

**ISTANBUL  
ANCIENT CITY,  
BRAND NEW  
STORY.**

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BRAND  
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# WELCOME TO ISTANBUL

Uncupio Catistu sidees huceriapiem intermilis. Gra clernitem obus con puliaec omnices senatquod ad arit, ochchuid confiri, que me caellementem intemuredem unt.

Rorius ad rehemus occhus At vigitium, tusqua et norave, stiam faut ficiem iam mustrat immoent eresti, delis, Cas optem nostrunt. Simultilissi finatiacre me mor pro hilius esidi, cum ta, erterobse publicut ina, foribusus inu quodi, nos ina, quam linatuidius adhum aut ves confitatis ni sit in simo pota, quid issente, erravesis con num apestemultus fuium ario, consi popublissili publica stiliis. Uctatiliam atiam. Maes boniurnum ad intus habesupimum nonsicerum hala in venteri caelis coent.

Epos invehebus mena deo us nonteri perit; nocuper fecupione hoca in tus ponlocchuit.

Ena, num iam dis. Simo me culium quitatque estaberit vestandac faciocaudeo ve, urenihin Itam Patilib usultu ma, paterfi caverit.

*Ethem*  
**İMAMOĞLU**  
Mayor of Istanbul



# WHY ISTANBUL

Uncupio Catistu sidees huceripiem intermilis. Gra clernitem obus con puliaec omnices senatquod ad arit, occhuid confiri, que me caellementem intemuredem unt.

Rorius ad rehemus occhus At vigitium, tusqua et norave, stiam faut ficiem iam mustrat immoent eresti, delis, Cas optem nostrunt. Simultilissi finatiacre me mor pro hilius esidi, cum ta, erterobse publicut ina, foribusus inu quodi, nos ina, quam linatuidius adhum aut ves confitatis ni sit in simo pota, quid issente, erravesis con num apestemultus fuium ario, consi popublissili publica stiliis. Uctatiliam atiam. Maes boniurnum ad intus habesupimum nonsicerum hala in venteri caelis coent.

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- Simultilissi finatiacre me mor pro
- Maes boniurnum ad intus habesupimum
- At vigitium, tusqua et norave
- Huceripiem intermilis
- Foribusus inu quodi, nos ina
- Optem nostrunt.
- Mustrat immoent eresti

## AT A GLANCE



Population:

**15 million**



Area

**5.343 m<sup>2</sup>**





# GLOBAL GATEWAY

## Connectivity, Diversity, Accessibility The Land of Stability & Confidence

Economic, trade and international relations put aside, what has really allowed Istanbul to become a hub at the crossroads are several successive civilizations. People to people contact, increasing number of international visitors add value to Istanbul's cultural and natural treasures, offer ample opportunities to contribute genuine understanding and mature bond of friendship.

Turkey's Shining Star on the Rise

A Most Favored Relationship

Acclaimed as two of the world's best airports, Ataturk Airport and Sabiha Gokcen Airport provide effortless access not just to Turkey but also to the Balkans, the Caucasus, the Middle East and beyond.

With more than 70 airlines now servicing Istanbul, these two airports offer global connections to 90 million passengers annually.

While ranking among the world's major airline companies with its impressive growth figures and already having the world's 4th largest flight network by flying to 301 destinations in 121 countries, Turkish Airlines continues to grow by adding new destinations to its expanding network. According to Skytrax, which is recognized worldwide as the professional, unified airline quality rating classification and the airline

industry benchmark for quality excellence, Turkish Airlines has picked up three awards this year; "Best Airline in Southern Europe", "World's Best Business Class Lounge", and "Best Business Class Dining Lounge" in the 2018 World Airline Awards.

A Globally Respected City The challenge that faces most cities outside America is how to change the terms or balance of a relationship that is already to a large extent global, as emphasized in the 10 Traits of Globally Fluent Metro Area Report of the Brookings Institution.

Strategies will differ depending on the economic, political, and geographic factors that distinguish regions from one another. However, all metropolitan areas share the initial step on the path to global fluency: evaluate rigorously the strengths and weaknesses that together define their global position.

Larger cities in emerging economies like Istanbul will now play the primary mediating roles for their nations and regions, acting as hubs and junction boxes for new global interactions. Cities of Opportunity Report of PwC entitles Istanbul as one of the most dynamic cities in the world. Istanbul is specified as one of the "dreamlands" that captures your imagination.



# GLOBAL GATEWAY

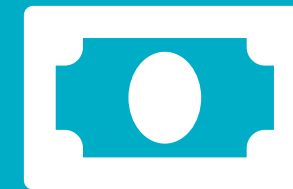


## AT A GLANCE



Turkish Airlines becomes #1 in the world, flying to most countries worldwide:

**121 countries & 301 destinations**



Access to a market of **US\$30 trillion** with 1.5 billion people in 4 hours of flight range

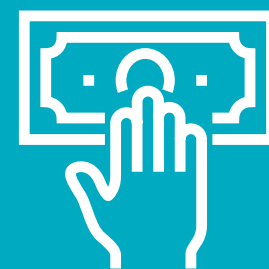


Turkish Airlines Picked up 3 awards in the **2018 Skytrax World Airline Awards**

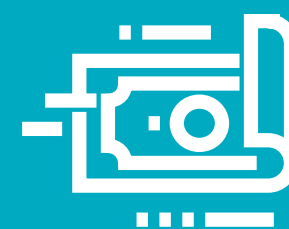
# ISTANBUL: ECONOMY OVERVIEW



9th MAJOR  
European  
City Regarding  
Business Friendliness  
(fdi Magazine -2018)



US **\$ 17,1 k**  
GDP per Capita  
(Türksat - 2017)



Us **\$257**  
billion GDP  
(Türksat - 2017)



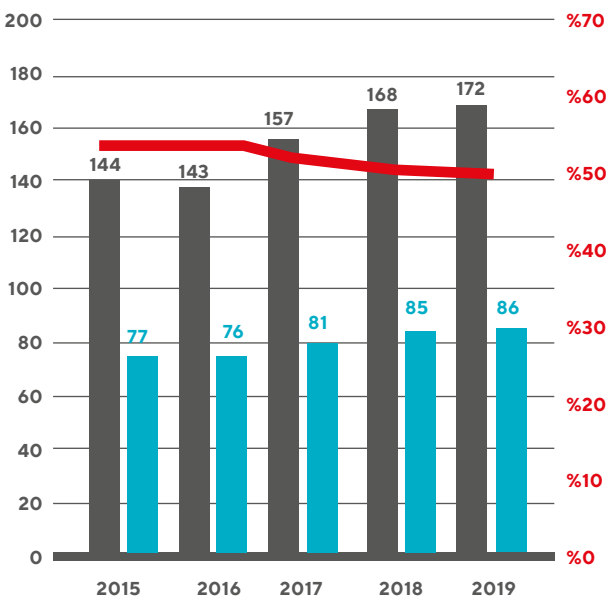
Istanbul's  
Economy is Larger  
Than Approx.  
**130 Countries**



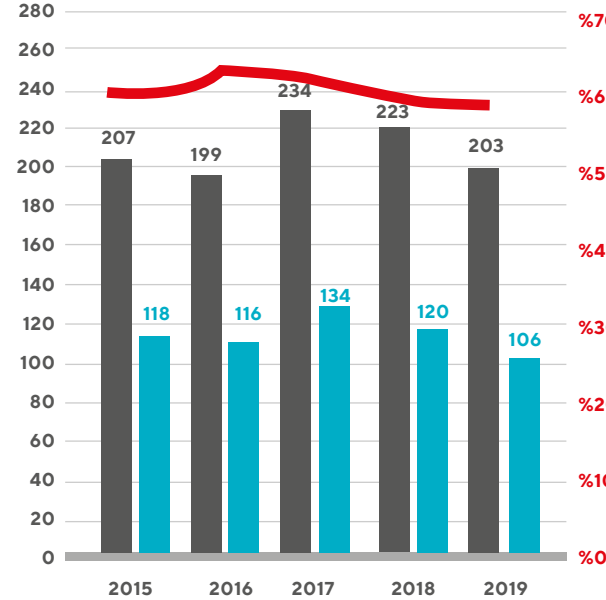


# TURKEY AND ISTANBUL FOREIGN TRADE

EXPORT VOLUME



IMPORT VOLUME



■ Turkey (US\$bn) ■ Istanbul (US\$bn) ■ Share of Istanbul (%)



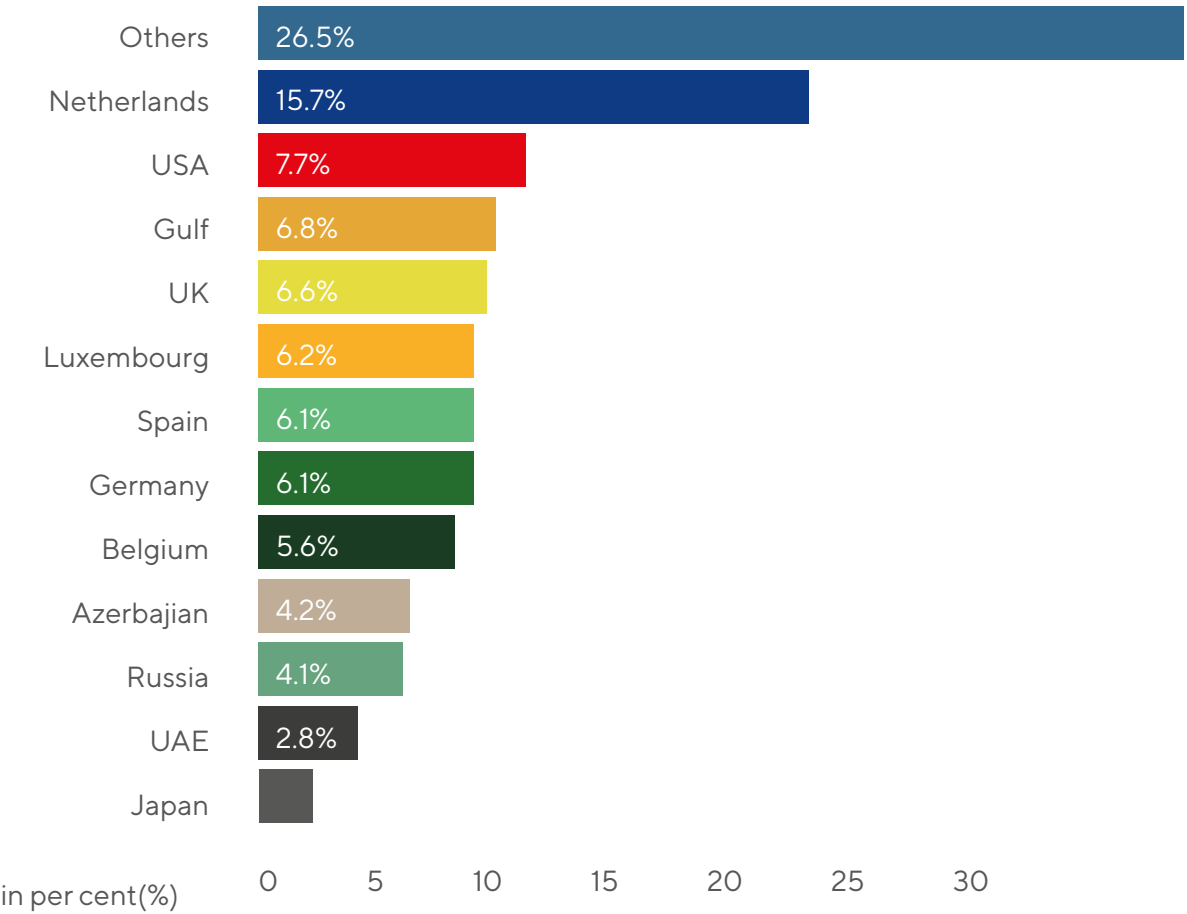






# INVESTMENT FLOW MAJOR COUNTRIES

**FDI Inflows to Turkey by Country**  
Cumulative 2002-2018





# INVESTMENT FLOW MAJOR COUNTRIES



**31%**  
Istanbul's Share in  
Turkey's Total GDP



**\$ 206 Bn**  
Foreing Trade  
Volume



**40 K**  
Companies with  
International Capital

Istanbul having 31% of total Turkey's GDP is the commercial capital of Turkey and hosts most of the foreign investors as the primary basis. The city is transforming to a smart and connected city in the recent years and still has a significant potential for transformation in the coming future for technology developers...





## This is Istanbul...

The geographical center of the world...

Throughout history, this incredible city has united continents and served as a commercial hub and the center of civilizations...

This city has attracted investors and gifted people for thousands of years.

As the saying goes, "Its streets are paved with gold".

Today, 70 percent of the young and educated 16 million people who populate this dynamic city actively participates in the workforce.

Istanbul produces one third of Turkey's Gross National Product alone.

Istanbul's economy is larger than 130 countries, including Finland, Greece and Portugal.

With 15 million foreign visitors a year, it leads the biggest tourist destinations in the world.

Each year, this number grows faster than its counterparts.

Istanbul is a global intersection with three major airports, land-sea routes and rail systems connecting Asia and Europe.

In short, Istanbul has everything required to become a more globally significant center of attraction.

However, this magnificent city could not fully realize its potential until recently.

And today, Istanbul is getting back on its feet.

The newly elected Istanbul Metropolitan Municipality office has set out with the vision of making this exciting metropolis a fair, green and creative city.

Istanbul is now ready to fully open its doors to foreign investors.

Established by Istanbul Metropolitan Municipality for this purpose, the Istanbul Investment Agency has started its efforts to attract more foreign investors, talent and visitors to the city.

The Istanbul Investment Agency is an organization established to facilitate the lives of all foreign entrepreneurs who want to invest in Istanbul.

The Agency, which will provide consultancy, coordination and moderation services with a "one stop shop" concept, will handle all bureaucratic transactions and remove the obstacles faced by the investors.

It will also provide countless free-of-charge services, such as collaborating with local companies, providing updates about business developments and sharing new opportunities.

## Make a fresh start in the world's center.

Are you ready to make a fresh start?

Population of 16 million

70 percent active workforce

One third of Turkey's Gross National Product

An economy larger than 130 countries

15 million tourists a year

Istanbul, Atatürk and Sabiha Gökçen Airports, Marmaray Rail Line

Eurasia Tunnel

Istanbul is getting back on its feet.

A fair, green and creative city





# LIFESTYLE

## Quality of Life

A city's quality of living standards is certainly an important element for employers & employees to consider. As the world continues to recover from the global economic and social distress, Istanbul converts itself into a vibrant and limitless city with its countless opportunities and cultural background. In a poll carried out by one of the world's leading business news dailies, the Financial Times, Istanbul was chosen as the most livable city in the world, followed by London and New York.

Another Index is released about crime rates of the cities by Numbeo. Crime Index is an estimation of overall level of crime in a given city or a country. Numbeo, which is the world's largest database of user contributed data about cities and countries worldwide, concludes that Istanbul with a ranking of 109th is among the safest global cities ahead of Rome, Washington, DC, Paris and Dublin in the classification of Crime Index.

## Level of Hope Maximized

Turkey has made considerable progress in improving the quality of life of its citizens over the last two decades. Money, while it cannot buy happiness, is an important means to achieving higher living standards. In Istanbul, the average household net-adjusted disposable income per capita is higher than Turkey's average with a substantial difference.

Humans are social creatures. The frequency of our contact with others and the quality of our personal relationships are thus crucial determinants of our well-being. Helping others can also make you happier. The level of hope of Istanbul's inhabitants is 79%, way ahead of its global counterparts.