

February 11th, 2008

PARTICIPATION IN THE WORKSHOP TURKEY PARTNER COUNTRY 2008

Dear Ladies and Sirs,

We are glad to inform you that, by invitation of the National Institute for Foreign Trade, the President Walter Fontana will present our successful experience in Turkey at the workshop "TURKEY PARTNER COUNTRY" that will take place in Turin tomorrow February, 12th.

On this occasion, Mr. Fontana is going to explain the undertaken internationalization strategy and how this choice let the company consolidate its own leadership and grow successfully.

Please find enclosed the presence programme.

Thank you for the attention,
Best Regards

WORKSHOP “TURKEY PARTNER COUNTRY”
Torino, Congress Centre Torino Incontra - Sala Giolitti - 12th February 2008

PROGRAMME

4:00 p.m. Registration

4:30 p.m. - Mr. **Alessandro Barberis** - President of the Torino Chamber of Commerce
- Mr. **Enrico Barbieri** - Director of the Italian Trade Commission - Torino
- Mr. **Celal Sönmez** - Chairman of the Bursa Chamber of Commerce
- Mr. **Murat Yalçıntaş** - Chairman of the Istanbul Chamber of Commerce

4:50 p.m. - Mr. **Roberto Luongo** - Director of the Italian Trade Commission – Istanbul
Turkish economic outlook and trade relations between Turkey and Italy

5:10 p.m. - Mr. **Prof. Ercan Tezer** – Secretary General of the OSD - Automotive Manufacturers Association
The automotive industry in Turkey 2008 and beyond

- Ms. **Ozlem Gulsen** - Secretary General of the TAYSAD - Association of Automotive Parts & Components Manufacturers

Overview on the component field, technological needs for the qualitative improvement and collaboration opportunities with Italian manufacturers

5:40 p.m. - Mr. **Murat Senir** - Purchasing Manager FORD Otomotiv San A.S.
Purchasing strategies and cooperation opportunities

- Mr. **Ferruh Arar**- Purchasing Manager TOFAS Turk Otomobil Fabrikasi A.S
Success story of an Italian manufacturer in Turkey – Italian and Turkish working together, Cultural features.

- Experience of an Italian company located in Turkey

6:15 p.m. Questions & Answers session

6:45 p.m.

VETIS Welcome Cocktail