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Why Türkiye

"We believe 3M's culture of innovation built on 3M Science is a perfect match for Türkiye's economic dynamism. 3M's global manufacturing and technological legacy, combined with the skills and dedication of our Turkish employees, continues to strengthen both 3M and the Turkish economy. We look forward to continuing this partnership."

Andrew P. Bennett
Senior Vice President
Country Governance and Emerging Markets



"Between 2000 and 2023, we invested approximately EUR 4.2 billion across the sectors we operate in—mobility, industrial technology, energy and building technologies, and consumer goods. Our plants and R&D centers in Türkiye are vital to our global network. At Bosch, we continue to develop technology that is 'invented for life' in Türkiye, with the same enthusiasm as on day one."

Daniel Korieth
President and Regional Representative
Bosch Türkiye



"Thanks to its highly skilled workforce and favorable location near key markets, Türkiye remains a strategic hub for GE Aerospace. For nearly 60 years, we have contributed significantly to both the commercial and defense aviation sectors."

Dr. Aybike Molbay
General Manager
Türkiye Technology Center



"In line with Toyota's global 'Mobility for All' vision, we aim to leave no one behind. Through our multi-pathway approach, we contribute to the electrification of the Turkish automotive industry by producing premium-quality hybrid and plug-in hybrid (PHEV) vehicles and batteries, leveraging our advanced engineering capabilities and skilled workforce."

Erdoğan Şahin
President and CEO
Toyota Motor Manufacturing Türkiye



Who We Are

Investment and Finance Office is the official organization that:

- Promotes Türkiye's investment environment and supports investors
- Reports directly to the President of the Republic of Türkiye

What We Do

- Present investment opportunities and provide support throughout all stages of the investment process
- Serve as the main point of contact for international investors and coordinate with national, regional, and local institutions involved in investment promotion
- Offer free-of-charge services, including:
 - Market data and analysis
 - Site selection support
 - B2B meeting arrangements
 - Coordination with relevant government bodies
 - Facilitation of legal processes such as business registration, incentive applications, and obtaining licenses and work permits
- Expertise in a wide range of sectors: Agrofood, Automotive, Business Services, Chemicals, Defense & Aerospace, Energy, Financial Investments & Startups, Financial Services, ICT, Infrastructure, Life Sciences, Machinery, Business Services, Financial Services, Mining & Metals, Real Estate and Tourism.

How We Help

- Multilingual support (Turkish, English, German, French, Italian, Arabic, Spanish, Chinese, Japanese, and Korean)
- One-stop-shop approach
- Result-oriented and solution-driven
- Private-sector mindset with full confidentiality
- Focused on high-tech, value-added, and employment-generating investments

Where We Are

We are here to facilitate your investment in Türkiye.

OUR GLOBAL LOCATIONS



**INVEST IN
TÜRKİYE**



invest.gov.tr

Türkiye:

Nexus of Digital

1. Infrastructure

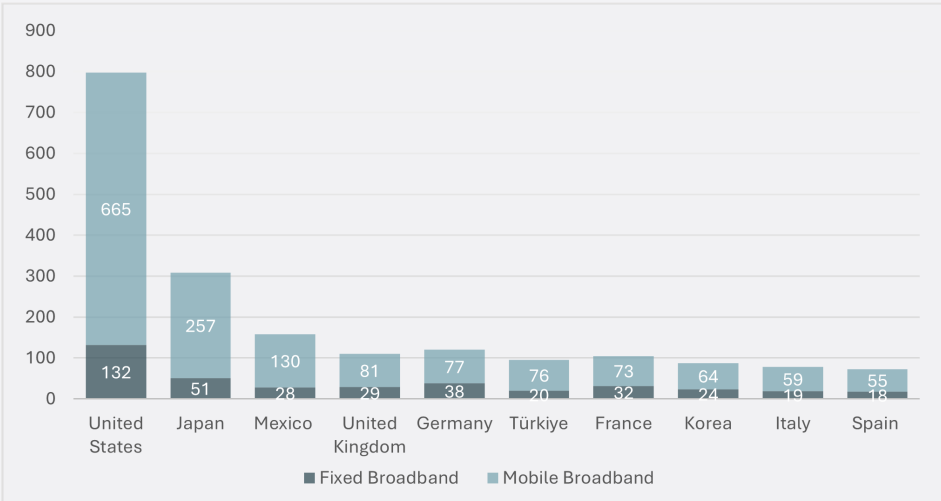
Digital Infrastructure & Connectivity

-  **96.4 million broadband subscriptions** - doubled since 2010, making Türkiye Europe's 6th largest online population
-  **605.000 km of fiber-optic network with 8.1 million fiber subscribers** providing nationwide high-speed connectivity (as of 2024 Q4)
-  **70% smartphone penetration** keeping everyone connected
-  Türkiye's cloud market reached around **USD 480 million** with robust data center infrastructure.
-  Digital Türkiye Portal (e-government) serves **over 64.5 million users** with more than 7.800 services from 1.028 institutions.
-  Türkiye matches EU27 levels in digital government adoption and online form submissions.

Technoparks & R&D Centers

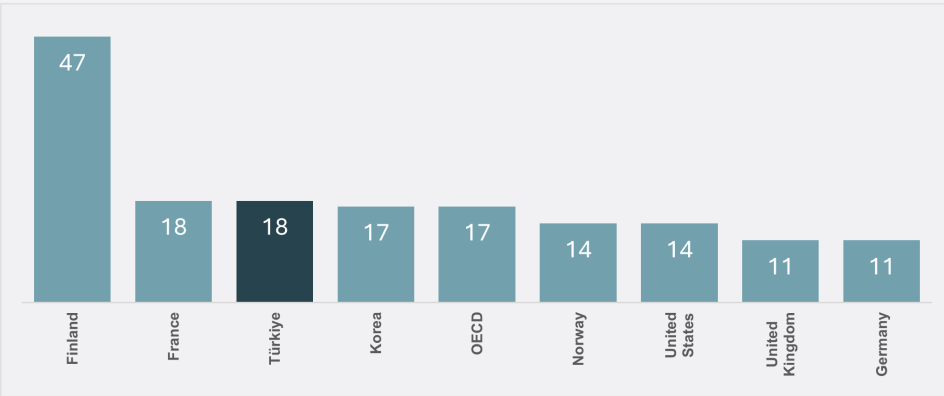
- 113 technoparks** employing over 120.000 people across around 12.000 companies **with exports totaling USD 14.8 billion**
- The country hosts **1360 R&D centers** with almost 90.000 employees
- Türkiye invests **1.4% of GDP** in research and development.

Fixed and Mobile Broadband Subscriptions (in millions)



Source: OECD Broadband Portal, 2024 June

Mobile Data Usage (GB per month, per mobile broadband subscription)

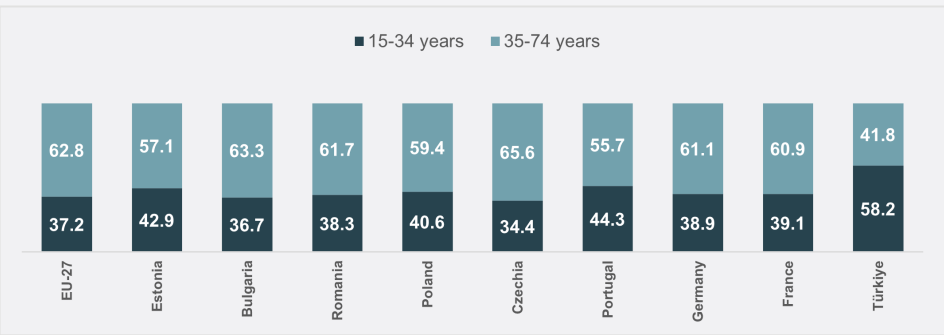


Source: OECD Broadband Portal, 2024 June

2. Human Capital for Digital Transformation

- Türkiye employs 246.000 ICT professionals, with an annual growth rate of 5%. 26% are women executive, 70% are R&D Personnel.
- Each year, 88.844 students in ICT and engineering fields graduate from Turkish universities.
- The market already hosts over 200.000 professional software developers. 1 million people enrolled in software developer training programs to meet growing digital demand.
- Türkiye's education system offers specialized programs including Ecole 42's peer-to-peer learning model and Open Source Platform initiatives.

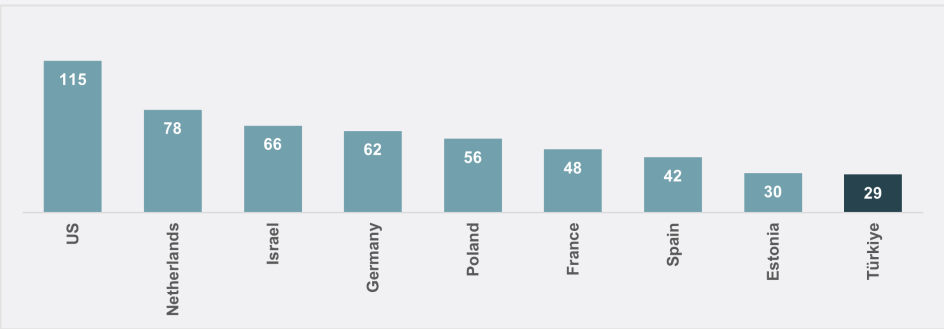
Distribution of ICT specialist by age, 2024 (%)



Source: Eurostat, OECD, BLS, Turkstat, Weardevelopers

Average Salaries for Software Developers

(with 3-5 year experience) (USD K/year, 2023)

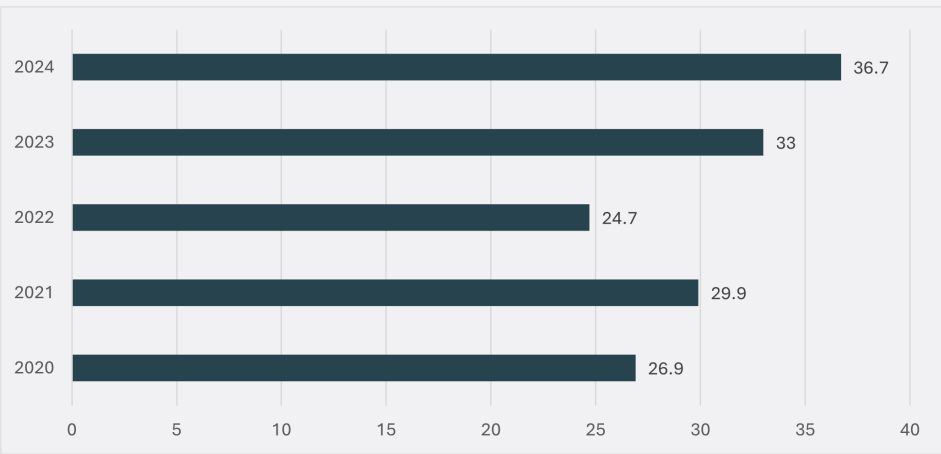


Source: Eurostat, OECD, BLS, Turkstat, Weardevelopers

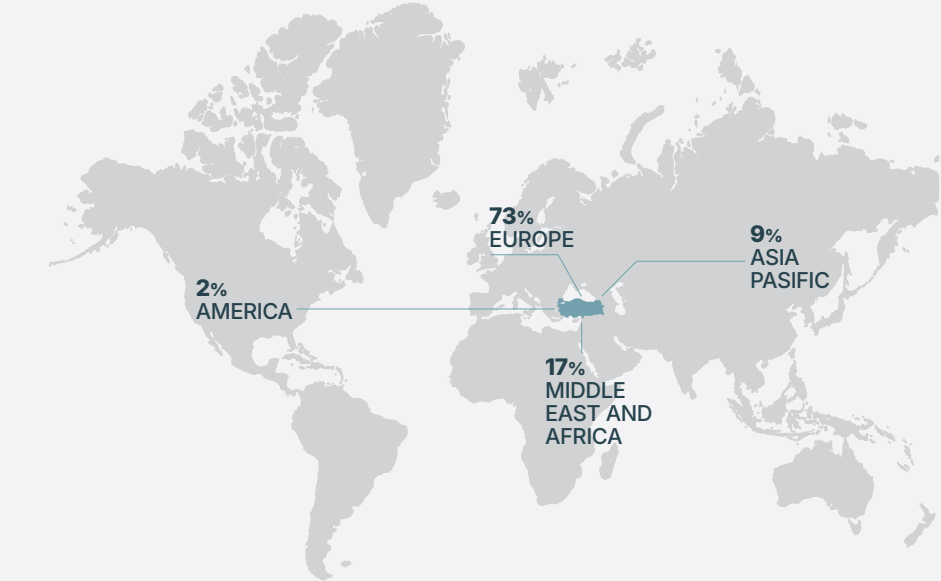
3. Growing Market Size

- Turkish ICT market surpassed USD 33 billion in 2024.
- Türkiye has attracted USD 21 billion in international investment since 2005.

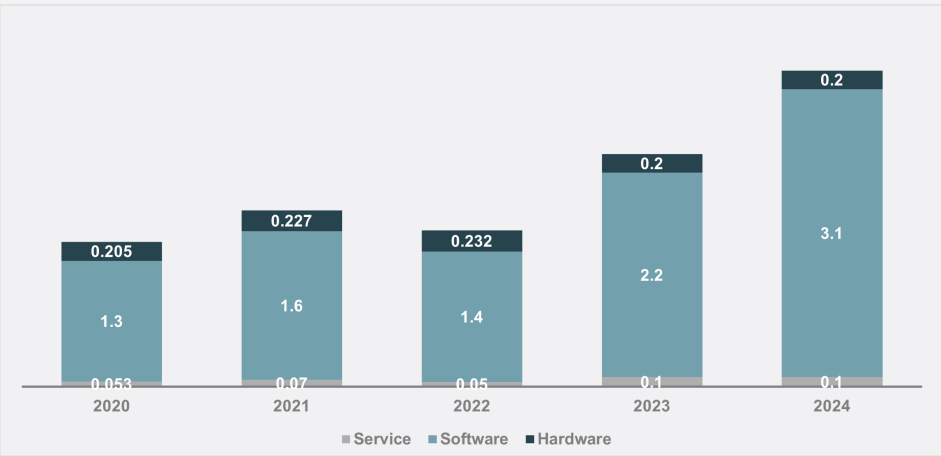
ICT Market Size (In billion USD)



ICT Exports Worldwide



Exports (In billion USD)



Source: TUBISAD ICT Market Data

4. E-Commerce

Türkiye's e-commerce market volume has reached USD 90 billion in 2024.

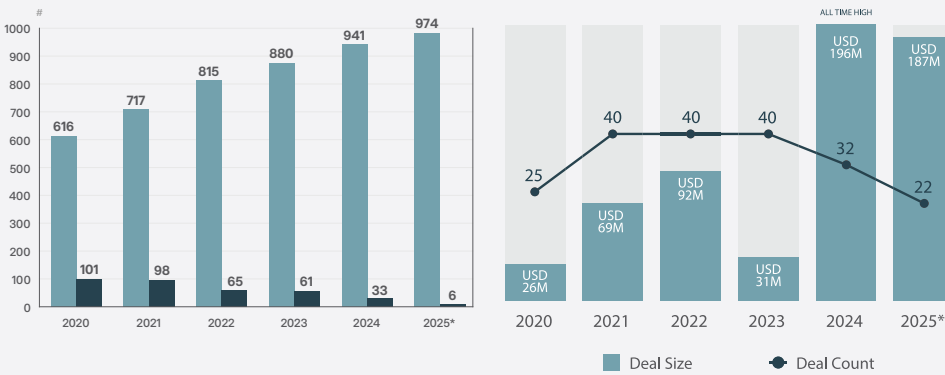
-  E-commerce market in Türkiye continues to grow **with an annual growth of 62%**, reaching TRY 3 Trillion.
-  Fixed and mobile broadband subscriptions in Türkiye have reached a **total of 96 million** in 2024 - an of **116%** impressive penetration rate.
-  Enhanced use of internet and incremental number of online shoppers' rate of **49.5%** - a population of **28.4 Million**
-  The share of e-commerce accounted for **6.5% of GDP** and **19% of total trade**
-  Türkiye is home to **global e-commerce giants** and received many international investments
-  In payment methods, **card payments took the lead with 66%**, followed by EFT/bank transfer.

5. Fintech

Türkiye is transforming into a fintech hub, with over 665 companies and an online payment market of over usd 145 billion.

- Europe's biggest credit and debit card market – 435 million (as of December 2024)
- Total amount of card payments at around USD 428 Billion (in 2024)
- Share of online payments is 35% with around USD 145 Billion.
- Remote and Digital Customer Acquisition has been enabled for Banks and FinTechs.
- The Instant and Continuous Transfer of Funds (FAST) System has made it possible to initiate instant retail payment service available 24/7.
- 117 Million active user base in digital banking platforms
- Türkiye reached all time high in Fintech investments in 2025.

Fintech Companies



*As of July 31, 2025 | Source: Startups.watch - July Edition
Check startups.watch for updates. Foreign ventures in Türkiye are excluded.

Hot Vertical: Fintech Angel & Vc Deals