



The U.S. Trade and Development Agency in cooperation with  
The U.S. Commercial Service presents:

# TRADE TALK: TURKEY

## A Conversation for U.S. Companies Highlighting Aviation Sector Opportunities in Istanbul

**USTDA 1000 WILSON BLVD SUITE 1600, ARLINGTON, VA  
WEDNESDAY, MARCH 13, 2013 // 10 AM - 11:30 AM EST**

In response to the rapid growth in air passenger traffic, the Government of Turkey intends to invest \$10 Billion to build the country's Third Istanbul Airport (TIA). Plans are already underway and now is the ideal time to position your firm for success in the upcoming procurements.

Join us for our Trade Talk to learn how your company can benefit from the tremendous opportunities this project presents and the U.S. Government resources available to help you succeed. Specifically, we will discuss:

- Overview of the Turkish market
- Promoting your business in country
- U.S. Foreign Commercial Service support for TIA opportunities
- USTDA's export promotion programs
- U.S. Government advocacy & trade financing resources

### FEATURED SPEAKERS:

**The Honorable Leocadia I. Zak**  
Director of USTDA

**Ambassador Francis J. Ricciardone, Jr. (Video Conference)**  
U.S. Ambassador to the Republic of Turkey

**Michael Lally (Video Conference)**  
Commercial Counselor: U.S. Embassy, U.S. Commercial Service

**Carl B. Kress**  
Regional Director for Europe, Middle East, North Africa and Eurasia

**Henry Steingass**  
Regional Director for South and Southeast Asia  
Team Leader for the Aviation Sector



### PROCUREMENT OPPORTUNITIES:

Full-field architecture  
Ground radar  
Terminal radar  
Ground handling systems  
Fire safety  
Security systems  
Temporary power  
Aircraft parking vehicles  
Baggage tracking and delivery

**REGISTER TO ATTEND  
BY EMAILING:**

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