

BEBKA**News**

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national development begins from local

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Regional plans are the most important Supplements of the national plan

Indicating that the regional plans are one of the most important references for development studies, Ahmet Yaman - the Deputy Secretary of the Ministry of Development says they are also the supplements of the national development plan.

In this issue in which we dealt with regional development, we took the opinions of Ahmet Yaman - the Deputy Secretary of the Ministry of Development who is one of the persons having a comprehensive knowledge of the subject. Explaining the importance of the regional development through examples, Yaman says that the regional plans equal to the local detailed analysis of the national competitiveness and development efforts. Yaman also thinks that the establishment of development agencies is the most crucial step taken for the regional development.

-What is regional planning? Why is it required?

-Regional planning is an intermediary plan type functioning as a bridge between the national development plan and spatial plans prepared in the level of immediate environment and settlements, thus having the certain characteristics of both plans. In other words, the regional plan serves both as a development plan and a spatial plan setting forth the spatial organization or settlement layout in the regional level. As can be understood from this definition, regional plans constitute one of the important references of the development strategy of our country and the works required by this strategy. Regional planning is one of the most important supplements of the national development plan.

-What are the means and policies employed to bring the development levels among regions in our country to a balanced level, to enhance regional and local development and to allow a sustainable and stable development? What is the role of Development Agencies?

-Recently, a significant process in terms of institutional capacity and embracement has started with the establishment of development agencies. Simplifying local embracement and collaboration for regional development, carrying out on-site works for developing strategies and analyses in regional development, financially and technically supporting projects and activities suitable to the regional development strategy, development agencies have begun to close an important gap in this field as high-quality expertise institutions. We can therefore say that the establishment of the agencies is the most important step taken for regional development in our country.

AGENCIES - THE STEP FOR REGIONAL DEVELOPMENT

Is it right to see the development agencies as institutions established for the purposes of regional development? How will these institutions contribute to local improvement, regional development, or national development?

-As the most important local institutions of the regional development, development agencies act in accordance with this vision and mentality in their own regions. In the upcoming period,



development agencies are expected to play a more deterministic and directive role in regional action plans or implementation programs prepared according to the regional plan or regional development strategy and regional and local investments of the institutions. Therefore, I believe that development agencies will become one of the most important institutions realizing micro reforms and structural transformations to be carried out by our country in terms of growth, national development, and competitive power.

-What are the concrete achievements of development agencies and contribution to local development and reducing interregional differences since their establishment?

-First of all, development agencies have been a platform of common sense constituted by the collaboration of provinces. Although the institutionalization process of development agencies still continues, this collaboration and cooperation environment has been a gain for development. Particularly the assigned and selected managers represented in the Board and representatives of nongovernmental organizations, institutions from each section represented in the development board have found the chance to share their knowledge and experiences, foresights, development policies, and project ideas, to consult with each other, and to benefit from the opinions and ideas of others. This helps both thinking in an upper level and creating a synergy and acting collaboratively thus acquiring faster and more efficient results.

REGIONAL DEVELOPMENT IS IMPORTANT FOR 2023 TARGETS

-What kind of a Turkey is targeted in regional development? What does the 10th Development Plan in preparation foresee in this respect?

-Regional development is a crucially important structural policy field that allows spreading our national development and competitive power in each section and territory. Pushing the limits of our country's potential production power will be in directly proportionate to its success in regional development. An economic and social structure that is unaware of the potential and sources in each territory of the country, that cannot analyze them well and turn into values, or that keeps them inactive cannot be thought to be working efficiently. In this respect, achieving the 2023 targets requires to be successful in regional development. Therefore, our new regional development policy is based on two facts: reducing regional development imbalances that make us experience many negativities and enhancing growth and national development by increasing regional competitive power.

Yöney: Logistic Village is Sine qua non of Bursa

The preliminary feasibility report of Bursa Logistic Village Project, which will be implemented by BUSIAD with 72 thousand Turkish Liras funded by BEBKA within the scope of Direct Activity Support, has been completed. Oya Coşkunöz Yöney, the president of BUSIAD and Development Council Member of BEBKA, has stated that the logistic village will greatly contribute to the economic and social development of Bursa.

The most important problem of industrially dense cities is to deliver the manufactured products to the purchaser as soon as possible. The Association of Industrialists and Businessmen of Bursa (BUSIAD), taking action on this deficiency of Bursa, has pushed the button to set up a logistic village - the only solution to the problem. BUSIAD has launched the Logistic Village Project by the support of the Governorship and Metropolitan Municipality for a Bursa that pushes the limits in a number of areas with its diversity and development.

Taking the first substantial step on this matter with the search conference held in July 2012, BUSIAD made an application to Bursa Bilecik Eskişehir Development Agency (BEBKA) to benefit from the Direct Activity Support Program of 2012. After BEBKA accepted the application, the project contract setting forth a supporting source of 72 thousand Turkish Liras was signed on the 15th of October. Feasibility works were completed in January, and the "Preliminary Feasibility Report for the Logistic Center of Bursa" was published. Oya Coşkunöz Yöney, the President of BUSIAD and the member of BEBKA Development Board, who has made great efforts to bring Bursa Logistic Village, said that "Logistic Village is a sine qua non for Bursa which has 13 organizational industrial zones. The Logistic Village providing important solutions to the traffic problem of Bursa will also considerably contribute to the economic and social development of the city.

WE HAVE A LONG WAY TO GO

Emphasizing that distributions in logistic villages from a single center, smart storing systems, and easy customs transactions would maximize efficiency. Yöney said "By this means, transportation will gain speed and efficiency, our products will easily be delivered to the world and will have the chance to compete with the increasing advantage. With our products delivered around the world through road, railway, air and sea transportation, we believe that we will bring important advantages to the economy of our country and our city. The Logistic Village Project will disburden the traffic to some extent, thus increasing our life quality. This significant project will also provide new employment opportunities for a number of people. Today, the number of logistic villages in Europe is over 60, and new logistic village studies are still carried out. In our country, however, 15 logistic village projects have been tried to be carried out. We have a long way to go."

Thanking BEBKA who supported the project, Yöney said "We attach great importance to this project in today's world where not only the quality of the products but logistics competes as well. We thank the governor of Bursa, Metropolitan Municipality and BEBKA for supporting the project. We wish to benefit from the efficiency and advantage to be brought in by the Logistic Village Project which is significantly important for Bursa."



The stand of BEBKA was the center of attention during the 17th EMITT Tourism Fair

The stands of Bursa, Eskişehir and Bilecik set up under the umbrella of BEBKA in the 17th EMITT Tourism Fair drew considerable interest from visitors.

The stands of Bursa, Eskişehir and Bilecik set up within the scope of the organization of Bursa Eskişehir Bilecik Development Agency in the 17th EMITT (Eastern Mediterranean International Travel and Tourism) Fair held in İstanbul were the center of attention with their historical, cultural and natural beauties.

This year's EMITT Fair, in which the provinces of Bursa, Eskişehir and Bilecik also participated in previous years, was opened by Ertuğrul Günay, the former Minister of Culture and Tourism. More than 150 towns and cities from Turkey and 4 thousand participators from 67 different countries attended in the fair.

CDs, booklets, brochures, and various promotion products were distributed to the visitors or the introduction of three provinces. The stand represented by the BEBKA Investment support offices, Governorships of Bursa, Eskişehir and Bilecik, Provincial Directors of Culture and Tourism, Promotion



Associations and sector representatives. During the fair, candied chestnut of Bursa, dessert of Mustafakemalpaşa, stick halva of Eskişehir, quince delight of Osmaneli, and famous boza and halva of Pazaryeri were offered to the visitors.

Within the scope of the Fair, Hacivat-Karagöz plays, Meerschäum and glass art of Eskişehir and Kınık potteries of Bilecik were performed by masters for four days.

We plan, support, and lead

Bursa Eskişehir Bilecik Development Agency (BEBKA) is an organization that leads development by improving coordination and collaboration between public, private, and nongovernmental organizations in the provinces of Bursa, Eskişehir and Bilecik, offers local solutions to local problems, and contributes to sustainable development with the efficient and appropriate use of sources.

As BEBKA, our vision is to determine the basic principles for the development of our region and to do the necessary planning, to support the organizations and institutions in our region in order to motivate local embracement, and to lead the relevant organizations and institutions in order to maximize the regional potential.

REGIONAL PLAN

In the regional plan of 2010-2013 Bursa Eskişehir Bilecik, which is a strategic document including the objectives and priorities that will lead the regional development prepared with the contribution of our shareholders, our vision has been determined to become, "a center of attraction in tourism with its living history, culture and nature; a leader with its entrepreneurial spirit; the most competitive production center of Europe with its innovative and knowledge-focused industry and agriculture; and a prosperous region

sensitive to the environment and people."

As specified in the vision, the plan is to adopt a sustainable development target that does not ignore social and environmental components while supporting the global competitive power of the region. The development lines determined in this respect foresee an increase in competitiveness in economical sectors, an increase in the quality of life in social area, and an approach sensitive to the environment.

In order to realize the abovementioned targets, we primarily aim to improve innovation and efficiency in production, to strengthen the organizational infrastructure, to develop the infrastructure of transportation, and to increase the energy efficiency. Furthermore, among the aspects with a critical importance in realizing the vision of the region are the activities of increasing in employment and workforce quality according to the needs of the region, strengthening the social capital by improving educational and health services, and allowing a sound urbanization.

Productivity and Competitiveness in Industry, Productivity in Agriculture and Rural Development, Variety in Tourism, Social Development and Employment, Sustainable Environment and Energy, Transportation and Logistic comprise the development axes of the Regional Plan.

The sector of ceramics has set the course to the railway transportation

The logistics costs, which is one of the burning issue of the ceramics sector – one of the leading sectors in the economy and mostly grouped around Eskişehir, Bilecik and Kütahya will have a more competitive nature with the ‘Eskişehir Bilecik Kütahya Ceramic Cluster – Logistic Project’.

The region of Eskişehir-Bilecik-Kütahya (EBK) was ranked among the ten most competitive regions within the Project of Improving Grouping Policy initiated in 2007 with the support of the Foreign Trade Undersecretariat (Ministry of Economy) and funded by the European Union. Following this, a road map was determined with the participation of regional actors in the sector of ceramics, and priorities and needs of the region and the sector were dealt within the scope of regional development.

In light of these developments, as the ceramic manufacturers in the region, established the Eskişehir Bilecik Kütahya Ceramic Cluster Association in May 2010 in order to comply with the competitive conditions and to increase innovation capacities of the companies, the Chairman Zeki Şafak Ozan said that energy costs, logistics and infrastructural deficiencies considerably prevented the growth and competitiveness of the cluster.

Reminding that logistics constituted one of the high-cost elements in the sector, Ozan said “Within the scope of Ceramic Cluster – Logistics Project, such common logistical facilities such as block train transportation has been investigated instead of harbor and road transportation which have a crucial significance in the sector, and the potential operation of the logistics center to be set up in our region was examined for our group.”

Ozan, stating that they aimed to allow more efficient use of the sources and to decrease the logistics costs and carbon emission with that preliminary determination study they believed that it would greatly contribute to the development of the region. He said that in the medium and long term, it would also contribute to the companies in the region in acquiring competitive advantages in the markets around the world.

100 % SUPPORT FROM BEBKA

Expressing that they set out with the need of improving more efficient use of railways in transportation instead of roads and logistics facilities Zeki Şafak Ozan said “We made an application to BEBKA in order to play an active role in the establishment and commissioning of Bozüyük Gündüzbey Logistics Center.



Zeki Şafak Ozan

The project prepared by the Cluster Logistic Working Team after the idea constituted in the Cluster Workshop held in June 2012 was handed over to the Development Agency in August 2012. The budget of the project, including the preparation of the feasibility report, publication of 100 reports, introduction of the project, and meeting costs, is 75.000 TL and is funded 100% by BEBKA.”

Ozan, stating that the aim of the project was to strengthen the culture of acting collaboratively by setting up working networks among the actors of the sector, said that in the long term, they aimed to obtain governmental support from the Turkish State Railways, Ministry of Transportation, Maritime Affairs and Communication, Ministry of Science, Industry and Technology, Ministry of Economy and Ministry of Development, thus making infrastructural investments which would serve not only for the Ceramics Cluster’s interests but for the interests of the economy and industry of the region as well.



The stands of BEBKA and the Governorship of Bursa Drew a great deal of attention in the ITB Berlin Fair

In the 47th International Tourism Exchange which is among the leading tourism fairs of the world and in which 10 thousand participators from 190 countries participated, visitors showed great interest in the stand shared by BEBKA and the Governorate of Bursa.

The stands of Turkey and BEBKA were flooded by both foreign and local visitors in the ITB Berlin Fair which was held in Berlin, the capital of Germany, between 6-10 Mart 2013 and where Turkey was represented with 105 stands and 122 participators in an area of 3079 m2.

The stand of Turkey, where natural and alternative tourism facilities were also promoted for the first time apart from sea, sand, and sun tourism, was visited by Bülent Arınç - the Vice Prime Minister, Ömer Çelik - the Minister of Culture and Tourism, and Hüseyin Avni Karshoğlu the Ambassador.



Turkey's stand was also chosen as the "Best of Europe" based on the choices of the visitors. Turkey brought its richness in the ecological tourism to the forefront in the fair this year.

ATM DUBAI IS NEXT

BEBKA will also participate in the Arabian Travel Market - the most important fair of Arab World and the Gulf Countries to be held between 6-9 May. BEBKA will contribute to the promotion of the region in the Arabian Tourism Fair where the special section of Ajman Sheikh is allocated to Turkey.

AWARD TO THE GOVERNOR OF BURSA

The 3rd TOUREXPI Destination Management Awards, determined by the votes of more than 40 thousand tourism professionals from all countries sending tourists to Turkey, were given to their owners. Şahabettin Harput, the Governor of Bursa and the Chairman of BEBKA, who initiated many promotion activities for introducing Bursa to the world and familiarized the prominent tourism investors of the world with the thermal tourism potential of Bursa, was given the award of the Best Tourism Governor of the Year. The award presented by İbrahim Yazar, the Deputy General Manager of Promotion of the Ministry of Culture and Tourism, was taken by Ahmet Gedik, the Provincial Director of Culture and Tourism of Bursa, on behalf of the Governor Şahabettin Harput.



82 projects applied For financial support

Project acceptances within the scope of 2012 Financial Support Programs of BEBKA expired in the 20th of March. 82 applications, 51 of which from Bursa, 17 of which from Eskişehir and 14 of which from Bilecik, were made for financial support.

Bursa Eskişehir Bilecik Development Agency (BEBKA) finalized its project acceptances on 20th of March 2013 within the scope of Financial Support Programs for 2012. The financial support programs, which were declared on the 24th of December 2012 and for which 20 million TL source was allocated, consist of the titles; Sustainable Industry, Small-Scaled Infrastructure for Tourism, and Tourism Promotion.

SUSTAINABLE INDUSTRY

The aim of the Sustainable Industry Program is to improve R&D and innovation and making common business and collaboration areas in industry, thus strengthening the competitive position of the region with an environmentally friendly mentality. In accordance with this purpose, the priority fields for the projects to be supported were determined to be the improvement of R&D, innovation, efficiency, and quality orientation of the region, the production of information and technology, increase in the quality of labor force, creation and improvement of collaboration and common-use areas, constitution of facilities for reducing the industrial pollution, and increasing the capacity of available facilities.

SMALL-SCALED INFRASTRUCTURE FOR TOURISM

The following fields were determined as prioritized projects to be supported within the scope of the Small-Scaled Infrastructure Program for Tourism aiming to diversify and spread tourism in Bursa, Eskişehir and Bilecik and to evaluate the tourism potential of the region: bringing the naturally, historically, and culturally potential areas back to tourism, improving the current tourism facilities, diversifying

tourism, increasing the alternative tourism facilities, and improving the service infrastructure for informing, guiding, and directing the tourist in the region.

TOURISM PROMOTION

The fields to be supported in accordance with the Tourism Promotion Program which aim to promote the tourism facilities of the region with effective and innovative methods thus making the region a center of attraction were determined as follows: promotion of the natural, historical and cultural elements and tourism facilities of the region in national and international areas, determination of historical, cultural and natural heritage inventories, providing promotion and access through the electronic environment thus improving new technologies and innovative applications for tourism facilities and accessibility.

20 million Turkish Liras in total, 8 million TL of which for the Sustainable Industry Program, 10 million TL for the Small-Scaled Infrastructure Program for Tourism and 2 million TL for the Tourism Promotion Program, was allocated for projects.

EVALUATIONS AT THE END OF MAY

The evaluation process of the Financial Support Programs for 2012 has been planned to be concluded at the end of May in 2013, and the projects eligible for support will be declared in the website of BEBKA. All applicants will also be informed in written on the evaluation results. The applicants eligible for support will be allotted a period of ten days for signing agreements with BEBKA. Following the conclusion of agreements, a specialist will be assigned for each projects and the implementation process of the projects will begin.

