



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

# WHY INVEST IN TÜRKİYE?

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

March 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

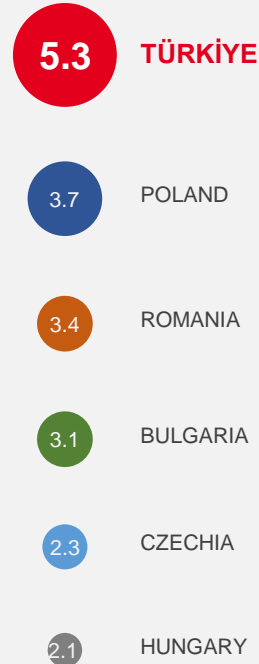


# 12<sup>th</sup> largest economy in the World

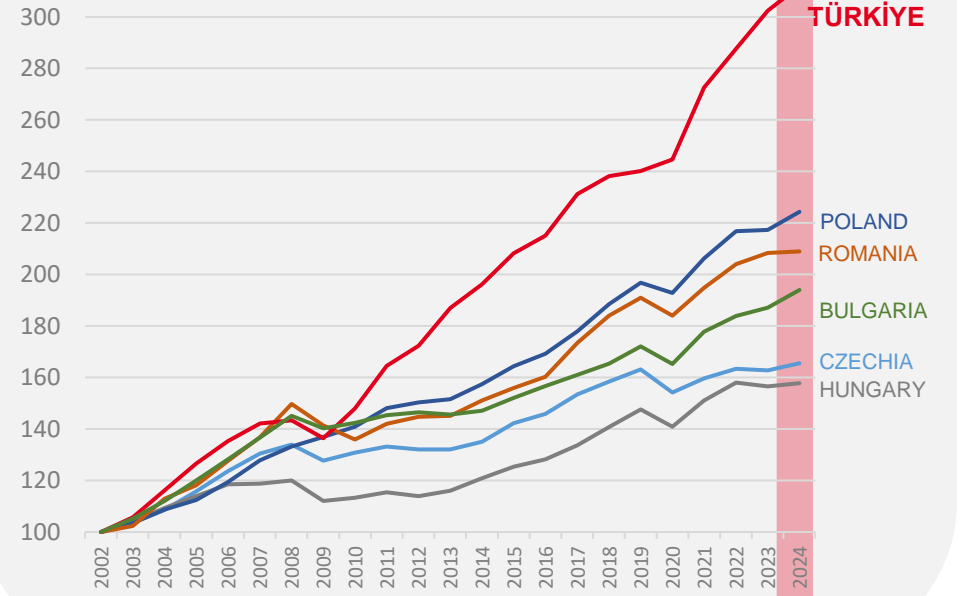
## RANKING OF ECONOMIES BY GDP AT PPP

2003	2019	2023
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. <b>TÜRKİYE</b>
13. SPAIN	13. <b>TÜRKİYE</b>	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. <b>TÜRKİYE</b>	18. IRAN	18. S. ARABIA

## AVERAGE ANNUAL GDP GROWTH (%) 2002-2024



## REAL GDP GROWTH (INDEX: 2002=100)

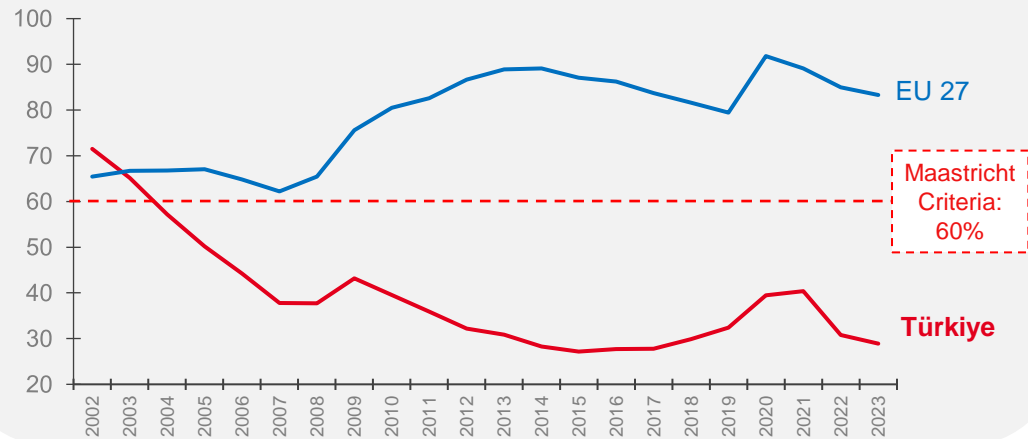


# ROBUST ECONOMY

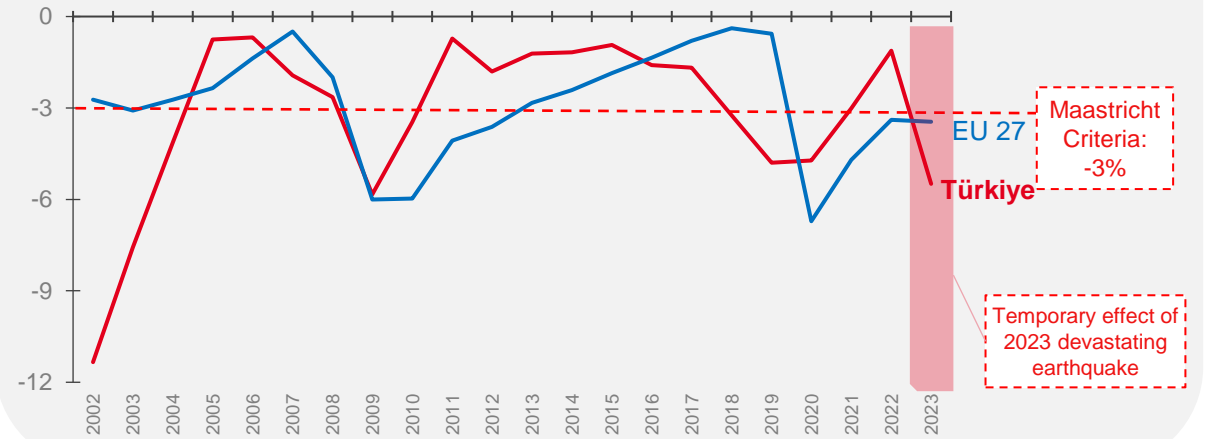
STRONG MACROECONOMIC FUNDAMENTALS  
BASED ON SUCCESSFUL PUBLIC FINANCE MANAGEMENT



## Gross Public Debt Stock as % of GDP



## Budget Balance as % of GDP



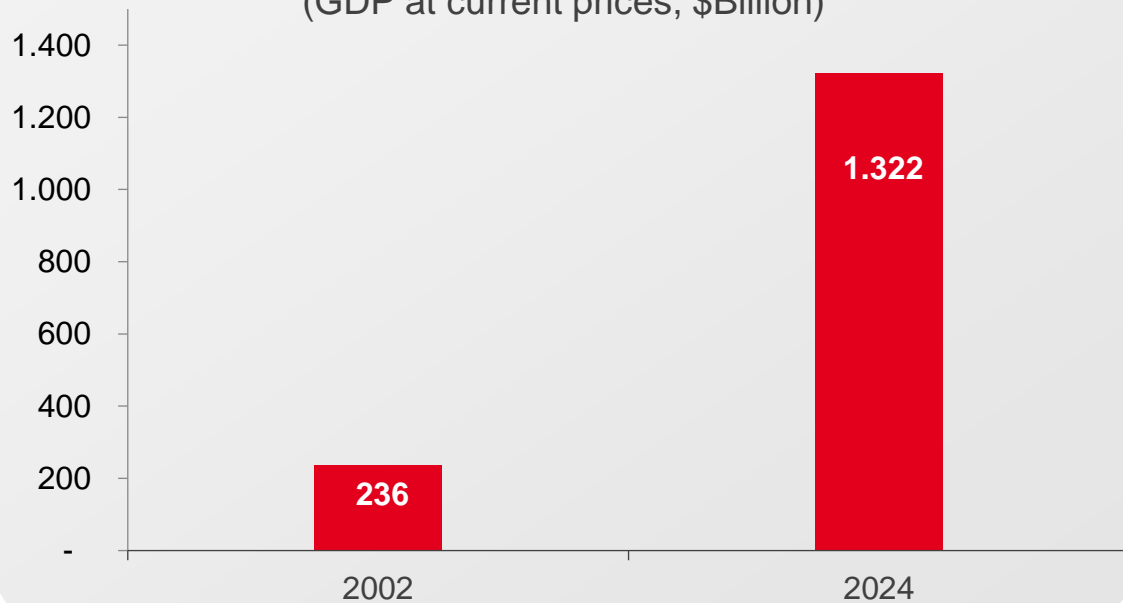
# ROBUST ECONOMY

FIVEFOLDING SIZE OF THE ECONOMY OVER THE PAST 21 YEARS



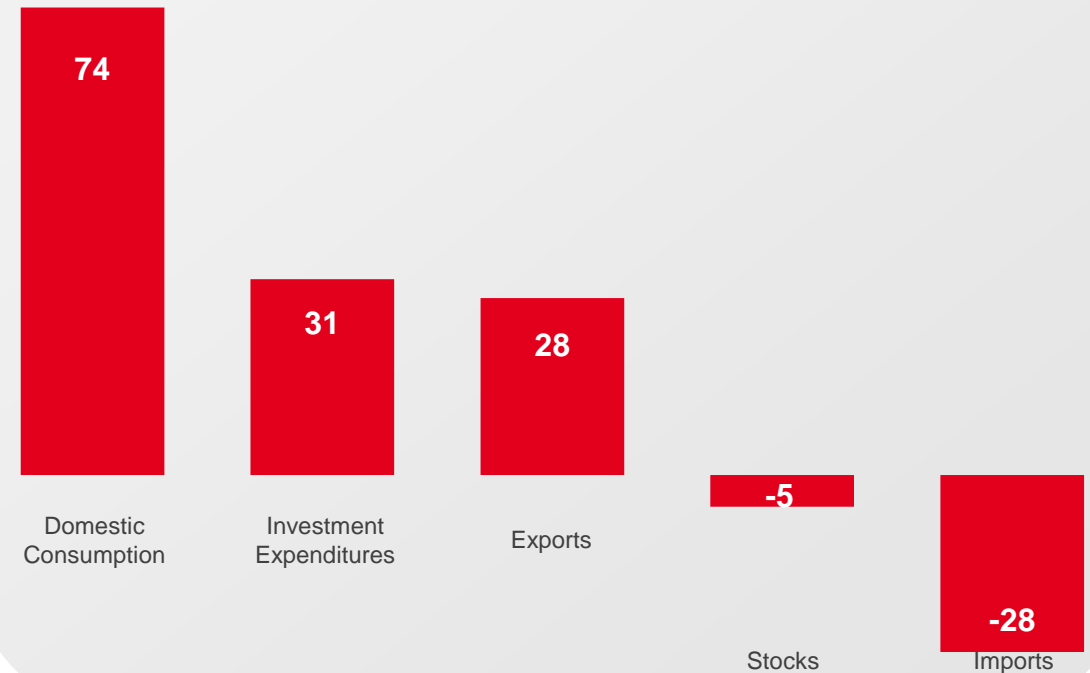
Turkish economy has **quintupled over the past 22 years** and is promising to be on the growing trend

## Turkish Economy (GDP at current prices, \$Billion)



**Robust domestic market** and entrepreneurial private sector spurred investments and exports

## Contribution to GDP Growth 2002-2024 (%)



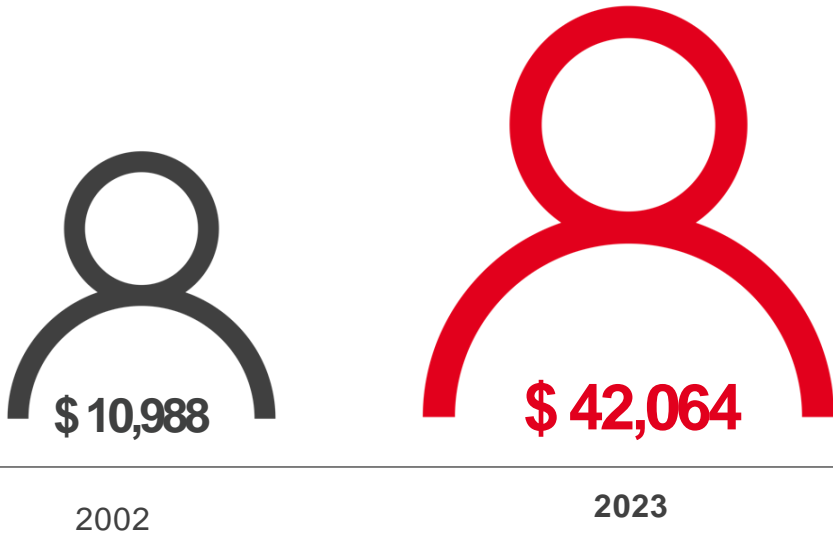
# DOMESTIC MARKET

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



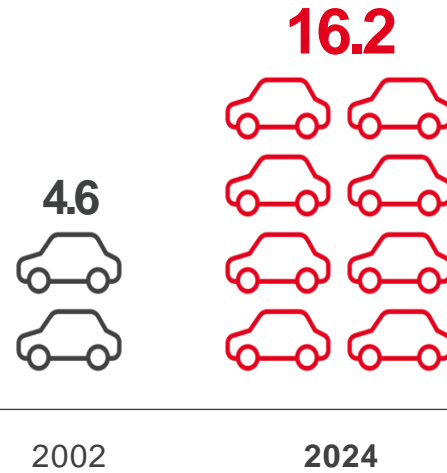
## Income per capita

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



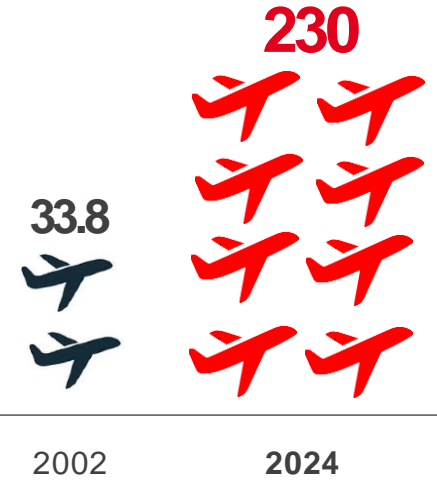
## Stock of Automobiles

(millions of passenger cars)



## Turkish Aviation Passenger

(millions of passengers)

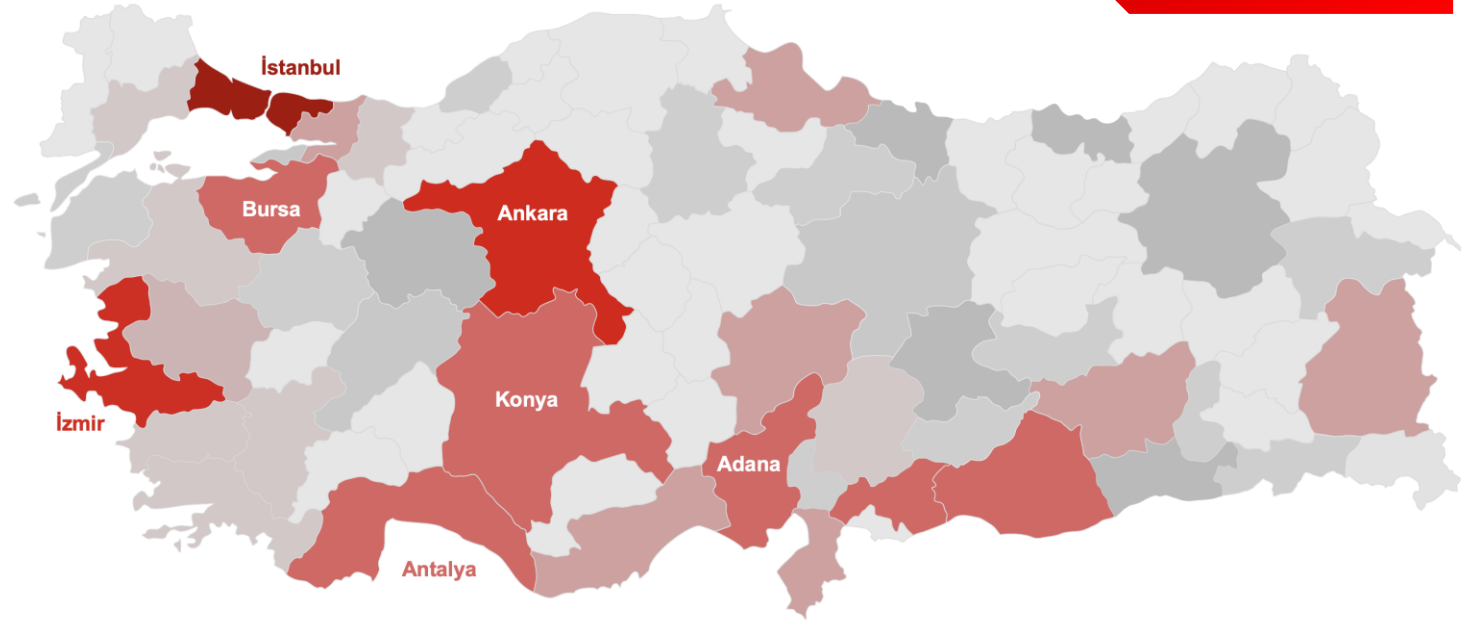




# Total Population in 2024 **85.7 Million**

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

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



**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 \$30.6T GDP in Europe, MENA and CentralAsia at 4 hour flight-distance

**CONNECTIVITY**  
Turkish Airlines connects you to 349 destinations in 130 countries

**MANUFACTURING & EXPORT HUB FOR MULTINATIONALS**

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

**Cargill**  
66 countries

**Microsoft**  
70 countries

**Nestlé**  
Production base for MENA

**BOSS**  
HUGO BOSS  
Its largest production facility worldwide

**B/S/H/**  
89 countries

**GE Healthcare**  
22 countries

**RENAULT**  
Exporting 75% of its production

**KNAUF**  
80 countries

**TOYOTA**  
Exporting 85% of its production

**Ford**  
Exporting 87% of its production

**novo nordisk**  
103 countries

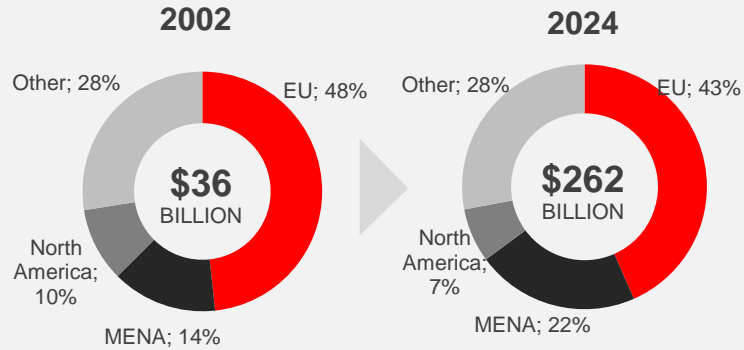
**gsk**  
30 countries

# STRATEGIC LOCATION

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



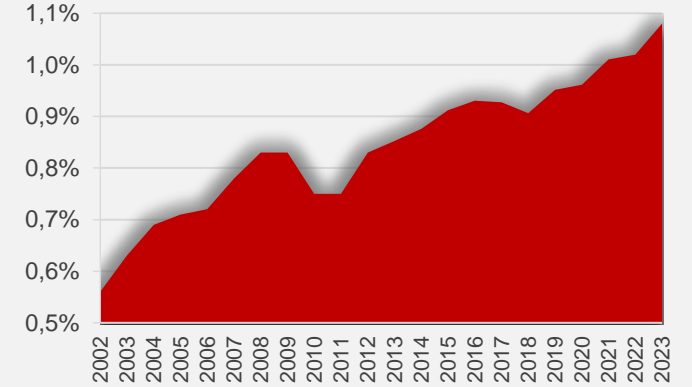
## MERCHANDISE EXPORTS BY GEOGRAPHY



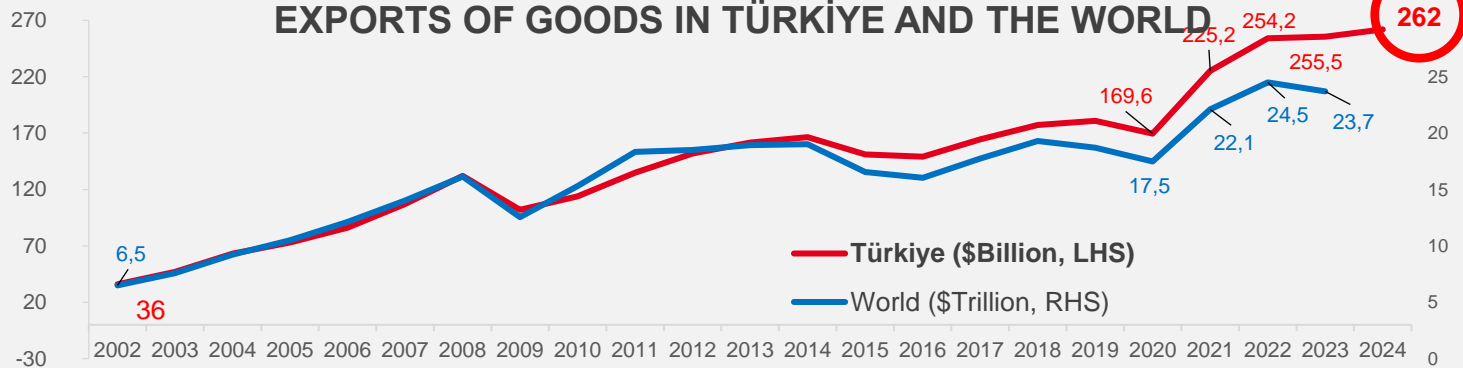
## NUMBER OF EXPORT PRODUCTS OVER USD 1 BILLION



## TÜRKİYE'S SHARE IN GLOBAL EXPORTS OF GOODS



## EXPORTS OF GOODS IN TÜRKİYE AND THE WORLD



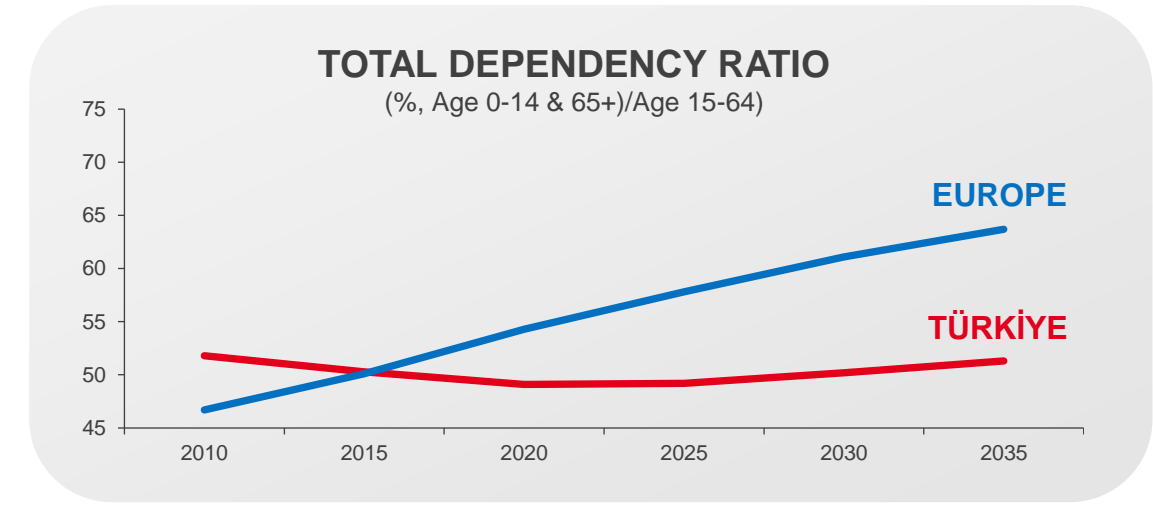
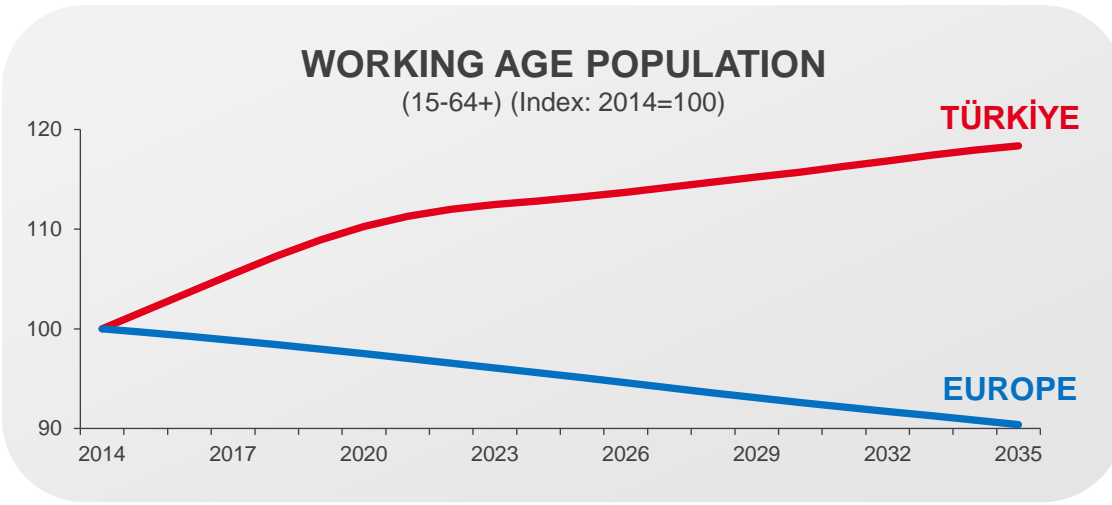
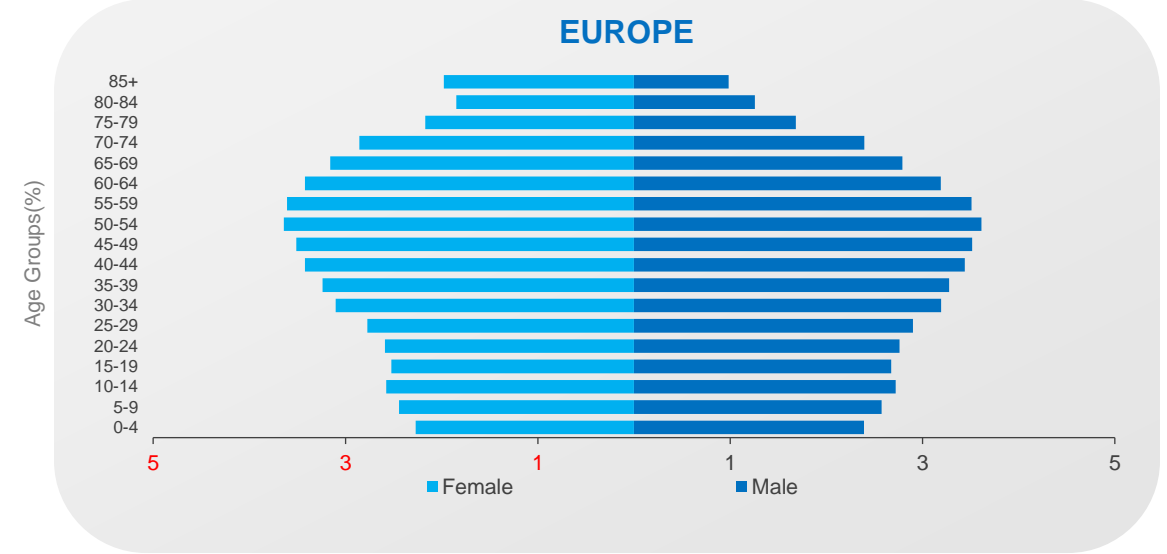
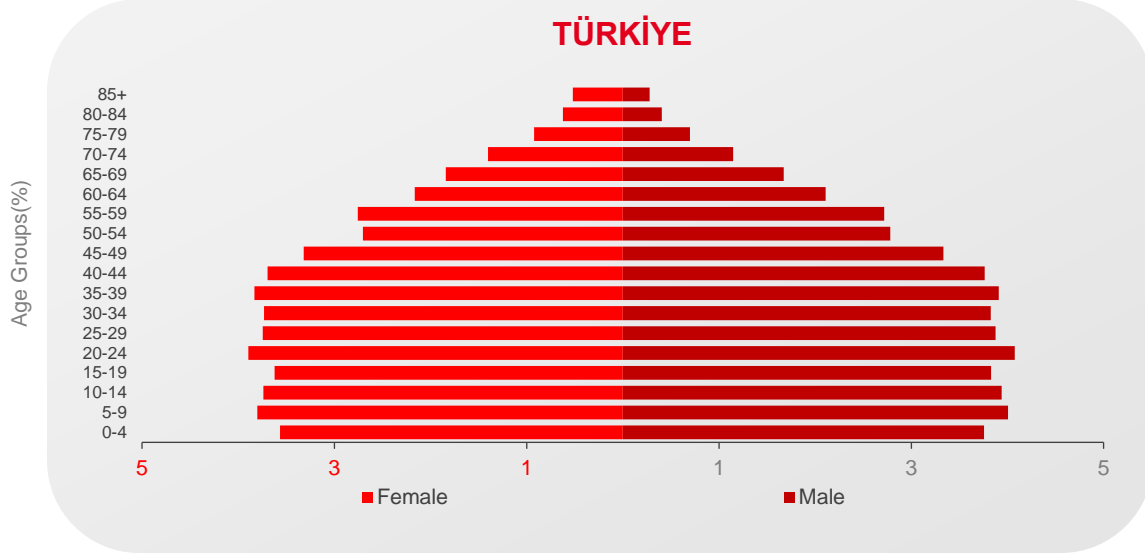
**Türkiye Records All-Time High Exports in 2024**

### ANNUAL AVERAGE GROWTH OF EXPORTS (2002-2023)



# FAVORABLE DEMOGRAPHICS

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

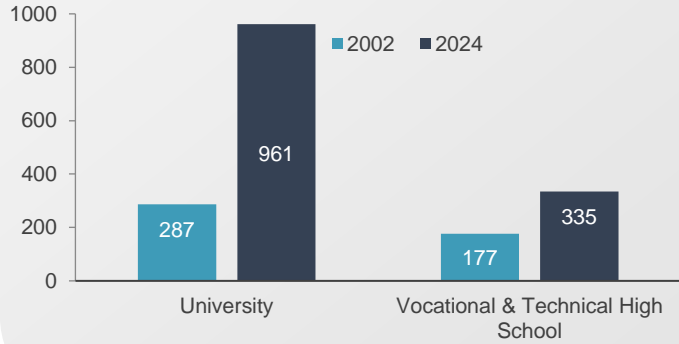


# SKILLED AND COMPETITIVE LABOR FORCE

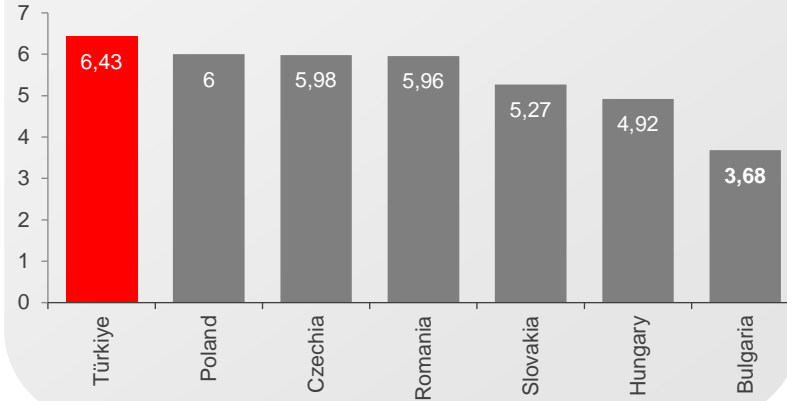
UPGRADED EDUCATION SYSTEM TO ENABLE  
A SKILLED LABOR POOL AND ADDRESS  
BUSINESS REQUIREMENTS



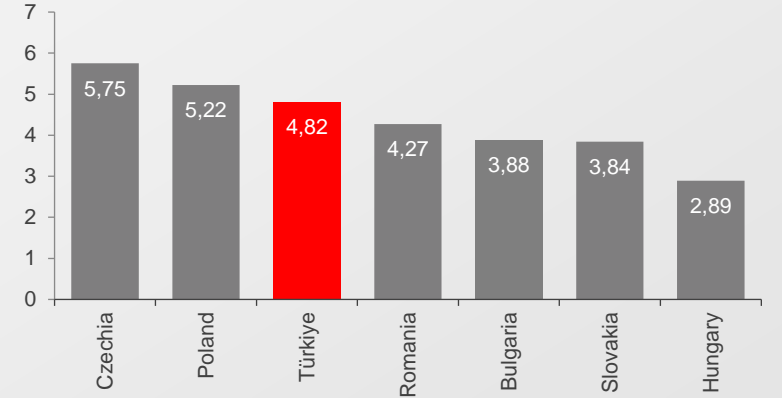
**ANNUAL NUMBER OF GRADUATES**  
(thousands)



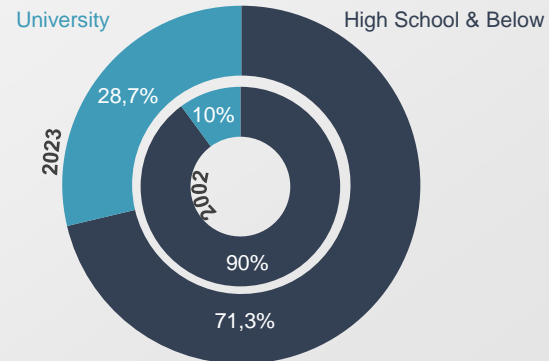
**AVAILABILITY OF QUALIFIED ENGINEERS**  
(10=Available; 0=Unavailable) 2024



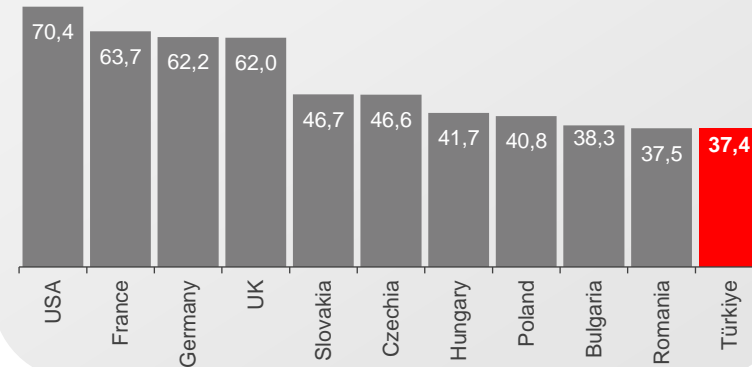
**AVAILABILITY OF COMPETENT SENIOR MANAGERS**  
(10=Available; 0=Unavailable) 2024



**LABOR FORCE BY EDUCATION LEVEL**



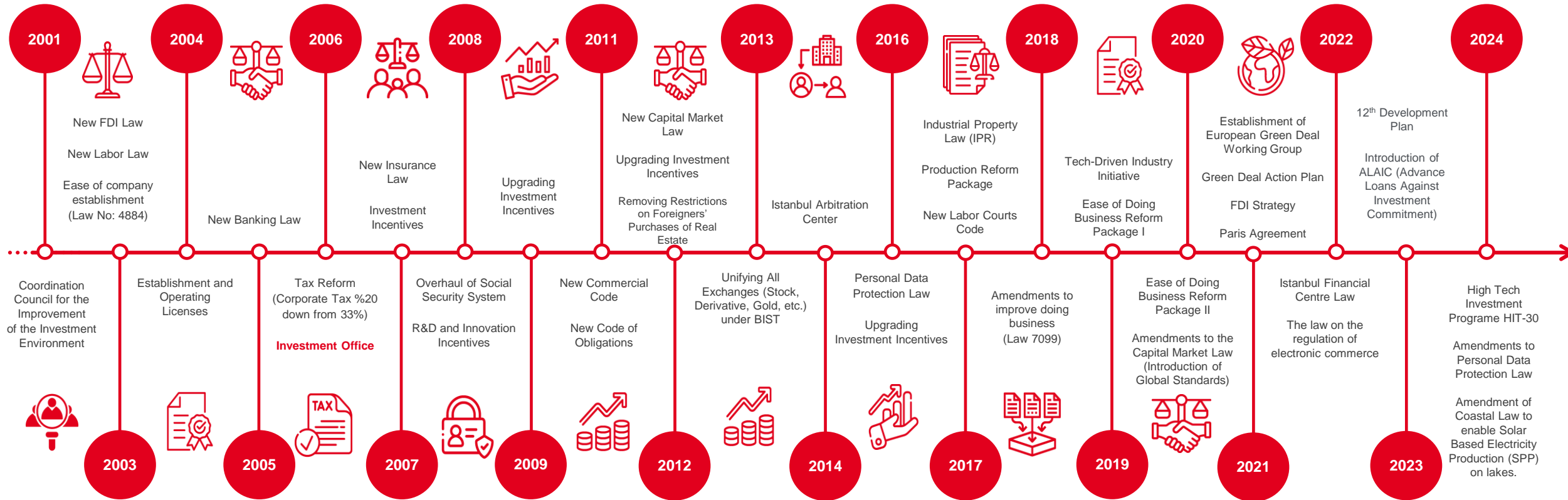
**COST OF LIVING INDEX 2024**  
(New York=100)



# 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.

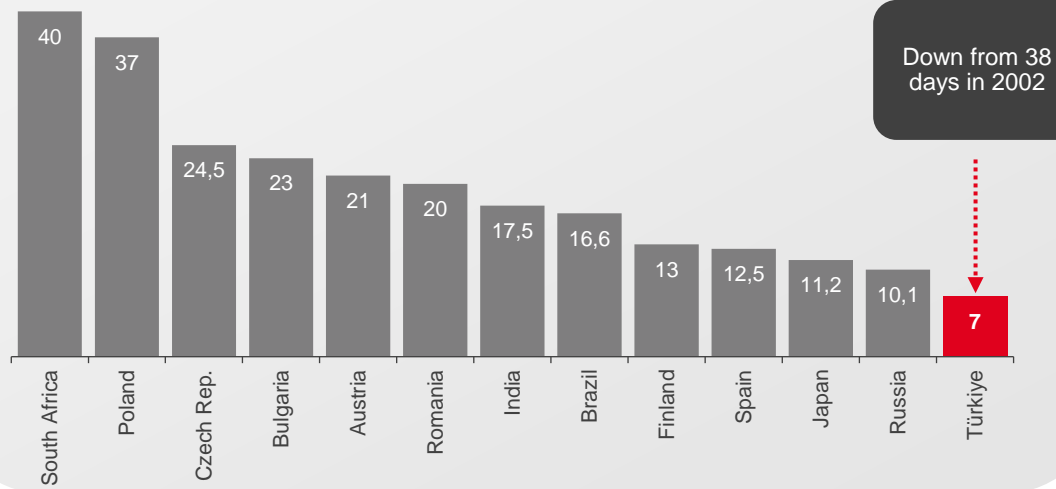


# REFORMS

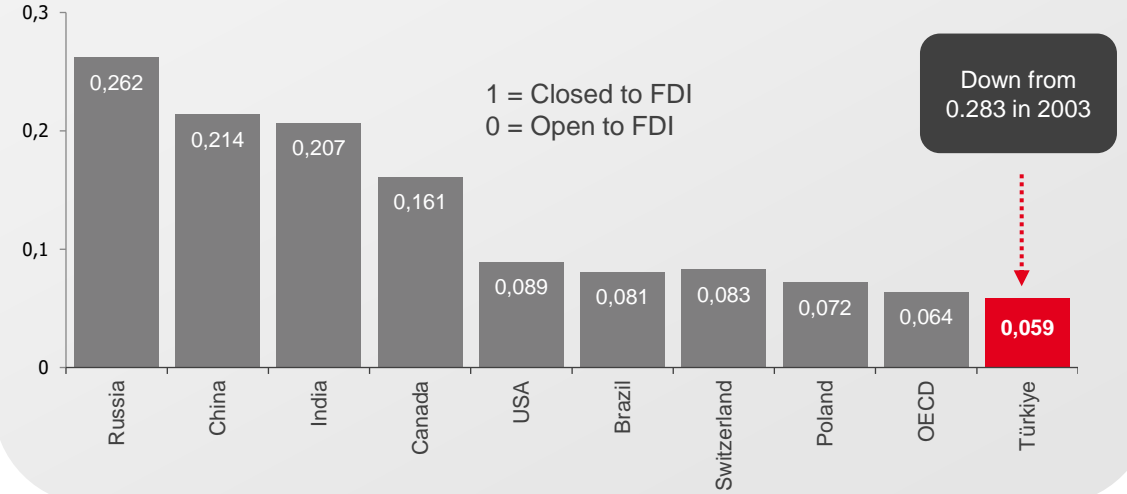
CONTINUOUSLY IMPLEMENTING SWEEPING REFORMS IN MANY AREAS



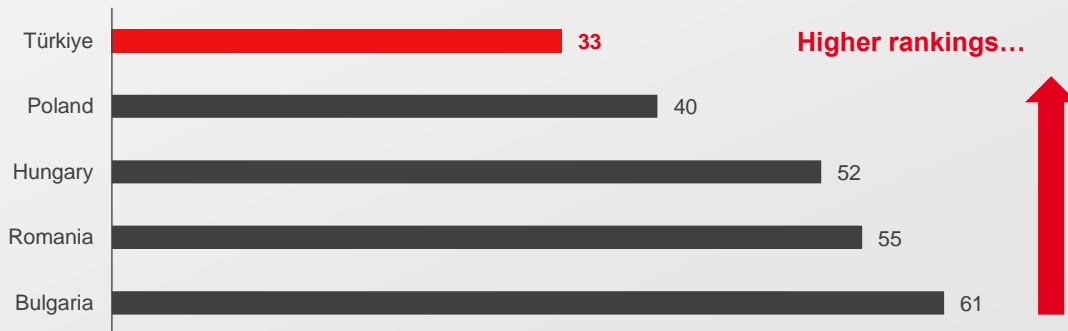
### NUMBER OF DAYS TO SET UP A COMPANY, 2020



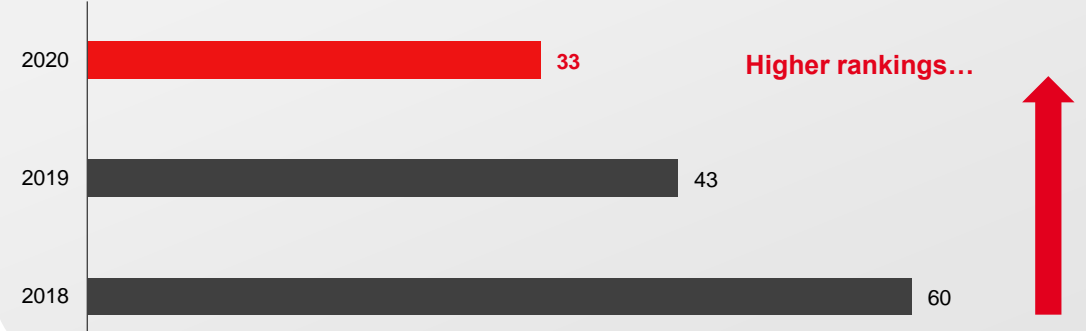
### FDI REGULATORY RESTRICTIVENESS INDEX, 2020



### 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**

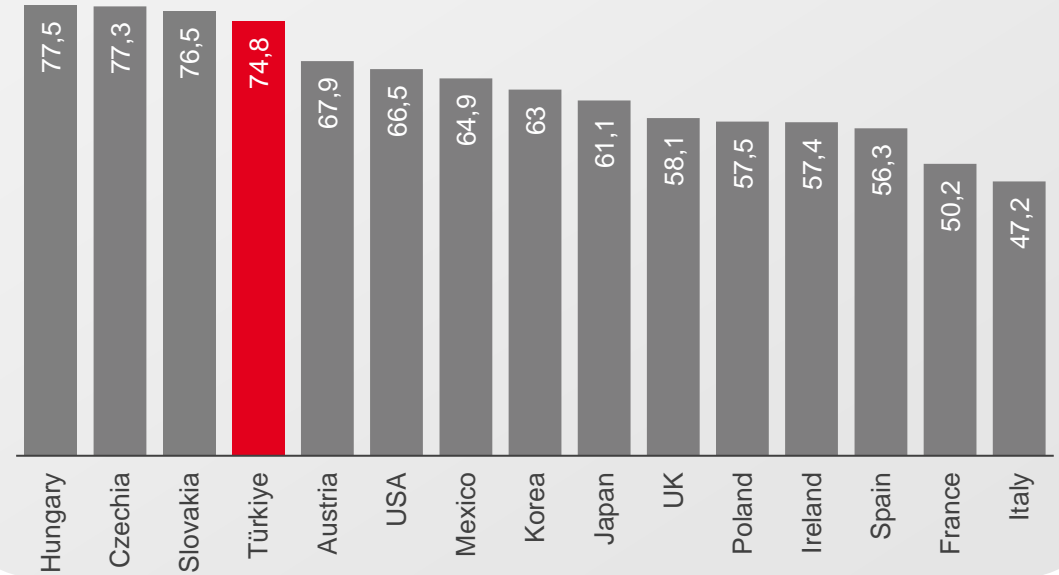


**Bilateral Investment  
Protection Treaties with  
89 countries**



**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 deduction & exemption +



## EMPLOYMENT INCENTIVES

- ✓ Payroll & Training support +



## R&D AND INNOVATION INCENTIVES

- ✓ Tax deduction & exemption +



## INCENTIVES FOR SERVICE EXPORTERS

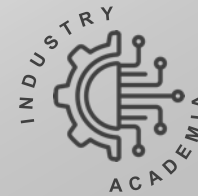
- ✓ Tax deduction for exporting services in;

- Engineering
- Architecture
- Design
- Software
- Medical Reporting
- Accounting
- Call Center
- Datacenter
- Education
- Healthcare



## TECHNOLOGY DEVELOPMENT ZONES

- ✓ To support R&D
- ✓ Tax deduction & exemption +



## EXCLUSIVE ZONES

- ✓ Free Zones  
Tax deduction & exemption +
- ✓ Organized Industrial Zones  
Developed infrastructure



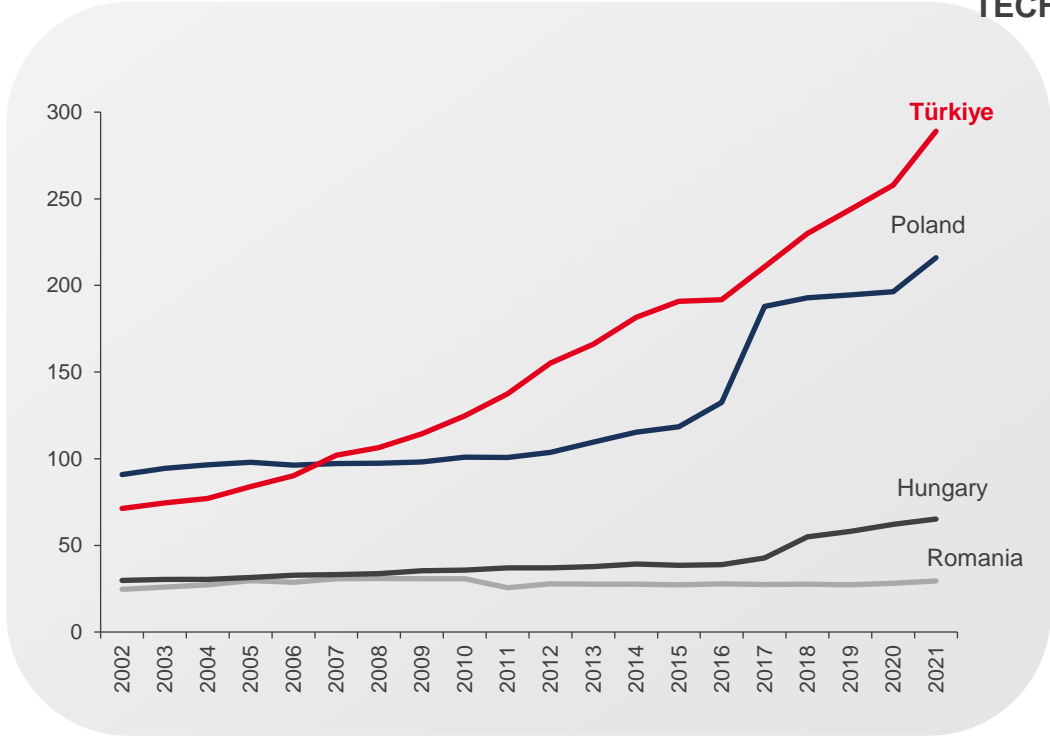


# BENIGN R&D ECOSYSTEM

R&D INCENTIVES ARE FURTHER SUPPORTED BY A FAVORABLE ECOSYSTEM



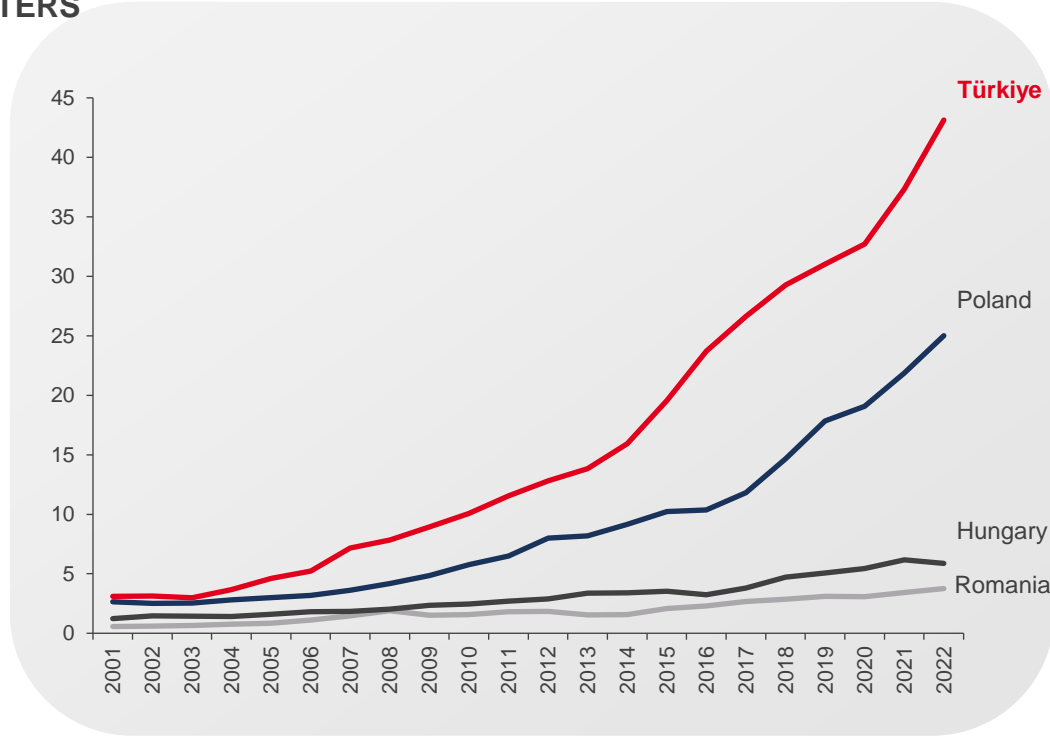
### NUMBER OF RESEARCHERS (thousands)



### MORE THAN 700 INTERNATIONAL COMPANIES OPERATING IN TECHNO-PARK AND R&D CENTERS

**723**  
INTERNATIONAL COMPANIES

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

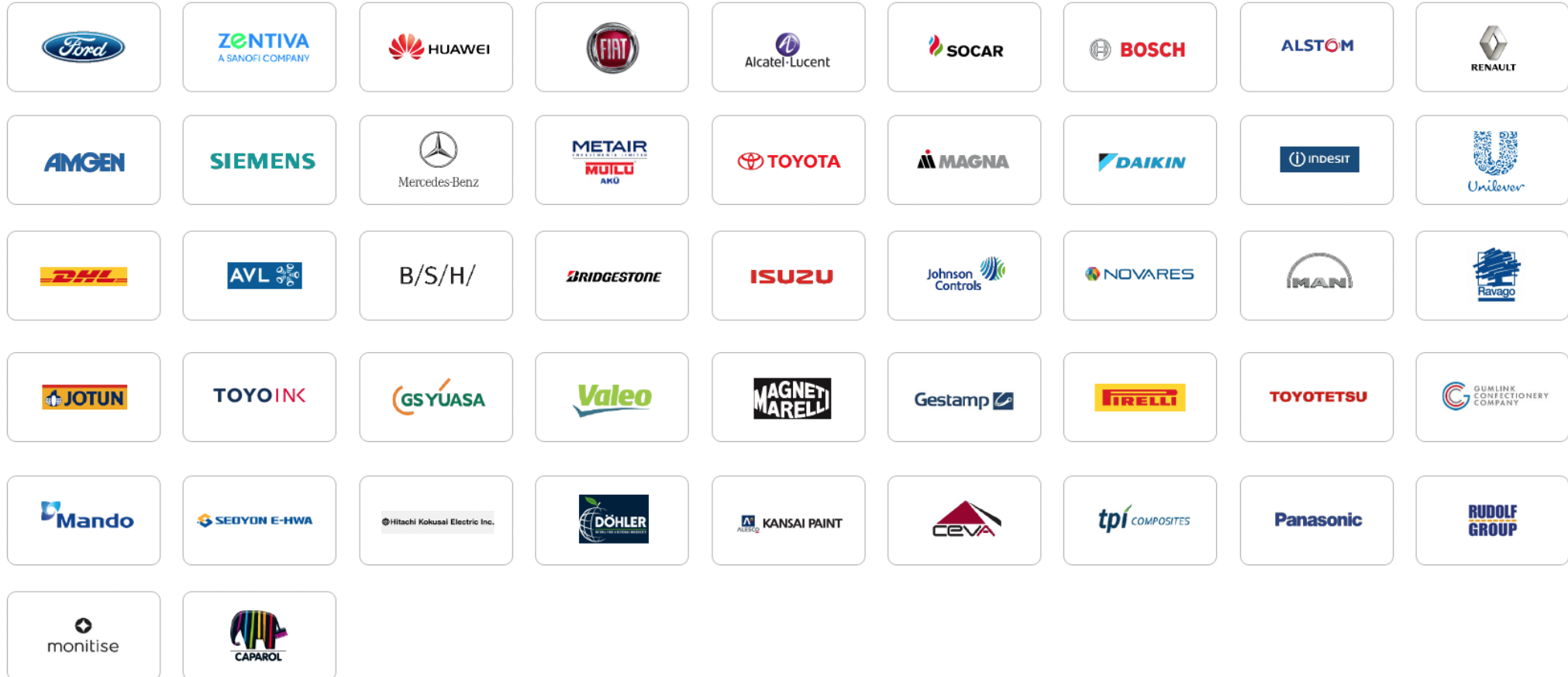


# BENIGN R&D ECOSYSTEM

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

- 13<sup>th</sup> largest manufacturer in the World, 3<sup>rd</sup> in Europe (2023)
- 1.4 million vehicle produced (2024)
- Export: \$37.2 billion (2024)



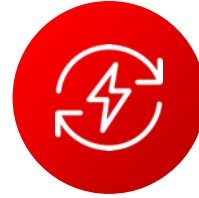
## MACHINERY & ELECTRICAL EQP.

- 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 1<sup>st</sup> city in Europe by passenger traffic
- Top UAV exporter in the world with a 65% share. (2018-2023)



## ENERGY

- 6<sup>th</sup> 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
- 4<sup>th</sup> in the world in geothermal energy capacity



## AGROFOOD

- 9<sup>th</sup> largest agriculture producer in the World, 1<sup>st</sup> 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.

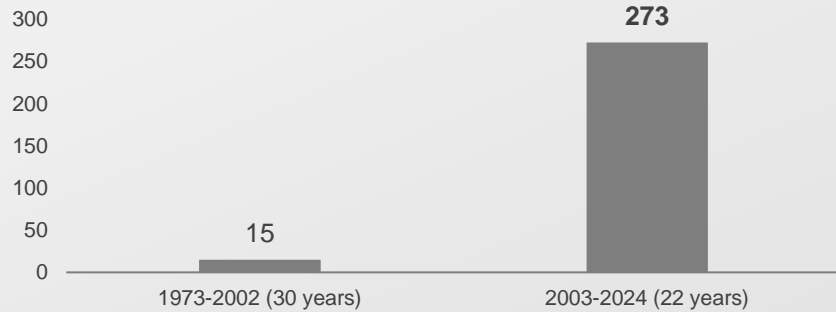


# FOREIGN DIRECT INVESTMENT (FDI)

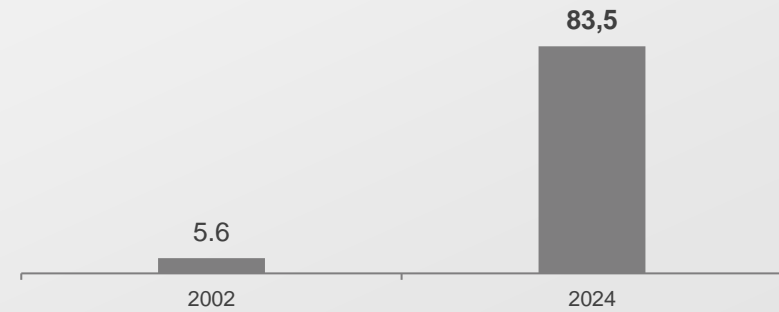
EXCEPTIONAL INCREASE IN FOREIGN INVESTMENT BOOSTED BY THE VALUE TÜRKİYE OFFERS



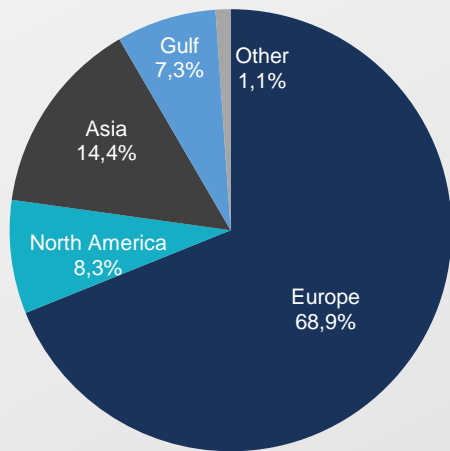
### FDI INFLOWS (\$ BILLION)



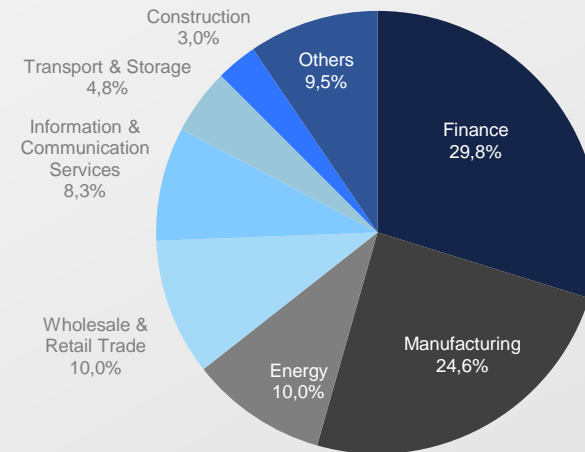
### NUMBER OF INTERNATIONAL COMPANIES IN TÜRKİYE ('000)

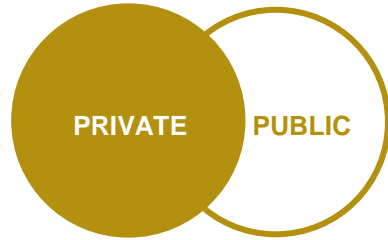


### GEOGRAPHIC BREAKDOWN OF INVESTMENTS (2003-2024)



### 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  
OFFICE**



[invest.gov.tr](https://invest.gov.tr)

