



REDMINT DIRECTOR SPEAKS AT UKTI EVENT:

TURKEY: OPPORTUNITIES FOR LONDON COMPANIES

LONDON (6 March 2011) --- Ceyda S Pekenc, director of **Redmint Communications**, delivered a speech to great interest at a recent UK Trade and Investment (UKTI) event, entitled 'Turkey: Opportunities for London Companies' on 29 March 2011. The presentation, *Cultural Differences: How they Drive Business Practices and Marketing Practices*, provided an insight into the Turkey's business and marketing culture – as well as plenty of useful tips and advice on doing business in Turkey - to a group of British based business men and women.

The event, held at the Institute of Directors in London, was a morning of informative presentations and networking for those companies doing business or considering doing business in Turkey, as well as experienced exporters looking for expanding markets for their goods or services.

Other speakers included Jessica Hand, Director UKTI Turkey & HM Consul-General Istanbul, as well as Brian Dent, International Trade Advisor at UKTI. Official guests included Yuksel Akca, Trade Counsellor at the Turkish Embassy in London and Yavuz Sokmen, director, Turkish British Chamber of Commerce (TBCCI). Companies represented at the event included Smith Stone Walters, INN London, BCI Design, Beckett Rankine, Neomedic and the Middle East Association to name a few.

Commenting on the event, Pekenc said: "It's fantastic to see so many British businesses interested in doing business in Turkey or expanding their operations and to have the opportunity to share of some of our insights from working with Turkish businesses over the past few years. Turkey has the youngest population in Europe with a dynamic, growing economy forecast at 6-8% in 2011, so presents a huge opportunity for British companies who can present a quality offering at competitive prices."

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EDITORS' NOTES

Redmint Communications

Founded in 2006, Redmint Communications is a leading London-based integrated marketing communications run by its founding directors, Ceyda Sara Pekenc and Hulya Soylu, and a wide network of specialist team and collaborators, to provide high-calibre and wide-ranging service capabilities across all aspects of client communications, from PR and advertising to events to marketing, online and social media and editorial and translation services. We represent a wide variety of high-profile clients from Pegasus Airlines to Wines of Turkey and projects ranging from the Turkish Culture and Tourism Office UK and hotels including the Ciragan Palace Kempinski and Hilton Dalaman Resort & Spa to name a few.

At Redmint Communications, we also have a vast wealth of experience and in-depth knowledge of all things Turkish, and have quickly established ourselves as the UK's most dynamic and well-connected company with expertise of the Turkish speaking world. For more information please visit www.redmintcomms.co.uk.

UKTI

UK Trade & Investment is the Government Department that helps UK-based companies succeed in an increasingly global economy. Their range of expert services can be tailored to meet the needs of individual businesses to maximise their international success and provide companies with knowledge, advice and practical support.

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