

BEBKA News

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Bursa Eskişehir Bilecik Development Agency

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SMART MONEY

ANGEL INVESTING

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TURKISH ANIMATION SECTOR APPEARED IN THE WORLD SPOTLIGHT

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BRITISH SUPPORT TO BEBKA PROJECT...

"Bursa Eskisehir Bilecik Industrial Symbiosis Program" which started in 2014 was awarded with Newton Fund supported by both British and Turkish Governments. As part of the project, a 3 day-training programme was organized by BEBKA.

ANGEL INVESTING WAS DISCUSSED IN DETAIL

Participants who attended to the Angel Investing Panel organized by BEBKA in Eskisehir, shared their opinions regarding Angel Investing.



Bursa Eskisehir Bilecik Development Agency organized "Angel Investing" event that made a difference in the related field. Omer Zeydan, president of Eskisehir Commercial Exchange and BEBKA Development Board, made a speech at "Angel Investing Introduction Seminar and

Business Angels Panel" and he talked about the main characteristic features of business angels and the benefits they provide to the public. Metin Guler, president of Eskisehir Chamber of Commerce, explained the concept of angel investing and the necessity of understanding

the importance of this matter. After the opening speeches, the meeting went forward with the panel section.

ENTREPRENEURS HAVING BUSINESS IDEAS MET WITH INVESTORS

Bursa Eskisehir Bilecik Development Agency (BEBKA), brought the entrepreneurs having business ideas with growing potential together with investors from and out of Eskisehir.

BEBKA organized "Eskisehir Entrepreneur - Investor Meeting" with the goal of bringing the entrepreneurs having business ideas with growing potential which help development of value added sectors together with investors from and out of Eskisehir.

Omer Zeydan, president of Eskisehir Commercial Exchange and BEBKA Development Board

said in his speech that "development is the only way for Turkey to reach the targets and meet the expectations. The ultimate way of development is doing business. In this respect entrepreneurship as means of creating businesses is a significant matter that should be taken seriously."



Following the opening speeches, Eskisehir Entrepreneur - Investor Meeting finished after 15 minute presentations of the entrepreneurs and assessments of the jury.

TURKEY IS ON THE 6.TH RANK

According to 2015 EBAN Statistics Compendium report, Turkey is on the 6.th rank in angel investing and there are 850 business angels and 15 angel investing networks in our country. Accordingly 850 business angels financed 154 ventures with the amount of 31

million Euros by year of 2015. This indicates 38 percent growth in the amount of the funds compared to the last year. As a new concept for our country high growth rate was achieved on angel investing in Turkey.



GREATER RETURNS WILL BE ACHIEVED IN 10 YEARS

Ufuk Batum, the founder of Ventures & Mentors League, said that there is a high potential in angel investing in Turkey and he added that “We will obtain greater returns in the next 10 years in this field. Due to competition, the profits in conventional sectors will decrease and the businesses will head towards the future’s sectors. Now Turkey is on the breaking point. The conventional business people will take new business fields more seriously.”



WE RATIONALIZE THE HIGH AMOUNT OF MONEY EXPECTATION IN ANGEL INVESTING PROCESS

Dogan Taskent, Managing Partner of Arkan & Ergin JPA International, said that they changed the misunderstanding about the unrealistically excessive amount of money in peoples’ minds associated with angel investing. He also said that “When a solid solution came to light it is copied in only one day. But if you want to overcome this issue you must be able to create the other version of this solution,

so that you will be one step ahead. Or you must have extraordinary amount of money that will allow you to introduce your solution to the field through giant commercial campaigns and make it as an attraction center. But if you do not have enough money then you must focus on research-development in order to create the next solution.”



WE STRAIN BUSINESS IDEAS FIRST AND THEN OFFER THEM TO THE INVESTOR

Hulusi Berik, Founding Partner of Keiretsu Angel Investing Network, said that they strain business ideas, collect them in a pool and then offer them to angel investors. Mr. Berik emphasized that angel investors should act together with angel investor networks. He added that “How far can you reach on your own? How many projects will you able to hear about and learn the project details?

We provide them with the project information after the necessary filtration. For the development of our country, at least one or two entrepreneurs’ business ideas should be mentored and supported by angel investors to materialize the project.”



THE FUTURE IS ENTREPRENEURSHIP

Can K. Methson, Keiretsu Forum General Manager, emphasizing that the entrepreneurs are potential investors said that “the future is entrepreneurship. If Turkey can take necessary actions immediately it can utilize the opportunities before other countries. We are in a

better position in this regard but there are many more that needs to be done. Bursa and Eskisehir have high entrepreneurial potential. Thus a valley can be created on this matter.”

PRIVATE SECTOR SHOULD EMBRACE ANGEL INVESTING



Dr. Mufit Arberk, Vice General Manager at Undersecretariat of Treasury, said that they work on generating alternative financial tools regarding angel investing but private sector should embrace it and take on more responsibility in this field. He added that “We made legal regulations about tax exemption in this regard. When an angel investor takes in a partnership in a venture, he cannot be the controlling shareholder. If he can be, then this investor cannot take tax support.

13 applications from Bursa

According to April issue of Personal Involvement Capital Progress Report 2016 number of the issued licenses reached to 373 in total. Together with the 14 applications that is on progress, 387 license applications were filed. 79 percent of license applications are from Istanbul, it is followed by Ankara, Bursa, Izmir

and Kocaeli respectively. 13 license applications were filed from Bursa to Secretariat of Treasury. 37 percent of the applicants met the criteria of being wealthy, 34 percent of them met the criteria of being experienced and 29 percent of the same met the criteria of having high income. Analysis of the investment appli-

cations to the Undersecretariat of Treasury for the tax advantage showed that capital transfer in amount of 3.9 million Turkish Liras was made for the 14 investment applications that were completed by March 2016.



DRAWINGS CAME TO LIFE



Turkish and foreign investors, sectoral doyens, producers and directors shared their experiences with young talents.

Under coordination of Governorship of Eskisehir, 2.Anatolia Animation and Digital Works Festival was held by Bursa Eskisehir Bilecik Development Agency (BEBKA) on 10-11 May 2016 this year with aim to develop potential animation sector in our country.

At the Festival, Turkish and foreign investors, sectoral doyens, producers and directors shared

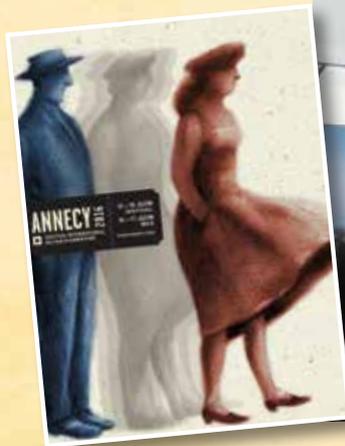
their experiences with young talents and it contained many events such as panels, conferences, workshops, film screenings, live drawing shows and poster making activities.

Additionally, the students also got the opportunity to meet professionals from the sector and submit their portfolios. At the Festival, for the first time this year, an area was allocated

for the stands of the leading animation, game, visualization and advertisement firms. So that a sectoral meeting took place at the event which allowed the companies to increase their sectoral knowledge, apply the new information and exchange ideas with other companies.

TURKISH ANIMATION SECTOR APPEARED IN THE WORLD SPOTLIGHT

BEBKA attended to the An-necy Animation Film Festival in France and introduced the animation works of Eskisehir and Turkey to the world.



As part of the works to develop the potential in animation sector in Eskisehir, Bursa Eskisehir Bilecik Development Agency (BEBKA) attended to the An-necy Animation Film Festival which is one of the leading animation festivals in the world.

At the Festival which was held between 13 and

18 June, BEBKA opened a stand with a concept of "Anatolia Animation / Turkey- Eskisehir" and informed the visitors about the Animation Festival and Animation Contest which is organized by BEBKA in Eskisehir for two years.

The officials from the leading animation studios in Turkey got the opportunity to hold meetings

at BEBKA's stand with many country representatives of the other animation companies attended to the festival.

Bad Cat, the feature-length Turkish Animation Film which was showcased at the Festival received a high level of attention from the viewers.



TURKEY IS ON THE STAGE OF MAKING A DECISION

William (Bill) Dennis, the main speaker of 2.Anatolia Animation and Digital Works Festival, who is the founding partner of International Animation Consulting Group talked about the animation sector based on his experience of 20 years in this field. In his speech, he also shared his thoughts about what Turkey should

do more in this regard. Mr. Dennis gave an interview to BEBKA Haber and said that "Turkey is on the stage of making a decision to choose its path to follow towards better and bigger animation sector. He added that "it requires devotion, money and patience to grow animation sector in Turkey. In the long term this provides

many returns. For the countries like Turkey, it is necessary to build a solid background in order to be a world known actor in this sector. And that requires four factors: animation school or university, fully equipped studio with high capability, creative projects and marketing and team."



ANIMATION MUST BE THE TOOL, NOT THE GOAL

Nezir Kanbur, 3D Animation and graphics designer, made a speech at the conference at the festival and the topic of the conference was "Animation as a communication tool in sectors with high technologies". He said that the main obstacle to the

development of the animation sector in Turkey is seeing it as a goal instead of a tool. He added that although we should focus on the quality rather than quantity, a remarkable amount of animation works in our country is perfunctory. This mindset makes it to

be seen as a goal which turns it into a simple render. We must understand that animation is a tool. But we take it as a goal and make it just because others make it.



ANIMATION CHARACTERS ARE CLOSE TO PEOPLE

Anima İstanbul is Turkey's one of the biggest animation studios. They make not only the commercial films but also the full-length films such as Bad Cat. Mehmet Kurtulus, founding partner of the company, shared his experiences with the animation

students at Eskisehir Animation Festival. He said that animation characters are more close to people and hence at the commercials they easily steal peoples' heart. Mr. Kurtulus emphasized that they succeeded to enter Chinese film market follow-

ing German, Middle Eastern, North African, Middle and South American markets. He added that he thinks Turkish animation companies should do business abroad and Turkish animation sector needs to have a share from international market.



ANIMATION CHARACTERS ARE CATCHIER

Caner Apaydin, creative team leader of Alametifariqa Advertising Agency, made a presentation at Eskisehir Animation Festival with the subject of "the success of animation characters at the communication". Caner

Apaydin was in the creative team of a commercial film of Garanti Bank in which animation characters were used. He explained the reason of using animation in commercials. He said "it makes the film catchier and

more sympathetic. For this reason, we often use animation characters at the commercials but making a commercial film with animation characters are more difficult than shooting it with actors and actresses.



IT IS NECESSARY TO INVEST IN PEOPLE IN ANIMATION SECTOR

Cemre Ozkurt who was in the production team of Gopher Broke, the Oscar nominated animation film, said that the road to success in animation sector goes through investing young talents. Mr. Ozkurt also gave suggestions to the young people who

aspire to work in animation sector. He said that "their works should be brief and to the point. They should try to specialize in one subject as animation and game sector require this. It would be better to work on one part of the work rather than

trying to be able to do everything at once. However it is also important to try to learn all other parts of an animation work and to be able to see the whole picture. And last but not least, working hard is the key to succeed in this sector."

BURSA PRESENTATION FROM BEBKA IN LISBON

BEBKA representatives made a presentation about Bursa at the Resilient Cities Network Summit in Lisbon and explained the city's resilience in terms of economic, social, environmental and societal aspects.



Julide Alan, Head of Planning Department at Bursa Eskisehir Bilecik Development Agency (BEBKA) and Elif Boz Ulutas, Planning specialist, made a presentation at the Resilient Cities Network Summit in Lisbon about Bursa which is one of the ten chosen cities worldwide. The event was organized by The Organization for Economic Co-operation and Development

(OECD). Ministers, mayors, city representatives responsible for economic and social development, specialists and academicians from ten chosen cities attended to the meeting.

At the meeting, BEBKA explained Bursa's resilience in terms of economic, social, environmental and societal aspects. The officials from

BEBKA met with Mayors, city administrators and bureaucrats from different parts of the world. At the presentation, BEBKA representatives emphasized economic, social, environmental and societal resilience factors that are different from other nine cities.



"Bursa Eskisehir Bilecik Industrial Symbiosis Program" which started in 2014 was awarded with Newton Fund supported by both British and Turkish Governments. According to the programme, BEBKA undertook feasibility studies and organized symbiosis workshops in all three provinces with participation of local companies to estimate the potential of industrial symbiosis to deliver benefits for business and environment in the region. After feasibility studies, priority sectors were identified.

As part of Newton-Katip Celebi Fund supported by British Council and within the frame of "Building Capacity on Industrial Symbiosis for Resource Efficiency and Transitioning to a Low Carbon Economy in Bursa Eskisehir Bilecik

Region Project", a 3 day-training programme was organized by BEBKA.

Ahmet Hikmet Sahin, Deputy of Secretary General of BEBKA and Deputy Governor of Bursa, made a speech at the opening of the training and said that "at the second phase of the BEBKA Industrial Symbiosis Programme, pilot projects will be developed and conducted. As part of the Project, along with the 3 day-training programme, a study visit to the United Kingdom, an Industrial Symbiosis Conference and Project Brokerage Event in Bursa will be organized. I am glad that this Project will also contribute to reinforcing the cooperation between Turkish and British governments."

During the 3 day-training, various subjects related to Industrial Symbiosis were taught. Peter Laybourn, the founder and general manager of International Synergies Limited (ISL), said that they have 15 years of experience in this field. He reminded that Industrial Symbiosis were first considered as a tool for waste management but in time it turned out that it is a new approach which contains different related models within itself."

Ian Humpreys, Operations Director of ISL, emphasised that it was a fruitful training that motivated the attendants to move their objectives forward and he also informed the attendants about how to put the gains of the training into practice.

ULUDAG LOOKS FOR ITS DIRECTION IN TOURISM

As part of the works for the goal of extending Uludag's tourism facilities to four seasons, "Uludag Sustainable Tourism Plan Introductory Meeting and Workshop" was held.

Under the coordination of Bursa Governorship and run by Bursa Eskisehir Bilecik Development Agency (BEBKA), "Uludag Sustainable Tourism Plan Introductory Meeting and Workshop" was held at BOF Hotel in Uludag with the goal of extending Uludag's and its immediate surroundings' tourism facilities to four seasons, develop and sustain these facilities and make Uludag an international tourism attraction center. At the meeting and workshop, actions to be taken regarding the future of Uludag were discussed.

Munir Karaloglu, Ex-Governor of Bursa, made a speech at the opening of the meeting and pointed out that there are many institutions and organizations claiming ownership over Uludag and he added that "sometimes this situation can create problems. In a place like Uludag where this many institutions carry authority, a decent plan

is required in order to perform effectively on the matter. Yusuf Ulcay, Rector of Uludag University, also made a speech at the meeting and said that "the matter in Uludag must be handled as a whole and it should not be projected only as a ski center.



BEBKA ORGANIZED A TOURISM WORKSHOP FOR ULUDAG MOUNTAIN DISTRICTS

Local stakeholders got the opportunity to express their opinions about extending tourism in Uludag to whole year at "Uludag Mountain Districts 4 Seasons Sustainable Tourism Workshop" organized by BEBKA.

Yahya Gungor, 2. Regional Manager at Ministry of Forestry and Water Affairs, said in his speech that they work on making Uludag a tourism center that can be utilized in year-round. Ferdinand Posnik, Senior Specialist at ATC Consultancy, shared his opinions based

on his long years of experiences on the matter. Additionally a presentation was made by Julide Alan, Head of Planning Department at BEBKA, about Uludag Sustainable Tourism Plan.

