distribution of DEIK event news of 2018 by region, it has been identified that DEIK held (7) events in Africa Region, (11) in the European Region, (11) in the Eurasian Region, (5) in the Middle East and Gulf region, (3) in the Americas and (4) in the Pacific Asia Region and that the total number reached to (41). The identified content themes of these event news are as follows:

Visits of Turkish Business Councils to the countries of the region,
Speeding up Turkey's African landing,
Increasing the volume of African trade,
Organizing meetings for cooperation in the healthcare sector,
Organizing Business Forums with countries of the region,
Organizing Turkey-Africa Economy and Business Forum,
Organizing seminars for investments in Africa,
Calling on African countries to do business in domestic currency,
Evaluating Brexit in terms of new business opportunities,
Attributing special historical importance to the Balkans,
Determining new market targets for regions,
Increasing the trade volume,
Initiating economic cooperation, trade partnerships with new countries in the regions,
Renewing partnerships with some regional countries,
Increasing business contacts,
Initiating bilateral meetings in the field of nanotechnology and textile,
Organizing bilateral country business forums with the participation of high-level state authorities,
Fortifying cooperation with the countries of the region,
Increasing the volume of trade with the countries of the region,
Raising the trade volume target to a higher level with some region countries,
Organizing historic meetings with certain region countries as part of "One Generation- One Way"
Promoting some of the investment opportunities in certain countries,
Organizing business meetings with chemical industry firms,
Reciprocal country visits by Business Councils,
Planning fortification of collaboration with some regional countries,
Invigorating relations with certain regional countries,
Increasing cooperation in the agricultural sector, Sharing Turkish firm experiences with the countries of the region,
Planning to raise the trade volume to the highest level with some of the countries of the region,
Organizing Business and Investment Forums,
Increasing the number of reciprocal joint meeting of Business Councils,
Initiating new period cooperation with certain countries of the region,
Restoring trust in American trade relations,
Organizing Roundtable Meetings with the private sector managers of the region countries,
Making new investments in Pacific Asian countries.

In the review conducted in 2015-2018, it is clear that DEIK has concentrated mostly on the European Region. As shown in Graph 1, the European Region ranks first with 29% in event news distribution rates, followed by the African Region with 24%. It appears that DEIK most busily worked with these two regions in the last four years. While the Eurasian Region is in third place with 15%, the Middle East and the Gulf ranked fourth with 12%. And in the last two places there is America and Asia Pacific with 10%.

Graph 1. Distribution of DEIK Event News by Region in 2015-2018

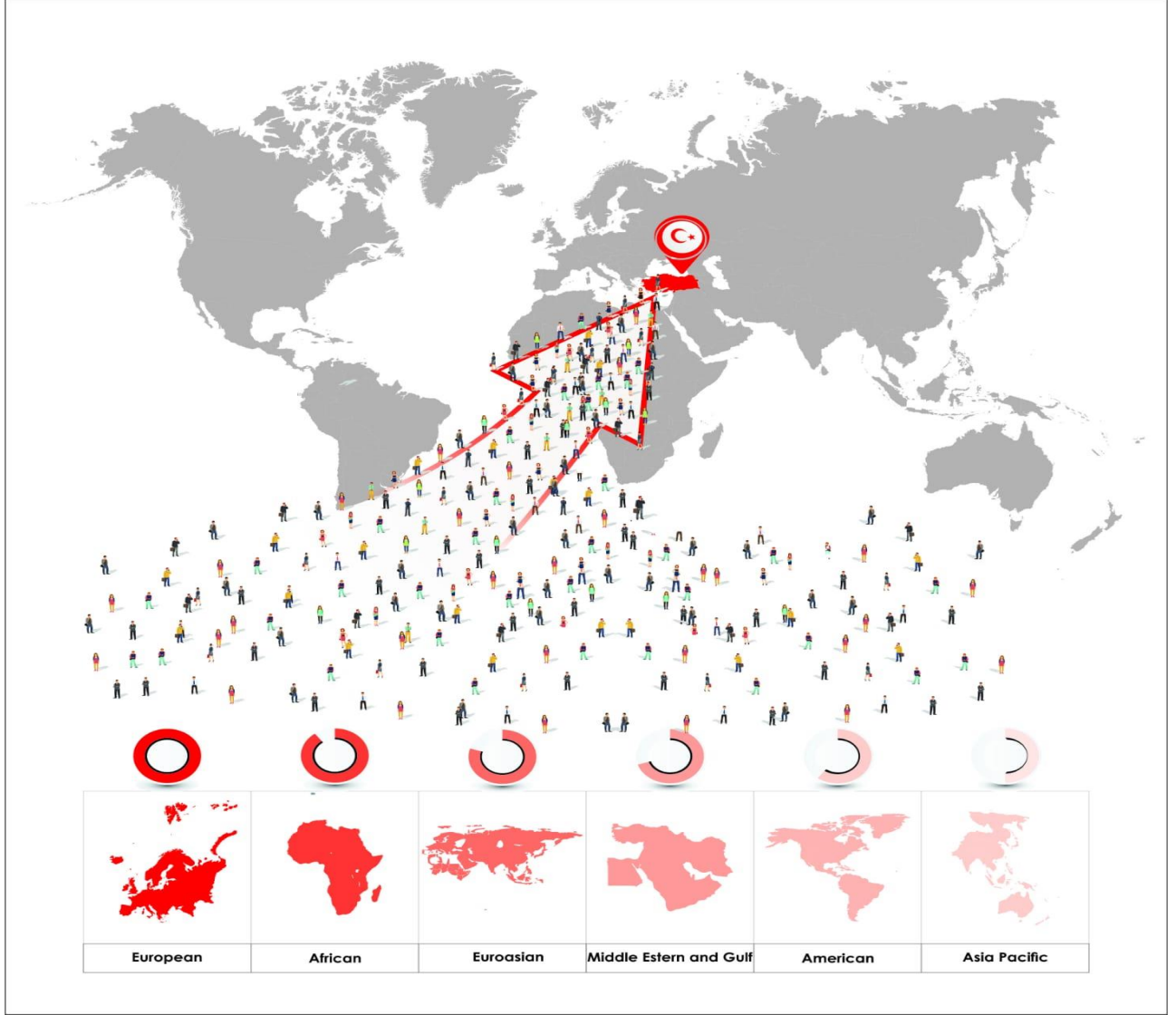


Within the framework of EU policies, it is understood that our collaborations with Europe, which are the priority in our commercial relations in the history of the Republic are continued within the same scope by DEIK. The fact that we have increased our trade relations with Africa with a rate of 24% obtained in Graph 1 can be explained by the added value given to African expansion in recent years. According to the research findings carried out on the six above-mentioned regions that DEIK acts as Turkey's mind that comprehends foreign economy with the mission of being the global horizon of the country, it is understood that DEIK carried out activities in regard to its responsibilities specified as (www.deik.org.tr/18.03.2019):

- Giving opinions to public institutions and organizations when necessary,
- Ensuring that companies deepen their existing markets and reach new markets,
- Organizing national and international events;
- Producing and implementing strategies and policies related to foreign economic relations,
- Producing the information that the business community needs in foreign economic relations,
- Engaging in efforts to ensure the attraction of direct foreign investment to Turkey
- Enabling the private sector to expand both national, regional and global interaction networks,
- Organizing educational programs to expand the company's corporate capacities in line with the goals of companies to become global players,
- Engaging in activities supporting public diplomacy and benefiting the development of bilateral and multilateral social relations,

- Representing the Turkish business community in international and multinational organizations and lobbying on behalf of the country on international platforms.

Figure 1. DEIK Event Densities by Regions in 2015-2018



It was identified that DEIK, which organizes highly intensive international events in six different regions (Figure 1), aims to improve cooperation between Turkey and other countries and sectors as well as the mutual trade volume. It is seen that, for this purpose, studies have been carried out on the creation of qualified business and cooperation, and thus a great effort has been made to create new opportunities for the Turkish business world.

On Conclusion International View

In foreign politics, “rational behavior requires the presence of a communication between purposes and means, and often the tools at hand designate the goals to be chosen.” (Gönlübol, 1985:214)

The peculiarities of determining foreign politics in a *bureaucratic-pragmatic* way are “situations like making decisions rather as a reaction to external circumstances and events than to change the power relations and power structure outside, and resolving problems by diplomatic bargaining method.” (Gönlübol, 1985:215)

Foreign policy shaping interstate relations has been realized behind closed doors for centuries and remained the *magic* box of political space. However, both the form and content of foreign policy outlook have changed as a condition for developments in the world. Technological innovations and democratization, these two weapons seem to have taken foreign politics away from being a “*forbidden zone*” only for the privileged. Diplomacy, which comes to mind first when talking about foreign policy, has opened its doors to the world in democratic societies.

Public opinion is an important tool of foreign policy. Democratization packages are one of the leading reasons why this factor has gained increasing importance in recent years. Effective implementation depends on the degree of democratization of foreign policy. Attributing a topic to public opinion, providing support for it, being accepted abroad increases the possibility of being effective. In national cases, being backed by the public will support the state in implementing decisions in foreign politics.

One aspect of the public opinion factor is to create internal public opinion, and the other important aspect is to prepare the foreign public opinion. Preparing the foreign public opinion can be seen as a kind of public relations work. Propaganda can be mentioned as another method used in creating public opinion. This method has often been used in diplomacy. In certain periods, governments in certain states have established Propaganda Ministries for this purpose. Of these, the Ministry of Propaganda conducted by Goebbels in Nazi Germany, is not easy to erase from memory. These ministries were then transformed into the Ministry of Information and Promotion or Press and Information Directorates under the Ministry of Foreign Affairs.

The objectives applied in foreign politics are either active or not according to the attitudes of the states. In dynamic, broad-horizon countries, active national goals are treasured. “Taking a state to great goals, consolidation of its place and role in the world, putting its future on firm principles, keeping the national excitement standing, developing its external presence and its relations with its historical ties are active goals. Inactive goals are status quoist.” (Gönlübol, 1985:215)

The weight of economic concerns is among the reasons behind the proactive approach observed in Turkish foreign policy since the beginning of 2000s. The efforts of Turkish business organizations to establish and develop business ties concentrating on the international arena cannot be considered separate from this approach. In this regard, economy/commercial diplomacy activities required to conduct foreign business relations necessitate cooperation between the state and the Turkish business organizations.

Consequently, the reality of today is that it is impossible to distinguish between foreign policy and economic relations, and that they interact with each other. As in every foreign policy step there is an

element of foreign economic trade seeking, in every foreign economic activity there is a concern to support foreign policy or at least to be in harmony with it. Therefore, as per Turkey's geopolitics and potential, an increased coordination and intensive work program in different areas of public diplomacy including economic diplomacy seems inevitable in its projection. The idea of being effective in management as a result of hundreds of years of development, opening its capital outside the country and transforming relations into multinational structure, over time, has exceeded local and national dimensions and has reached international dimensions.

In commercial diplomacy, which can be defined as the effective use of diplomatic channels in order to support trade relations between countries, DEIK has been one of the most active actors in Turkey in the last 32 years since its foundation. The prominent dynamics of commercial diplomacy can be expressed as “foreign trade” and “foreign investments.” In addition, service sectors such as tourism and education as well as technology-oriented collaborations can be mentioned as related areas. One of the most important services provided by commercial diplomats is to ensure the flow of information between the two economies or markets. Another thing that is connected with this is that the image of the country can be transferred to the opposite side in the most accurate way. The effectiveness of government and private sector cooperation is crucial in the success of their efforts in this diplomacy. In addition, it is key that the relevant institutions and actors act in an approach that is coordinated and in accordance with the country's economic policies. According to the research here, DEIK fully conforms to this framework with its structural features and the work it has carried out.

Established with the mission of conducting foreign economic relations of Turkey's private sector, DEIK has increased the number of its business councils to 145 as part of its recent spurt and this clearly shows what an important diplomatic organization this institution is. Therefore, as it is understood from this infrastructure, commercial diplomacy, which is an outstanding instrument of both the economy and the foreign policy for countries, will undoubtedly continue to be an indispensable value for Turkey.

Comments

1. F. Sönmezoğlu defines international politics, international relations and foreign policy issues in the introductory section of *Uluslararası Politika ve Dış Politika Analizi* (İstanbul, Filiz Kitabevi Yay.,1989) as following: International policy discusses and examines political relations between two or more states within the entire international structure. (...) International relations is a comprehensive term that encompasses all relations between governments, peoples and non-state organizations that cross the borders of the country. (...) As for foreign policy, if a person examines the behavior of a state or the behavior of states in general towards international environment, and under what conditions this behavior is formed, then this person is considered to be interested in foreign policy.
2. Commercial diplomacy; we can define as a form of communication between developing countries through the effective use of diplomatic channels with the main aim of creating political, social, lasting and radical effects. This form of communication, trade and concluding of agreements to invest emerges as a wide area where the development of international cooperation. (...) the dynamic nature of transboundary economy, globalization, Turkey's economy with the inevitable effect started to strengthen since the 1980s. In the international arena, it was inevitable to establish sound relations based on the win-win relationship. (...) Machievelli says that each change will always require other changes. The world is changing rapidly and every step in this process of change is a harbinger of a new transformation. The process of change experienced by the world has spread rapidly to almost every area with a domino effect. The economy and trade were among the largest areas of this change. Not from wars or cold wars, but from trade wars; we are talking about robots and the internet of objects, not the handmade production style. Countries now compete in the trade arena and show their strength here. Turkey also determine its future place in this new world order itself. (Olpak, 2019: 9-10)

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