



Quarterly Report Q2 FY 2012

The International Relations Office (IRO) by WORLD TRADE CENTER San Diego (WTCSD), created to coordinate the international protocol needs of the San Diego region, offers a comprehensive approach to hosting international delegations and dignitaries by providing expertise in the region.

Vision statement: The IRO creates a world-class experience for visitors and a positive image of the region.

Mission statement: Formed and as an inter-agency clearinghouse, the IRO qualifies inbound delegations and matches them to relevant public and private organizations in the San Diego region while streamlining processes and leveraging collective resources to maximize individual objectives.

EXECUTIVE SUMMARY

The IRO completed its eighth quarter of operation on December 31, 2011. To date, the program has hosted 101 delegations from 45 countries with 669 delegates orienting themselves on foreign direct investment and development, trade, government, clean energy, technology, academic and cultural opportunities in San Diego.

The IRO will maximize individual objectives by facilitating connections with relevant public and private organizations in the San Diego region, plan and coordinate events, meetings and tours, coordinate arrivals/departures at San Diego International Airport (SDIA), and assemble detailed itineraries and supporting biographies on organizations and their representatives.

The region has seen high level delegations from the Philippines, Mexico, Iraq, Russia and China interested in cross border commerce, development and foreign direct investment, and international exchanges of information in the fields of sciences, technology and clean energy.

The current quarter showed increased interest in technology/electrical/software, governmental activities and trade as compared to Q2 FY 2011.

The office continues to track trends. The IRO remains flexible and accommodating as many delegations give little advance notice, adding value to those regional partners and organizations that avail themselves of the program services.

DELEGATIONS RECEIVED

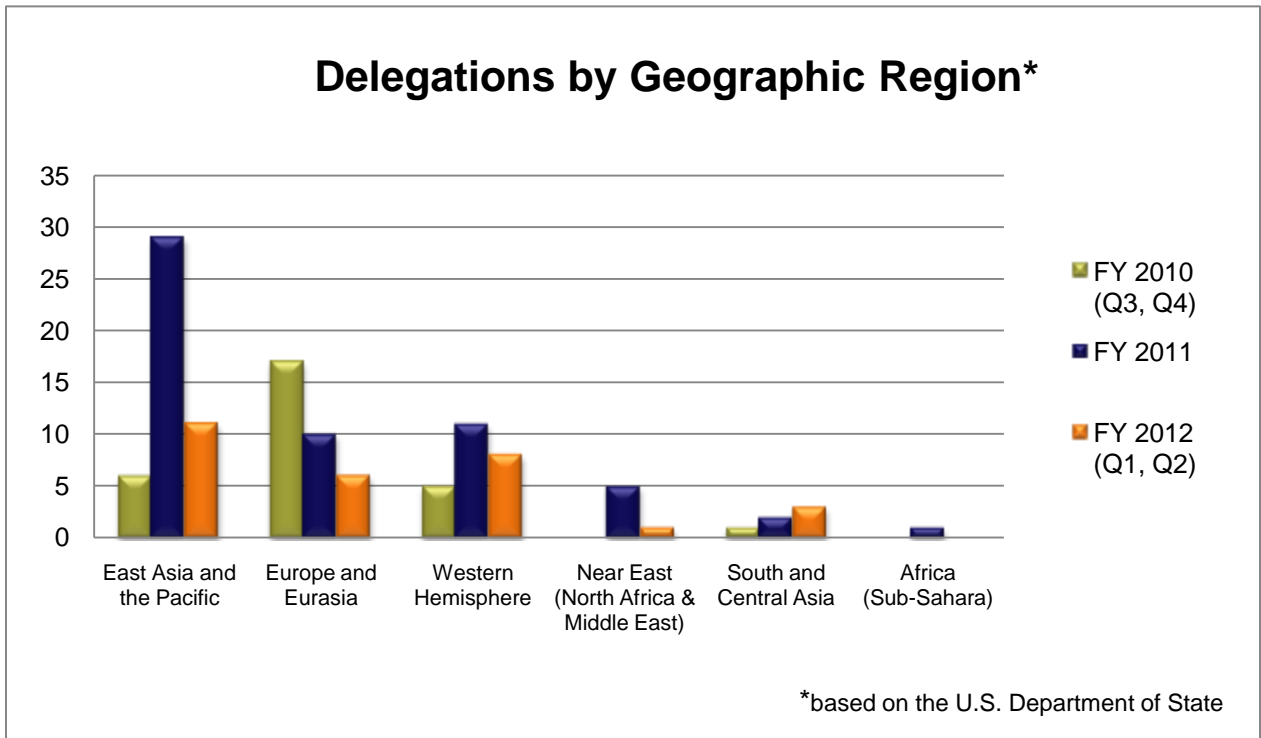
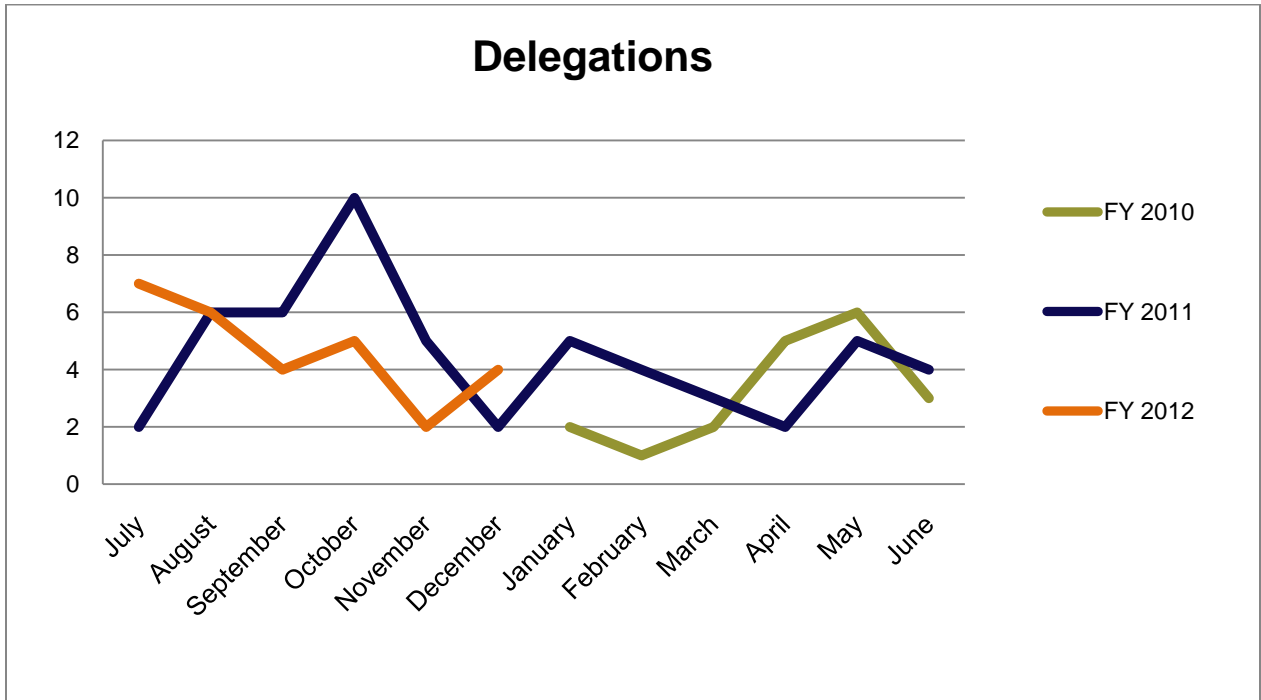
Date	City/ Province Country	Delegation	Number of Delegates	Services Provided
October 10	Philippines	Government	1	Facilitated airport arrival, Asia Desk Business Series: Philippines event
October 10	Lithuania	Business FDI/DEV	3	WTCS D meeting
October 18	Xiamen, China	Government Business FDI/DEV	5	Arranged meetings
October 21	Global Leadership Institute, Korea, Japan, China, US	Education	25	WTCS D Capabilities
October 25	Zug, Switzerland	Business FDI/DEV	1	WTCS D Capabilities, matchmaking for potential event
November 21	Mexico	Government	2	Facilitated airport exit, arranged entrance to Admiral Club
November 29- December 17	Baghdad, Iraq	Government Education	10	Facilitated airport arrival, transportation and interpretation, travel arrangements
December 2-4	Philippines	Government	3	Facilitated airport departure
December 7-9	Russia	Government Leisure Business Clean Energy	20	Facilitated airport arrival/departure, transportation, set-up meetings and dinner
December 12	Turkey	Government	7	Qualified delegations
December 16	Guanxi, China	Trade Business DEV	8	WTCS D Capabilities, arranged presenter

DELEGATIONS IN REVIEW

This quarter the IRO worked with delegations that were referred from the Mayor of San Diego, the Unified Port of San Diego, the US Department of Commerce, the Consul General of Mexico, UCSD International Relations Pacific Studies and SDSU CIBER.

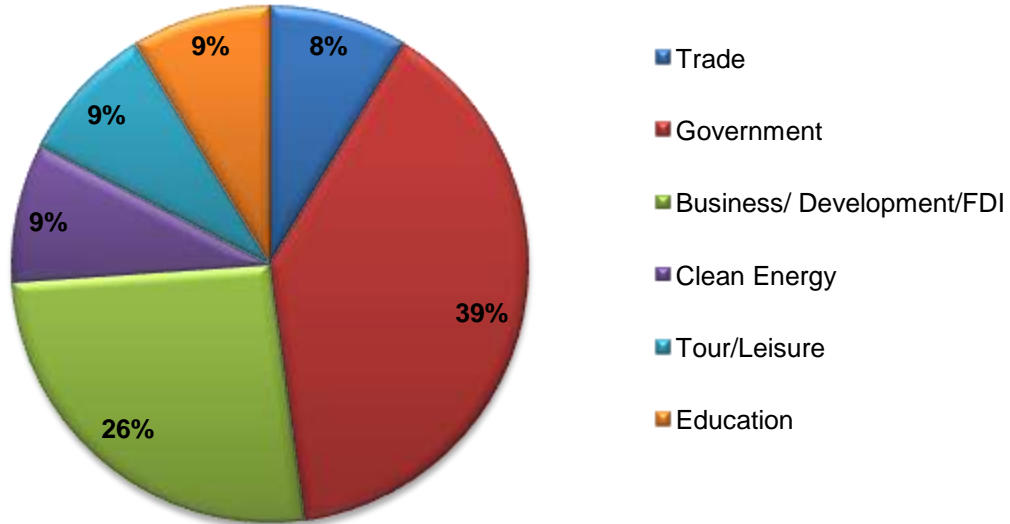
The program has noted increased numbers of delegations coming from East Asia and the Pacific, the Western Hemisphere, and the South and Central Asian regions.

Trends show delegations arriving on Monday and Tuesday with several airport greetings occurring on weekends. Delegations average 3.4 days per visit.

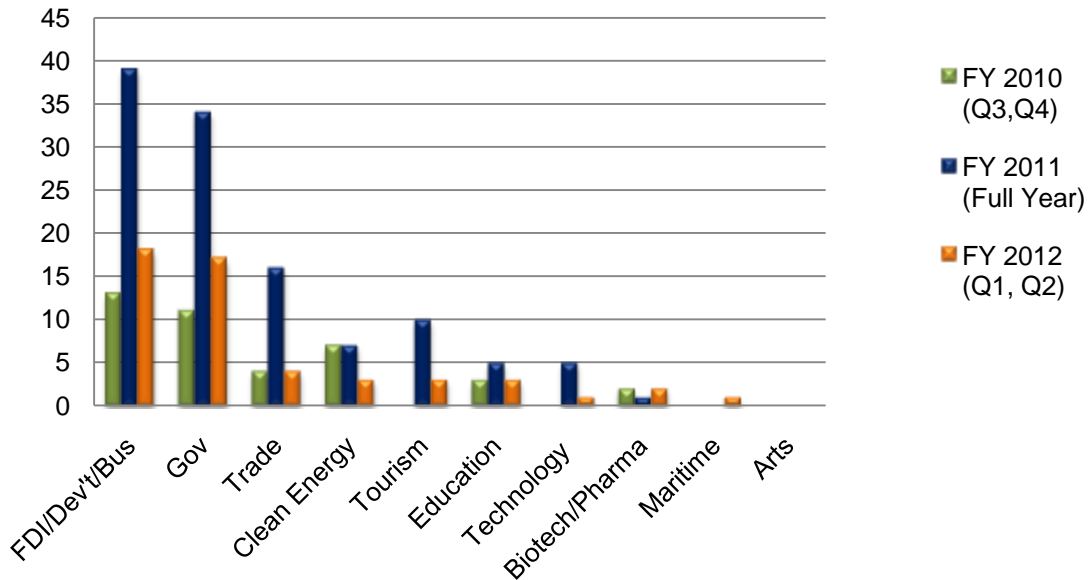




Industry Analysis FY 2012 Q2



Industry Analysis by Fiscal Year





COMMUNITY OUTREACH

The IRO continues to have a close working relationship with regional municipalities, and collaborates with: the County of San Diego, trade associations, universities, regional and international chambers of commerce and economic development agencies. The program is actively participating with local, state and federal entities to include: Office of the Governor of California, Port of San Diego, San Diego International Airport, SANDAG, SDSU CIBER, Supervisor Ron Roberts, Transportation Security Administration (TSA), U.S. Customs and Border Protection, U.S. Department of Commerce, and the U.S. Department of Energy.

MARKETING: “Your Connection to Commerce and Culture”

International Outreach: Campaign initiated to re-engage past delegation participants in an effort to bring them back to the region. The outreach resulted in drawing groups to San Diego that were not scheduled to visit prior to contact.

Web-Site Exposure: Through our ongoing partnership with the San Diego Mayor’s Office of Protocol, there is an alternative avenue for international delegations to seek IRO services: <http://www.sandiego.gov/commlegissvcs/protocol/>

Country Information Briefs: Created single-page information/etiquette sheets for use by local organizations including the Mayor of San Diego, businesses, universities, government agencies, hotels and restaurants to familiarize themselves with customs and general background on **85 countries** to date (Afghanistan, Argentina, Australia, Austria, Azerbaijan, Bahrain, Belgium, Bolivia, Bosnia & Herzegovina, Brazil, Brunei Darussalam, Bulgaria, Cambodia, Canada, Chile, China, Colombia, Costa Rica, Croatia, Cyprus, Czech Republic, Denmark, Ecuador, Egypt, Ethiopia, Finland, France, Georgia, Germany, Ghana, Greece, Hong Kong, Hungary, India, Indonesia, Iran, Iraq, Ireland, Israel, Italy, Jamaica, Japan, Jordan, Kenya, Korea, Kuwait, Laos, Lebanon, Lithuania, Malaysia, Mexico, Morocco, Nepal, Netherlands, New Zealand, Nicaragua, Norway, Oman, Pakistan, Panama, Peru, Philippines, Poland, Portugal, Qatar, Romania, Russia, Saudi Arabia, Serbia, Singapore, Slovenia, South Africa, Spain, Sri Lanka, Sweden, Switzerland, Taiwan, Tajikistan, Thailand, Tunisia, Turkey, Turkmenistan, United Arab Emirates, Ukraine, Venezuela, and Vietnam). The “Custom and Etiquette” briefs are sent as a community service. To date, **190 briefs** have been sent throughout the region. Please contact our office to receive C & E briefs: iro@wtcsd.org.



WORLD TRADE CENTER
SAN DIEGO

Turkey



Country Overview:

Location: Southeastern Europe and southwestern Asia, bordering the Black Sea, between Bulgaria and Georgia, and bordering the Aegean Sea and the Mediterranean Sea, between Greece and Syria

Size: 783,562 sq km

Population: 78,785,548

Capital: Ankara

Export-commodities: semiconductors and electronic products, transport equipment, garments, copper products, petroleum products, coconut oil, fruits

Import-commodities: machinery, chemicals, semi-finished goods, fuels, transport equipment

Religion: Muslim 99.8% (mostly Sunni), other 0.02% (mostly Christians and Jews)

Ethnic groups: Turkish 70-75%, Kurdish 18%, other minorities 7-12% (2008 est.)

Language: Turkish (official), Kurdish, other minority languages.

Government Type: republican parliamentary democracy

Chief of State: President Abdullah GUL (since Aug. 2007)

Head of Government: Prime Minister Recep Tayyip ERDOGAN (since March 2003)

Turkey is the 17th largest economy in the world.



Republic of Turkey / Turkiye Cumhuriyeti

Meetings and Negotiations

- Be **punctual** for business appointments.
- Address your Turkish counterpart by stating their title or Mr. / Mrs. and their last name. Ex: Manager Mudur Bey or Mr. Mudur Bey

-The customary greeting is to extend a handshake (not too firm or prolonged) with a smile.

-Turks enforce **business hierarchy** when negotiating, within seating, and when entering a room. Acknowledge the most senior person first (the person leading or in the front, or the eldest).

Business Attire

-Dress formally and conservatively; well-tailored business suits are ideal but a long sleeved shirt paired with a necktie is fine. For men, favor dark colors and for women, light colors.

Behavior

-**"Saving face"** is an important concept to understand. In Turkish business culture, a person's reputation and social standing rests on this concept. Causing embarrassment or loss of composure, even unin-

tionally, can be disastrous for business negotiations.

-Always have multiple business cards on hand (exchanged in business and non-business situations). Expect to see English on one side and Turkish on the other. Keep coloring and font simple.

-The traditional way of presenting your business card is to use two hands (or only your right hand). When receiving others, take a few moments to read it and then place it on the table or in your card case (not in your pocket!). Never write on or fold a business card.

-Limit your use of hand gestures while talking. Avoid making the "Ok" sign with your fingers; this is considered very vulgar within Turkish culture.

-Maintaining eye-contact during conversation is fine but staring is considered rude.

-Standing with your hands placed on your hips or in your pockets indicates anger and displeasure.

-Keep your feet flat on the ground when sitting; showing the bottoms of your feet in Turkey is considered insulting.

-Be aware that your Turkish visitor is most likely Muslim, therefore, the left hand is seen as dirty, pork and alcohol are not generally consumed. Also, your visitor may need to step out of a meeting for prayer.

Gift Giving

-Gift giving in a business setting is not common etiquette. Although, will be accepted. Use discretion when giving a gift; select a gift that is modest.

-Use your right hand when passing over your gift. A large gift should be presented to the entire group, whereas a small gift should be given to everyone present.

-The receiver may politely turn down the gift at first but be persistent and they will eventually accept. The gift is not opened in the givers presence.

Appropriate Gifts:

-Items with your company logo, a gift specific to your own culture/region such as food stuffs or craft items

Gifts to Avoid:

-Fruits, alcohol or alcohol products, personal items, perfume, any products containing pork

Business Tips continued

Conversation

-Relationships are fostered in the office, over extended lunches, dinners, and social outings.

-Begin with small talk to build a relationship before delving into business negotiations.

-Turks will rarely answer a ques-

tion with a blunt 'no.' Be aware that a 'yes' that sounds hesitant or weak usually means 'no.'

-Speak in a quiet, gentle tone; moreover, remain calm. Vital that you maintain eye contact while speaking since Turks take this as a sign of sincerity.

Topics to Discuss:

-Food, weather, travel, arts, soccer, family

Topics to Avoid:

-Race, politics, religion (Islam), gossiping, criticizing any aspect of Turkey, Turk-Kurdish relations, North Cyprus, and EU membership

International Relations Office by WORLD TRADE CENTER San Diego

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FUNDING

Sponsorship: The IRO continues to approach community innovators to support the program. We would again like to thank San Diego International Airport, Qualcomm, Gen-Probe, County of San Diego, San Diego Convention Center Corporation, San Diego Regional Economic Development Corporation, Cali Baja Mega Region, Unified Port of San Diego, California Center for Sustainable Energy, Whitney M. Skala A.P.C, and the Imperial Valley Economic Development Corporation for their continued support.

Fee-for-Service: The private business sector has requested IRO services related to hosting clients during visits to the region. The IRO can qualify incoming groups, organize meetings, facilitate airport arrivals/departures, and arrange transportation, lodging and entertainment. Services are provided on an hourly basis or quarterly retainer, and are designed to reduce opportunity costs. The average delegation requires ten hours of preparation and execution of services.

TESTIMONIALS

It was indeed a pleasure to have met you in San Diego. I am so glad that I decided to make that visit to San Diego to meet with the Filipino-American community. It was a very fruitful meeting for me, thanks to my colleagues in the LA Consulate, and I hope to bring back my wife sometime next year so she can likewise experience the warmth of the people and the beauty of the city of San Diego. I appreciate very much the assistance you extended to me at the San Diego International Airport for my return trip to Washington DC. Without your assistance, I don't think I could have made my flight on time considering the long queues at the security counter. The services you provide to Dignitaries is indeed very much appreciated.

Ambassador Jose L Cuisia, Ambassador of the Philippines

The WTC's International Relations Office was invaluable to us in planning and completing a very successful DEO arranged Russian Trade Delegation visit to San Diego. The visit was immeasurably better as a result of the work of Nancy and her team. The next time we have an opportunity to host an international visit to San Diego, there is no doubt who we will call first.

Jim Waring, President/CEO Clean Tech San Diego

"Thank you Nancy. Your help was invaluable. Everything you touched for us in the brief time you had has made a huge difference. Look forward to working with you more in the future."

Chris R. Chase, Manager, Environmental Systems Division, InterOcean Systems, Inc.

International Relations Office



"I would like to write to convey my thanks for the excellent support you and your staff provided the visiting Russian trade delegation during their time in San Diego. As you know, the U.S. Department of Energy organized and sponsored a clean energy technology trade delegation composed of Russian small and medium-sized enterprises to meet counterparts in the U.S. and encourage business-to-business links. Your office provided valuable hospitality, which I know made the Russian delegation feel right at home. In particular, your "red carpet treatment" for delegates entering and exiting the airport set the stage for fruitful business discussions in a welcoming atmosphere."

"On a special note, I also commend you for your excellent meeting suggestions. Your insights and recommendations were invaluable during the planning phase of the visit. Because of your guidance and leg work, the Russian delegates connected with key U.S. businesses, some of which might not have taken place without your guidance. I look forward to working with you in the future, as we plan additional return visits to San Diego."

Michael Apicelli, US Dept. of Energy, Policy and Int'l Affairs

International Relations Office



DELEGATION VISITS



Former President Fidel V. Ramos
October 9-10



Xiamen Municipals People's Government, China
October 18



Global Leadership Institute Fellowship
October 21



Ministry of Environment, Iraq
November 29-December 17



Russian Trade Mission
December 7-9

