



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

WHY INVEST IN TÜRKİYE?

[INVEST.GOV.TR](https://invest.gov.tr)

June 2025



10 reasons to invest in Türkiye



**ROBUST
ECONOMY**



**DOMESTIC
+ ACCESSIBLE
MARKETS**



**STRATEGIC
LOCATION**



**FAVOURABLE
DEMOGRAPHICS**



**SKILLED
AND
COMPETITIVE
LABOR FORCE**



**CONTINUOUS
REFORM PROCESS**



BUSINESS-FRIENDLINESS



**LUCRATIVE
INCENTIVES**



**BENIGN R&D
ECOSYSTEM**



**SECTORAL
OPPORTUNITIES**

ROBUST ECONOMY

TRACK RECORD GROWTH AND BRIGHT
FUTURE WITH PROVEN RESILIENCE



12th largest economy in the World

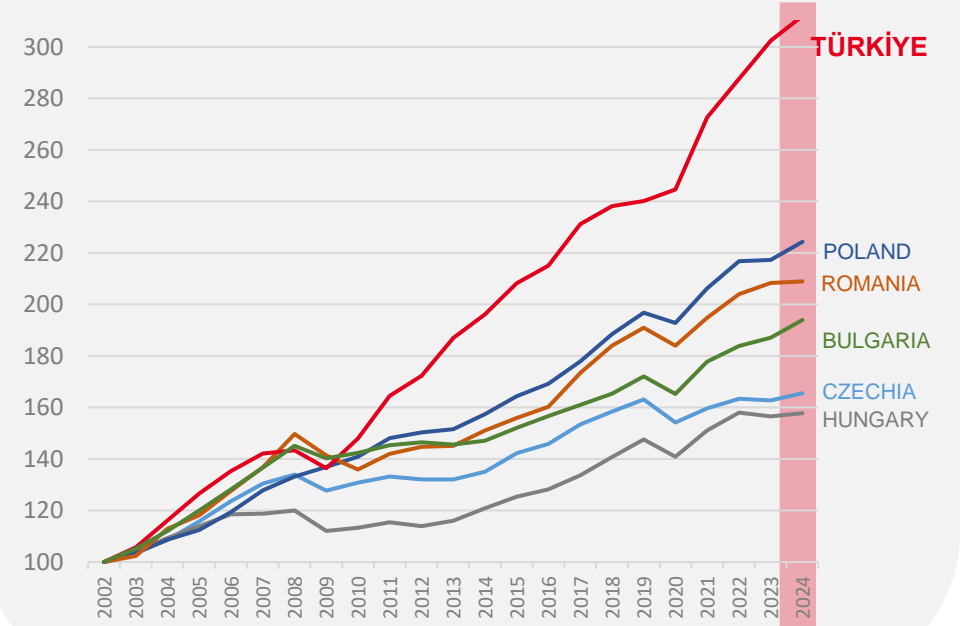
RANKING OF ECONOMIES BY GDP AT PPP

2003	2019	2024
1. USA	1. CHINA	1. CHINA
2. CHINA	2. USA	2. USA
3. JAPAN	3. INDIA	3. INDIA
4. GERMANY	4. JAPAN	4. RUSSIA
5. INDIA	5. GERMANY	5. JAPAN
6. RUSSIA	6. RUSSIA	6. GERMANY
7. FRANCE	7. INDONESIA	7. BRAZIL
8. UK	8. BRAZIL	8. INDONESIA
9. BRAZIL	9. UK	9. FRANCE
10. ITALY	10. FRANCE	10. UK
11. MEXICO	11. MEXICO	11. ITALY
12. INDONESIA	12. ITALY	12. TÜRKİYE
13. SPAIN	13. TÜRKİYE	13. MEXICO
14. CANADA	14. S.KOREA	14. S. KOREA
15. S.KOREA	15. SPAIN	15. SPAIN
16. S. ARABIA	16. CANADA	16. CANADA
17. IRAN	17. S. ARABIA	17. EGYPT
18. TÜRKİYE	18. IRAN	18. S. ARABIA

AVERAGE ANNUAL GDP GROWTH (%) 2002-2024



REAL GDP GROWTH (INDEX: 2002=100)

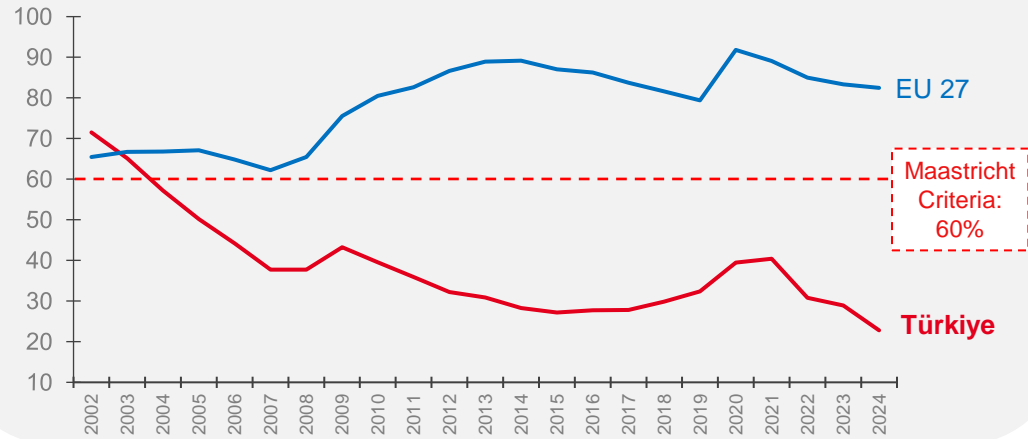


ROBUST ECONOMY

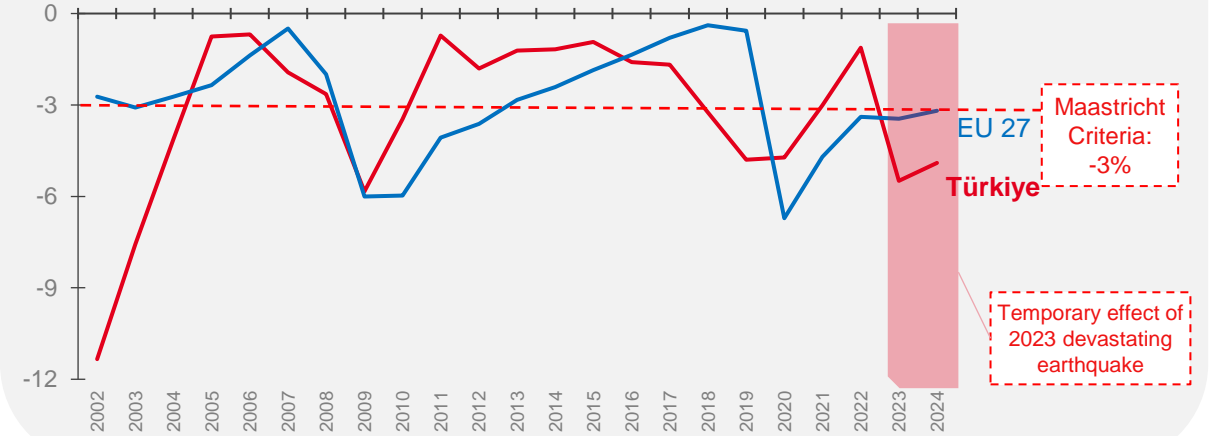
STRONG MACROECONOMIC FUNDAMENTALS
BASED ON SUCCESSFUL PUBLIC FINANCE MANAGEMENT



Gross Public Debt Stock as % of GDP



Budget Balance as % of GDP

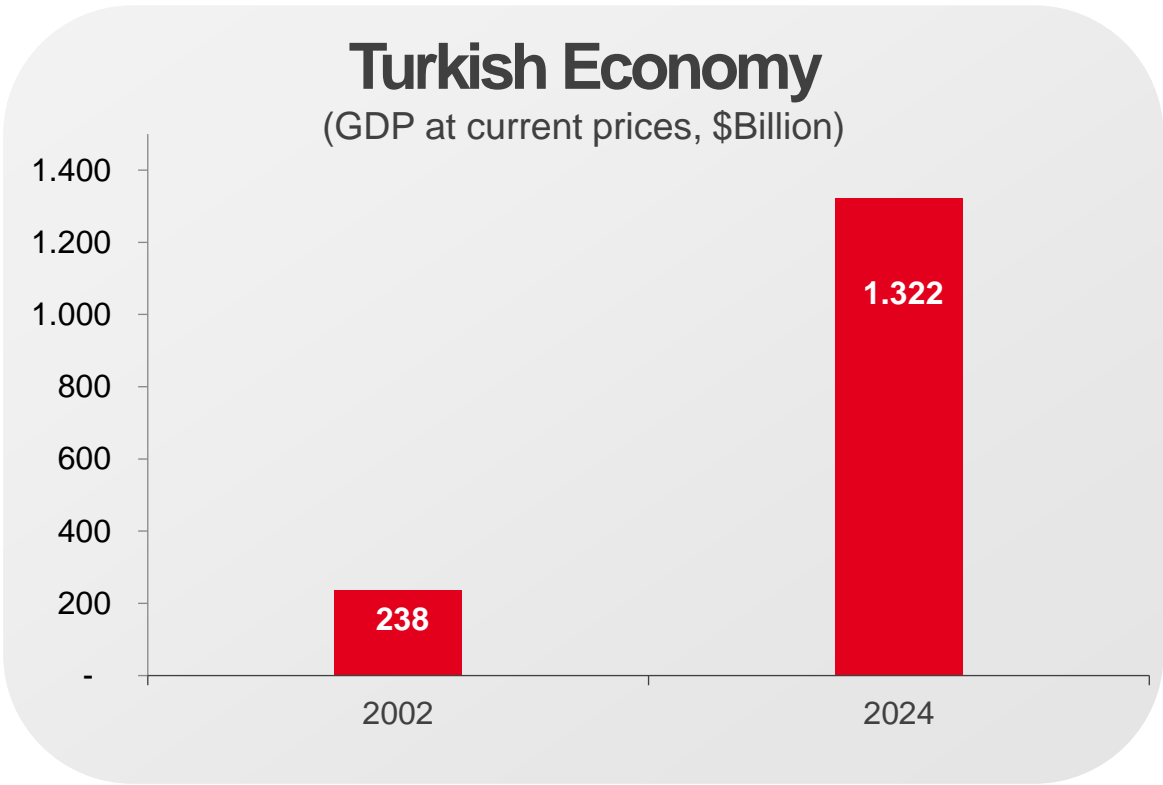


ROBUST ECONOMY

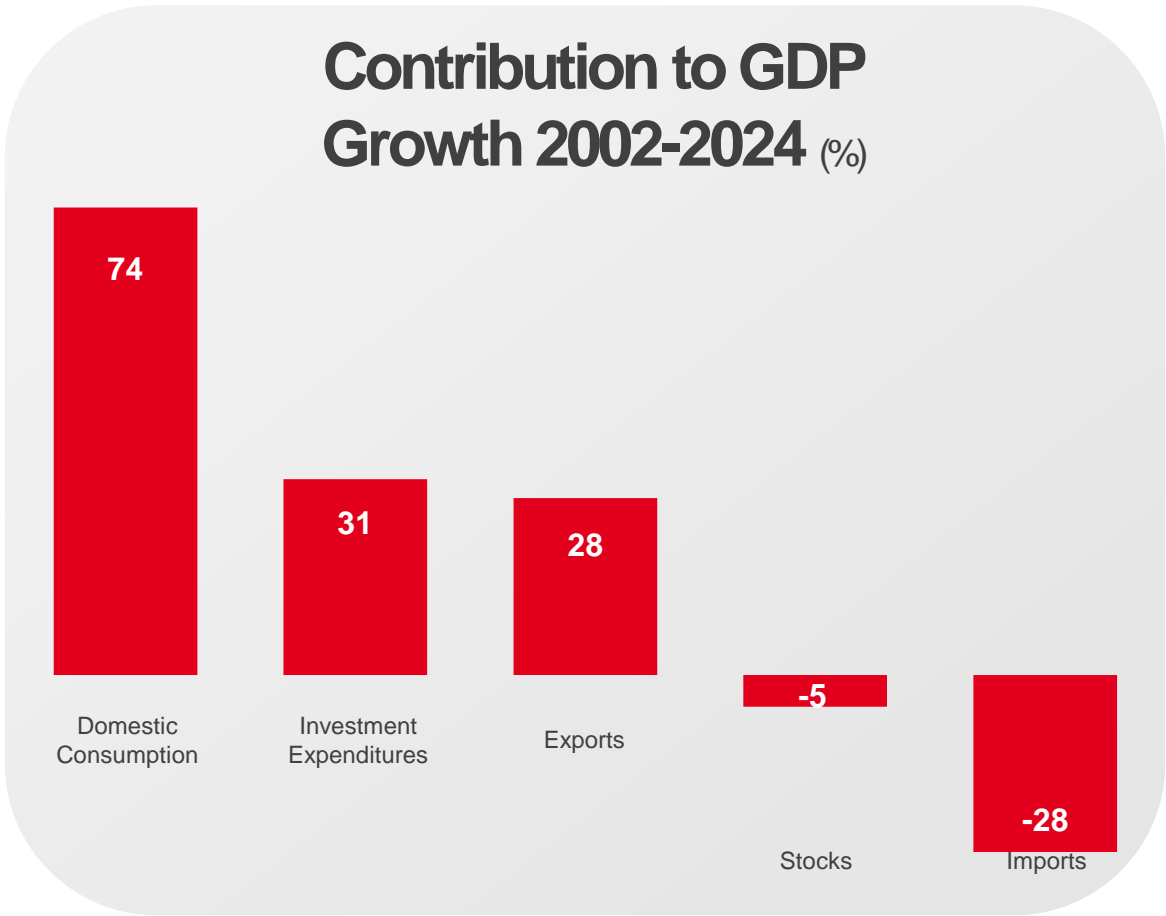
FIVEFOLDING SIZE OF THE ECONOMY OVER THE PAST 21 YEARS



Turkish economy has **quintupled over the past 22 years** and is promising to be on the growing trend



Robust domestic market and entrepreneurial private sector spurred investments and exports



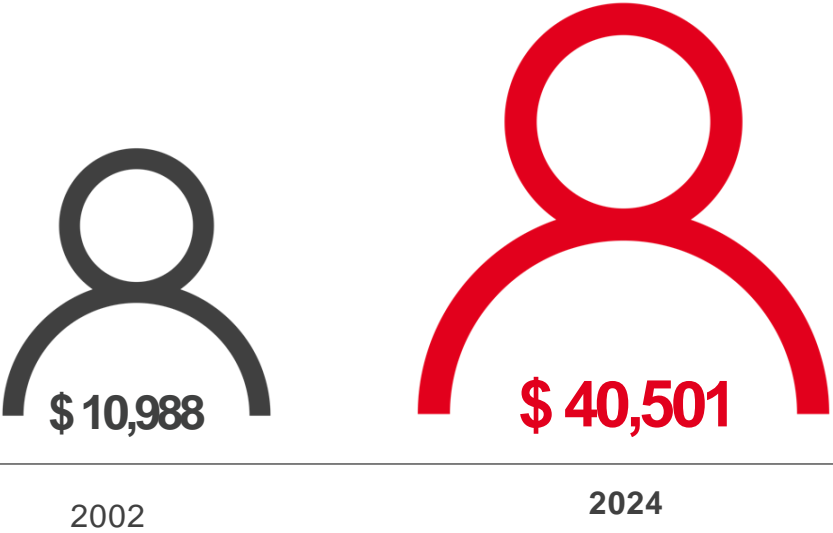
DOMESTIC MARKET

IMPRESSIVE ECONOMIC GROWTH LEADING TO A SIZEBLE MIDDLE CLASS WITH INCREASING PURCHASING POWER



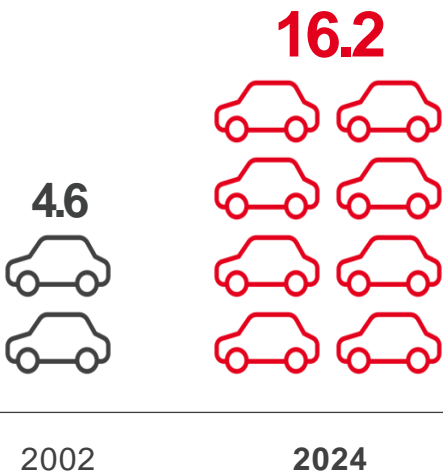
Income per capita

(GDP per capita, current prices at purchasing power parity)



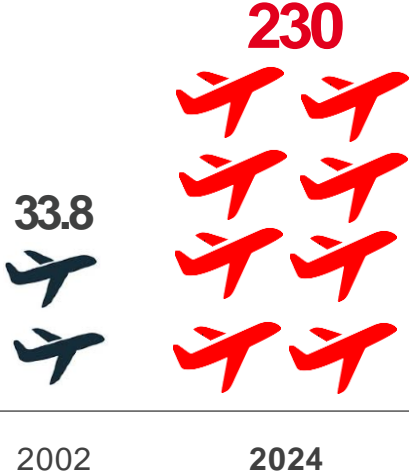
Stock of Automobiles

(millions of passenger cars)



Turkish Aviation Passenger

(millions of passengers)



DOMESTIC MARKET

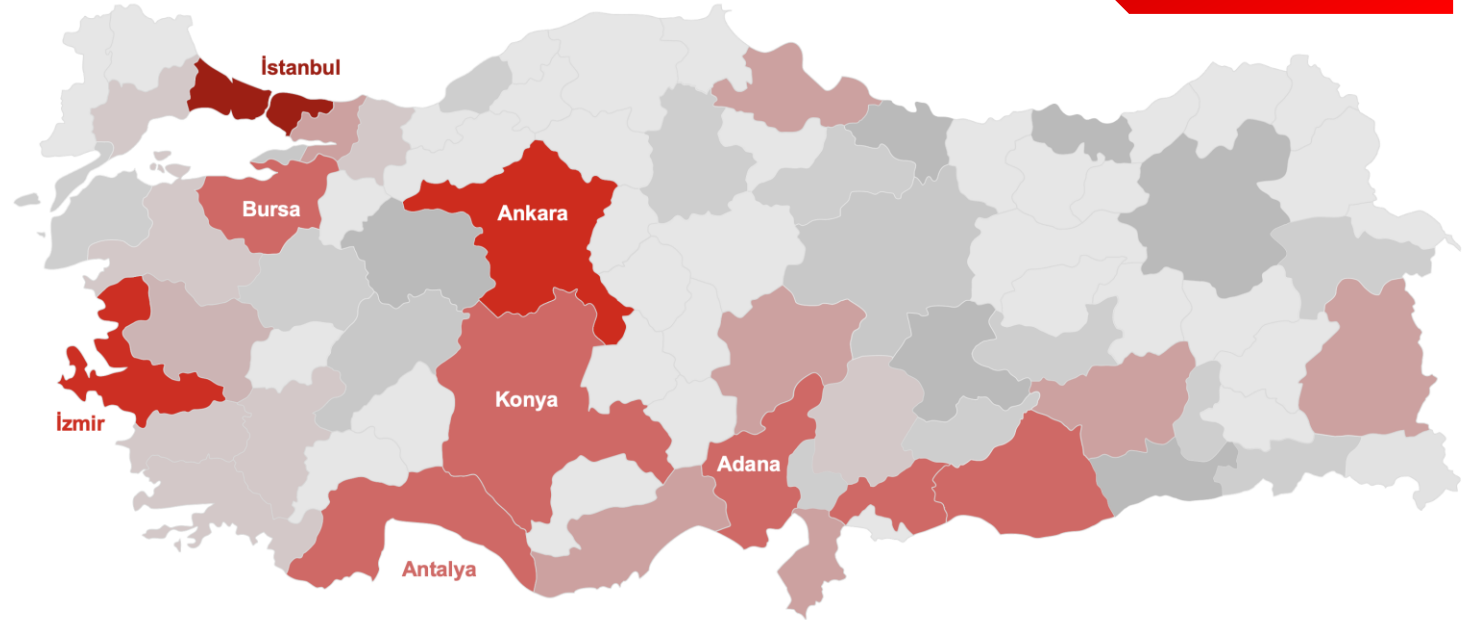
DOMESTIC MARKET FURTHER SUPPORTED BY
EMERGING URBAN CENTERS



Total Population in 2024 **85.7 Million**

Half of the
population under
the age of **34.4**

İstanbul	15.7 Million	Muğla	1.1 Million
Ankara	5.9 Million	Denizli	1.1 Million
İzmir	4.5 Million	Eskişehir	0.9 Million
Bursa	3.2 Million	Mardin	0.9 Million
Antalya	2.7 Million	Trabzon	0.8 Million
Konya	2.3 Million	Ordu	0.8 Million
Adana	2.3 Million	Malatya	0.8 Million
Şanlıurfa	2.2 Million	Afyonkarahisar	0.8 Million
Gaziantep	2.2 Million	Erzurum	0.7 Million
Kocaeli	2.1 Million	Batman	0.7 Million
Mersin	2.0 Million	Sivas	0.6 Million
Diyarbakır	1.8 Million	Tokat	0.6 Million
Hatay	1.6 Million	Adıyaman	0.6 Million
Manisa	1.5 Million	Elazığ	0.6 Million
Kayseri	1.5 Million	Zonguldak	0.6 Million
Samsun	1.4 Million	Kütahya	0.6 Million
Balıkesir	1.3 Million	Şırnak	0.6 Million
Tekirdağ	1.2 Million	Çanakkale	0.6 Million
Aydın	1.2 Million	Osmaniye	0.6 Million
Kahramanmaraş	1.1 Million	Çorum	0.5 Million
Van	1.1 Million		
Sakarya	1.1 Million		



24 urban centers
with populations
over **1 million**

DOMESTIC + ACCESSIBLE MARKETS

DOMESTIC MARKET + EU MARKET + FREE TRADE AREA



Customs Union with the EU
allows direct access to the EU Market

NORWAY ISRAEL *SUDAN
LIECHTENSTEIN
SWITZERLAND ICELAND
BOSNIA AND HERZEGOVINA
PALESTINE MACEDONIA
MOROCCO TUNISIA
ALBANIA EGYPT
GEORGIA MONTENEGRO
SERBIA CHILE
MAURITIUS SOUTH KOREA
MALAYSIA *LEBANON MOLDOVA
FAROE ISLANDS
SINGAPORE VENEZUELA
UNITED KINGDOM
*QATAR KOSOVO
UAE UKRAINE*



+



in 30 countries
with Free Trade
Agreements

+



STRATEGIC LOCATION

HUB FOR MULTINATIONALS TO MANUFACTURE,
EXPORT AND MANAGE



Working Hours
Intersect with
16 Time Zones

**PROXIMITY
TO MAJOR MARKETS**
1.3 billion people, \$10.3T
import and \$32.1T GDP in
Europe, MENA and CentralAsia
at 4 hour flight-distance

CONNECTIVITY
Turkish Airlines
connects you to 353
destinations in 131
countries

**MANUFACTURING
& EXPORT HUB
FOR
MULTINATIONALS**

**AS WELL AS
MANAGEMENT, LOGISTICS,
PROCUREMENT &
TRAINING HUB FOR
MULTINATIONALS**



66 countries



Microsoft

70 countries



Nestlé

Production base
for MENA



Its largest production
facility worldwide



89 countries



GE Healthcare

22 countries



Exporting 75%
of its production



80 countries



TOYOTA

Exporting 85%
of its production



Exporting 87%
of its production



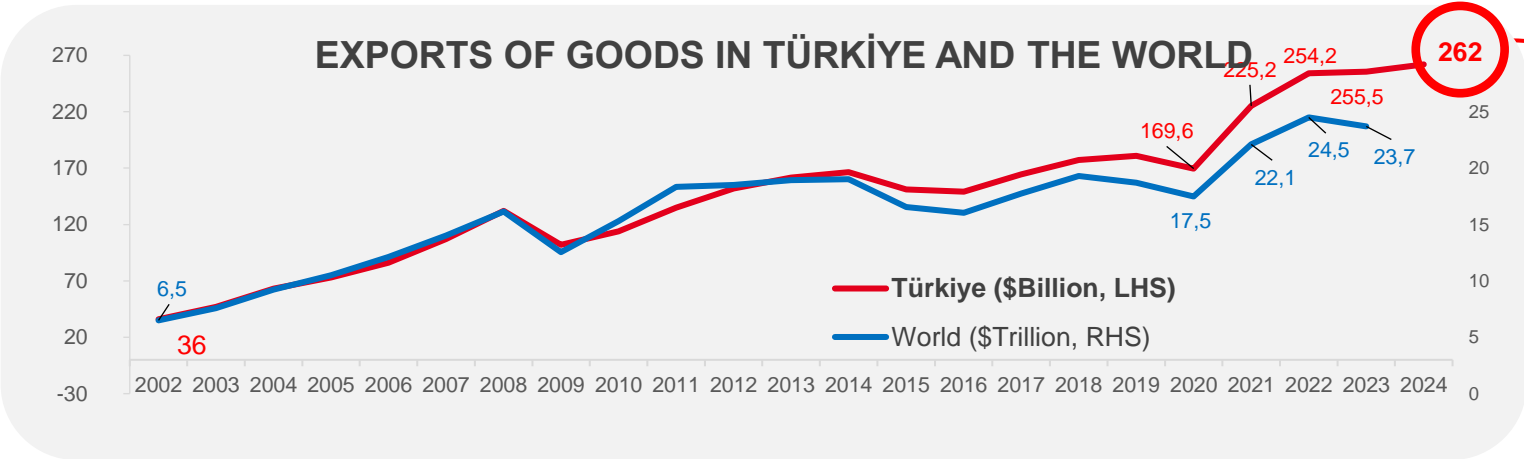
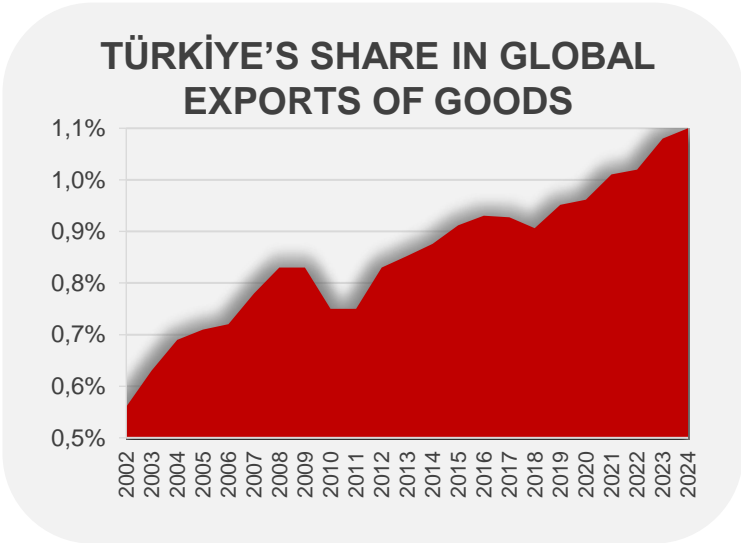
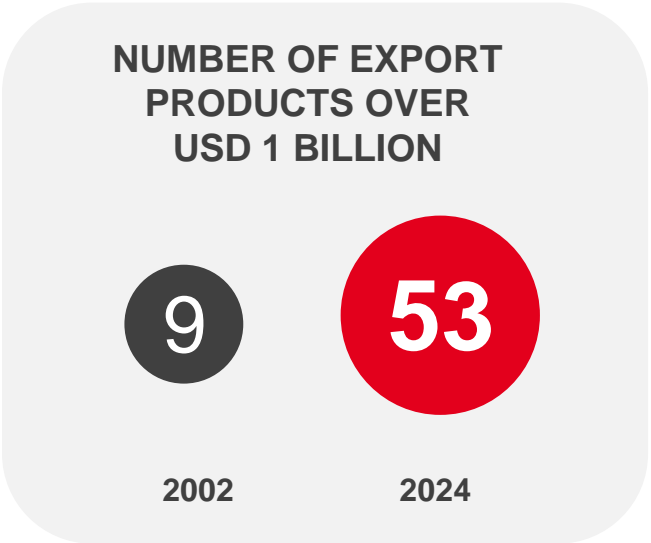
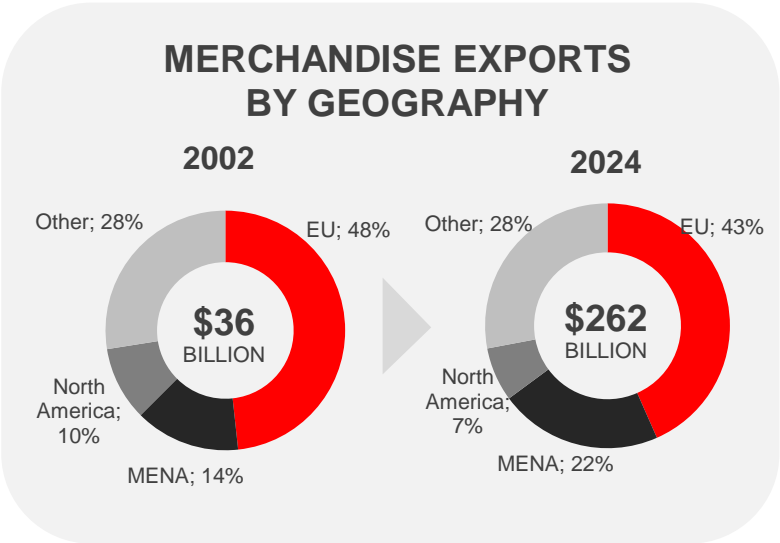
novo nordisk®
103 countries



30 countries

STRATEGIC LOCATION

STRATEGIC LOCATION AND ENHANCED PRODUCTION CAPABILITIES ATTRACTING MULTINATIONALS TO INVEST FOR EXPORT



**Türkiye
Records
All-Time
High
Exports
in 2024**

ANNUAL AVERAGE GROWTH OF EXPORTS (2002-2024)



Türkiye 9.4%



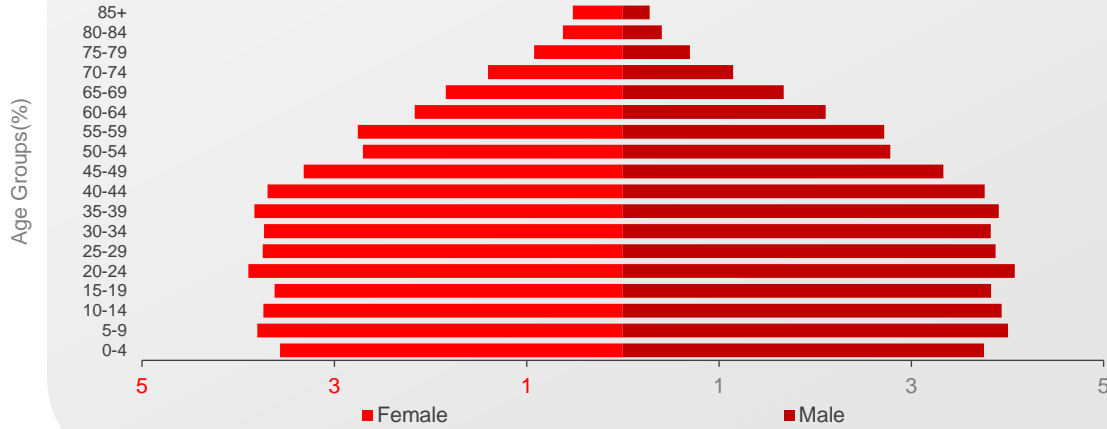
The World 6.1%

FAVORABLE DEMOGRAPHICS

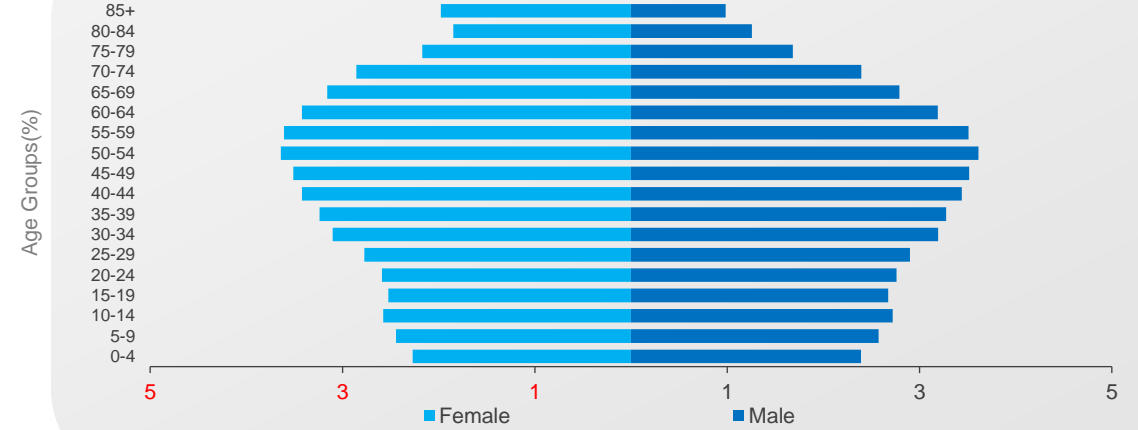
HALF OF POPULATION UNDER AGE OF 34.4 CREATING DYNAMIC LABOR FORCE AND FISCAL DISCIPLINE



TÜRKİYE

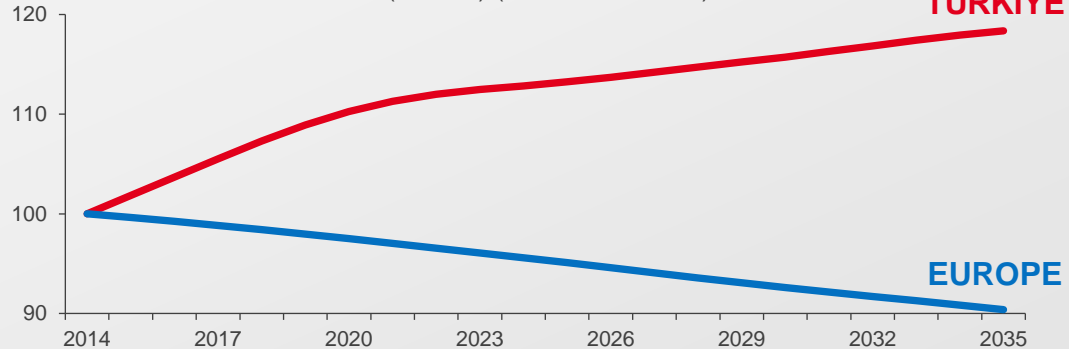


EUROPE



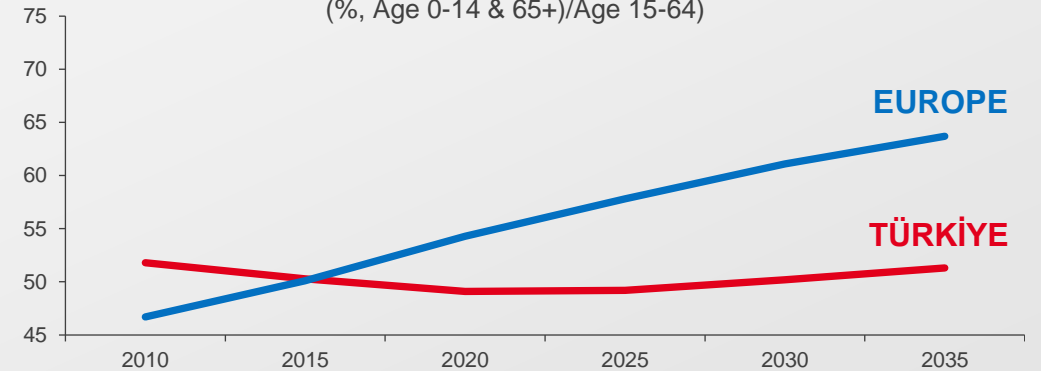
WORKING AGE POPULATION

(15-64+) (Index: 2014=100)



TOTAL DEPENDENCY RATIO

(%, Age 0-14 & 65+)/Age 15-64)

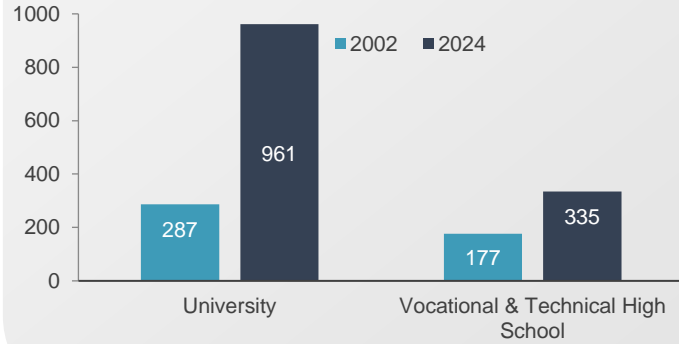


SKILLED AND COMPETITIVE LABOR FORCE

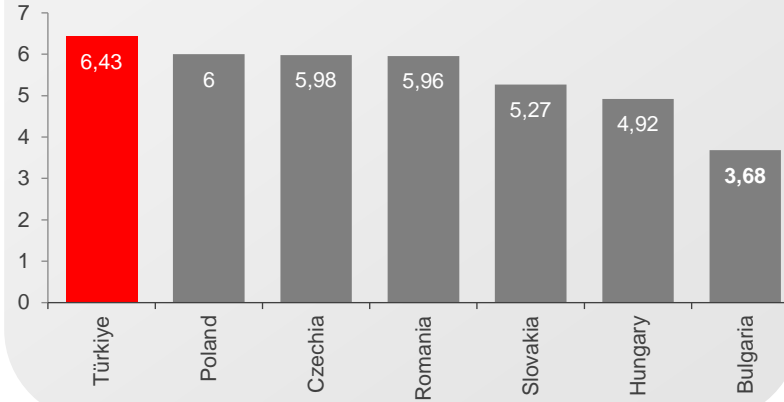
UPGRADED EDUCATION SYSTEM TO ENABLE
A SKILLED LABOR POOL AND ADDRESS
BUSINESS REQUIREMENTS



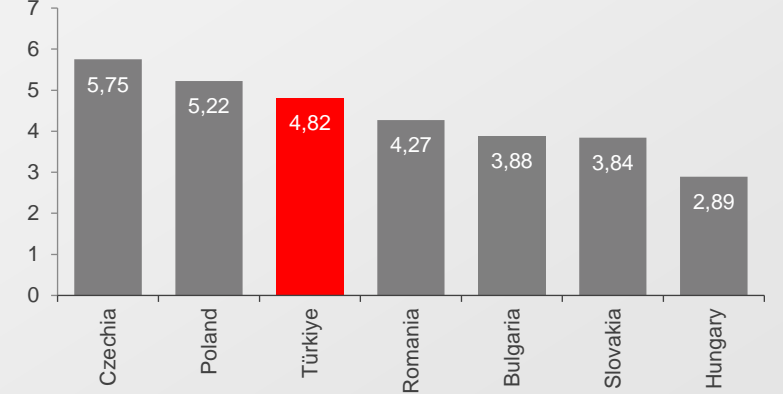
ANNUAL NUMBER OF GRADUATES
(thousands)



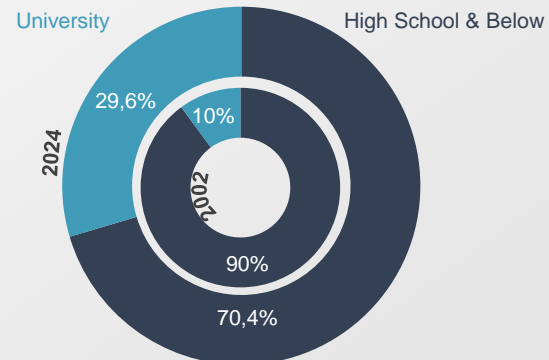
AVAILABILITY OF QUALIFIED ENGINEERS
(10=Available; 0=Unavailable) 2024



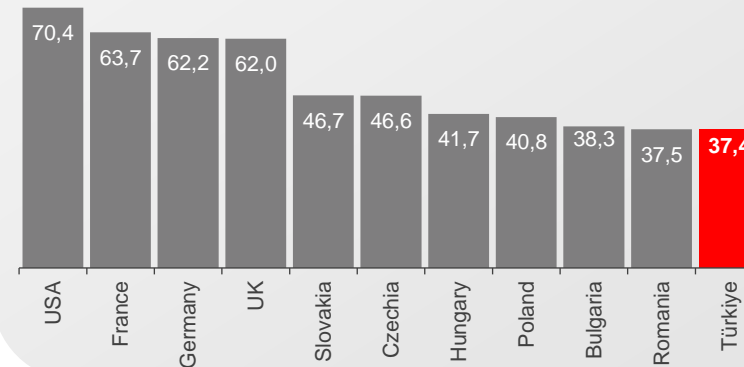
AVAILABILITY OF COMPETENT SENIOR MANAGERS
(10=Available; 0=Unavailable) 2024



LABOR FORCE BY EDUCATION LEVEL



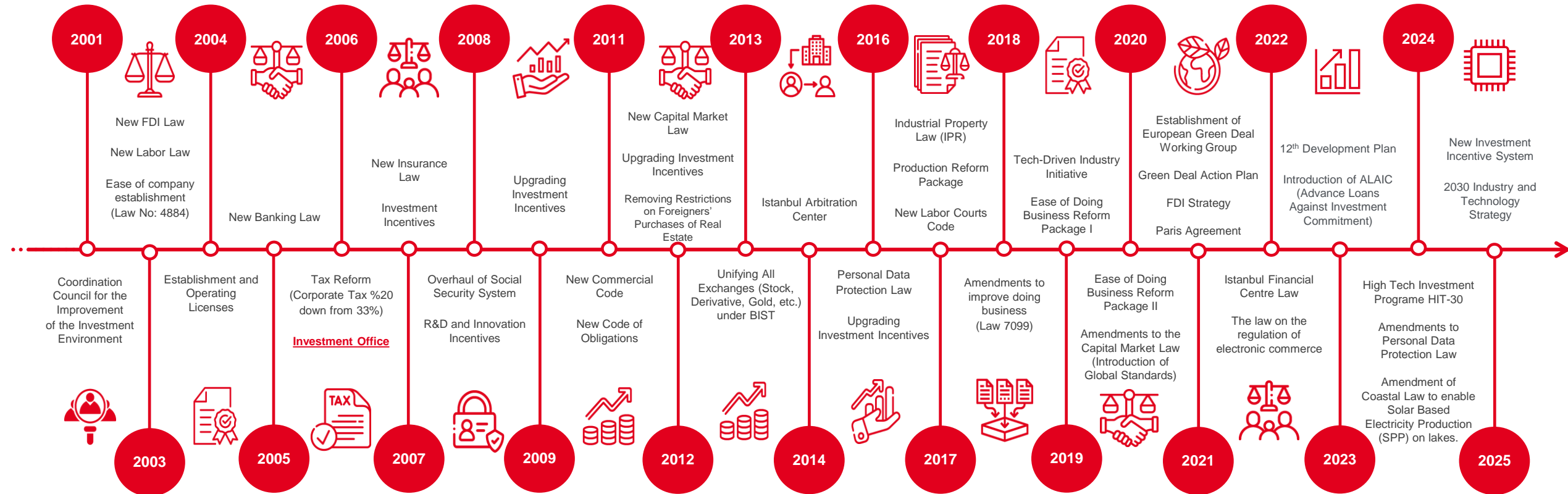
COST OF LIVING INDEX 2024
(New York=100)



REFORMS



Thanks to stability established over the last two decades, Türkiye remains committed to implementing **major reforms** nearly every 18-24 months across various areas.

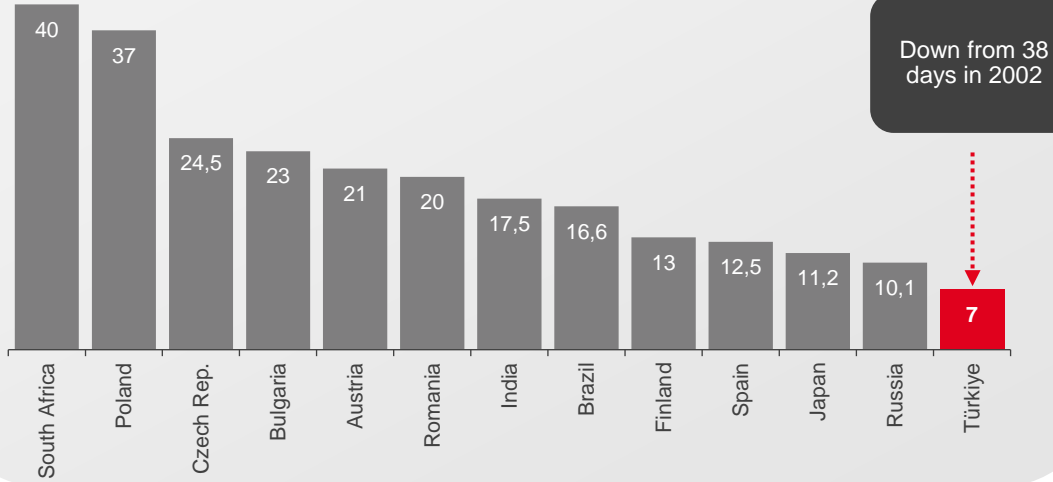


REFORMS

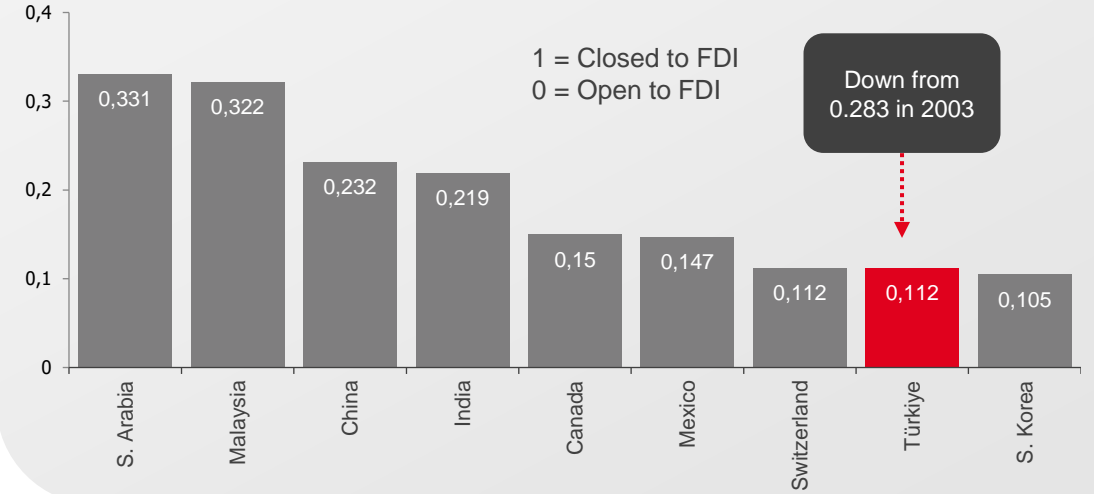
CONTINUOUSLY IMPLEMENTING SWEEPING REFORMS IN MANY AREAS



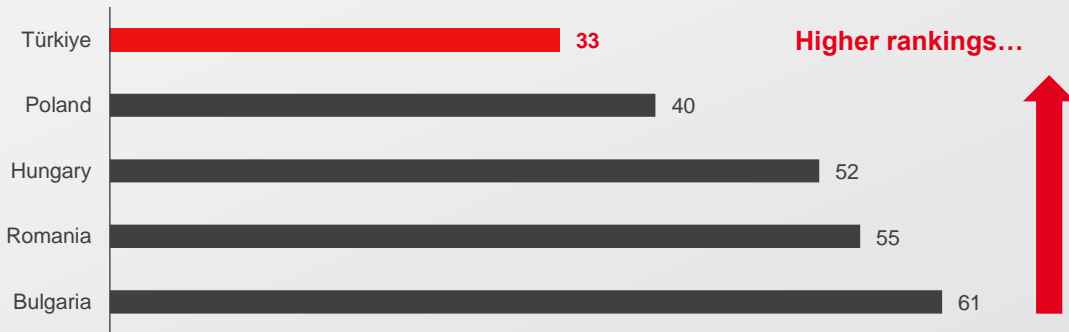
NUMBER OF DAYS TO SET UP A COMPANY, 2020



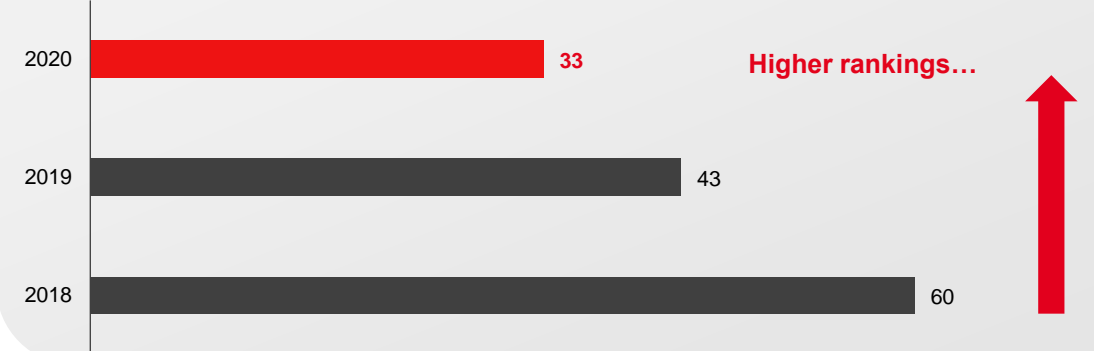
FDI REGULATORY RESTRICTIVENESS INDEX, 2023



EASE OF DOING BUSINESS RANKING, 2020



EASE OF DOING BUSINESS RANKING (Y-O-Y)



BUSINESS-FRIENDLINESS

OFFERING PROTECTION AND EASE OF DOING BUSINESS



**Protection of
International Investors
by FDI Law**

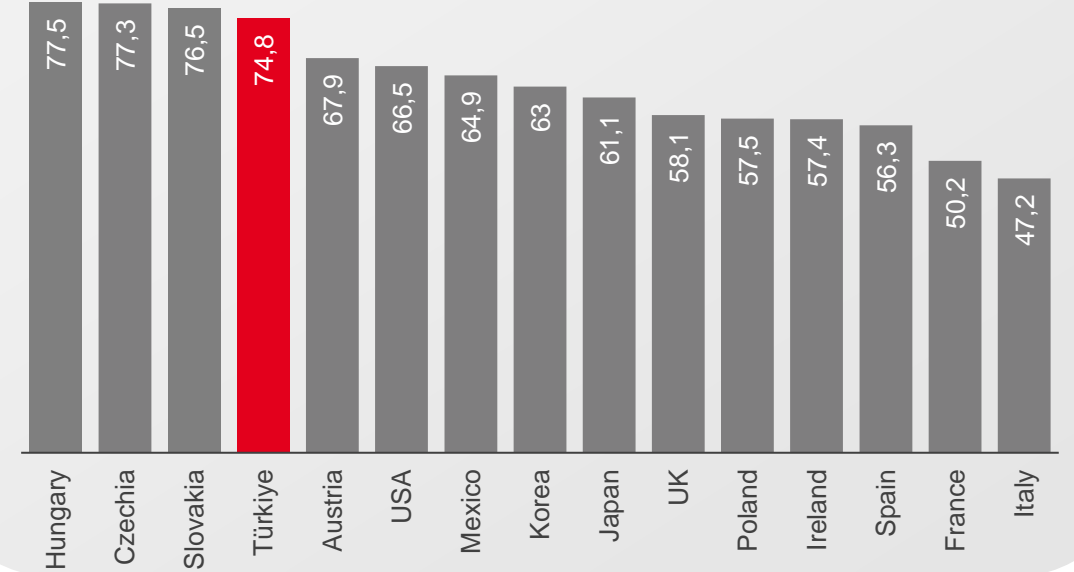


**Bilateral Investment
Protection Treaties with
89 countries**



**Treaties to avoid
Double Taxation with
93 countries**

INTERNATIONAL TAX COMPETITIVENESS*, 2024
(Index=100 as most competitive)



LUCRATIVE INCENTIVES

OFFERING LUCRATIVE INCENTIVES IN MANY WAYS



MANUFACTURING INCENTIVES

- ✓ Tax deductions & exemptions +
- ✓ Cash Grants



EMPLOYMENT INCENTIVES

- ✓ Payroll & Training support +



R&D AND INNOVATION INCENTIVES

- ✓ Tax deductions & exemptions +



INCENTIVES FOR SERVICE EXPORTERS

- ✓ Tax deductions for exporting services in;
 - Engineering
 - Architecture
 - Design
 - Software
 - Medical Reporting
 - Accounting
 - Call Center
 - Datacenter
 - Education
 - Healthcare



TECHNOLOGY DEVELOPMENT ZONES

- ✓ To support R&D
- ✓ Tax deductions & exemptions +



INVESTMENT ZONES

- ✓ **Free Zones**
Tax deductions & exemptions +
- ✓ **Organized Industrial Zones**
Developed infrastructure

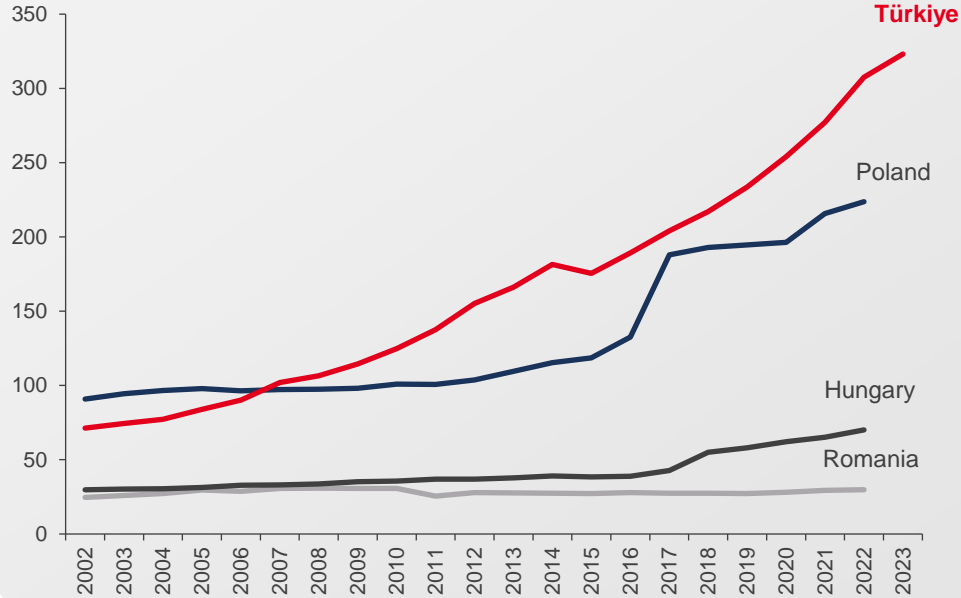


BENIGN R&D ECOSYSTEM

R&D INCENTIVES ARE FURTHER
SUPPORTED BY A FAVORABLE ECOSYSTEM



NUMBER OF RESEARCHERS
(thousands)



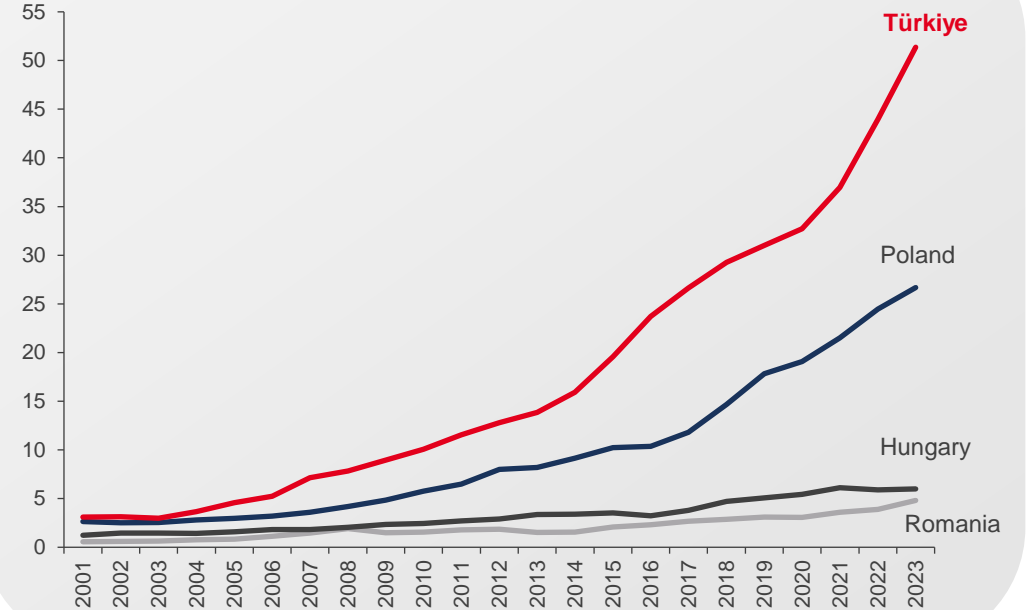
NEARLY 750 INTERNATIONAL
COMPANIES OPERATING IN
TECHNOPARK AND R&D CENTERS



740

INTERNATIONAL
COMPANIES

INCREASING R&D SPENDING
(\$ Billion, PPP)

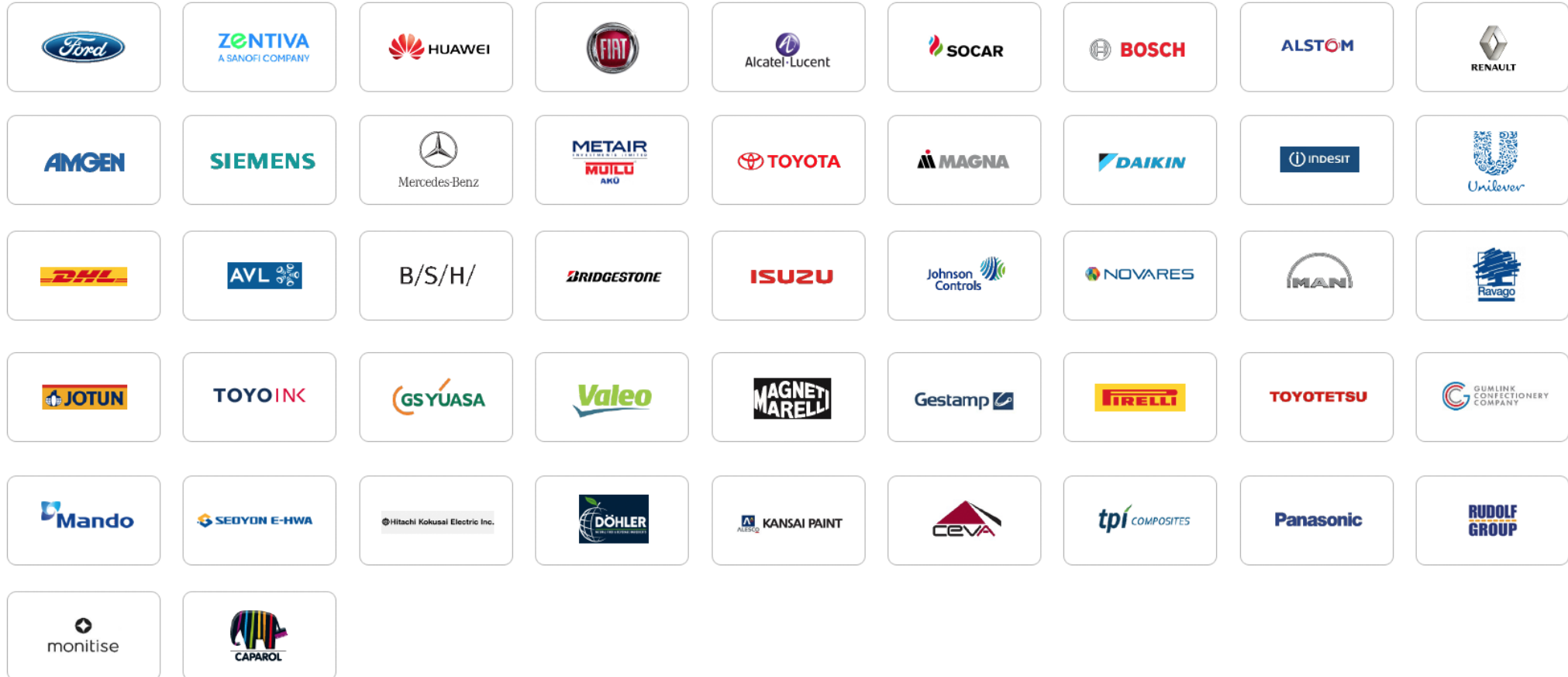


BENIGN R&D ECOSYSTEM

R&D INCENTIVES ARE FURTHER
SUPPORTED BY A FAVORABLE ECOSYSTEM



SELECTED INTERNATIONAL COMPANIES CONDUCTING R&D IN TÜRKİYE



SECTORAL OPPORTUNITIES

OFFERING ABUNDANT OPPORTUNITIES
IN A VARIETY OF SECTORS



AUTOMOTIVE

- 12th largest manufacturer in the World, 4th in Europe (2024)
- 1.4 million vehicle produced (2024)
- Export: \$37.2 billion (2024)



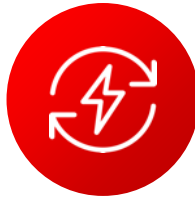
MACHINERY & ELECTRICAL EQP.

- Largest TV & white goods producer in Europe
- Exporting 75% of its production
- Revenue: \$78 billion (2023)
- Export: \$27.9 billion (2024)



AEROSPACE & DEFENCE

- \$14.3 billion defence spending (2023)
- Export: \$6.7 billion (2024)
- Air passengers: 230 million (2024)
- İstanbul is the 1st city in Europe by passenger traffic
- Top UAV exporter in the world with a 65% share. (2018-2023)



ENERGY

- 6th largest electricity market in Europe with more than 115 GW
- %59 renewable energy share of electricity capacity (2024)
- Türkiye generated 4.0 GW new capacity in 2024
- 4th in the world in geothermal energy capacity



AGROFOOD

- 9th largest agriculture producer in the World, 1st in Europe (2023)
- Agriculture & Food Industry Market: \$78 billion
- Export: \$32.6 billion (2024)
- Export to around 200 countries



INFRASTRUCTURE

- \$215 billion PPP contracts (1986-2024)
- More opportunities in transport, energy, health



ICT

- Market size: \$33.0 billion (2023)
- Export: \$2.4 billion (2023)
- Employment: 237K of which 60% are R&D personnel (2023)
- Technology startups attracted \$4.0 billion investment in 2021-2023.

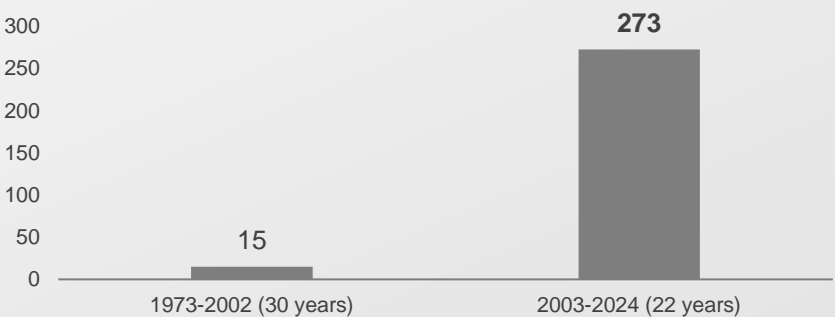
OPPORTUNITIES

FOREIGN DIRECT INVESTMENT (FDI)

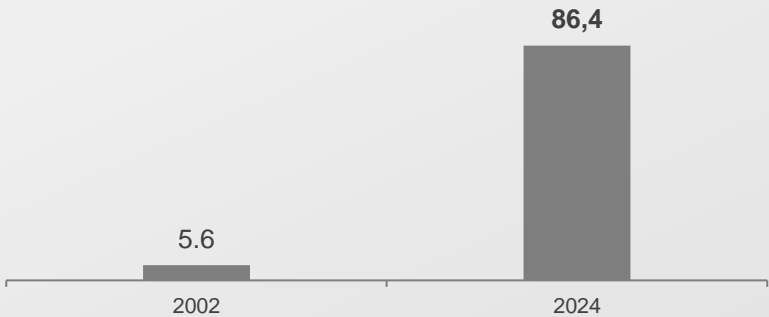
EXCEPTIONAL INCREASE IN FOREIGN INVESTMENT BOOSTED BY THE VALUE TÜRKİYE OFFERS



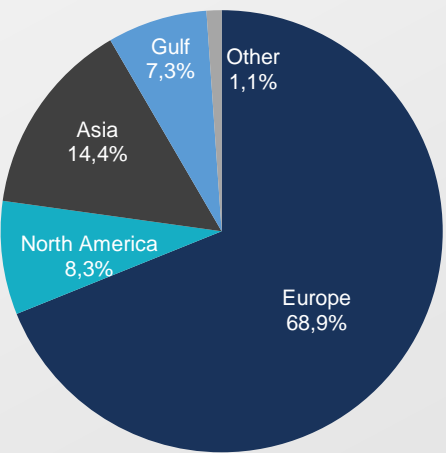
FDI INFLOWS (\$ BILLION)



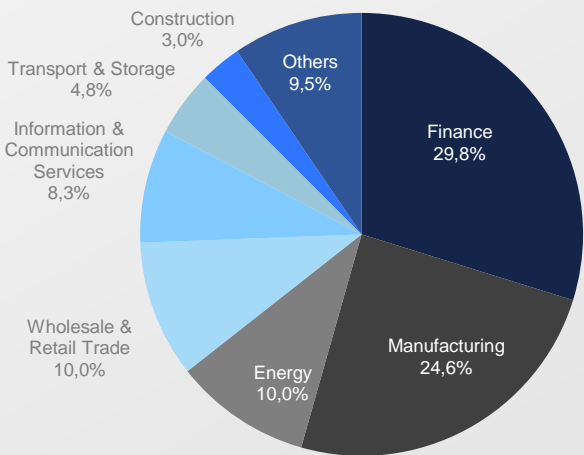
NUMBER OF INTERNATIONAL COMPANIES IN TÜRKİYE ('000)

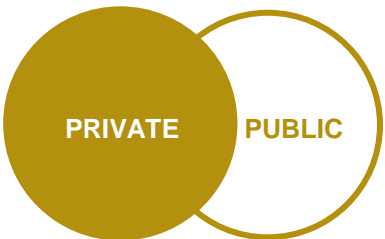


GEOGRAPHIC BREAKDOWN OF INVESTMENTS (2003-2024)



MOST ATTRACTIVE SECTORS (CUMULATIVE 2003-2024)





PRIVATE SECTOR APPROACH
WITH PUBLIC SECTOR CAPABILITIES



A GOVERNMENTAL AGENCY
REPORTING TO THE PRESIDENT



ACTING AS A
SOLUTION PARTNER



CUSTOMIZED
CONSULTING



BUSINESS
FACILITATION



TAILOR-MADE
DELEGATION
VISITS



PARTNERSHIP
DEVELOPMENT
ASSISTANCE



COORDINATION WITH
STAKEHOLDERS



SITE SELECTION
SUPPORT



PROJECT LAUNCH



ONGOING SUPPORT



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



/InvestTurkey



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