

Türkiye Foreign Direct Investment Strategy

2024-2028



PRESIDENCY OF
THE REPUBLIC OF TÜRKİYE
**INVESTMENT
OFFICE**



“Türkiye will continue to offer
**a favorable investment
environment** for international
investors with a never-ending
reform process.”

As Türkiye, we have successfully implemented major development moves in the last 21 years. We have made revolutionary breakthroughs in many fields, from education to health, from transportation to energy, from industry to technology. As a result of the steps we took with determination, we built a globally competitive economy and reached the 100th anniversary of our Republic by breaking records in production, employment, exports and national income.

In the second century, which we declared as the “Century of Türkiye”, we set higher targets for ourselves to make our country one of the main science, technology, production and trade centers in the world. One of our most important driving forces in achieving these goals is undoubtedly foreign direct investments. For this reason, we are determined to make the Century of Türkiye also the “Century of Investment”. With the reform process we have been carrying out uninterruptedly for 21 years, we have created an investor-friendly climate that paves the way for the private sector in the economy. Today Türkiye is a profitable and safe harbor for international investors with its competitive business environment, deep talent pool, geostrategic location, attractive incentives, strong financial system and macroeconomic structure. Continuing to strengthen its outstanding position in the new period, Türkiye will be one of the leading economies which international investors prefer and expand.

Türkiye’s Foreign Direct Investment (FDI) Strategy (2024-2028) has been designed as a road map that will guide all the stakeholders in the country and bring quality investments to our country. I hope that this strategy document, which will guide all actors of our investment environment, will be beneficial for our country, and I congratulate all public institutions, non-governmental organizations, academia and private sector representatives who contributed, especially the Presidential Investment Office.

Recep Tayyip ERDOĞAN
President of the Republic of Türkiye



“We are determined to transform Türkiye from a regional economic center to a **global economic powerhouse.**”

Under the leadership of our President, Türkiye has continuously improved the investment environment with the investor-friendly reforms it has implemented since 2003. Thanks to the implementation of successful policies and the capacity to make quick decisions and take action, Türkiye has become one of the fastest-growing and most resilient countries against global economic shocks in the last 21 years. By leveraging its geostrategic location at the intersection of Europe, Asia and Africa in the most effective way with its infrastructure and superstructure investments, it has become a center for investors to access global markets. Türkiye supports the competitiveness of all sectors with its wide and deep talent pool and intellectual capital. Our country continues to claim to be a determined destination for financial and strategic investments thanks to its diversified economy and business culture that supports entrepreneurship.

Thanks to its robust economic performance in the 2003-2023 period and the high-level value propositions it offers to investors, Türkiye has achieved a significant acceleration in FDI inflows and has come out to the forefront in the region with a total of 262 billion dollars of FDI. Türkiye, which hosts more than 80,000 multinational companies, has become a regional economic center where the production activities of these companies are supported by R&D centers, design teams, purchasing offices, logistics bases and regional management centers.

We are determined to maintain this performance with the “Century of Türkiye” vision put forward by the President and to transform Türkiye from a regional economic center to a global economic power center. At a turning point where the competitiveness of countries is redefined by their alignment with sustainable development goals and digital transformation capabilities, and where global supply chains are being reshaped, Türkiye stands out as one of the most prepared countries to successfully overcome this challenge. Taking into account the current global economic developments, as the Investment Office, we have prepared the ‘Türkiye Foreign Direct Investment (FDI) Strategy (2024-2028)’, which forms the framework of our national FDI policies, in coordination with public and private stakeholders. I hope that this strategy, which we believe to be a well-defined roadmap, will bring more investments into our country, and I would like to express my gratitude to my colleagues and stakeholders who contributed.

A.Burak DAÇLIOĞLU
President of the Investment Office

PRESIDENCY

The Investment Office



The Investment Office of the Presidency of the Republic of Türkiye is the only official organization for promoting Türkiye's investment opportunities to the global business community and providing assistance to investors before, during, and after their entry into Türkiye.

About us

Directly reporting to the President of Türkiye, the Investment Office is in charge of encouraging investments that further enhance the economic development of Türkiye. To this end, the Investment Office supports high-tech, value-added, and employment-generating investments with its facilitation and follow-up services during the whole processes of relevant investments.

OUR GOAL

To attract investments that will support Türkiye's sustainable development, technological transformation and further enhance the economic welfare of the country by creating high-quality jobs.

OUR MISSION

To promote Türkiye's investment opportunities to the global business community, attract the targeted investments, facilitate investments in every stage, provide aftercare services to existing investors and undertake a policy advocacy role in improving the investment climate of the country.

OUR VISION

To become a leading public institution in investor satisfaction as a strong solution partner for investors and to be one of the world's leading investment promotion agencies, globally recognized as a benchmark.

INVEST IN  TURKIYE



Our Services



A Wide Range of Services

The Investment Office offers an extensive range of services to investors through a one-stop-shop approach, ensuring that they obtain optimal results from their investments in Türkiye.



Private Sector Approach

Adhering to the principle of confidentiality, the Investment Office offers the services with a private sector approach.



Professional Multilingual Staff

The Investment Office's team of professionals can assist investors in a variety of languages, including English, German, French, Italian, Spanish, Arabic, Japanese, and Chinese.



Strong Global Footprint

Active on a global scale, the Investment Office operates with a network of local consultants based in a number of locations including China, France, Germany, Italy, Japan, Malaysia, Qatar, Saudi Arabia, Singapore, South Korea, Spain, UAE, UK, and USA.

TAILOR-MADE CONSULTANCY SERVICES

Detailed information and guidance on various topics such as legislation, costs, incentives, and the tax system

COORDINATION WITH LOCAL STAKEHOLDERS

Coordination of relations with key stakeholders such as government agencies, business associations and universities

INVESTMENT SUPPORT SERVICES

Coordination of company establishment, work/residence permits, incentive applications, and permit/licensing processes

SITE SELECTION SUPPORT

Assistance in identifying suitable investment location, organizing site visits, and accessing to necessary infrastructure

INVESTOR DELEGATION VISITS

Planning investors' visits to Türkiye and organizing high-level meetings

PROJECT LAUNCHES

Planning and organizing project launches, such as groundbreaking and opening ceremonies for investment projects

MATCHMAKING SUPPORT

Providing matchmaking supports to international companies to find local partners

AFTERCARE SERVICES

Supporting the existing investors to retain and expand their investments in Türkiye

Index

00 **Executive Summary** 12

01 **Introduction** 16

Preface 18

Fundamental Principles of Türkiye FDI Strategy 20

02 Global FDI Outlook and Key Trends 22

Global FDI Inflows 24

FDI Inflows in the Region 26

Announced FDI Projects in the Region 28

8 Key Trends in Global FDI 32

03 Türkiye's FDI Performance 42

Türkiye's Start-up Ecosystem 46

The Contribution of FDI to the Turkish Economy 48

04 10 Key Findings Guiding the Strategy 50

05 Quality FDI Definition for Türkiye 58

06 The Primary Goal and Policy Areas of the Strategy 70

EXECUTIVE SUMMARY

Türkiye Foreign Direct Investment (FDI) Strategy 2024-2028


Foreign Direct Investments (FDI) play a crucial role in fostering the robust and sustainable growth of the Turkish economy, its technological transformation, facilitating its global competitiveness.

FDI is recognized as a fundamental component of the country's overall economic policy, alongside industrial and trade policies, and is addressed as an independent policy focus within the 'Türkiye Foreign Direct Investment (FDI) Strategy (2024-2028) '.

The Türkiye FDI Strategy (2024-2028) is designed as a roadmap to accelerate the attraction of quality FDI projects that align with Türkiye's economic development goals, in a period marked by the reshaping of the global economic landscape and escalating uncertainties.



10 KEY FINDINGS GUIDING THE STRATEGY

- 
- While global FDI flows have remained stagnant, FDI inflows have notably surged in the region where Türkiye is situated.
 - Investments in the high-value-added service sector in the region have maintained a consistent upward trajectory in recent years.
 - “Green transformation” and “sustainability” have become significant determinants of global FDI flows.
 - Global value chains are being reshaped with trends of “near-shoring” and “friend-shoring” impacting FDI flows.
 - Digitalization stands out as one of the most critical factors transforming global FDI flows.
 - Protectionism rising from trade and technology wars, is significantly influencing FDI flows.
 - The share of mega projects in FDI flows is increasing, with Türkiye’s region being one of the leading destinations for such investments.
 - Türkiye is one of the top FDI destinations in the region, particularly in food-agriculture and manufacturing projects, as well as in expansion-type investments.
 - International investors significantly contribute to Türkiye’s emergence as a prominent production and export hub in the region.
 - Investments in technology startups are gaining prominence as a key component of global FDI flows.

EXECUTIVE SUMMARY

QUALITY FDI DEFINITION FOR TÜRKİYE

Investments that contribute to the strong growth and sustainable development of Türkiye's economy, accelerate its technological transformation, and support its global competitiveness are defined as **“Quality FDI”**.

In this regard, Türkiye's national FDI Strategy has identified eight different **“Quality FDI Profiles”** that align with the global trends shaping economies and global FDI landscape.

01

Climate FDI

02

Digital FDI

03

Global Value Chain (GVC) related FDI

04

Knowledge Intensive FDI

05

High-quality Job Generating FDI

06

High-end Service FDI

07

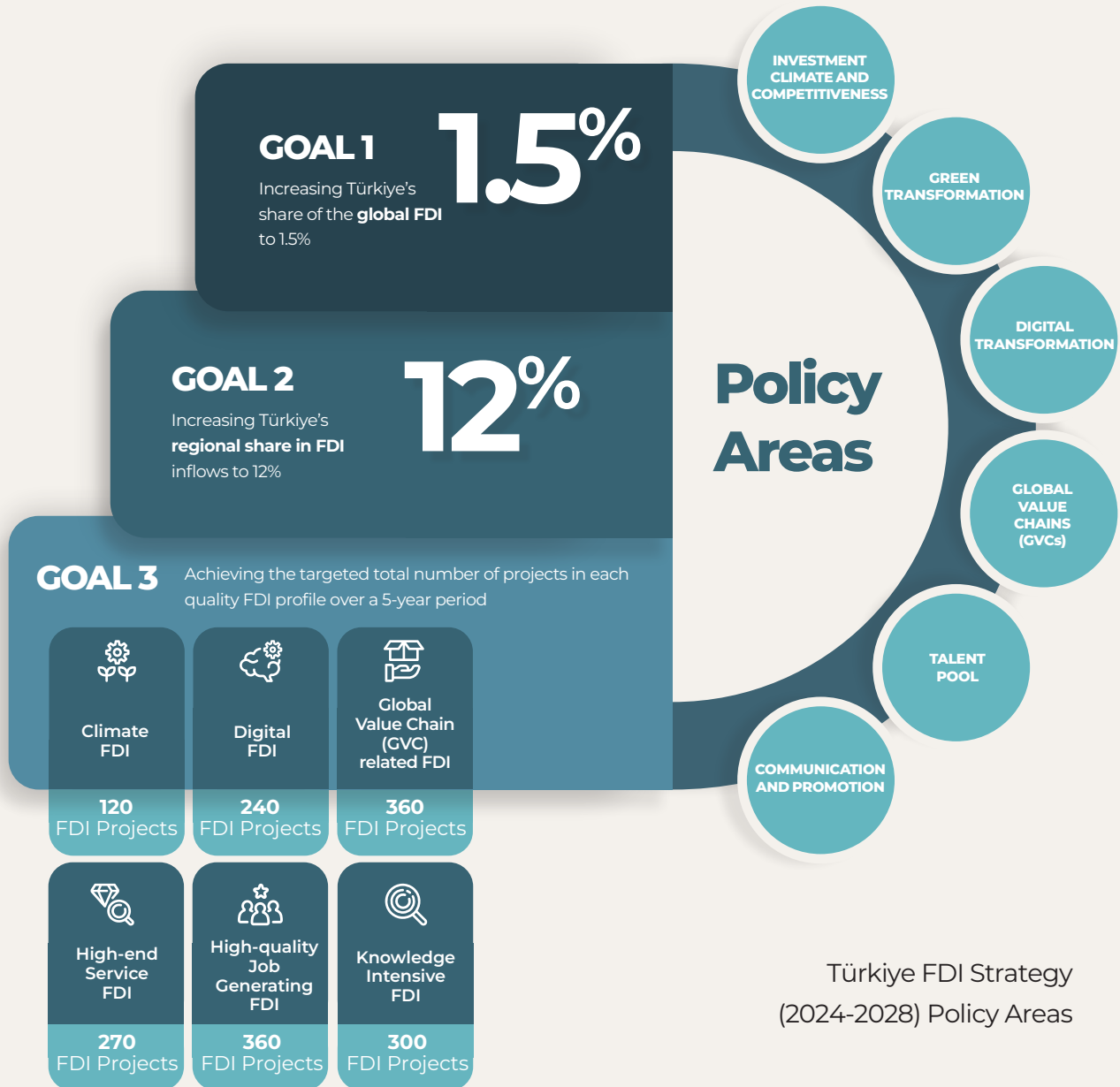
High-quality Financial FDI

08

Regional Development Oriented FDI

THE PRIMARY GOAL AND POLICY AREAS OF THE STRATEGY

To realize these goals, a policy framework encompassing six major areas has been established. The implementation of these policies will be facilitated through annual action plans developed in collaboration with FDI stakeholders and organizations in the country.



01

Introduction

PREFACE

Foreign Direct Investments (FDI); with their various positive externalities such as employment, value-added production, increased exports, reduced imports, knowledge, and technology transfer, significantly contribute to the sustainable development of the host countries. Consequently, countries are engaged in intense competition to attract more FDI.

Leveraging its strategic geographical location and highly skilled workforce, Türkiye stands out as a top destination for FDIs. Over the last 20 years, Türkiye has been keen on initiating solid measures to foster the investment environment, strengthening its competitive advantage and emerging as one of the leading destinations for FDI inflows.





The disruptions in global supply chains following the COVID-19 pandemic, along with emerging geopolitical tensions, have significantly impacted the FDI landscape. This situation has created significant opportunities for countries such as Türkiye, generally recognized as a prime destination for FDIs, while simultaneously intensifying the global competition for attracting investments.

Coordinated by the Presidency Investment Office and developed with the inputs from relevant stakeholders, the Türkiye Foreign Direct Investment

Strategy (2024-2028) serves as a national policy document that outlines the general framework of our country's FDI policy and guides its implementations.

The strategy functions as a roadmap for all stakeholders in the ecosystem, accelerating the attraction of quality FDIs that Türkiye needs, especially in a period where the global economy is being reshaped and uncertainties are increasingly rising.

The strategy was developed following a data and evidence-based approach, taking into account global trends in FDI, focusing on sustainable development, and considering the contributions and guidance of relevant stakeholders. Accordingly, other national policy documents and their priority areas, especially the 12th Development Plan, findings from analyses of global and regional FDI outlooks and key trend analyses, survey studies with investors and FDI stakeholder institutions/organizations, as well as interviews with FDI experts from academia and international institutions, have been extensively utilized as sources.

Aligned with Global Trends

The trends likely to influence FDI flows have been thoroughly analyzed, considering the global economic transformation and Türkiye's needs.



Fundamental Principles

OF TÜRKİYE'S FDI STRATEGY

Five key principles were considered in the preparation of Türkiye's FDI Strategy (2024 – 2028).

Sustainable Development Goals (SDGs) Oriented

Eight different types of quality FDI profiles that will contribute to Türkiye's sustainable development have been precisely defined, and a strategy prioritizing these investment areas has been developed.





A Participatory Process

The strategy has been designed with the participation of all key stakeholders including relevant public institutions, professional business organizations, existing international investors, academia, and international institutions.



A Data-Driven Approach

At each stage, comprehensive analyses have been conducted relying on numerous national and international databases.



A National Roadmap for FDI Attraction

A national-level defined roadmap for attracting quality FDI projects has been crafted, and the institutional framework and governance structure have been detailed.

Global FDI Outlook and Key Trends

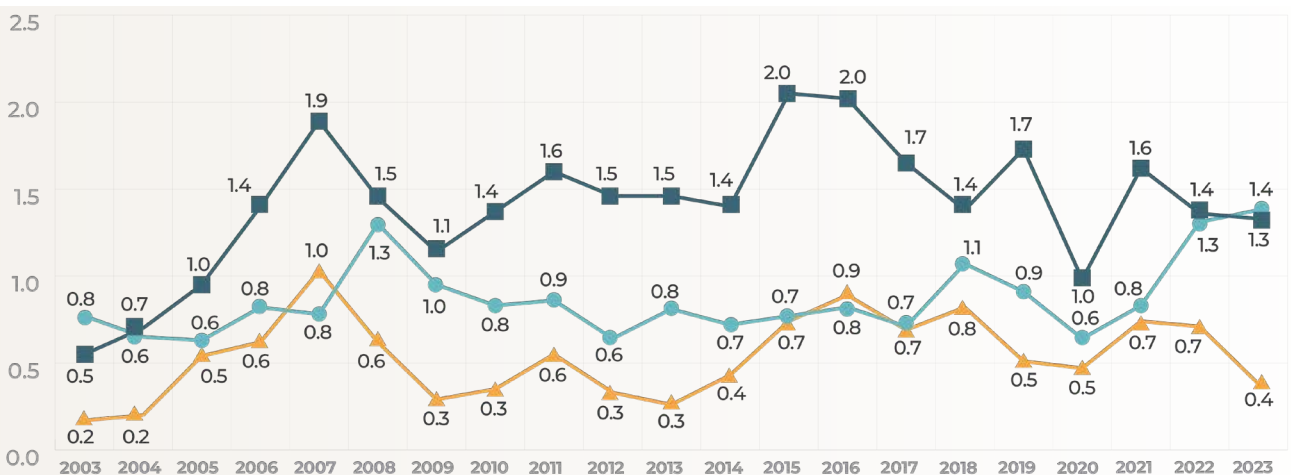
Global FDI Inflows

Global FDI inflows, excluding peaks triggered by large-scale mergers and acquisitions (M&A) in 2015 and 2016, have plateaued out since the 2008 Global Financial Crisis.

Due to the COVID-19 pandemic, global FDI inflows in 2020 declined to their lowest level in the last 15 years. Global FDI surged past expectations in 2021, driven by M&A transactions. However, recent trends point to a downward trajectory, influenced by global inflation and geopolitical tensions.

The reshaping of global supply chains has triggered an increase in both the number and value of recently announced investments in the aftermath of the pandemic. This rising trend has become more pronounced with the acceleration of trends such as green and digital transformation.

GLOBAL FDI INFLOWS, M&A AND GREENFIELD INVESTMENTS*
(TRILLION USD)



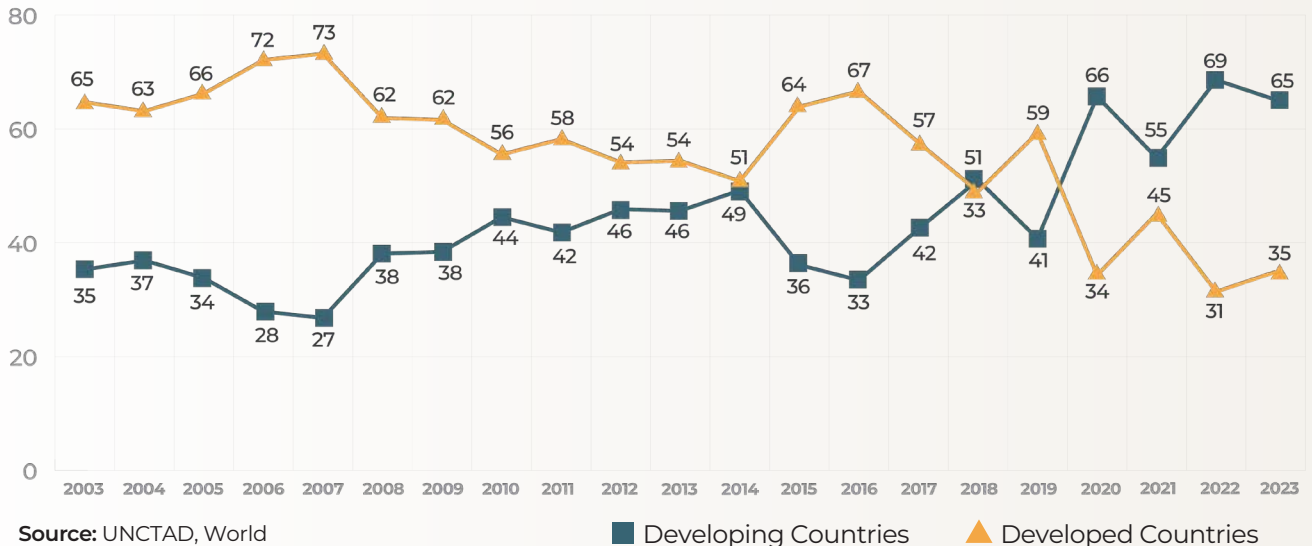
■ Global FDI Inflows ● Greenfield Investments (Announced) ▲ M&A Investments (Announced)

Source: UNCTAD, World Investment Report 2024

Recently, there have been significant changes in the distribution of global FDI inflows between developed and developing country groups. As of 2020, developing countries have surpassed their developed counterparts in terms of FDI inflows.

Even though the global FDI flows have shrunk since 2015, FDI inflows towards developing countries have continued to increase. As a result, the share of developing countries in global FDI inflows has exceeded that of developed countries in 2018 for the first time, and the gap has widened further during and after the pandemic.

SHARE OF DEVELOPED AND DEVELOPING COUNTRIES IN GLOBAL FDI INFLOWS (%)



*Global FDI inflows are calculated based on actual realized monetary transfers, according to data obtained from countries' central banks. Conversely, in the case of M&A and greenfield investments, the "planned investment amounts" announced by investing companies are considered. Therefore, the total amount of M&A and greenfield investments do not equal to the total global FDI inflows.

FDI Inflows in the Region

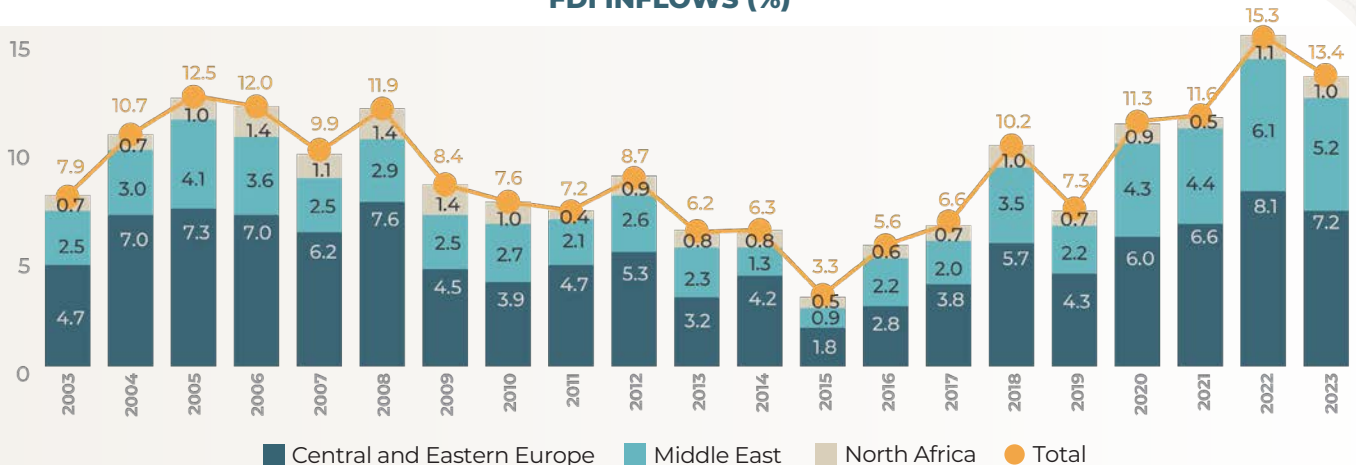
Türkiye, strategically situated at the crossroads of the **Central and Eastern Europe, the Middle East, and North Africa regions (CEEMENA)**, stands out as one of the leading destinations increasingly attracting a significant amount of FDI in the world, thanks to its strategic location.

International investors scouting for new locations in the CEEMENA region for their new investments across diverse sectors and activities frequently short-list several countries, including Türkiye. Therefore, 40 countries in the CEEMENA region have been selected for regional analysis.

Following the Global Financial Crisis, the region experienced a decline in its

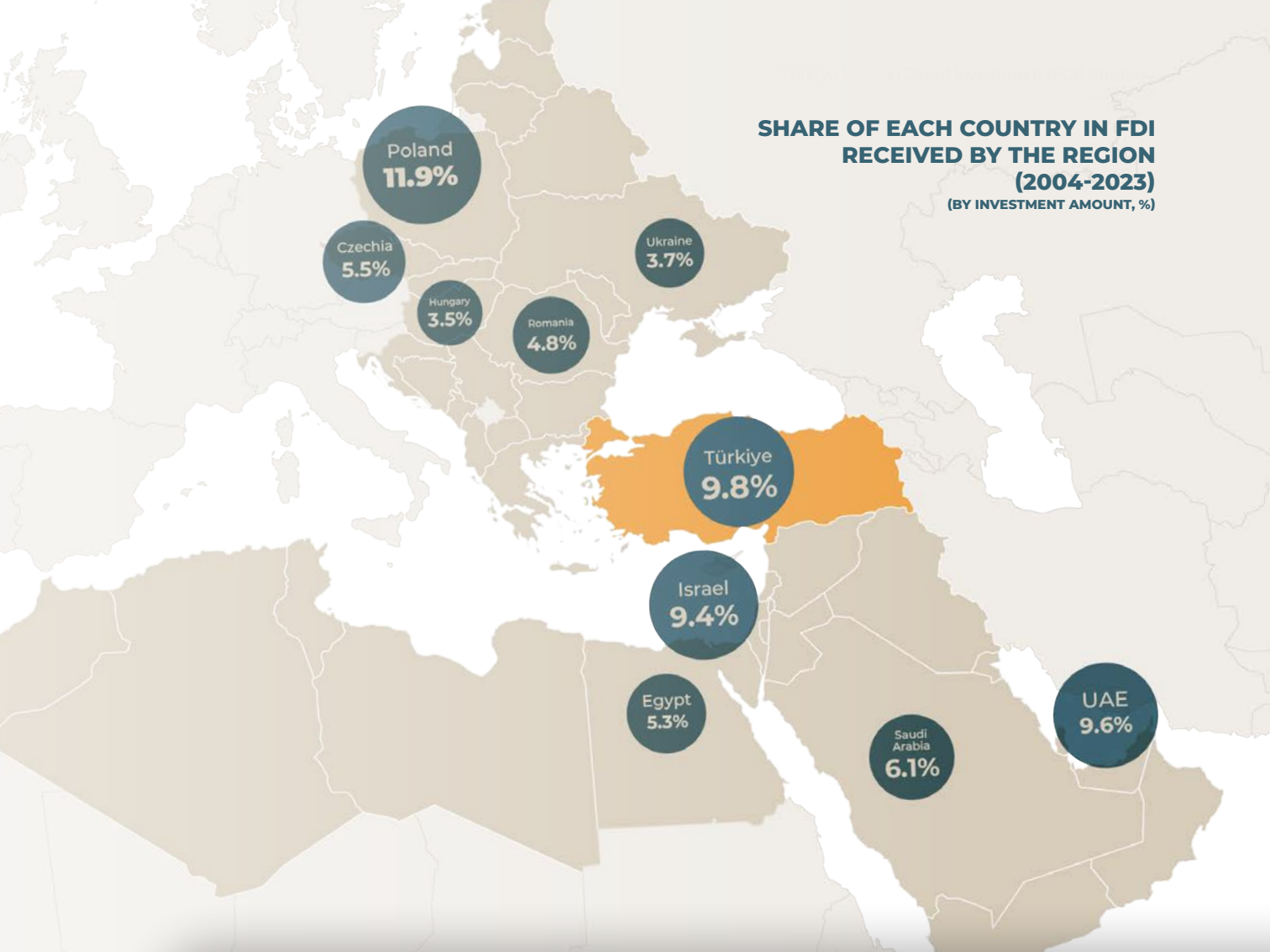
portion of global FDI inflows, continuing until 2015. However, since then, FDI inflows to the region have gained momentum in the face of contraction in global FDI. With this acceleration, the total FDI to the region between 2015 and 2023 more than doubled, reaching 178.3 billion USD in 2023 which was 67.4 billion USD in 2015.

THE REGION'S SHARE IN GLOBAL FDI INFLOWS (%)



Source: UNCTAD, World Investment Report 2024

**SHARE OF EACH COUNTRY IN FDI RECEIVED BY THE REGION
(2004-2023)**
(BY INVESTMENT AMOUNT, %)



Türkiye stands as one of the most significant FDI destinations in the CEEMENA region.



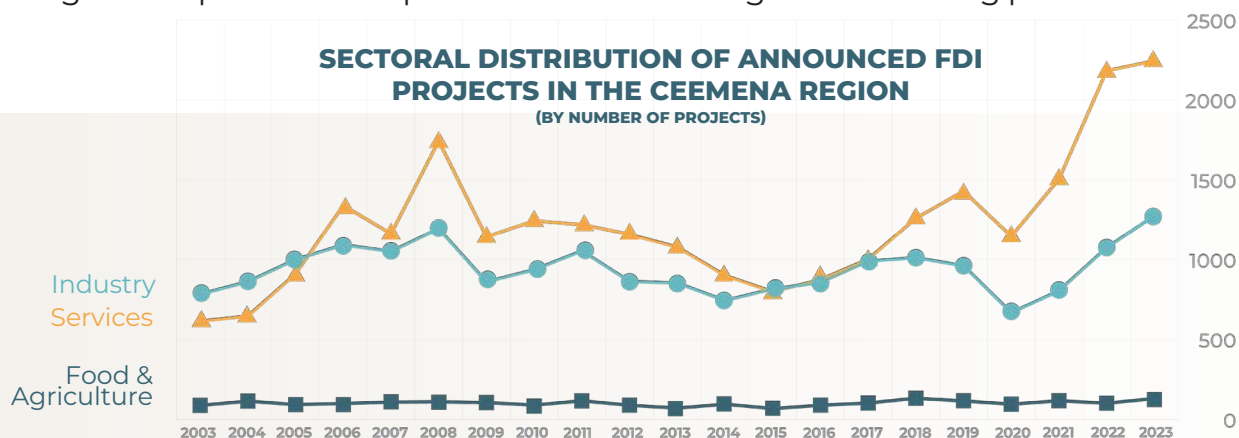
Looking at the country-level breakdown, Türkiye has drawn in 261 billion USD of FDI over the last two decades (2004-2023), securing the second position with 9.8% market share in the CEEMENA region.

Announced FDI Projects in the CEEMENA Region

According to UNCTAD, approximately 18% of the globally announced FDI projects in the last two decades have been directed towards the region.

Widely recognized as a key metric for forecasting near- and mid-term FDI inflows, the number of publicly announced FDI projects in the CEEMENA region experienced a slight decline in 2020 due to the pandemic. However, it swiftly recovered, reaching a historical peak in 2022. This remarkable rebound was primarily attributed to the rising trend of near-shoring. Furthermore, analyses suggest that an uptick in investments, particularly in the digital and high-value services sectors, has proven instrumental in driving the region's unprecedented performance.

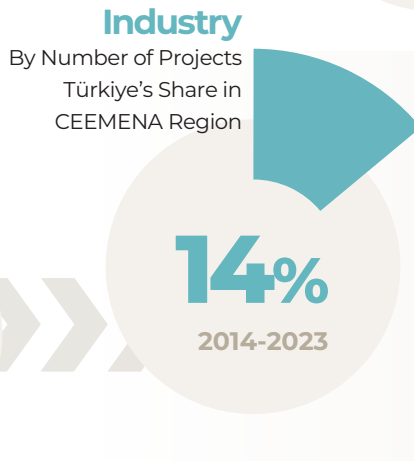
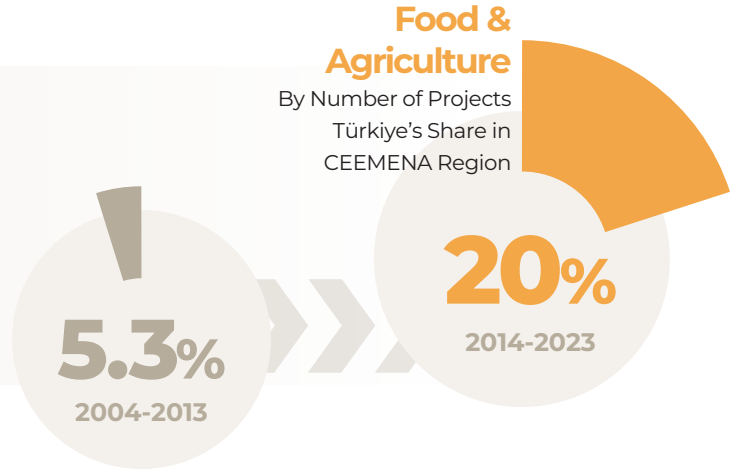
Analyzing the sectoral distribution of FDI projects in the CEEMENA region, the number of investment projects in the food and agriculture sector remains stable with an annual average of 100 projects. On the other hand, the number of FDI projects in the industrial and services sectors has witnessed a significant rise in the aftermath of pandemic. Particularly in the services sector, the number of FDI projects announced in the CEEMENA region has nearly doubled in the last three years, which helped the services sector strengthen its leading position.



Source: fDi Markets, 2024

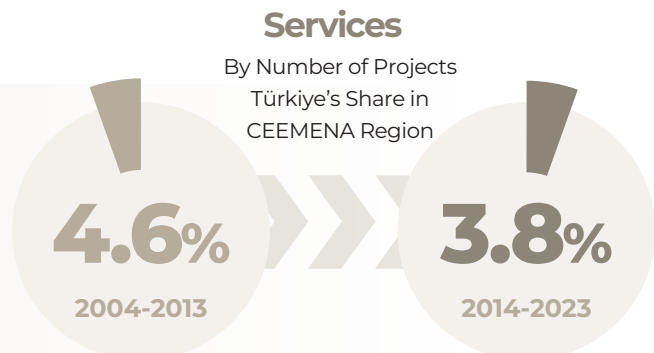
Türkiye has become the region's most attractive investment destination in the food and agriculture and industrial sectors.

Türkiye has increased its share in the food and agriculture sector by more than three times in the last 10 years, attracting one in every five FDI projects in the CEEMENA region.



The country has almost doubled its share in the industrial sector over the last 10 years. Manufacturing investments in sectors integrated with global value chains (GVCs) such as automotive, machinery and chemicals have played a major role in this increase.

Although Türkiye has maintained the number of projects it has attracted to the service sector over the past decade, its regional share has slightly decreased.



Source: fDi Markets, 2024 & Investment Office's Analyses

FDI PROJECTS ANNOUNCED IN THE CEEMENA REGION BY ACTIVITY

INCREASE IN REGIONAL SHARE IN MANUFACTURING PROJECTS

4.5

TIMES

2014-2023

Compared to Previous
Decade

The distribution of announced FDI projects by activity type illustrates that manufacturing, research and development (R&D), and Shared Services Center (SSC) projects in the CEEMENA region have seen a substantial growth in the post-pandemic period. In particular, SSC projects have established a new record by surging approximately 2.5 times in the last 3 years.

Türkiye is by far the leading investment destination in CEEMENA for manufacturing projects.

Between 2014 and 2023, compared to the previous decade, Türkiye has increased its share in manufacturing projects by nearly 4.5 times, becoming by far the leading country in CEEMENA with 22% share. During the same period, it has increased its regional share in R&D projects.

M&A INVESTMENTS IN CEEMENA

IN M&A INVESTMENTS

2ND MOST ATTRACTIVE

COUNTRY IN THE REGION

2004-2023

By the Number of Projects

The region, which covers Central and Eastern Europe, the Middle East, and North Africa, is among the world's leading destinations not only for greenfield investments but also for M&A projects. After the pandemic, approximately 7% of global M&A transactions (based on both the number of projects and the investment amount) have been announced in this region.

Türkiye is the second most attractive destination for M&A investments in CEEMENA.

Based on the number of projects, Türkiye has attracted 8.3% of M&A projects in CEEMENA over the past 20 years.

GREENFIELD FDI PROJECTS ANNOUNCED IN CEEMENA

The number of announced greenfield projects in CEEMENA experienced a significant downturn in 2009 due to the Global Financial Crisis and demonstrated a stable trend in the following years until the outbreak of the pandemic. However, it recovered rapidly after the pandemic and reached its highest level of the last two decades in 2023. The number of greenfield projects announced in 2023 increased by 75% compared to 2020.

Türkiye is among the top countries in CEEMENA in terms of attracting greenfield FDI.

In the 2014-2023 period, compared to the previous decade, Türkiye registered a notable increase in its share of greenfield investments and became among the top three countries in CEEMENA.

IN GREENFIELD INVESTMENTS

3RD MOST ATTRACTIVE

COUNTRY IN THE REGION

2014-2023

By the Number of Projects

EXPANSION-TYPE FDI PROJECTS ANNOUNCED IN CEEMENA

The number of expansion investments announced in CEEMENA has generally been on an upward trend in the last decade. Compared to the pre-pandemic period, the number of expansion investments announced in 2022 increased by 61% and by 34% in 2023.

Türkiye is by far the leading country in CEEMENA in expansion investments.

In the 2014-2023 period, compared to the previous decade, Türkiye increased its share in expansion type investments approximately 5 times (from 3.9% to 19.7%), becoming by far the leading country in CEEMENA. This indicates that international companies which have investments in the country, opt for Türkiye again to expand their operations in CEEMENA and to strengthen their regional value chains.

INCREASE IN REGIONAL SHARE IN EXPANSION PROJECTS

5 TIMES

2014-2023

Compared to Previous Decade

8 Key Trends in Global FDI

01



Global Value Chains (GVCs) Are Being Reshaped

02



Deglobalization and Protectionism Trends Are Strengthening

03



Global Economic Uncertainties Are Surging

04



Economic and Political Fragmentation on a Global Scale Is Deepening



05

Climate Change and Environmental Sustainability Play a Transformative Role in FDI



06

Digital Transformation Is Accelerating



07

Regional and National Industrial Policies Are Gaining Greater Importance



08

New Technologies and High-Quality Service Inputs Are Transforming the Manufacturing Industry

01 Global Value Chains (GVCs) Are Being Reshaped



Geopolitical tensions, climate change and natural disasters, pandemics, and the increasing importance of sustainability and digitalization concepts are leading to a reconfiguration of global value chains.



In this context, factors such as proximity to raw materials and markets (nearshoring), diversification of supply chains in production, sourcing from allied countries (friend-shoring), and sustainable business practices have become much more significant in the investment decisions of international companies.

The regionalization trend, driven by the shortening of global value chains, is notably leading to the emergence and strengthening of various regional production hubs across the Americas, Europe, and Asia. In this process, economies with strong global integration are expected to reap the most benefits of this trend and attract more investments.

Deglobalization and Protectionism Trends Are Strengthening



Recent tensions among the economic blocs have led countries to adopt more protectionist and inward-looking policies in investment and trade, driven by national security concerns.



Technology intensive sectors such as semiconductors, electric vehicle and battery components, ICT, and strategic sectors such as infrastructure, telecommunications and defense are at the center of protectionism and restriction policies in FDI and trade.

This situation is leading to a widespread adoption or revision of FDI screening mechanisms by countries on a global scale, significantly impacting FDI flows.

03 Global Economic Uncertainties Are Surging



In the years following the Global Financial Crisis, a declining efficiency in economic activities, low growth rates in economies, and measures particularly implemented during the pandemic to support the private sector and households, have led most of the economies in world to adopt expansionary fiscal and monetary policies.



The post-pandemic inflationary environment has profoundly influenced the global economy. In response to surging inflation, stricter fiscal and monetary policies have significantly led to heightened financing costs. This shift has adversely affected large-scale infrastructure investments and M&A transactions. Moreover, sluggish growth rates experienced in the global economy, coupled with rising tensions in the geopolitical fault lines are posing significant risks to global FDI. These developments are affecting the amount, scope, and destination of FDI projects worldwide.

04 Economic and Political Fragmentation on a Global Scale Is Deepening



Recent economic and political fragmentations emerging on a global scale culminate in the adoption of protectionist and restrictive measures widely, which have started to affect the global economy significantly. According to the reports published by prominent international organizations such as the IMF, World Bank, UNCTAD, and OECD, these recent geopolitical trends are already having significant impact on FDI and other financial investment flows and their destinations all around the world.



This situation is likely to exert more pressure on the financial stability and economic growth of developing countries with high debt ratios, which are more reliant on international trade and FDI. Moreover, these developments negatively affect investments that support sustainable development goals (SDGs) in these countries, posing significant challenges to achieving global targets.

However, countries which offer a favorable investment environment, have strong logistics infrastructure and are in close proximity to major markets can potentially turn these negative trends into opportunities.

Climate Change and Environmental Sustainability Play a Transformative Role in FDI



In recent years, climate change mitigation and adaptation strategies have become one of the most critical agenda items for the private sector and policy makers. Driven by global and regional climate policies such as the Paris Climate Agreement and the EU Green Deal, the importance of environmental sustainability is steadily increasing, and deeply affecting FDI trends.



Looking at FDI projects worldwide, investment projects in impact investing, renewable energy, and circular economy have significantly increased especially in the post-pandemic period.

While choosing their investment locations, international investors increasingly attach more importance to factors such as the availability of national roadmaps towards green transition, access to green energy, and qualified talent pool. On the other hand, international investors are considering not only the green transformation of their own production processes but also that of their supply chains.

06

Digital Transformation Is Accelerating



The acceleration of the digitalization process on a global level is profoundly transforming traditional sectors and facilitating the emergence and growth of new sectors.



The adoption of advanced technologies such as artificial intelligence, cloud computing, and big data analytics is rapidly rising in many sectors. Moreover, there is a substantial growth in many digital sectors such as digital platforms, software development, financial technologies and data center, particularly in the aftermath of the pandemic.

Digitalization is reshaping the decision-making processes of multinational companies, as international investors increasingly favor countries with robust digital infrastructure and a deep talent pool when opting for a location for their investments. Furthermore, data policies and regulations adopted by countries are becoming key factors for international investors. In addition, the presence of a dynamic startup ecosystem supporting digital sectors and driving the digital transformation of traditional industries further enhances a country's appeal as an investment destination.

07

Regional and National Industrial Policies Are Gaining Greater Importance



Industrial policies have been gaining momentum in many countries that started with the 2008 Global Financial Crisis and accelerated with the increasing geopolitical tensions worldwide. Many major economies are designing comprehensive incentive packages for strategic sectors under these new industrial policies.



The number of mega projects, defined as investments worth at least \$1 billion, has seen a remarkable surge on a global scale in recent years. Advanced economies have started to compete both among themselves and with developing countries to attract these mega projects to ensure the production of critical products and materials.

Attracting such large-scale investments in strategic sectors is possible with the design of a holistic set of policies by governments. Lucrative incentive packages, access to the required talent pool, policy alignment with international regulations and practices on sustainability and digitalization are the most crucial components of this agenda.

New Technologies and High-Quality Service Inputs Are Transforming the Manufacturing Industry



The widespread adoption of technologies such as AI-enhanced automation systems, robotics, and 3D printing is rapidly revolutionizing the manufacturing industry. This shift in production methodologies has diminished the significance of labor costs in the competition to attract investments, especially in labor-intensive sectors.



Beyond the cost advantages introduced by digitalization, comprehensive incentive programs encourage investors to relocate back to their home countries (re-shoring) or move their investments to nearby regions (near-shoring).

Moreover, the use of digital technologies such as the Internet of Things (IoT), generative AI, cloud computing, blockchain, and data analytics has disruptive impacts on the manufacturing sector. The value added in the final product is becoming increasingly embedded in pre- and post-production functions (R&D, design, branding, distribution, etc.) which is referred to as the “Servicification of Manufacturing”.

Recently, service sector inputs have become a crucial element in the transformation of global value chains. Therefore, the share of high-quality service sector investments within global FDI is increasing, and attracting these investments is as important for countries as attracting manufacturing investments.

03

Türkiye's FDI Performance

Türkiye's FDI Performance

Over the past 20 years, Türkiye has emerged as an attractive FDI destination thanks to various factors, including continuous and strong reform agenda, economic and political stability, a young and dynamic population, and a strategic location it offers.

New Legal Regulations and Continuous Reform Process

- Foreign Direct Investment (FDI) Law
- Comprehensive Incentive Schemes
- Strong Agenda for Sustainability and Green Transformation
- Establishment of the Coordination Council for the Improvement of the Investment Environment (YOIKK)
- Establishment of the Investment Office of Türkiye
- Reforms in Fundamental Laws
- Judicial Reforms to Improve the Investment Environment
- Strong Engagement with Ease of Doing Business / Business Ready (B-READY) Indices



Key Factors Lying Behind Türkiye's Outstanding FDI Performance

- Continuous Economic and Political Stability
- Resilience Against Global Shocks
- Young and Dynamic Population
- Highly Skilled Talent Pool
- Robust Infrastructure
- Digital Transformation
- Vibrant R&D Ecosystem
- Geostrategic Location
- Customs Union with European Union (EU)
- A Wide Range of Free Trade Agreements
- Strong Integration into Global Value Chains (GVCs)
- Robust Economic Growth
- Production and Export Hub of the Region

*The periods compared were determined based on data availability.

TOTAL FDI INFLOWS*

2003 - 2023

\$ 262 Billion

1973 - 2002

\$ 15 Billion

TÜRKİYE'S SHARE IN THE GLOBAL FDI*

1990-2002

0.2 %

2003-2023

0.9 %

NUMBER OF INTERNATIONAL COMPANIES OPERATING IN TÜRKİYE

2003

5,600

2023

82,700

THE AVERAGE CONTRIBUTION OF FDI TO THE CURRENT ACCOUNT BALANCE

2003-2023

40 %

Türkiye's Start-up Ecosystem

Turkish startup ecosystem has all key stakeholders in place and offers a vivid environment to international investors.

In recent years, investments in startups have started to constitute an important component of global FDI. Türkiye stands out as a thriving startup ecosystem in CEEMENA thanks to a strong entrepreneurship culture, young and dynamic talent pool, and a conducive and ongoing reform process.

BUSINESS
ANGEL
NETWORKS

VENTURE
CAPITAL FUNDS

PRIVATE
EQUITY FUNDS

TECHNOLOGY
ZONES
(TECHNOPARKS)

INCUBATION
CENTERS

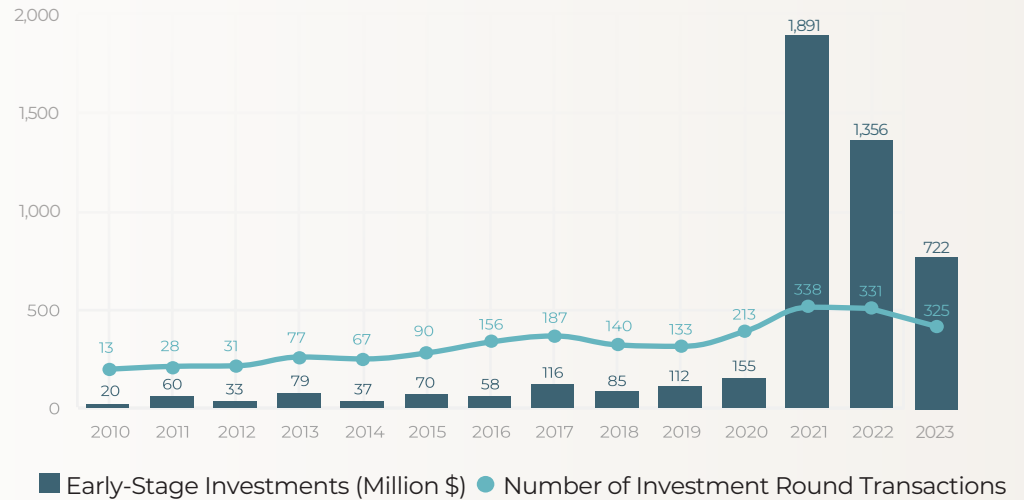
CROWDFUNDING

SEED
FUNDING

ACCELERATORS

GOVERNMENT
SUPPORTS

EARLY-STAGE INVESTMENTS IN TÜRKİYE 2010 - 2023



Source: Startups.Watch, 2023

In early-stage investments, Türkiye's startup ecosystem, which attracted \$74 million in investments through an average of 104 transactions annually between 2010 and 2020, reached historical peaks between 2021 and 2023, attracting investments of \$1.33 billion through an average of 338 transactions annually.



5

THE
NUMBER OF
UNICORNS
2020 - 2023

2

THE
NUMBER OF
DECACORNS
2020 - 2023

Türkiye stood as **one of the top 10 countries** in Europe in startup investments.

Istanbul climbed to **the 6th place for early-stage investments, and to the 2nd place in the gaming sector** among European cities.

IN 2022

One out of five investments to the technology startups in Türkiye was made by **international funds**.

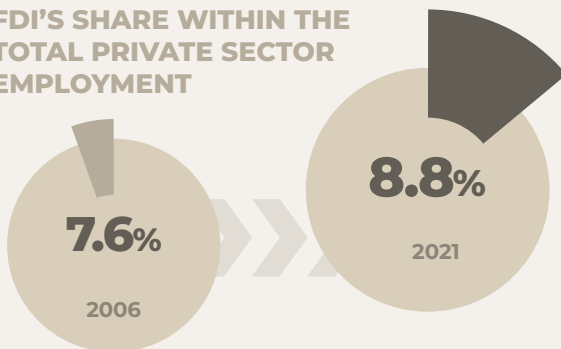
The Contribution of FDI to the Turkish Economy

Employment

DIRECT EMPLOYMENT IN 2006
500,000 people

DIRECT EMPLOYMENT IN 2021
1,320,000 people

FDI'S SHARE WITHIN THE
TOTAL PRIVATE SECTOR
EMPLOYMENT



While the registered employment of FDI companies was around 500,000 people in 2006, it reached 1,320,000 in 2021.

The share of these companies in total registered employment in Türkiye increased from 7.6% in 2006 to 8.8% in 2021.

Exports

31%

THE SHARE OF
FDI COMPANIES
IN TÜRKİYE'S
TOTAL EXPORTS

In the 2006-2021 period, approximately 31% of Türkiye's total exports were made by FDI companies.

2.5
TIMES
INCREASE

While the exports of FDI companies were around 25 billion dollars in 2006, they increased to over 63 billion dollars in 2021.

61%
MEDIUM-HIGH
TECH AND
HIGH TECH
EXPORTS

In the 2006-2021 period, 61% of exports made by FDI companies consist of medium-high and high technology products. This rate is above the Turkish average.

FDI coming to Türkiye has not only supported the financing of the current account deficit but also made significant contributions to the development of the real economy thanks to the activities carried out in our country by FDI companies.

R&D

30.3%

SHARE OF FDI COMPANIES IN PRIVATE SECTOR'S TOTAL R&D EXPENDITURES



In the 2006-2021 period, 30.3% of the total private sector R&D expenditures in Türkiye were made by FDI companies.

730

TOTAL PATENT APPLICATIONS

FDI companies applied for an average of 730 patents annually.

6

TIMES INCREASE

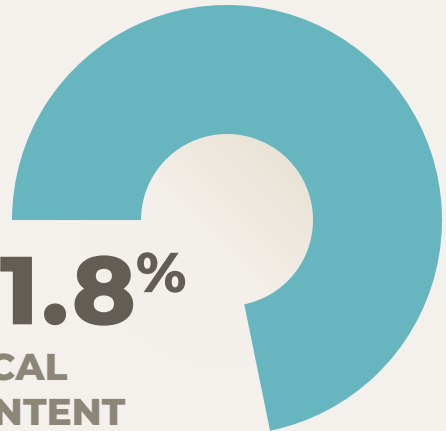
During the 2006-2021 period, the number of FDI companies conducting R&D in Türkiye increased 6-fold.

Local Sourcing

In the 2006-2021 period, FDI companies made 71.8% of their total supplies locally.

71.8%

LOCAL CONTENT RATIO



Source: The Entrepreneur Information System (EIS) & Investment Office's Analyses

10 Key Findings Guiding the Strategy



10 Key Findings Guiding the Strategy

As a result of detailed analyses of the global and regional outlook of FDI flows and the trends shaping this outlook, there emerged **10 key findings that guide the strategy**. These findings made significant contributions to the definition of quality FDI profiles for Türkiye and the design of the policy areas put forward within the scope of the strategy.

01

While global FDI flows have remained stagnant, there has been a significant increase in FDI inflows into the region where Türkiye is also located.



Türkiye has emerged as one of the most appealing investment destinations in CEEMENA over the last 20 years. Türkiye is expected to further strengthen its leading position in the coming period.

High value-added service sector investments in CEEMENA have been on an upward trend in recent years.

02

As the leader in medium-high-tech manufacturing investments in CEEMENA, Türkiye is likely to benefit from the opportunities emerging in high value-added service sector investments in the mid-term future.



The fight against climate change and sustainability concerns have become one of the most significant factors influencing global FDI flows.

Factors such as the accessibility of green energy, the presence of environmentally expertise, the adoption of ESG (Environmental, Social, and Governance) reporting standards, and adherence to international sustainability policies on are gaining more weight before international investors. Türkiye can further elevate its attractiveness for climate-friendly investments by enhancing its performance in green transformation. The rise in climate-friendly investments is slated to boost investments in the manufacturing industry and digital sectors (e.g. data centers).



Nearshoring and friend-shoring trends are gaining importance in the transformation of global value chains and these trends deeply affect global FDI.

Türkiye, with its sophisticated production capabilities, skilled talent pool, proximity to major markets, and global integration, is one of the countries that can benefit from this transformation. Türkiye can extend its leadership position in the manufacturing industry to higher-value activities such as R&D and design by increasing its alignment with international standards and best practices and further improving the investment environment. Consequently, this will further strengthen Türkiye's position in global value chains.



05

Rapid growth in digital sectors and digitalization trends in traditional sectors are emerging as significant factors affecting global FDI flows.



Türkiye can increase its share in this growing market by further enhancing the quality of education in STEM (science, technology, engineering, and mathematics) fields, improving the digital skills of its talent pool, aligning its data policies more closely with international standards, and strengthening its digital infrastructure.

In recent years, protectionist measures, evident in trade and technology conflicts, have begun to affect global FDI flows more profoundly, a trend that has intensified after the pandemic outbreak.

Restrictive policies applied to both inward and outward FDI can create obstacles in many countries, particularly for investors in high-technology sectors. Türkiye, with its investor-friendly environment, can turn this challenge into an opportunity.



The number of mega-projects is rapidly increasing on a global scale. CEEMENA in which Türkiye is located is one of the most outstanding destinations for such investments.

Türkiye can attract more mega projects by efficiently promoting its generous incentive packages to the targeted investors. Additionally, Türkiye can further increase its appeal by developing more large-scale industrial areas and streamlining the bureaucratic processes in the country.



Türkiye is the top country attracting the most expansion investments in CEEMENA.

This indicates that existing investors are capitalizing on the opportunities the country presented by expanding their investments in Türkiye. A more effective global promotion of this positive perception that existing investors have can help to attract more greenfield investments to the country. Furthermore, targeted activities to ensure the retention of existing investors in the country will also play a crucial role in facilitating more expansion investments.

09

International investors play a notable role in making Türkiye an outstanding production and export hub in CEEMENA.



The share of international companies in Türkiye's total exports is around 30% on average. In medium high-tech exports, international companies are outperforming the country average. Conversely, in high-tech exports, it is observed that international companies are slightly below the country average. Türkiye can further elevate its overall technology level of exports by attracting more export-oriented investments in high-tech sectors.

Investments in startups have recently become a significant component of global FDI.

In line with global trends, investments in technology startups in Türkiye have also made remarkable progress. Türkiye has become one of the top destinations in CEEMENA by attracting a significant amount of investment into its start-up ecosystem. Actions to further strengthen the start-up ecosystem will enable Türkiye to attract more high-quality financial FDI.



05

Quality FDI Definition for Türkiye

Quality FDI Definition for Türkiye

Investments that contribute to the strong growth and sustainable development of Türkiye’s economy, accelerate its technological transformation, increase its global competitiveness, and support regional development within the country are defined as “Quality FDI”.

In the strategy preparation process, the global and regional FDI outlook and the main trends in this field were analyzed in detail. Moreover, extensive consultations were held with stakeholders from public and private sector organizations as well as FDI experts from academia and international organizations.

These studies focus on the priority issues of the global economy and investment agenda and their reflections in our country. In this regard, green transformation and sustainability, digitalization, high value-added service activities, knowledge-intensive industries, the existence of large talent pool, changes in global value chains and rapidly growing start-up investments have come to the fore as the facts that will shape the global FDI landscape in the coming period.

In this regard, Türkiye’s national FDI Strategy has identified eight different “Quality FDI Profiles” that align with these global trends and Türkiye’s other macro strategies. These profiles, each of which is of critical importance, are designed to serve the long-term development goals of our country. During the strategy period (2024-2028), investment projects defined under each profile will be prioritized, and accordingly, targeted activities will be conducted to attract more ‘Quality FDI’ projects into the country.

01

Climate FDI

02

Digital FDI

03

Global Value Chain (GVC) related FDI

04

Knowledge Intensive FDI

05

High-quality Job Generating FDI

06

High-end Service FDI

07

High-quality Financial FDI

08

Regional Development Oriented FDI

Climate FDI

FDI that supports the green transformation plays a crucial role in managing risks related to climate change and in accelerating the transition of economies towards a more sustainable structure.



Investments that support Türkiye's climate change adaptation and mitigation efforts are considered as 'Quality FDI' projects. In the last 10 years, Türkiye has attracted 121 FDI projects under this profile.

- Investments in energy production from renewable energy sources, particularly solar, wind, geothermal, and green hydrogen
- Investments in technologies and products used generating green energy (solar panels, wind turbines, and engines etc.)
- Investments fostering the e-mobility ecosystem in the country, including electric/hydrogen vehicles and components, batteries, etc.
- Investments supporting the circular economy
- Service investments in environmental technologies
- Investments that develop and produce technologies/products to increase energy efficiency



Digital FDI

Investments supporting digital transformation enhance countries' competitiveness in various aspects. Particularly, these investments contribute to green transformation and create high quality jobs.



Investments that support the digital transformation of the Turkish economy are considered as 'Quality FDI' projects for Türkiye. In the last 10 years, Türkiye has attracted 214 FDI projects under this profile.

- Investments in semiconductor, electronic components, and information communication technologies (ICT) sectors
- Investments in digital service channels (e-commerce, hyperscalers, platform economies, and sharing economies etc.)
- Investments in software and gaming sectors
- Investments that enhance the country's telecommunication infrastructure (broadband, wired and wireless connections, data centers, internet infrastructure etc.)
- Investments supporting the digitalization of traditional sectors (3D printing, big data analytics, blockchain, cloud computing, cybersecurity, internet of things, virtual/augmented reality technologies, etc.)
- Investments in Edtech, HealthTech, FinTech, smart home applications and wearable technologies



Global Value Chain (GVC) related FDI

Industries deeply embedded in global value chains have greater prospects for generating high-quality employment, enhancing efficiency, and boosting exports. Additionally, such investments promote the dissemination of knowledge and technology transfer via strong linkages with domestic firms.



Investments in production, R&D, and logistics that enhance Türkiye's integration into GVCs are considered as 'Quality FDI' projects. In the last 10 years, Türkiye has attracted 539 FDI projects under this profile.

- Investments in production, R&D, design, and innovation centers in medium high-tech (e.g. automotive, machinery, and chemicals) and high-tech sectors (e.g. pharmaceuticals, aviation, and semiconductors.)
- Investments in infrastructure that enhance the country's transportation, logistics, distribution, and storage capacities.
- Logistics, distribution, and storage center investments regardless of its sector
- Investments of multinationals for procurement offices established in Türkiye

Knowledge Intensive FDI

Investments in high-tech and knowledge-intensive sectors elevate the technological level of the country's goods and services exports, create high-paid jobs, and nourish the start-up ecosystem.

Knowledge-intensive investments that enhance the value-addition in the country are considered as 'Quality FDI' projects for Türkiye. In the last 10 years, Türkiye has attracted 357 FDI projects under this profile.

- Manufacturing investments in high-tech sectors with significant potential for job creation in STEM fields (aviation, ICT, medical devices, pharmaceuticals, semiconductors, software, and information technology services, aerospace and defense, etc.)
- R&D, design, and innovation center investments regardless of its sector
- Investments improving the country's information communication infrastructure (beyond 5G technologies, internet, data centers, wireless communication infrastructures, etc.)
- Investments in creative industries (architectural design, fashion design, filming industry, development of educational content and technologies, video games, etc.)
- Investments increasing the use of high-quality service inputs in industry (3D printing, robotics, big data analytics, blockchain, cloud computing, cybersecurity, Internet of Things, virtual/augmented reality technologies, etc.)

High-quality Job Generating FDI

Drawing in high-value and knowledge-intensive investments can create high-quality jobs and significantly increase a country's GDP per capital.

Investments that create quality and high-paid jobs are considered as 'Quality FDI' projects for Türkiye. In the last 10 years, Türkiye has attracted 507 FDI projects under this profile.

- Investments for technical training and support centers, regional headquarters, shared services centers
- R&D, design, and innovation center investments regardless of its sector
- Production investments in high-tech sectors creating jobs in STEM fields
- Investments in creative industries (architectural design, fashion design, filming industry, development of educational content and technologies, video games, etc.)
- Investments in the financial services, ICT, life sciences, and professional services sectors
- Investments increasing the use of high-quality service inputs in the industry (3D printing, robotics, big data analytics, blockchain, cloud computing, cybersecurity, Internet of Things, virtual/augmented reality technologies, etc.)
- Investments in Edtech, HealthTech, FinTech, smart home applications and wearable technologies



High-end Service FDI

The weight of the services sector in global FDI is steadily increasing. Producing high value-added services is crucial for enhancing the generated value in the economy.

Investments in the high-quality service sectors are considered as 'Quality FDI' projects for Türkiye. In the last 10 years, Türkiye has attracted 406 FDI projects under this profile.

- R&D, design, and innovation center investments regardless of its sector
- Investments in high value-added business services sector (creative advertising, high quality consultancy, engineering services, technical training, legal, financial, and HR consultancy, etc.)
- Investments increasing the use of high-quality service inputs in the industry (3D printing, robotics, big data analytics, blockchain, cloud computing, cybersecurity, Internet of Things, virtual/augmented reality technologies, etc.)
- Investments in the banking, finance, and insurance sectors
- Investments in software and gaming sectors
- Regional headquarters
- Investments in maintenance & servicing and technical support centers
- Shared services centers



High-quality Financial FDI

High-quality financial investments provide funds to innovative start-ups and enable them to grow and internationalize faster.



Financial investments in sustainable and knowledge intensive areas are considered as 'Quality FDI' projects.

- Fund investments strengthening Türkiye's start-up ecosystem
- Fund investments supporting seed funding, crowdfunding ecosystems and business angel networks in the country
- Sustainable fund investments made by venture capital funds, private equity funds, development finance institutions, family offices, sovereign wealth funds, pension funds, and asset management companies
- Investments supporting the participation finance ecosystem
- Impact investing



Regional Development Oriented FDI

FDI makes significant contributions to increasing the competitiveness of the regions, strengthening the global integration of those regions and reducing the economic disparities within a country.



Investments that activate the endogenous potential of regions within the country, provide local supply opportunities, create high employment, and thus reduce migration from the regions are considered as “Quality FDI” projects for Türkiye.

Investments that are made within the provinces at 3rd, 4th, 5th, and 6th level of development according to the Socio-Economic Development Indexation (SEDI) study;

- in industrial sectors with 50+ employment,
- in employment-intensive service sectors (call centers, logistics and distribution centers etc.),
- in sustainable agriculture and livestock activities,
- to increase the tourism potential of the regions and develop the tourism infrastructure,
- in the above-mentioned seven quality FDI profiles.



06

The Primary Goal and Policy Areas of the Strategy

The Primary Goal and Policy Areas of the Strategy

The Türkiye FDI Strategy (2024-2028) aims to enhance the country's FDI portfolio by improving both its quality and quantity.

The primary objective of the strategy is to boost Türkiye's share in the global FDI market to 1.5% by 2028, by enhancing its performance in terms of the **quality FDI profiles**. Achieving this target relies on enhancing Türkiye's investment attraction performance in each quality FDI profile and securing a larger regional share in FDI inflows. Therefore, our goal is to attract 12% of FDI inflows coming to CEEMENA by 2028. In addition, specific targets were set in each quality FDI profile during the strategy period.*

GOAL 1 **1.5%**
Increasing Türkiye's share of **the global FDI** to 1.5%

GOAL 2 **12%**
Increasing Türkiye's **regional share in FDI** inflows to 12%

GOAL 3 Achieving the targeted total number of projects in each quality FDI profile over a 5-year period



Climate
FDI

120
FDI Projects



Digital
FDI

240
FDI Projects



Global
Value Chain
(GVC)
related FDI

360
FDI Projects



High-end
Service
FDI

270
FDI Projects



High-quality
Job
Generating
FDI

360
FDI Projects



Knowledge
Intensive
FDI

300
FDI Projects

We have identified six main policy areas to achieve these targets, considering the global trends affecting FDI and the site selection criteria of international investors.

Policy Areas of the Türkiye FDI Strategy (2024-2028)

The policies to be implemented under the Türkiye FDI Strategy (2024-2028) will focus on these 6 themes: Investment Climate and Competitiveness, Green Transformation, Digital Transformation, Global Value Chains (GVCs), Talent Pool, Communication and Promotion. These themes and their associated policies have been designed in line with Türkiye's main national strategy documents, primarily the 12th Development Plan.

*The number of projects determined specifically for Quality FDI profiles will be followed by the Investment Office by monitoring the databases of certain public institutions, particularly the Ministry of Industry and Technology and the Ministry of Commerce, and international databases that produce data in this field.

Due to the absence of a standardized data source for tracking the performance of countries in the High-quality Financial FDI and Regional Development Oriented FDI profiles, a specific target could not be set for these profiles.

Policy Areas

INVESTMENT
CLIMATE AND
COMPETTIVENESS

GREEN
TRANSFORMATION

DIGITAL
TRANSFORMATION

GLOBAL
VALUE CHAINS
(GVCs)

TALENT
POOL

COMMUNICATION
AND PROMOTION

Investment Climate and Competitiveness

1.1

The effectiveness of incentive mechanisms offered to investors will be enhanced to attract quality FDI projects that support the twin (green and digital) transformation of the economy.

1.2

More investment sites will be developed for quality FDI profiles, taking into account environmental and social impacts and logistical requirements, be presented in digital platforms and land allocation processes will be streamlined.

1.3

In order to strengthen the start-up ecosystem, necessary physical, legal, and digital infrastructure will be further strengthened, and alternative and innovative financing opportunities will be further increased.

1.4

Bureaucratic processes will be simplified, digitized and costs will be reduced to expedite the realization of quality FDI projects.

1.5

The regulatory framework in the business and investment environment will be further improved to enhance investor confidence, predictability, and stability.

1.6

Targeted activities will be carried out to increase the local embeddedness of existing international investors in Türkiye, directing them to more value-added areas such as R&D and design, and to increase their expansion investments.



Green Transformation

2.1

Measures will be taken to increase renewable energy production, ensure the dissemination of environmentally friendly technologies, and further facilitate investors' access to green energy.

2.2

Actions will be taken to improve the investment environment focused on circular economy and sustainability, to attract quality FDI projects that support Türkiye's green transformation process.

2.3

International standards and regulations, especially the EU Green Deal, that support Türkiye's green transformation will be closely followed, and necessary regulations for production and trade will be implemented.

2.4

Environmentally friendly policies integrated with low-emission and digitized production techniques will be crafted to attract quality FDI projects.

2.5

A favorable investment environment will be ensured to attract technological investments with high energy efficiency and savings potential to Türkiye.

2.6

Efforts will be made to further strengthen the ecosystem that will promote the development of green finance in Türkiye.



Digital Transformation

3.1

International standards and regulations supporting Türkiye's digital transformation process will be followed, and necessary regulations for production and trade will be implemented.

3.2

The digital infrastructure of Türkiye will be further strengthened to attract quality FDI projects.

3.3

The ecosystem in emerging technology areas such as 5G and beyond, new generation communication technologies, the Internet of Things, artificial intelligence, big data, quantum computing, cybersecurity, intelligent transportation, and augmented reality will be further developed.



Global Value Chains (GVCs)

4.1

To enhance Türkiye's integration into global value chains, the level of compliance with international trade policies in green and digital transformation areas will be increased.

4.2

Considering economic developments in Türkiye and global trade, efforts will be made to update the existing Customs Union and free trade agreements and new trade agreements for target countries will be negotiated.

4.3

To strengthen Türkiye's position in global value chains, logistics capabilities across all modes of transportation will be further developed.

4.4

Collaboration between existing international investors in Türkiye and local supplier firms will be further enhanced to increase the integration of local firms into global value chains.

4.5

To improve efficiency and effectiveness in customs procedures, information and communication technologies will be adopted at maximum level and customs services will be transformed to align with green and digital transitions.

4.6

Actions will be taken to increase the share of quality service inputs such as R&D, design, supply chain management, distribution, and maintenance in the manufacturing sector to enhance added value in the country.



Talent Pool

5.1

Development of the skilled human capital needed by Türkiye in the framework of its twin transformation will be ensured, and legislative works compatible with new working models emerging from future professions will be conducted and existing human capital will be equipped with skills for the future.

5.2

Programs will be developed to increase education and employment in the fields of STEM (mathematics, science, technology, and engineering) and to increase the availability of competent R&D personnel required by quality FDI profiles.

5.3

Efforts will be made to improve the industry-specific foreign language skills of the human resources needed by quality FDI profiles.

5.4

To train the technical human resources required by quality FDI profiles, efforts will be made to enhance the quality of vocational education, and to facilitate the transition of individuals trained in vocational and technical education into the labor market.

5.5

Targeted efforts will be conducted to attract qualified human resources from abroad to the country and to retain existing talents.

5.6

Initiatives will be undertaken to encourage the participation in the workforce of segments currently not in the labor force, focusing especially on women and youth, to activate them in the economy.



Communication and Promotion

6.1

By adopting a 360-degree communication approach, Türkiye's investment environment will be actively promoted through tools such as investment diplomacy, international campaigns, and media relations etc.

6.2

Efforts will be made to strengthen the "Invest in Türkiye" brand and to develop and communicate effective messages to target audiences in line with the "Türkiye Century, Century of Investments" vision.

6.3

Promotional activities will be carried out in quality FDI areas through customized content, materials, target audience-oriented events and digital campaigns promoting investment opportunities of the country.

6.4

Target investors in line with the quality FDI profiles will be determined and lead generation activities will be carried out for these investors.

6.5

Türkiye's communication and promotional activities will be strengthened by developing collaborations with all national and international stakeholders within the framework of strategic communication.



Annual Action Plans

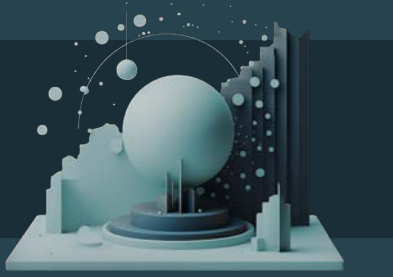
Under the strategy, working groups consisting of representatives from relevant stakeholders will be established under the coordination of the Presidency Investment Office for each identified policy area.

These working groups will create action plans tailored to serve their respective policy areas. However, the dynamics and trends affecting the global economy can change rapidly, and long-term action plans may become outdated. Therefore, **the action plans** to be developed under this strategy will be prepared and monitored on an annual basis with a dynamic approach.

You can access current action plans via QR code or the following link.



[invest.gov.tr/en/pages/
fdi-strategy.aspx](https://invest.gov.tr/en/pages/fdi-strategy.aspx)



**Türkiye
Foreign
Direct
Investment** Strategy
2024-2028