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# THE POTENTIAL OF THE TURKISH MARKET FOR RUSSIAN ENTERPRISES

Case study: Weconn LLC

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<b>Abstract</b> <p>This thesis analyzed the potential of the Turkish market for Russian enterprises with the support of the Agency of Foreign Trade Technologies to develop and implement innovations in the activities of the case company. The research of exports from Russia to Turkey is an urgent topic because of the current economic situation in the Russian Federation, as the success of trade between Russia and Turkey has great importance for the economic development and prosperity of both countries.</p> <p>Theoretical methods and tools for analyzing the potential of the Turkish market for Russian companies were identified and studied, including the concepts of the export process, its role in international trade, nuances and possible problems in the export of products. In the practical research, the most relevant analysis tool was chosen as a qualitative method of study, which included conducting a marketing analysis of the Turkish market according to HS codes. Tariff barriers and necessary certification were determined, and interviews were conducted with representatives of Turkish companies.</p> <p>Based on the results of the study, recommendations were identified for the introduction of innovations in the company's activities to support Russian enterprises to enter the Turkish market, which in the future should increase the image of the case company, and consequently increase the share of exports of Russian products to the Turkish market.</p>	
<b>Keywords</b> Export, International trade, B2B, Turkey, Russia	

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## 1 INTRODUCTION

This thesis analyzes the potential of the Turkish market for Russian enterprises with the support of the Agency of Foreign Trade Technologies.

First, the theory of international trade and export process will be presented. It helps to study the principles and mechanisms of global trade, which are used to ensure the development of the economy of different countries and regions of the world. Thanks to the knowledge gained, defined in the theoretical part, the author will have the opportunity to review the foreign market and basic information about the export of products for analysis and will evaluate in more detail and various ways the issues related to the export of goods from Russia to Turkey.

After presenting the theory, the author will analyze the situation and the process of exporting products from Russia to Turkey. With the current problematic situation for the export of goods from Russia, the author will focus on the study of the most relevant categories of goods for export, the process of international trade turnover to the foreign market itself, to point out the opportunities for the development of Russian companies in the field of international trade.

Further, when analyzing the most important goods for trade between countries, the factors that prevent entry into the Turkish market are also indicated, namely, which barriers and requirements must be observed in the development of trade relations between countries.

After comparing and evaluating the results of the research, the overall picture of Turkey's exports and imports, the author will use such a method of data collection and analysis as an interview of employees of Turkish companies to identify needs and wishes related to goods originating in the Russian Federation.

The analysis and generalization of all the data obtained help to understand the principles of the organization of international trade and exports, develop strategies to increase the income of both individual organizations and increase the volume of trade between countries to avoid possible future conflicts and guarantee long-term and mutually beneficial cooperation.

In conclusion, the main points, and recommendations regarding the entry of Russian organizations into the Turkish market with the support of the foreign trade technology agency Weconn are presented.

## 2 EXPORT PROCESS

Entering a new market can be an exciting opportunity for any business, but it is also fraught with a considerable share of problems. One of the most essential steps in successfully entering a new market is to conduct thorough research. It includes researching the export process, understanding the rules of international trade, and conducting marketing research to gain insight into the local market. Failure to conduct proper research can lead to costly mistakes, missed opportunities, and even legal problems. (Granader 2022.) In this part, it is considered the theoretical methods of research.

### 2.1 Export definition

In the modern world, international trade is the most developed relationship among different countries. Its necessity is caused by the accelerated growth of the international market, in which each branch of various activities develops unevenly, as well as the inability to sell excess products on the local market. Due to the development of technologies, the increase in the number of goods and the complexity of their composition, as well as due to many factors that affect the development of the market, there is a need to create new markets for the sale of products (Lall 2000, 32). In this regard, there is a problem with the development of international trade. For this reason, the fact that international trade is one of the main and most important factors in the international division of labor (Seyoum 2009, 87).

International trade has an impact on almost all spheres of life of the world community, which makes it one of the most significant sectors of the economy. It is the export process that represents the process of moving goods from the producer to the consumer across national borders. International trade is based on two factors: goods and money (Lall 2000, 49).

International trade activities are carried out in diverse forms, which in turn can be divided into those that are implemented on a commercial basis between direct participants in the export process (between counterparties of different states) and those that help to implement the entire process of exporting products or services in practice. It follows that the export process mainly involves the material exchange of products between companies from more than one country and is a key type of foreign economic activity (Seyoum 2009, 7).

In turn, export is the process of selling goods and services outside the border of the country in which they were produced. The products that can be exported can be different, from raw materials to finished goods and services.

The structure of the export organization may be different depending on the scale and direction of the company's activities. However, the main elements of the export organization are:

1. Definition of the export strategy. It includes an analysis of the markets in which the company plans to sell its products, the choice of a promotion strategy and measures to ensure the quality of goods and services (Lall, Madhurima & Ahmad, Sultan 2021, 3).

2. Formation of customs and logistics infrastructure. It means organizing the processes of transportation and transportation of goods, processing all necessary documents, and customs clearance (Johnson, Thomas & Bade, Donna 2010, 48).
3. Development of a marketing strategy. It means conducting marketing research, identifying potential partners for the sale of products, determining pricing policy (Lall, Madhurima & Ahmad, Sultan 2021, 169).
4. Work with distributors and agents. It means finding and concluding contracts with distributors and agents, providing them with training and support, and monitoring the fulfilment of the terms of the contract (Lall, Madhurima & Ahmad, Sultan 2021, 154).

The main features of the export organization are:

- the need to adapt products to the requirements and needs of foreign consumers (Johnson, Thomas & Bade, Donna 2010, 23).
- the presence of language and cultural barriers (Johnson, Thomas & Bade, Donna, 2010, 232).
- the need to consider the specifics of the local market, including legislation, culture, and customs (Johnson, Thomas & Bade, Donna 2010, 21).
- high level of competition in the international market (Johnson, Thomas & Bade, Donna 2010, 4).
- the need for repeated testing and certification of products following local requirements (Lall, Madhurima & Ahmad, Sultan 2021, 68).

Consequently, the organization of export of products requires serious training and competencies, however, it can become an essential source of income for companies. In this regard, it is of great importance to train marketing specialists who will be able not only to organize export operations but also to manage them.

Now, there are consulting organizations in Russia that help analyze foreign markets for the demand for certain goods, assist in finding a foreign partner, and provide specialists in the field of foreign economic activity on outsourcing. In this way, organizations do not have to hire a full-fledged employee for their staff, but they can turn to intermediaries who guarantee the result of their work.

To sum up, it can be noted that the main signs of export are the conclusion of an export contract with a foreign partner and the goods crossing the border of the exporting country. It is clarified that a prerequisite for export activities is the availability of products that are in demand on the world market (Lall, Madhurima & Ahmad, Sultan 2021, 47).

## 2.2 Role of export process

International trade is an essential factor in the economic development and prosperity of any country. It provides access to markets for goods and services, creates jobs, increases production, re-

duces the cost of goods and services, and contributes to the growth of national income. In international trade, each country specializes in the production of goods and services, where it has a comparative advantage, and exports its products to the markets of other countries (Seyoum 2009, 24).

Thanks to international trade, States gain access to various types of products that may not be available within the country. It is necessary to meet the needs of the population (Rai Technology University Campus 2019).

International trade also increases competition and encourages innovation. Various companies compete to increase their market share, because of which they are constantly working to create new and better products (Rai Technology University Campus 2019). Consequently, the development of international trade is important for increasing trade relations between countries, ensuring economic stability, prosperity, and income growth of the population of states.

It is also worth noting that exports affect the growth of the economy of each country and the global economy. The presence of highly efficient production facilities and companies capable of successfully exporting their products leads to an increase in production and consumption, and it, in turn, generates new jobs and contributes to economic growth (Rai Technology University Campus 2019).

In addition, exports can become a factor in the diversity of sources of income for countries, which reduces their dependence on the domestic market and external factors (Seyoum 2009, 27). It helps countries to reduce risks and mitigate the consequences of economic crises and other problematic situations.

Finally, export contributes to technological development and the improvement of production processes in companies. Each new experiment and mistake during export can lead to new ideas and methods that can further improve production and make it more efficient (Lall 2000, 57).

In general, exports play a key role in the development of international trade. It not only increases the revenue of the country but also affects the development of the economy, improves people's lives and promotes the exchange of knowledge and experience.

### 3 MARKETING RESEARCH IN THE CONCEPT OF INTERNATIONAL TRADE

Marketing research of the foreign market is a key stage for any company engaged in international trade. It helps the organization to understand the characteristics and needs of the target audience, the features of the competitive environment, opportunities for development and other factors that can affect the success of the company's business in the foreign market (Puth 2018, 15).

The main advantages of conducting marketing research in the foreign market are listed below:

1. **Precise definition of the target audience:** Marketing research helps to determine which audience may be interested in product or service in the foreign market (Bhat 2022). It helps to reduce marketing costs and make the campaign more successful.
2. **Identification of areas of increased demand:** Marketing research allows you to identify the most promising markets and areas of increased demand for the company's products and services (HubSpot Inc 2021). It allows to development of an effective marketing strategy that can maximize the potential of the market.
3. **Improving Competitiveness:** Marketing research allows one to identify competitors and understand their strengths and weaknesses (HubSpot Inc 2021). Knowledge of competitors allows the company to develop its strategies in such a way as to improve its competitiveness.
4. **Mistake prevention:** Marketing research helps to avoid mistakes, such as incorrect price selection, a wide or narrow niche of the market, a wrong understanding of the target audience, and others (Bhat 2022). Mistakes can lead to a decrease in the effectiveness of marketing campaigns, which, in turn, will affect the success of the organization in the foreign market.
5. **Profit increase:** Marketing research helps to determine which product or service may be most desirable for foreign consumers (HubSpot Inc 2021). It allows companies to develop more effective sales strategies, which can lead to increased revenue and profits.

In general, conducting marketing research on the foreign market is one of the crucial steps in the development of international trade. It helps to understand the target audience, and competitors, identify the most promising markets and increase the competitiveness of the company in the foreign market.

#### 3.1 Marketing research of the foreign market by HS codes

Marketing research in a foreign market is the process of collecting and analyzing information that is necessary for making decisions about entering a new market. In thesis, marketing research is used on the classifier of goods by HS codes (Commodity Nomenclature of Foreign Economic Activity),

which is uniform for all member countries of the World Trade Organization (WTO). HS codes allow to classify goods, determine their value, and set customs duties (Turner 2013, 14).

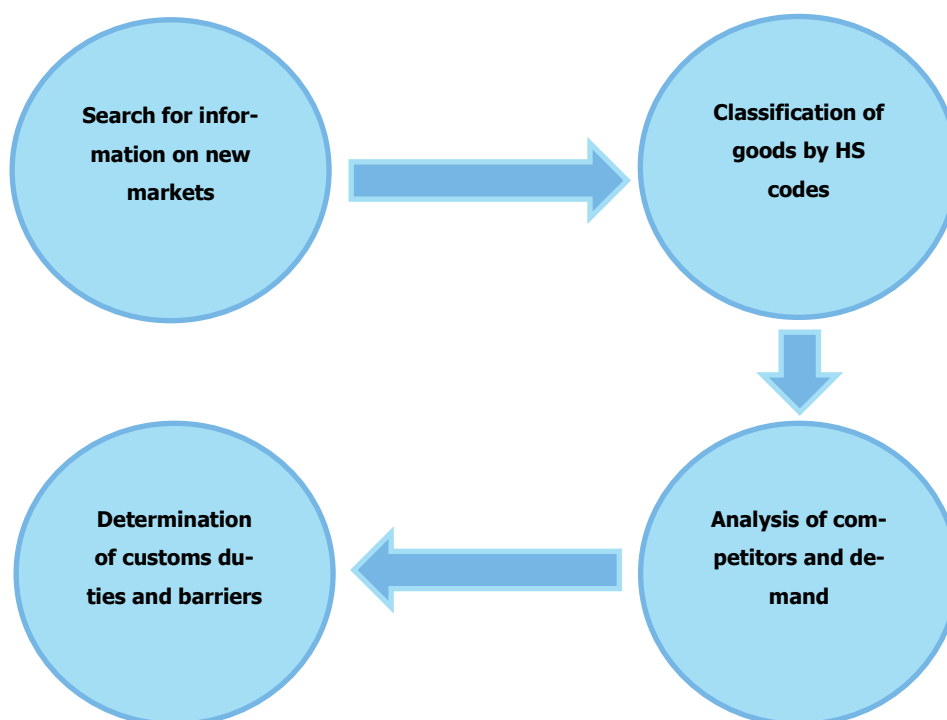


FIGURE 1. The sequence of conducting marketing research on HS codes (Fedorova 2023)

As shown in Figure 1, marketing research begins with the search for information about a new market. This information can be obtained from various sources, such as the Internet, WTO databases, statistical reports, market surveys, as well as official reports of the government of the country.

Then it is needed to determine the HS codes. It allows to classify goods according to their characteristics.

The next step is to analyze competitors in the market and determine the potential demand for goods. It is important to find out what products are already offered on the market, and what pricing policy is in effect among competitors. It is also necessary to conduct a study of the demand for goods in various market segments and determine which goods would be most in demand (Turner 2013, 9).

HS codes also allow to set customs duties and barriers on the import of goods to a new country. It is significant to determine the cost of importing goods to establish competitiveness in the market (Turner 2013, 16).

As a result, marketing research of the foreign market by HS codes is necessary for making decisions about the successful entry into a new market. Classification of goods by HS codes allows to determine the demand for goods in various market segments, as well as to establish customs duties on imports of goods and possible barriers to the import of products.

### 3.2 Interview as a marketing research tool

In thesis, marketing research was chosen to analyze the needs of companies by conducting interviews directly with interested parties (HubSpot Inc 2021). An interview is one of the most effective tools of marketing research, which allows one to get almost any information related to the topic under research (Blutstein 2017, 3).

Here are a few reasons why an interview is an important marketing research tool:

1. Helps to better understand the needs and requirements of a potential market. It allows companies to better understand the needs and requirements of the new market and customize their marketing campaign according to this information (Blutstein 2017, 5).
2. Gives an idea of the level of customer satisfaction. It lets to know what the company needs to change in its products and services to satisfy customers more.
3. Helps to find new ideas for product development. An interview with customers can show what they want and what is not in the available products on the market, which opens new opportunities for the company (Blutstein 2017, 8).
4. Provides an information base for making the right decisions. An interview admits to getting direct answers to specific questions related to a product, service, or target audience. It allows for making more informed decisions regarding product design, pricing policy, marketing campaigns, etc (Blutstein 2017, 8).
5. Allows to better understand competitors (HubSpot Inc 2021). It can help better adapt to market conditions and create its products and services, considering the competitive environment.

To conclude, an interview is an effective marketing research tool. It helps better understand the needs and requirements of the market, find new opportunities for product development, make informed decisions, and better understand competitors.

## 4 ACTIVITIES OF CASE COMPANY

In the beginning, it should be mentioned the activities of the partner organization, which assisted in providing materials and access to the database for writing this thesis.

Weconn LLC is an export consulting agency that has been operating in the Russian Federation market for more than 7 years. The company's mission is to help enterprises find buyers in foreign countries; therefore, the main activity is to help Russian companies find partners and organize the export of products to foreign markets (Weconn 2023). In addition, Weconn is an accredited partner of the Russian Export Center.

At the beginning of its existence, the company had only one service – "search for foreign partners", but the business was constantly developing and improving the competence of its specialists, which led to the expansion of the staff, geography and services provided. Now the organization has 5 representative offices in different countries of the world, such as Germany, Latvia, India, Iran, and China (Weconn 2023).

To sum up, all departments of Weconn LLC have one common goal - to help businesses bring their products to foreign markets. Weconn can provide companies with 3 options to achieve the set results:

- 1) Standard foreign partner search
- 2) Placement on B2B platforms and their subsequent maintenance
- 3) Organization of business missions in foreign countries

### 4.1 Standard search for foreign partners

The very first direction of Weconn LLC was the standard search for foreign partners, using various search methods on the Internet, customs databases and closed electronic platforms.

Weconn Export Agency provides a full range of services in the selection of foreign buyers for Russian enterprises.

As shown in Figure 2, the company can guarantee the conclusion of an export contract based on the results of preliminary negotiations, obtaining the necessary information about the company's products, and conducting its assessment of the exporter's readiness.

When selecting foreign buyers and agreeing to the terms of the contract, the agency is guided by the terms of reference received from the client.

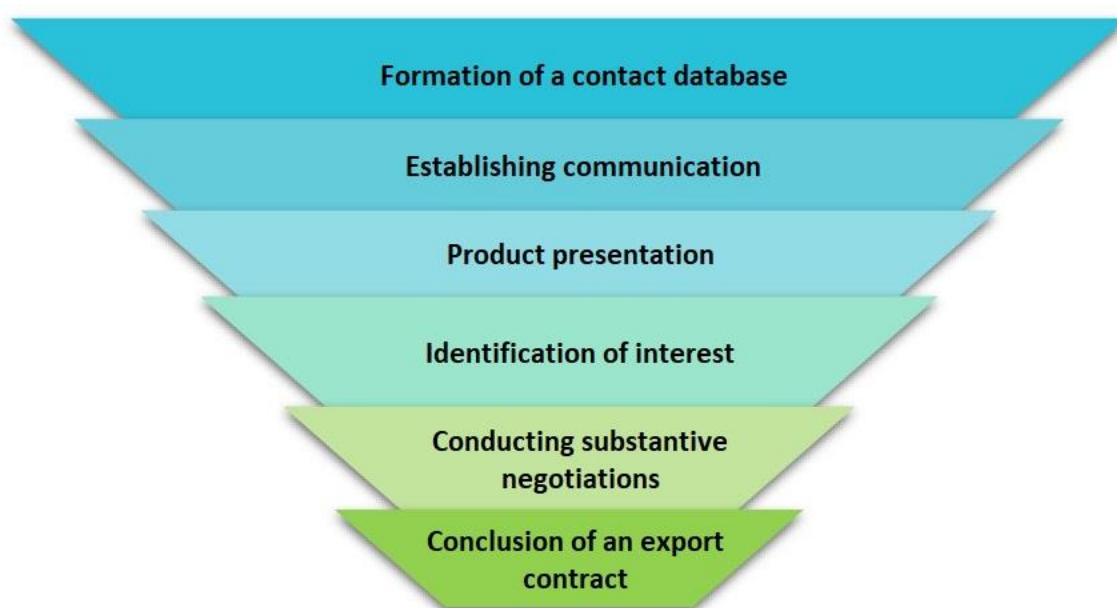


FIGURE 2. Stages of work in the framework of the foreign search for partners (Fedorova 2023)

Ultimately, the export agency helps to improve the export efficiency of both an individual entity and the state, improve the quality of products or services and develop international strategies for business development in the international market.

## 4.2 E-commerce

Later, Weconn LLC opened a new direction of export support for Russian companies - promotion on international B2B trading platforms, as the e-commerce sphere was gaining momentum and usefulness on the world market. An exclusive partnership gives preference to the consulting agency over its competitors.

Several advantages of electronic B2B trading platforms are highlighted:

1. **A large selection of potential partners.** Trading platforms provide access to a wide range of buyers and sellers from all over the world, which allows to find the ideal partner for export.
2. **Saving time and resources.** Trading platforms simplify and accelerate the process of finding and selecting partners, include sales automation functions and simplify the processes of ordering and production (Dopson 2022).
3. **Increasing the volume of transactions.** A large selection of partners and faster processes allow to increase the number and volume of transactions, which can increase profits and help in business development (Optimizely Inc 2022).
4. **Risk reduction.** On trading platforms, partners are checked, and it reduces the likelihood of an unfavorable outcome of the transaction.

5. **Reduced marketing costs.** Trading platforms have many visitors and buyers, which significantly reduces the cost of marketing campaigns to attract customers (Mercado Eletronico 2019).
6. **Convenience of work.** The platforms have a user-friendly interface and provide access to various functions for managing sales processes, interacting with customers and other operations.

Now, Weconn is an exclusive partner of such B2B trading platforms as:

- **Industry Stock** is one of the largest international industrial websites, which has its roots in the EU, however, now has a representative office and servers in China (Deutscher Medien Verlag GmbH 2023).
- **Ecasb** is the largest Iranian marketplace, which was created as an oil industry platform, but over time has grown and expanded the categories of goods that can be placed on it (Ecasb 2023). The main advantage of placement on this marketplace for companies that want to enter the Iranian market is that the platform provides manual translation into a rather rare language – Farsi/Persian.
- **Global Trade Plaza** is also one of the largest international B2B platforms, which was developed in India (Global Trade Plaza 2023). The platform boasts full support in the transaction, from finding a partner to shipping. It also offers statistics on HS codes for 15 years, and importantly, it can create a website and promote it.

As a result, the usage of B2B trading platforms helps to speed up the export process and increase the number and volume of transactions, which is a key element for the development and scaling of the business.

#### 4.3 Business missions

Despite the global transition to online, face-to-face negotiations remain one of the most effective export tools. Business missions allow to conduct a significant number of negotiations with pre-selected potential buyers in a short time, establish personal contacts and quickly reach an agreement on the transaction.

The advantages of organizing business missions are defined below:

1. **Getting personal experience.** The organization of a business mission allows you to gain primary experience in working with foreign partners and an understanding of the processes, rules and traditions of business interaction in other countries.
2. **The possibility of establishing personal contact.** At meetings and negotiations on a business mission, it is possible to establish personal contacts with partners, which can contribute to the development of new business relationships on a long-term basis.

3. **Increasing the company's image in the foreign market.** The organization of a business mission can enhance the company's image in the eyes of potential foreign partners and increase its credibility in the industry and the country.
4. **Providing access to new markets and opportunities.** Business missions allow you to gain access to new markets and open up new opportunities for business development.
5. **Getting information about the foreign market.** Business missions provide an opportunity to get information about the market, products, competitors and trends, which can help in the development of an international strategy.
6. **Increase in sales.** Business missions can help increase the number and volume of transactions in foreign markets, which leads to profit growth and business development.

If business missions are properly organized, they can help companies enter new foreign markets, increase transaction volumes and develop both locally and internationally.

## 5 INTERNATIONAL TRADE OF TURKEY

Russia is an incredibly important player in the international market and has a significant contribution to the global economy and trade. Today Russia has become the largest exporting country in the world for several goods, but in recent years it has faced many challenges and changes that affect the Russian economy and the future of the country (OEC 2021).

Now, Russia is actively changing its trading partners and setting new goals to improve its economic stability and compete more successfully in the international market. This thesis mainly deals with the issue of exporting goods against the background of forced changes.

The research of exports from Russia to Turkey is an urgent topic for the current economic situation in Russian Federation, as these two countries have a long history of trade relations. The success of trade between Russia and Turkey has great importance for the economic development and prosperity of both countries. Today, this topic is becoming even more relevant due to the economic crisis, which has significantly affected the economic situation in the Russian Federation (Baghirov 2022, 67).

Russia is an important trading partner for Turkey. Thanks to the stability of trade turnover between Russia and Turkey, it is possible to see the potential for further export growth soon (OEC 2021). Currently, analysis in the field of foreign economic activity will help to actively explore the problems and mechanisms of increasing exports from Russia to Turkey and back, in this regard, the research will identify not only potential problems for trade between the two countries but also opportunities for business development and strengthening partnerships.

As a result, there is a possibility that Turkey will be the most significant trading partner for Russia soon, as it provides opportunities for the development of relations not only with Turkey itself but also with other nearby states, it acts as a conduit between Russia and other countries. At the same time, it is necessary to propose possible solutions to enhance the export activities of organizations on the example of the activities of the agency of Foreign Trade Technologies Weconn, considering the results of the analysis of the Turkish market for international trade.

Turkish market research is significant for Russian companies to identify promising areas for business development and assess the possibilities of exporting products and services. Turkey is a strategically essential partner of Russia in the region and has a high potential for investment and trade relations (Baghirov 2022, 57).

Firstly, Turkey is the largest supplier of agricultural products to Russia, which creates great opportunities for Russian companies in the processing of products produced there.

Secondly, Turkey's tourism market remains attractive to Russian tourists, which makes it one of the leaders in the field of tourism in the region. Russian companies can offer their products and services focused on the specifics of the Turkish market.

Thirdly, Turkey has a developed transport infrastructure and is a transit hub between Europe and Asia, which creates opportunities for Russian companies in the field of logistics and transport services.

In this regard, Turkish market research allows Russian companies to correctly assess the potential of the Turkish market and determine the strategy for the development of their business in this region.

## 5.1 Marketing research of the Turkish market according to the HS code

Turkey Marketing Research is a process of collecting and analyzing data about the Turkish market and consumers, aimed at understanding the needs, demands and habits of the target audience. Such research can be conducted both for companies that are already operating in the Turkish market and for those who are planning to enter this market.

This thesis focuses on the marketing research of the Turkish market, using the HS code, which will determine the most popular and promising industries and products in the Turkish market.

It is necessary to identify consumers and manufacturers in Turkey, determining their characteristics and requirements for products. In addition, it is necessary to evaluate competitors and the projected demand for products, analyze the movements of foreign trade and see the development programs of this sector (Turner 2013, 17).

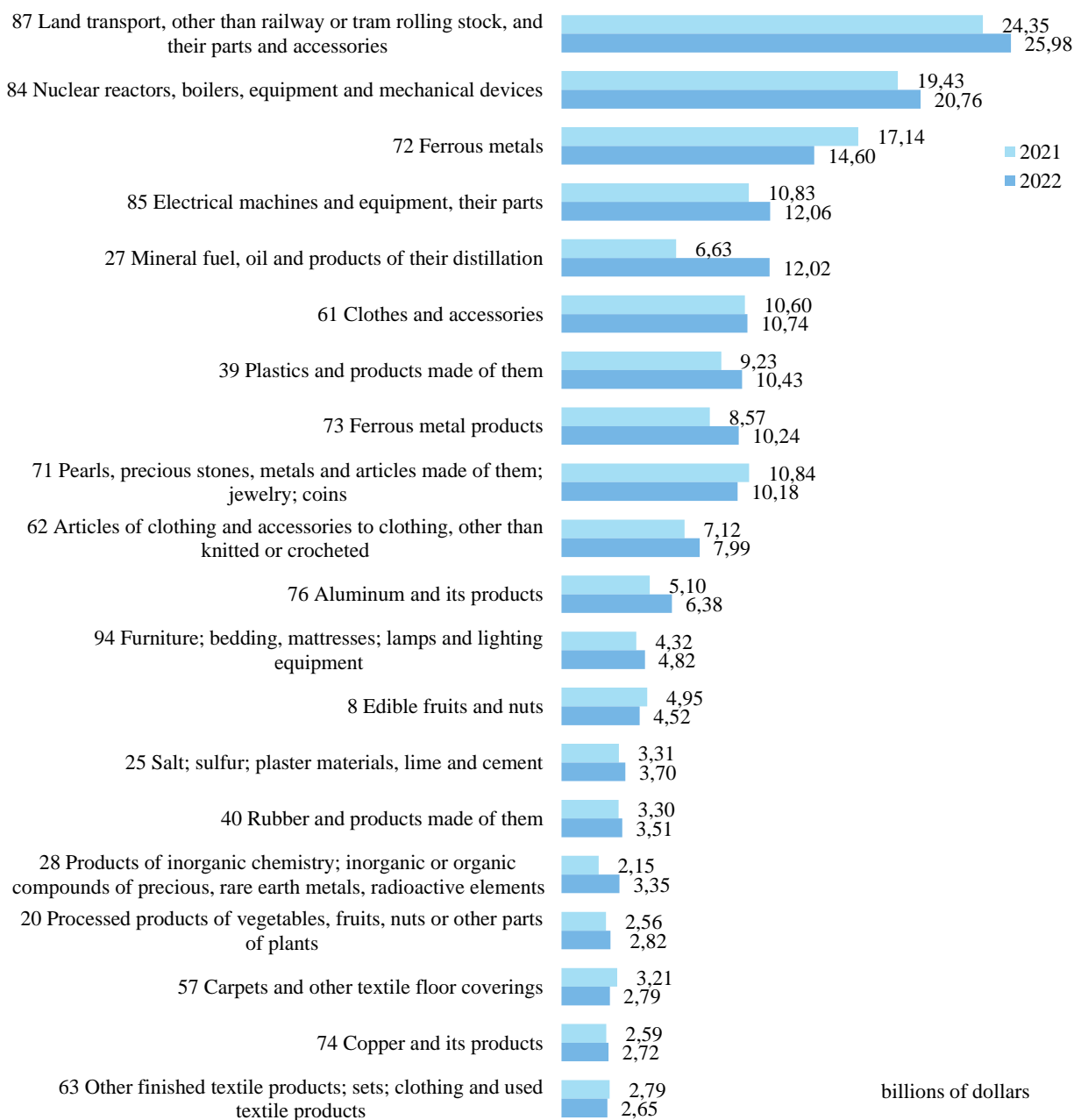
Therefore, HS codes can help companies identify the most promising and successful industries in Turkey, conduct research and develop appropriate strategies for the sale and marketing of goods.

### 5.1.1 Export from Turkey

As shown in Table 1, in 2022, 11.04% of Turkey's exports in value terms accounted for the supply of land transport vehicles, their parts, and accessories with the HS code 87. Nuclear reactors, boilers, equipment and mechanical devices and their parts are in second place with a share of 8.82%. Exports of ferrous metals accounted for 6.21% of shipments in 2022 (Turkish Statistic Institute 2022).

According to the Turkish General Customs Administration (TTB), exports in monetary terms in 2022 amounted to \$17.5 billion, which is 3.34% more than last year (\$16.8 billion). According to the TTB forecast for 2022, exports in monetary terms will amount to \$18.2 billion. In general, for the period from January to June inclusive, exports amounted to \$10.1 billion, an increase of 0.1% compared to the same period last year (\$10.06 billion) (TTB 2010).

TABLE 1. Top 20 categories of exports from Turkey in value terms 2021-2022 (Turkish Statistic Institute 2022)



As shown in Figure 3, the main trading partner of Turkey in terms of exported products with HS code 87 in 2022 was France. Its share in the total volume of imports of target products in value terms in 2022 was 11.66%. The amount of imported goods was 3.03 billion of dollars (Trade Map 2022).

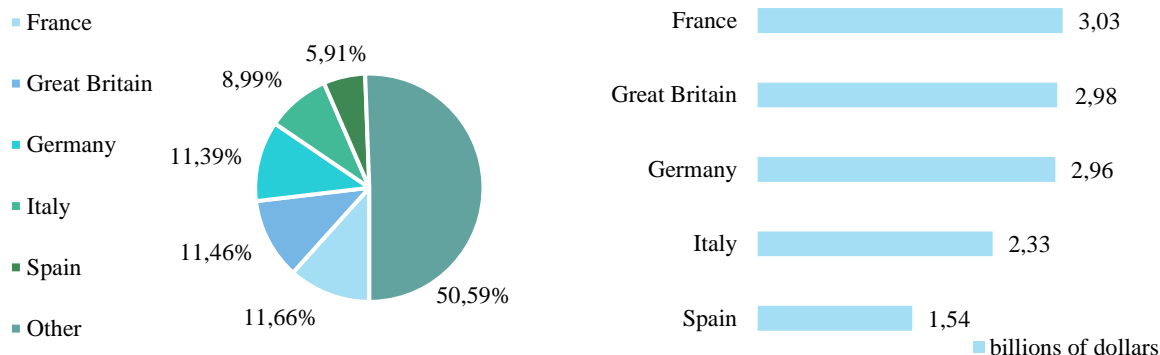


FIGURE 3. Top 5 importing countries of products with HS code 87 in value terms from Turkey, 2022 (Trade Map 2022)

As shown in Figure 4, the main trading partner of Turkey in terms of exported products with the HS code 84 in 2022 was Germany. Its share in the total volume of imports of target products in value terms in 2022 was 13.35%. The amount of imported goods was 2.77 billion of dollars (Trade Map 2022).

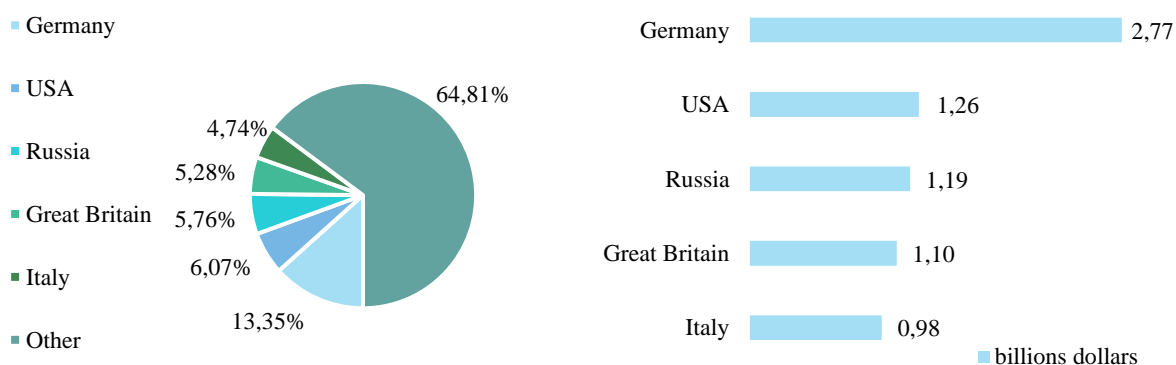


FIGURE 4. Top 5 importing countries of products with HS code 84 in value terms from Turkey, 2022 (Trade Map 2022)

As shown in Figure 5, the main trading partner of Turkey in terms of exported products with HS code 72 in 2022 was Israel. Its share in the total volume of imports of target products in value terms in 2022 was 8.16%. The amount of imported goods was 1.19 billion of dollars (Trade Map 2022).

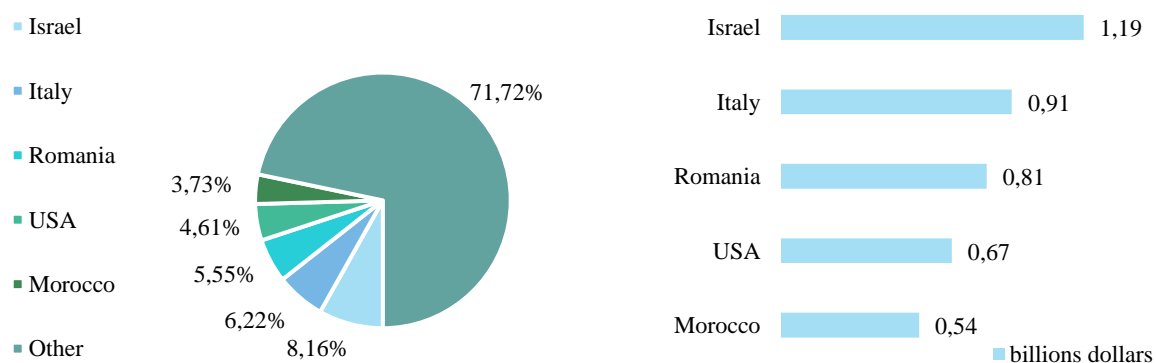


FIGURE 5. Top 5 importing countries of products with HS code 72 in value terms from Turkey, 2022 (Trade Map 2022)

As shown in Figure 6, the main trading partner of Turkey in terms of exported products with the HS code 85 in 2022 was the United Kingdom. Its share in the total volume of imports of target products in value terms in 2022 was 10.70%. The amount of imported goods was 1.29 billion of dollars (Trade Map 2022).

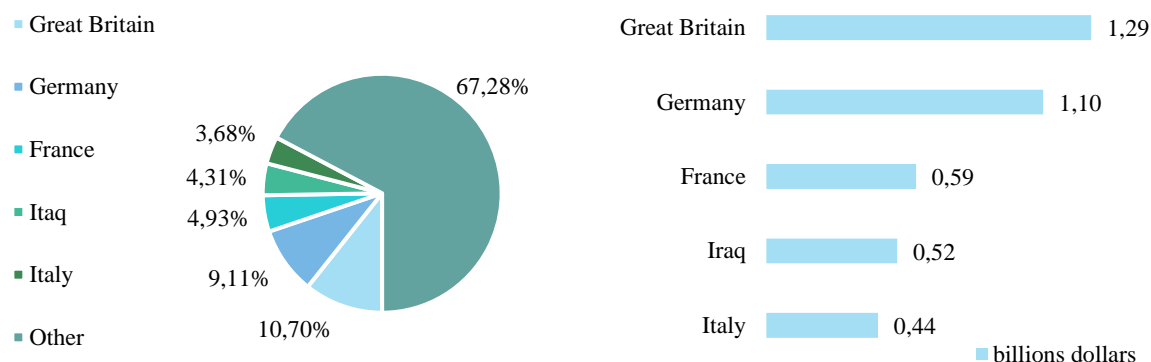


FIGURE 6. Top 5 importing countries of products with HS code 85 in value terms from Turkey, 2022 (Trade Map 2022)

As shown in Figure 7, the main trading partner of Turkey in terms of exported products with HS code 27 in 2022 was the Netherlands. Their share in the total volume of imports of target products in value terms in 2022 was 13.75%. The amount of imported goods was 1.65 billion of dollars (Trade Map 2022).

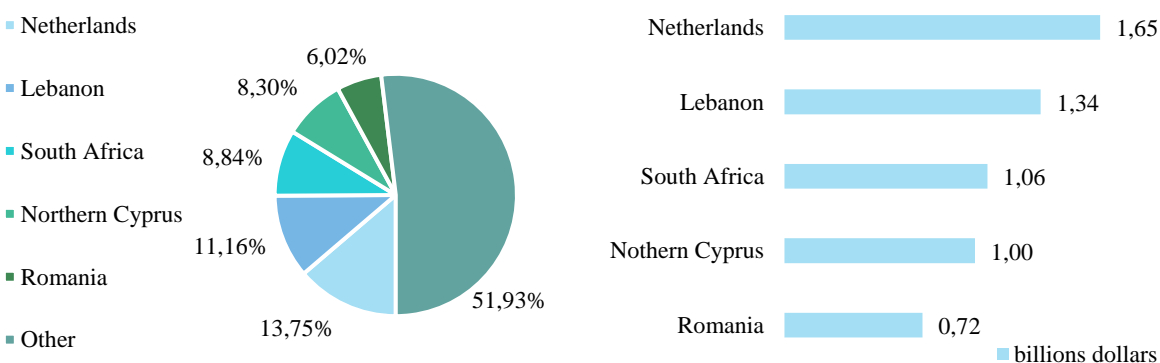


FIGURE 7. Top 5 importing countries of products with HS code 27 in value terms from Turkey, 2022 (Trade Map 2022)

As shown in Figure 8, the main trading partner of Turkey in terms of exported products with HS code 61 in 2022 was Germany. Its share in the total volume of imports of target products in value terms in 2022 was 19.52%. The amount of imported goods was 2.10 billion of dollars (Trade Map 2022).

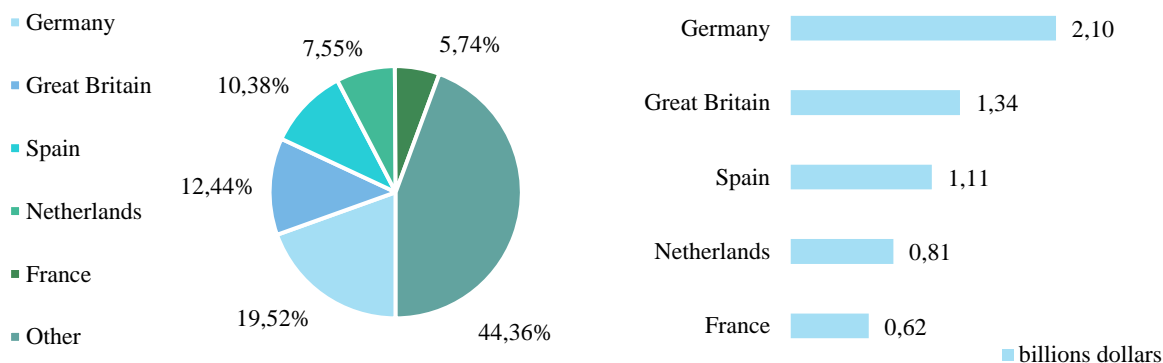


FIGURE 8. Top 5 importing countries of products with HS code 61 in value terms from Turkey, 2022 (Trade Map 2022)

As shown in Figure 9, the main trading partner of Turkey in terms of exported products with HS code 39 in 2022 was Germany. Its share in the total volume of imports of target products in value terms in 2022 was 6.51%. The amount of imported goods was 6.78 billion of dollars (Trade Map 2022).

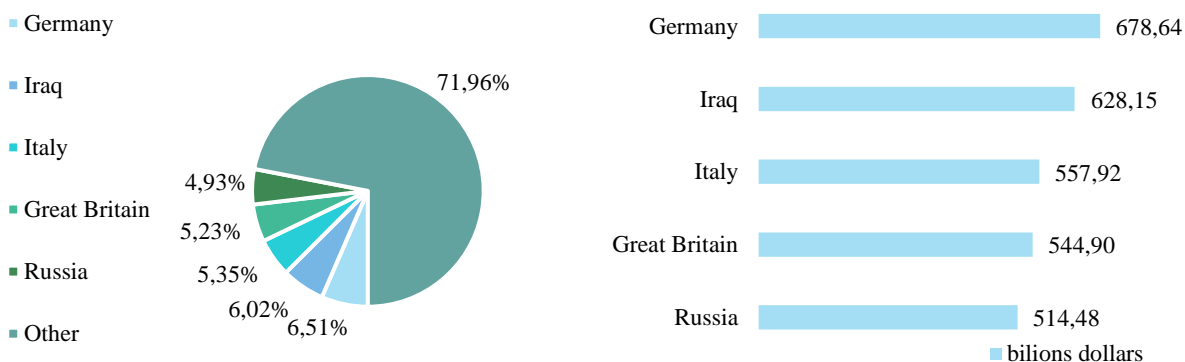


FIGURE 9. Top 5 importing countries of products with HS code 39 in value terms from Turkey, 2022 (Trade Map 2022)

As shown in Figure 10, the main trading partner of Turkey in terms of exported products with HS code 73 in 2022 was Germany. Its share in the total volume of imports of target products in value terms in 2022 was 10.59%. The amount of imported goods was 1.08 billion of dollars (Trade Map 2022).

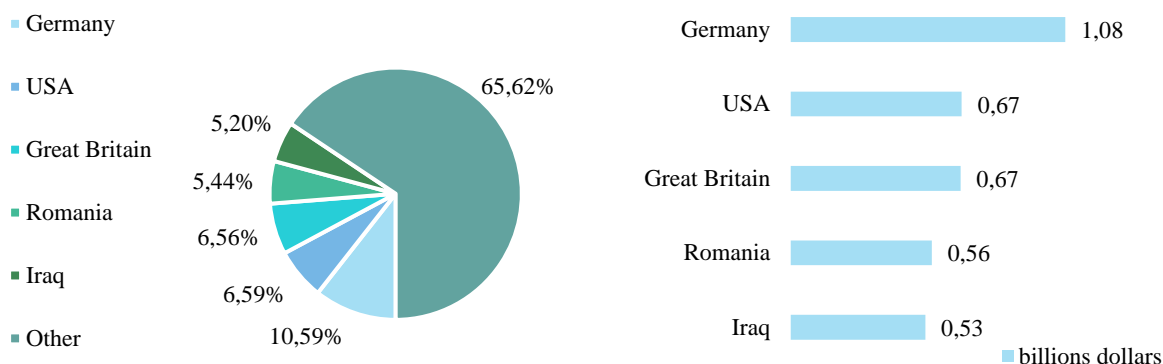


FIGURE 10. Top 5 importing countries of products with HS code 73 in value terms from Turkey, 2022 (Trade Map 2022)

As shown in Figure 11, the main trading partner of Turkey in terms of exported products with HS code 71 in 2022 was the UAE. Their share in the total volume of imports of target products in value terms in 2022 was 22.58%. The amount of imported goods was 2.3 billion of dollars (Trade Map 2022).

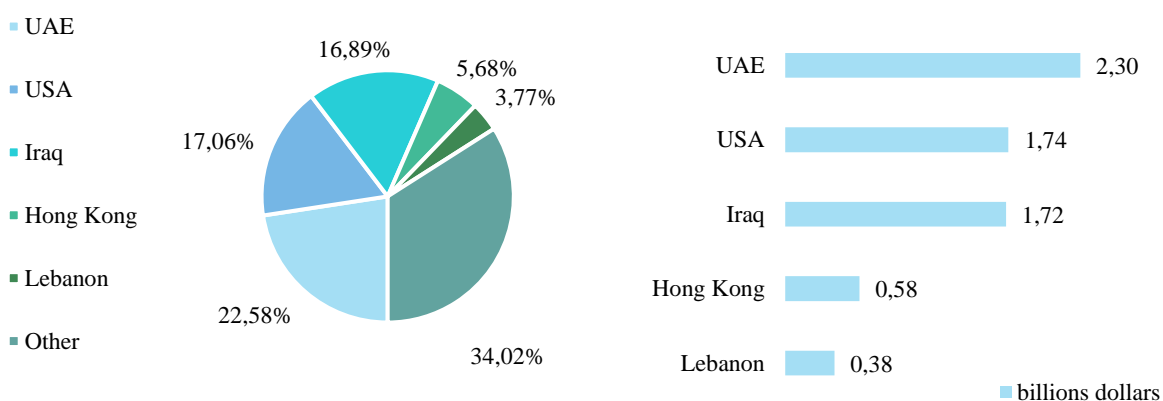


FIGURE 11. Top 5 importing countries of products with HS code 71 in value terms from Turkey, 2022 (Trade Map 2022)

As shown in Figure 12, the main trading partner of Turkey in terms of exported products with HS code 62 in 2022 was Spain. Its share in the total volume of imports of target products in value terms in 2022 was 17.20%. The amount of imported goods was 1.37 billion of dollars (Trade Map 2022).

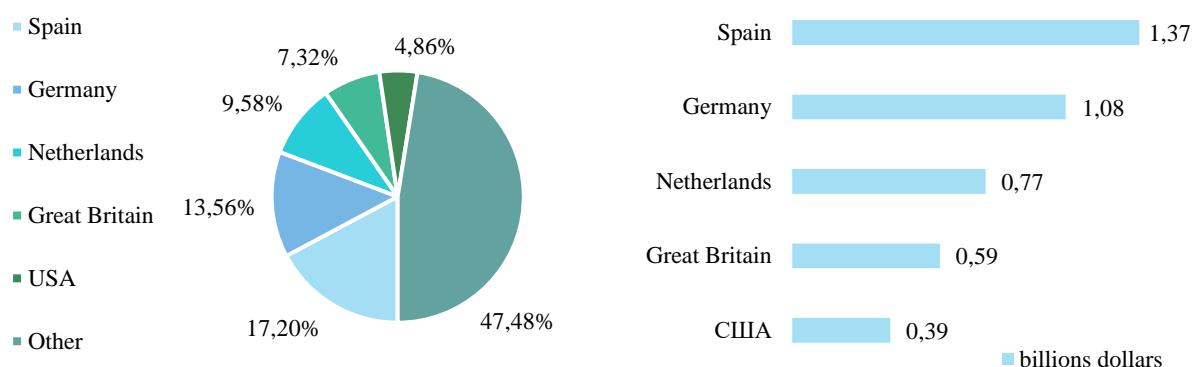
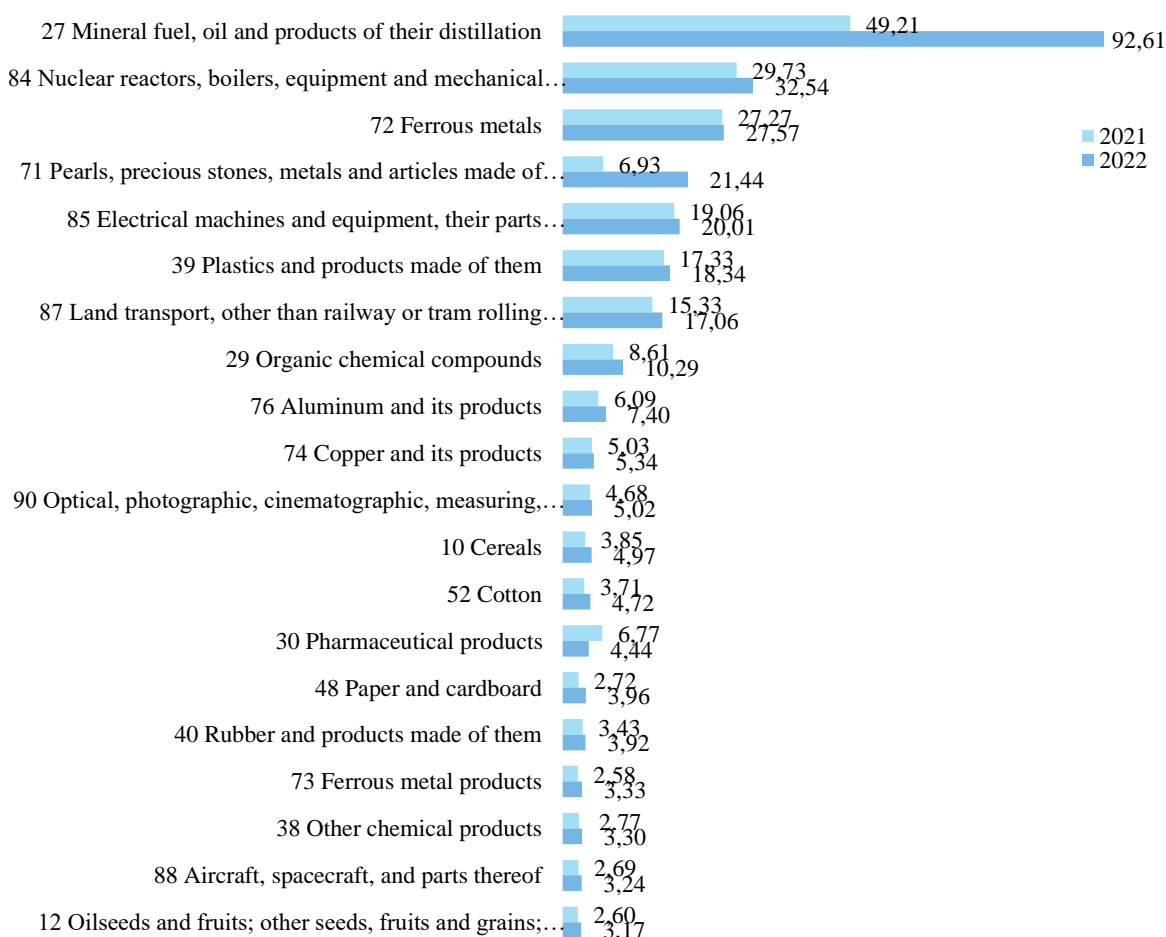


FIGURE 12. Top 5 importing countries of products with HS code 62 in value terms from Turkey, 2022 (Trade Map 2022)

### 5.1.2 Import to Turkey

As shown in Table 2, in 2022, 27.06% of Turkey's imports in value terms accounted for the supply of mineral fuel with the HS code 27. Nuclear reactors, boilers, equipment and mechanical devices and their parts are in second place with a share of 13.04%. Imports of ferrous metals accounted for 12.70% of shipments in 2022 (Turkish Statistic Institute 2022).

TABLE 2. Top 20 categories of import to Turkey in value terms 2021-2022 (Turkish Statistic Institute 2022)



As shown in Figure 13, the main trading partner of Turkey in terms of imported products with HS code 27 in 2022 was Russia. Its share in the total volume of exports of target products in value terms in 2022 was 44.93%. The amount of exported goods was 41.61 billion of dollars (Trade Map 2022).

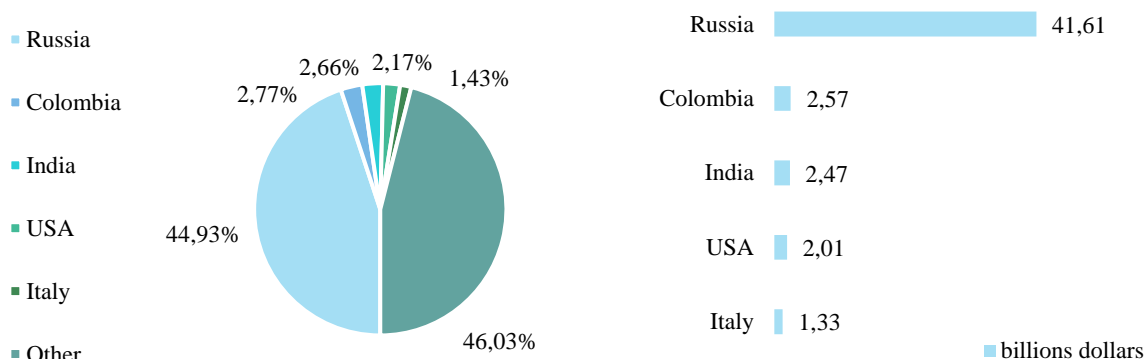


FIGURE 13. Top 5 exporting countries of products with HS code 27 in value terms to Turkey, 2022 (Trade Map 2022)

As shown in Figure 14, the main trading partner of Turkey in terms of imported products with the HS code 84 in 2022 was China. Its share in the total volume of exports of target products in value terms in 2022 was 26.81%. The amount of exported goods was 8.72 billion of dollars (Trade Map 2022).

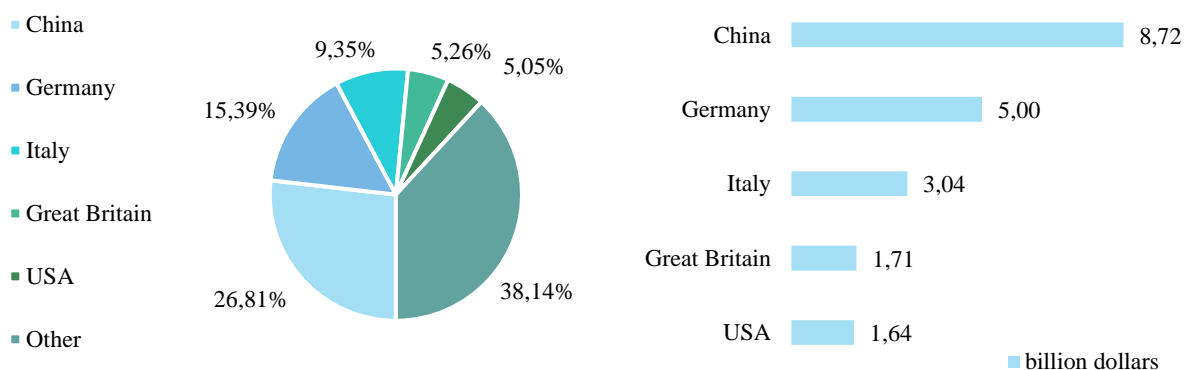


FIGURE 14. Top 5 exporting countries of products with HS code 84 in value terms to Turkey, 2022 (Trade Map 2022)

As shown in Figure 15, Turkey's main trading partner in terms of imported products with HS code 72 in 2022 was Russia. Its share in total exports of target products in value terms in 2022 was 17.15%. The amount of exported goods was 4.73 billion of dollars (Trade Map 2022).

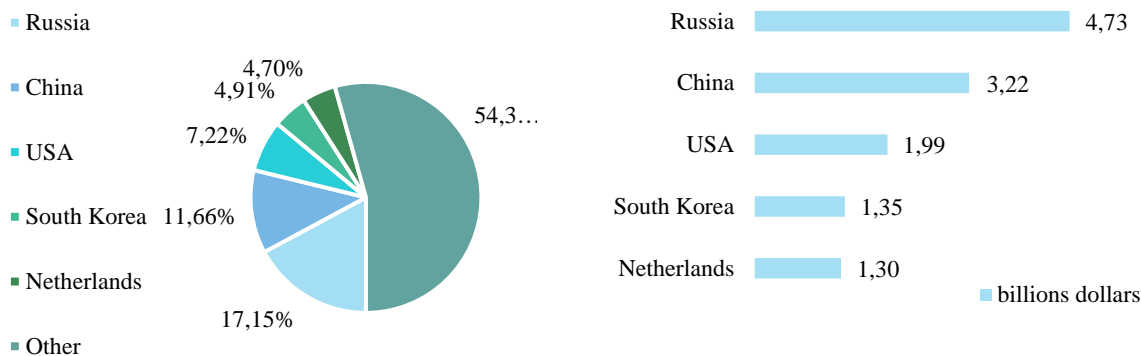


FIGURE 15. Top 5 exporting countries of products with HS code 72 in value terms to Turkey, 2022 (Trade Map 2022)

As shown in Figure 16, the main trading partner of Turkey in terms of imported products with HS code 71 in 2022 was Switzerland. Its share in total exports of target products in value terms in 2022 was 57.14%. The amount of exported goods was 12.2 billion of dollars (Trade Map 2022).

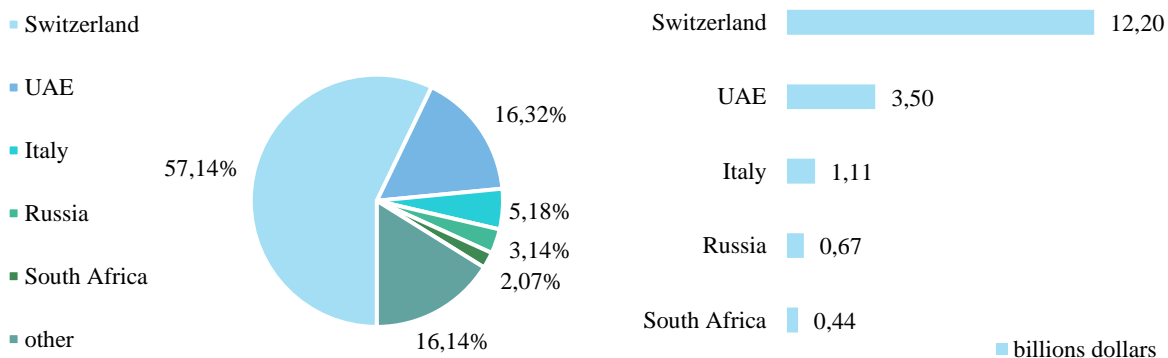


FIGURE 16. Top 5 exporting countries of products with HS code 71 in value terms to Turkey, 2022 (Trade Map 2022)

As shown in Figure 17, the main trading partner of Turkey in terms of imported products with HS code 85 in 2022 was China. Its share in total exports of target products in value terms in 2022 was 42.49%. The amount of exported goods was 8.51 billion of dollars (Trade Map 2022).

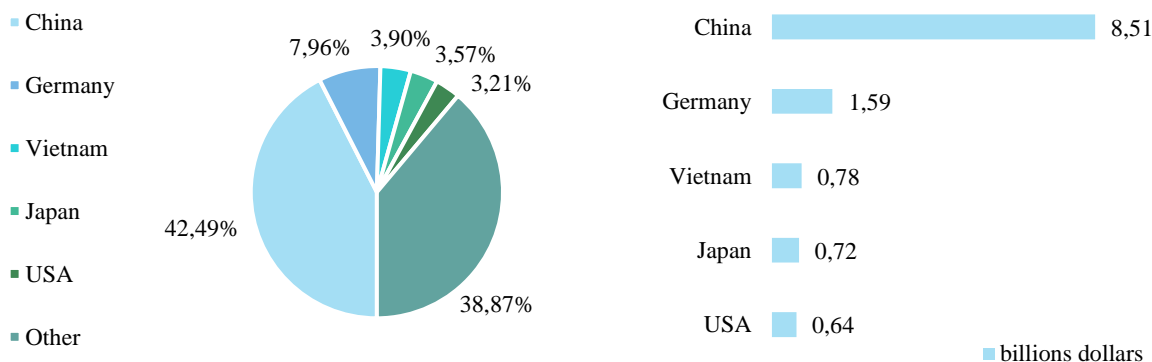


FIGURE 17. Top 5 exporting countries of products with HS code 85 in value terms to Turkey, 2022 (Trade Map 2022)

As shown in Figure 18, the main trading partner of Turkey in terms of imported products with HS code 39 in 2022 was Saudi Arabia. Its share in total exports of target products in value terms in 2022 was 13.41%. The amount of exported goods was 2.46 billion of dollars (Trade Map 2022).

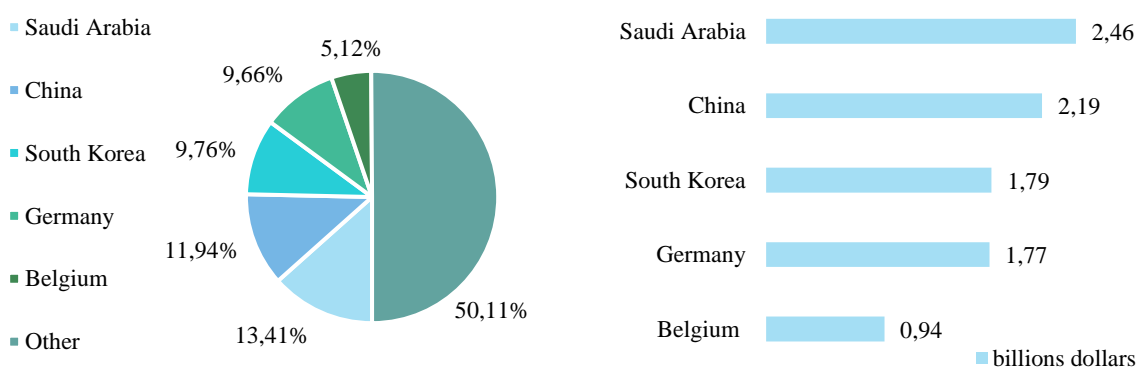


FIGURE 18. Top 5 exporting countries of products with HS code 39 in value terms to Turkey, 2022 (Trade Map 2022)

As shown in Figure 19, the main trading partner of Turkey in terms of imported products with HS code 87 in 2022 was Germany, its share in total exports of target products in value terms in 2022 was 23.30%. The amount of exported goods was 3.97 billion of dollars (Trade Map 2022).

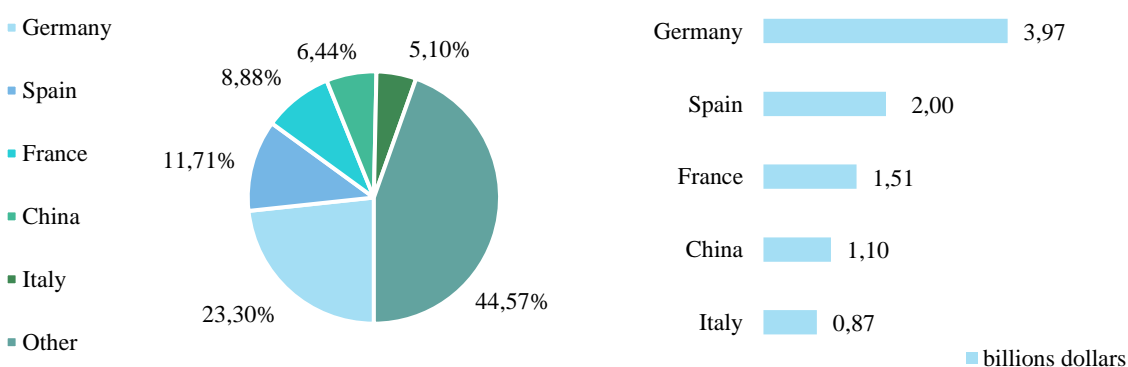


FIGURE 19. Top 5 exporting countries of products with HS code 87 in value terms to Turkey, 2022 (Trade Map 2022)

As shown in Figure 20, the main trading partner of Turkey in terms of imported products with HS code 29 in 2022 was China, its share in total exports of target products in value terms in 2022 was 30.57%. The amount of exported goods was 3.15 billion of dollars (Trade Map 2022).

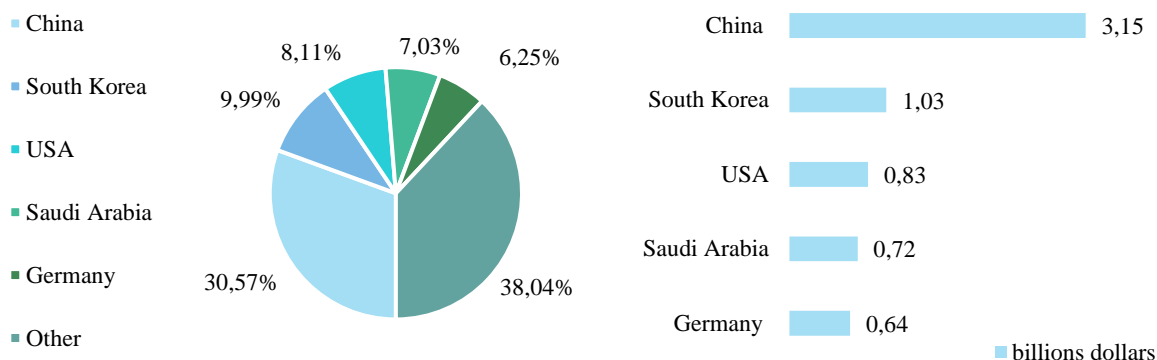


FIGURE 20. Top 5 exporting countries of products with HS code 29 in value terms to Turkey, 2022 (Trade Map 2022)

As shown in Figure 21, Turkey's main trading partner in terms of imported products with HS code 76 in 2022 was Russia. Its share in total exports of target products in value terms in 2022 was 15.10%. The amount of exported goods was 1.12 billion of dollars (Trade Map 2022).

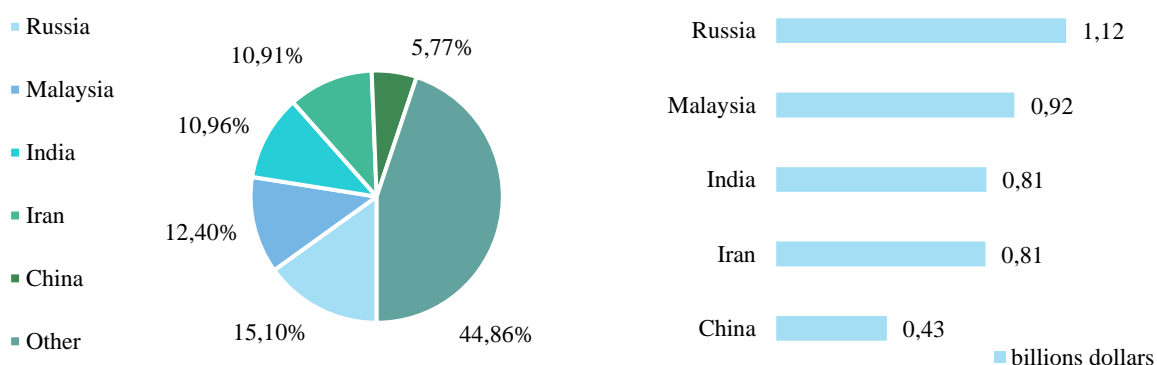


FIGURE 21. Top 5 exporting countries of products with HS code 76 in value terms to Turkey, 2022 (Trade Map 2022)

As shown in Figure 22, the main trading partner of Turkey in terms of imported products with HS code 74 in 2022 was Kazakhstan. Its share in total exports of target products in value terms in 2022 was 23.08%. The amount of exported goods was 1.23 billion of dollars (Trade Map 2022).

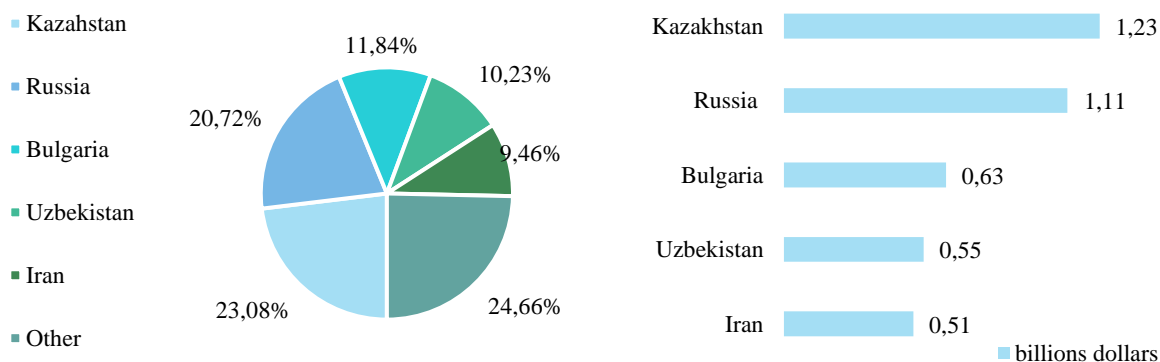


FIGURE 22. Top 5 exporting countries of products with HS code 74 in value terms to Turkey, 2022 (Trade Map 2022)

## 5.2 Tariff barriers and necessary certification

Entering the foreign market can be a profitable opportunity for companies seeking to expand their presence and increase profits. However, before plunging into a new market, it is essential to understand the tariff barriers and certification requirements that may exist. These factors can significantly affect a company's ability to succeed in a foreign market, and failure to comply with them can lead to costly consequences. In this chapter, it is considered the importance of determining tariff barriers and the necessary certification when entering the foreign market.

### 5.2.1 Tariff barriers

Awareness of tariff barriers when importing to Turkey is a very significant factor for organizations engaged in international trade. Tariffs can significantly increase the cost of goods that will be imported into Turkey, which can negatively affect business and competitiveness in the foreign market.

Turkey is a member of the World Trade Organization, moreover, it has applied international standards of tariff regulation. It means that the tariff rates in Turkey will be consistent with the international norms established by the WTO (Seyoum 2009, 16).

Tax tariffs for the import of goods are determined by Customs Law No. 4458, Turkish Customs Code Value added tax (VAT) is levied on the territory of Turkey by the rules established by the Law on Value Added Tax No. 3065. This tax is levied on any person who sells, imports, exchanges, rents out goods or provides services while conducting commercial activities. The basic VAT rate is 18% (Turkish Customs code 1999).

Russia has not signed a free trade agreement with Turkey; therefore, the most favored nation (MFN) rate is applied to Russian exports on WTO terms.

However, Turkey may impose additional tariffs on goods imported into its country, which may negatively affect the company's profits. Therefore, by having information about tariffs, enterprises could plan their business operations and reduce the negative impact of tariffs.

In addition, it is crucial to keep in mind that tariff barriers may change over time, that is why companies should constantly monitor changes in tariff regulation and adapt to them. It is also better to have professional customs office consultants who will help you cope with customs procedures and help you avoid potential problems when importing to Turkey. Another way is to contact a consulting agency in the direction of foreign economic activity.

### 5.2.2 Necessary certification

Awareness of the necessary certification is very important for companies that import goods to Turkey. Certification is the process of evaluating products, including research and verification when they comply with the standards and legislation of Turkey (SGS 2022).

Here are a few reasons why awareness of the required certification is crucial:

1. Compliance with the rules of foreign trade. In Turkey, many rules and regulations are established to protect buyers and competition. They are usually related to the technical and qualitative parameters of the products. Therefore, to comply with them, it is necessary to know about the necessary certification procedures.
2. Verification of compliance. When importing goods to Turkey, it is necessary to check whether the products based on the description and standards meet the requirements of Turkish legislation (SGS 2022). This helps to avoid numerous legal problems that may arise if the requirements of the legislation are not met.
3. Risk reduction. Certification can help companies reduce the risks associated with the export and import of products. Moreover, certification can help avoid problems with the customs service, refusal to release cargo, or even litigation in case of unforeseen circumstances.
4. Expanding access to new markets. Obtaining certificates of compliance with Turkish standards allow companies to import goods to the Turkish market, thereby expanding the market for their products and maintaining relations with international contractors.

To supply products to Turkey by the exporter, it is necessary to issue a certificate and a CE declaration. The certificate can be issued by a notified body accredited in Turkey or the EU based on laboratory studies or factory inspections (SGS 2022). If the products are marked with the CE mark, they can be freely imported into Turkey and are subject to additional control only in case of the obvious danger of these products. In the absence of additional requirements, the conformity assessment of products is carried out for compliance with national Turkish standards in an accredited Turkish organization (The International Trade Administration 2022).

Before importing products to Turkey, the exporter must submit documents to the national electronic import and export control system TAREX under the Ministry of Trade. Based on the results of the audit, a decision may be made to conduct additional studies. All costs of carrying out additional actions are covered by the exporter. As a result of the positive outcome of the check in the TAREX system, the exporter is assigned a registration number indicating that the product can be imported into Turkey (The International Trade Administration 2022).

Furthermore, for some products, it is necessary to issue a declaration of conformity. Only a manufacturer registered in the territory of the European Union, or the Republic of Turkey has the right to issue such a declaration independently. If the manufacturer is in a third country, he is obliged to appoint an authorized representative (SGS 2022).

By the Notification of the Ministry of Commerce of the Republic of Turkey dated December 31, 2018, № 2019/1 "On the implementation of import control", a requirement has been introduced to obtain a Certificate of Supervision. To obtain a Certificate, it is necessary to submit a completed application form and attached documents to one of the centers before the goods are imported into the country. The certificate is valid for 1 customs declaration (Republic of Turkey Ministry of Trade 2018).

Finally, for the export of products, it will be necessary to issue a certificate of ST-1. The certificate of origin of ST-1 is a document certifying that a certain batch of products originates from a member country of the Union of Independent States (The International Trade Administration 2022).

### 5.3 Interviews with Turkish companies

Interviews are conducted to identify the needs and interests of Turkish companies in cooperation with Russian companies. The purpose of these interviews is to find out which products and services may be of interest to Turkish representatives, as well as to identify the most popular channels for establishing business ties between Turkish and Russian companies.

One of the main stages of the interview is to compile a detailed list of questions that will help identify the most important points of cooperation for Turkish companies (Appendix 1). In addition, it is necessary to pay attention to the peculiarities of the Turkish culture and business environment to communicate more effectively with representatives of companies and find common ground between the Turkish and Russian business communities.

It is worth noting that conducting interviews with Turkish companies requires appropriate training and the ability to conduct a business dialogue in English. In addition, it is necessary to consider cultural peculiarities and local conditions, such as work hours, to effectively establish contact with representatives of Turkish companies.

#### 5.3.1 Interview with MC Trade

To interview the Turkish company MC Trade, which is engaged in wholesale trade and purchases goods from Russia, it was necessary to prepare accordingly. It is crucial to determine which specific goods are purchased by this company, from which regions of Russia it is most profitable to purchase these goods and which conditions of cooperation are most attractive for this company (Appendix 2).

From the beginning of the interview, questions were asked about products and services of interest to MC Trade, as well as about the characteristics of the market in which this company operates. One of the key points is to clarify the competitive situation and the advantages that this company sees in cooperation with Russian suppliers.

It was also necessary to find out about the preferences of this company in terms of working conditions. The following questions are important here: what terms of payment for goods from Russian suppliers most suit MC Trade, what logistics methods are used when transporting goods from Russia to Turkey, and what requirements for the quality of goods are set by MC Trade?

It is also important to find out how MC Trade is looking for Russian suppliers, and whether this company has any strategies for developing cooperation with Russian business partners. It is worth noting that for successful cooperation with the Turkish company MC Trade, it is important to consider its requirements and business profile (Cakir 2023).

### 5.3.2 Interview with UTA GROUP

Interviewing with the Turkish company UTA GROUP, which imports liquid helium from Russia for refueling MRI equipment, is an important task that requires a broad knowledge of the market (Appendix 2).

It was significant to start the interview with questions about the product that UTA GROUP is interested in. It is necessary to determine which parameters of liquid helium are most important for refueling MRI equipment, what volumes of purchases are carried out by the company, as well as which product specifications are allowed by user documentation.

An equally important issue is cooperation and terms of delivery. It is important to find out what working conditions will be most attractive for UTA GROUP in cooperation with Russian suppliers: delivery schedule, payment terms, and transportation methods. It is important to have a reliable understanding of market prices, tax rates and the economic situation regarding the import of this product to Turkey.

Finally, it was necessary to find out how UTA GROUP views the long-term prospects for the development of this business area. What problems does UTA GROUP see in this area, and what needs to be done for effective and successful cooperation and development in this area?

It should be noted that cooperation with the Turkish company UTA GROUP can be effective and promising for Russian suppliers of liquid helium. It is essential to consider all the needs and requirements of the UTA GROUP to develop a business relationship and build a long-term partnership (Acar 2023).

### 5.3.3 Interview with RINNOVA

Interviewing with the Turkish company RINNOVA, which is engaged in the introduction of synthetic heating fabrics for electric vehicles and imports products from Russia, is an important task that requires extensive knowledge of the company's production process and professional skills in conducting business dialogue (Appendix 2).

It was significant to start the interview with questions about the materials used and the processes of production of synthetic heating fabrics, which are of interest to RINNOVA. It is necessary to find out what are the requirements for the quality of raw materials for the production of products, as well as what methods are used to solve problems related to production processes.

The next essential issue is cooperation and delivery terms. It is necessary to find out what working conditions will be most attractive for RINNOVA in cooperation with Russian suppliers: delivery schedule, payment terms, and transportation methods. It is important to have an idea of market prices, tax rates and the economic situation regarding the import of this product to Turkey.

It was also crucial to find out how much the products that RINNOVA imports from Russia are in demand, and what features of the market in Turkey can influence the demand for this product. One of

the key issues is the forecast of the development of the electric vehicle industry in Turkey and what role imported products can play in this process.

It should be noted that cooperation with the Turkish company RINNOVA may be promising for Russian suppliers of raw materials to produce synthetic heating fabrics. It is important to consider all the needs and requirements of RINNOVA to develop a business relationship and build a long-term partnership (Yildiz 2023).

#### 5.3.4 Interview with Turkish Export Center

Firstly, it is needed to describe the Turkish Export Center company itself. This company provides its clients with professional support when conducting export-import operations in various countries, including Russia. Now, the Turkish Export Center is one of the leading export and import centers in Turkey and provides its services to more than 10,000 customers worldwide (Appendix 2).

Further, during the interview, it was discussed what services the company provides. Turkish Export Center offers a wide range of services, ranging from consultations on the organization of export business, selection of potential partners and customers, and the conclusion of contracts and delivery of products, ending with financial support and insurance.

One of the essential issues for companies may be the quality of services. It is worth noting that the Turkish Export Center has developed its quality strategy, which includes careful selection of partners, constant evaluation and quality control of services and continuous improvement of its processes.

It should also pay attention to the areas in which the Turkish Export Center company works and has extensive experience. Among them are the textile, automotive, food, chemical and energy industries, as well as agriculture (Tok 2023).

## 6 CONCLUSION OF RESEARCH

Practical research of the Turkish market was conducted, aimed at obtaining information about the dynamics of trade and the business environment of the country. It included a comprehensive analysis of HS codes, as well as interviews with representatives of Turkish companies. The results of this research revealed various aspects of the Turkish market, including key industries, consumer behaviour and business practices. Moreover, the conclusions drawn from the practical research will be considered in detail, which will help to identify recommendations for the introduction of innovations in the company's activities.

### 6.1 Marketing research of the Turkish market according to the HS code

Marketing research is an essential component of any successful business strategy. It involves the collection and analysis of data to obtain information about consumer behavior, market trends and the competitive environment. In today's global economy, understanding international markets is becoming increasingly significant. Harmonized System codes are used to classify goods in international trade. In this chapter, it is considered the results of marketing research in the Turkish market by HS codes.

#### 6.1.1 Export from Turkey

Turkey's export activity has been steadily growing over the years, with a diverse range of products exported to various countries around the world. The strategic location of the country, skilled labor and state support contributed to the success of the export industry. As Turkey continues to invest in its infrastructure and technology, its export industry is expected to continue to flourish and contribute significantly to the country's economic growth. With a wide range of high-quality products and competitive prices, Turkey is a valuable partner for businesses seeking to expand their global reach.

With many open markets and a wide variety of industries, Turkey offers many business opportunities. In addition to low production costs, Turkey has a very good reputation as a supplier in the international market. Turkey is also a great place to do business because it is a member of the European Union, which has very liberal tax laws regarding companies. Compared to other European countries, this situation allows companies from Turkey to develop business easily and quickly in Europe. In addition, Turkey has a very low unemployment rate, and there is also the possibility of making a good profit thanks to the huge domestic markets. This gives Turkey a unique position both regionally and globally.

As a result, many manufacturers from the CIS countries seek to establish strong ties with Turkish enterprises. However, currently, due to the imposition of sanctions against Russia, there is a decline in the supply of some types of products. That is why, for Russian companies wishing to establish business relations with Turkey, it is necessary to draw up a detailed and clear action plan that will avoid mistakes and losses.

### 6.1.2 Import to Turkey

Import plays a crucial role in the Turkish economy. With the growth of the population and the developing business environment, the demand for foreign goods and services is growing. Turkey's strategic location and its membership in various international organizations provide enterprises with the opportunity to expand their import activity and increase their competitiveness in the global market. However, the government must continue to monitor and regulate this process to ensure that it does not harm the domestic activities of companies and the economy. By establishing a balance between import and domestic production, Turkey can continue to thrive and attract foreign companies.

Turkey is probably one of the most attractive countries in the world for foreign investors. However, despite this, it still hasn't reached its potential. So far, Turkey has only exported, not imported. If Turkey relies only on the domestic market, it will not be able to prosper. Moreover, in recent years Turkey has successfully imported many goods that could be produced in the country.

## 6.2 Results of interviews

According to the results of the interview, it is obvious that the trade partnership between Russia and Turkey is only developing. Turkish companies are increasingly considering Russian companies as the main suppliers, while others, in turn, continue to establish communication between the countries. The company's employees shared that there are many Russian suppliers on the market, which indicates the demand for products in the local market. However, it was also possible to identify some difficulties in organizing cooperation, such as difficulties in making payments due to the introduction of restrictions on Russian banks, and difficulties in organizing logistics from remote parts of the country.

All the companies surveyed revealed a great interest in cooperation with companies from Russia, arguing that the established and time-tested connection between the countries, is not limited to the areas of application. The Turkish Export Center focuses on exclusive goods, as well as construction materials. This is because Turkey has faced natural disasters, which in turn has increased the need for building materials that will be used to restore architecture and construction facilities.

In addition, companies are also considering the possibility of cooperation in both directions (both import and export), they are ready for changes and to discuss different types of cooperation, but it makes sense to have a substantive discussion, they need technical documentation and characteristics of specific products to analyze the profitability of a particular product on the local market.

The surveyed companies stressed that Turkish companies noted the quality and availability of goods produced in Russia, because the key factor in choosing a supplier is low price, quality does not play an important role in the market.

During the interviews, it is identified the main channels for establishing business ties between Turkish and Russian companies. They include participation in joint projects, organization of exchanges and business meetings, establishing contacts through specialized business platforms, as well as the use of professional business networks and social media. It is also important to remember that to

successfully establish business ties with Turkish companies, it is necessary to consider their requirements, local norms and cultural peculiarities.

It is also necessary to identify the most relevant channels for getting acquainted with the productions and consolidating ties with cooperation. Each surveyed company uses trading platforms in its trading activities, as it turned out, there is a large selection of industries and not only trade marketplaces in Turkey, which indicates excellent opportunities for foreign manufacturers to find new partners.

Dialogue directly with representatives of Turkish companies helped to identify the main advantages of a partnership with Russian companies:

1. **A variety of products.** Russian goods are presented in a wide range, which allows Turkish companies to choose from various categories of goods and services. They can choose from many products that can meet their requirements.
2. **Low prices.** Russian goods in many cases have lower prices than goods from other countries. This may be a key factor for Turkish companies to consider when choosing partners.
3. **The possibility of establishing a partnership.** Turkish companies can establish partnerships with Russian companies and create mutually beneficial relationships based on the exchange of experience and resources.
4. **Investments.** Russia is one of the largest investors in the Turkish economy, while Russian companies are actively involved in various projects in Turkey and provide investments for business development in this country.
5. **Expansion of the sales market.** Russia is one of the largest sales markets in the world, which means that trade with Russia can be attractive for Turkish companies that want to expand their business outside Turkey.

Trade relations between Turkey and Russia have their peculiarities and prospects. Both countries are significant economic partners for each other and work together on joint projects and international policy issues. However, the relationship may be subject to external factors, such as sanctions or political conflicts.

In general, the results of the research allow concluding that Turkey is a promising market for Russian business in terms of export growth. At the same time, Russia's share in Turkish exports is insignificant, and the Russian market is dominated by imports of Turkish goods. Nevertheless, the potential of Russian exports to this market is quite large.

## 7 RECOMMENDATIONS FOR THE STRATEGY OF SUPPORT OF THE ACTIVITIES OF CASE COMPANY

In today's globalized world, the success of a business often depends on its ability to go beyond the domestic market. It is especially true for Russian companies that face unique challenges when exporting their products and services. To solve these problems, research was conducted to determine recommendations for the introduction of innovations in the activities of a case company that supports Russian businesses seeking to export. The results of this research provide valuable information on how Weconn can improve its services and better help Russian companies succeed in the Turkish market.

Based on the results of the research, recommendations were identified for the introduction of innovations in the activities of the company Weconn to improve export support for Russian companies.

### 7.1 Creation of industry departments

Since the most demanded products for import to Turkey are the energy sector, textile industry and industrial equipment, the most effective way will be the introduction of industry departments. The creation of industry departments has several advantages that can increase the efficiency of export activities of organizations and improve the position of Russian companies in the Turkish market. Some of them are:

- **Improving the company's experience in a specific industry.** The creation of industry departments in the export agency allows to focus on improving knowledge and skills in a particular industry. It can help to better understand the needs and requirements of the market, as well as develop and apply various export strategies.
- **Optimization of supplies.** With the help of industry departments specializing in a specific industry, it is possible to coordinate production and logistics processes more effectively to meet the needs and requests of Turkish customers.
- **Improving the competitiveness of the company.** A deeper understanding and focus on specific industries allow Weconn to be more competitive in the local market and better cope with competition from other countries.
- **Increase sales and get more profit.** Industry departments will help Weconn to expand its business outside of the country, which can lead to increased sales and, consequently, greater profits.

Thus, the creation of industry departments is an effective way to develop business and increase the competitiveness of the organization in the local and international markets.

### 7.2 Exclusive partnership with the Turkish Export Support Center

To expand opportunities in the foreign market, it is necessary to acquire local partner organizations that have extensive experience in doing business in another country. Since the main activity of Weconn is the support of international trade, an excellent solution for increasing customers and

profits is an exclusive partnership with the Turkish Export Support Center (TEC). TEC offers a wide range of services for its partners focused on supporting international trade. An exclusive partnership with TEC can bring a lot of benefits, including:

- **Access to exclusive data and resources.** TEC partners have access to unique extended databases, including a list of Turkish exporters and importers, a database of markets and needs, as well as useful resources for expanding their export business.
- **Assistance with international transactions.** TEC provides advice and assistance in the organization of international transactions and contracts. It includes support in negotiations, quality control of production and products, and confirmation of compliance with technical and regulatory standards.
- **Improving skills and cultural understanding.** The partnership with TEC also involves training and conducting training to improve skills and knowledge on international trade and international business operations. It will help to improve the qualifications of the company's employees and prepare them for work in the Turkish business. In addition, TEC partners have access to events aimed at improving cross-cultural understanding and developing business ties.
- **Improving the company's image.** Partnership with TEC can enhance the company's image, as it means that the company works with a large and reputable export support center in Turkey, which has many years of experience working with international companies and organizations.
- **Strengthening business ties.** The partnership with TEC also provides many opportunities to strengthen business ties with other companies and organizations in Turkey and abroad. It may lead to the conclusion of new contracts, the expansion of existing business relationships and an increase in exports.

Thus, the exclusive partnership with the TEC excludes competition in the Russian market and also opens up many new opportunities for the development of business of Russian companies in the Turkish market.

### 7.3 Accreditation on Turkish electronic trading platforms

To date, being aware of e-commerce trends is not just significant, but necessary. Possession of information in this area allows business owners and manufacturers to remain competitive and discover new opportunities to promote their products and services. It is the accreditation of Weconn on electronic trading B2B platforms that will allow it to provide customers with exclusive tools to promote its products to the Turkish market.

In turn, the company's accreditation on Turkish electronic trading platforms has significant advantages, including:

- **Expansion of the sales market.** Accreditation on Turkish electronic trading B2B platforms enables Weconn to gain access to many buyers and suppliers in Turkey and abroad. The expansion of the sales market is possible due to an increase in the number of sales and the conclusion of new contracts.
- **Increasing the visibility of the company.** The placement of the company's products on Turkish electronic trading B2B platforms provides an increase in the visibility of the company at the international level. Furthermore, the possibility of placement and promotion on Turkish sites may attract the attention of other Turkish companies interested in establishing business ties with the company in Russia.
- **Reducing the time between the order and delivery of goods.** Electronic trading B2B platforms allow for to maintenance of close contact with customers, reducing the time from ordering to delivery of goods. It may be especially important for enterprises engaged in the production of seasonal goods or goods with an expiration date.
- **Increased sales.** If a company has high-quality goods or services and a good reputation, then placing products on Turkish sites can increase sales. It may be especially important for small and medium-sized enterprises that may not have the resources to install and maintain their electronic platforms.
- **Marketing opportunities.** The placement of products on Turkish sites also opens up additional marketing opportunities. Some sites may provide product promotion services to increase sales. In addition, companies can use these platforms to conduct marketing research and receive feedback from customers, which will help improve product quality and increase the level of trust of potential buyers.

Thus, the accreditation of Weconn on Turkish electronic B2B trading platforms is an essential step towards expanding its reach and increasing awareness not only in Turkish but also in the world market. With the possibility of placing and promoting Russian companies on these platforms, the potential for increasing trade and economic growth is huge. Using the advantages of electronic B2B trading platforms, Russian companies can gain access to a new market and customers and, as a result, stimulate business growth. Thus, companies need to explore and use the opportunities provided by these platforms to remain competitive in today's dynamic business world.

#### 7.4 Conducting business tourism programs

Turkey has a developed tourist infrastructure, which includes many hotels, hotels, restaurants, transport, as well as various entertainment events and excursions. Holidays in Turkey are available to almost any budget, which also makes it attractive for tourists.

Standard business missions are used by many consulting companies, for this reason, it is necessary to develop this direction to increase the competitiveness of Weconn. According to the results of the interviews conducted, business tourism programs are gaining momentum in Turkey, in which it is

possible to combine both familiarization with the culture of the country and discussion of cooperation opportunities.

Business tourism programs in Turkey can provide Russian companies with some advantages, including the following:

- **Opportunities for new contracts and business expansion.** A visit to Turkey as part of business tourism can provide an excellent opportunity for Russian companies to conclude new contracts, establishing business ties in this country. In addition, the trip can help in expanding business in Turkey, which is one of the largest economic markets in Europe and the Middle East.
- **Study of local market features and opportunities.** Business trips to Turkey can provide a unique opportunity to get acquainted with the peculiarities of the local market, understand the projected trends, and receive valuable information about business opportunities in this country. It can be advantageous when developing marketing strategies and planning further work with Turkish partners.
- **Development of professional contacts.** As part of business trips to Turkey, Russian companies can meet and establish contacts with local business partners. Professional friendship ties can be beneficial for further business development.
- **Exchange of knowledge and experience.** During business trips to Turkey, organizations can exchange knowledge and experience with local partners about the ways of trade, production, marketing, export, and other essential aspects of working in this country. It allows companies to learn about new technologies and trends related to business, and possibly apply certain ideas in the development of business strategies.

Thus, Turkey's strategic location and rich cultural heritage make it an ideal place for business tourism programs. Thanks to a growing economy and a business-friendly policy, the country offers Russian companies' numerous opportunities to expand their international trade. By participating in such programs, Russian organizations can gain valuable information about the Turkish market and establish new partnerships with local companies. In addition, cultural exchange between the two countries can promote mutual understanding and establish long-term business relations. In general, conducting business tourism programs in Turkey is a win-win situation for both Russian and Turkish businesses and can contribute to the growth of international trade and cooperation.

## DISCUSSION

Using theoretical data on international trade, the export process and marketing research of foreign markets, it is possible to identify the importance of supporting Russian enterprises to increase international relations.

According to the results of the research, it was concluded that Russian products are in demand in the Turkish market and arouse interest, which indicates the relevance of products in the local market. The Turkish market does not present difficulties for the introduction of Russian goods now, however, the presence of competitors among local companies, logistics and barriers in cooperation with manufacturers from the Russian Federation, difficulties in making payments to accounts in foreign currency create obstacles to the organization of cooperation. Despite the above, potential partners are ready to conduct a dialogue, are ready to look for joint solutions and make contact.

Based on the results of the conducted research and interviews, recommendations are proposed for the introduction of new tools for the activities of the case company related to the introduction of products to the Turkish market, which in turn should help increase the share of exporters and business relationships between organizations from Russia and Turkey, which will affect the development of the case company in the field of consulting and will give it to have advantages over its competitors.

In conclusion, Russian exporters have significant potential for growth in the Turkish market. The above-mentioned several strategies for the case company can be implemented to support the export of products abroad. However, at the same time, exporters face the task of making their offer more attractive to consumers, as well as reducing the cost of production, which in turn will increase competitiveness on a global scale. By taking these recommendations, case company can provide Russian exporters to overcome the challenges of the Turkish market and take advantage of the growing demand for high-quality goods and services.

It is also significant to emphasize that supporting the export of Russian enterprises to Turkey is an essential step towards strengthening economic and political ties between the two countries. This cooperation can bring significant benefits. Therefore, it is crucial that the government and commercial consulting companies take advantage of this opportunity and work to strengthen these relations because they can play a key role in facilitating the international trade process by providing valuable information and recommendations to both Russian and Turkish businesses. By doing that, a case company can help unlock the full potential of this partnership and create a more prosperous and interconnected world in which countries can work together for mutual growth and development.

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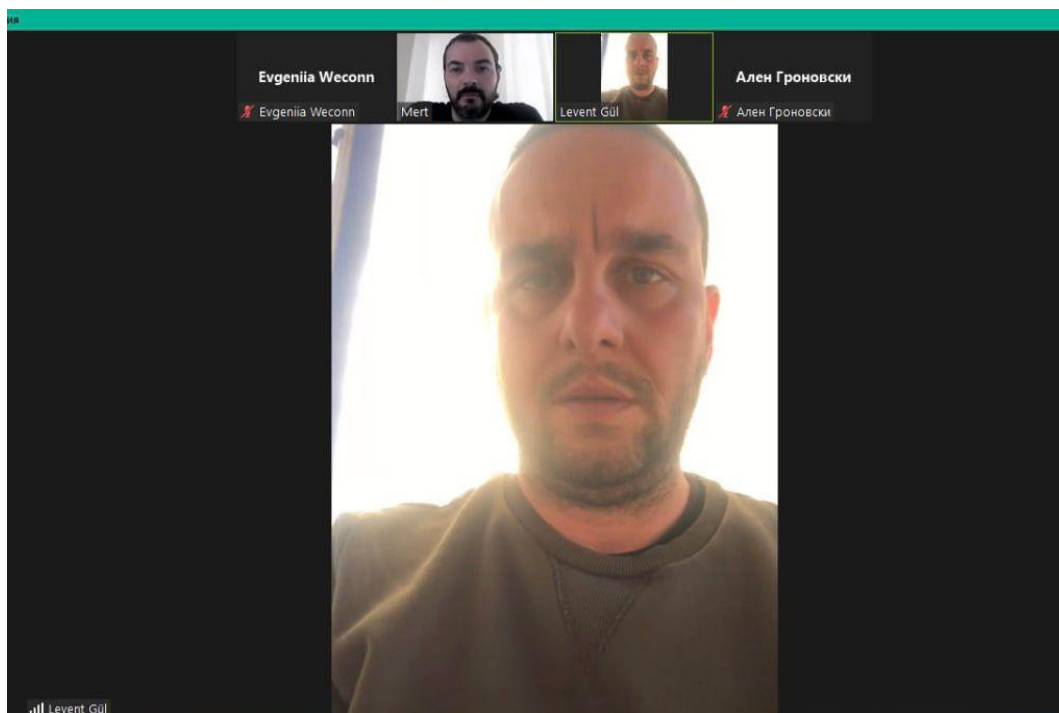
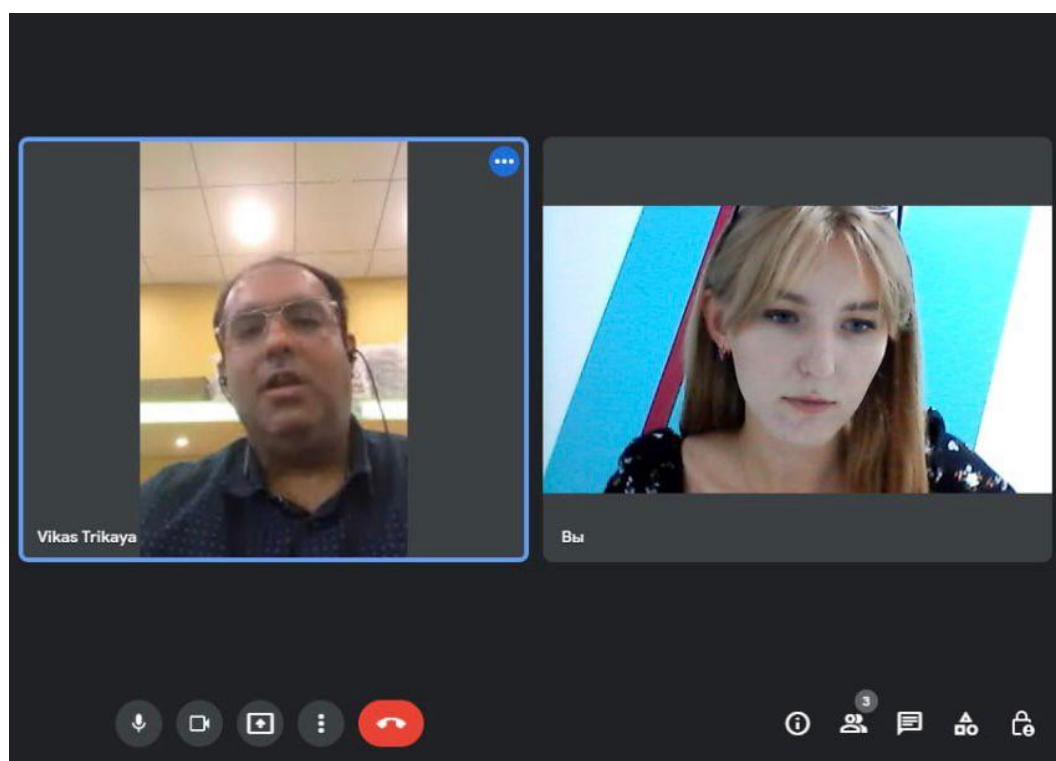
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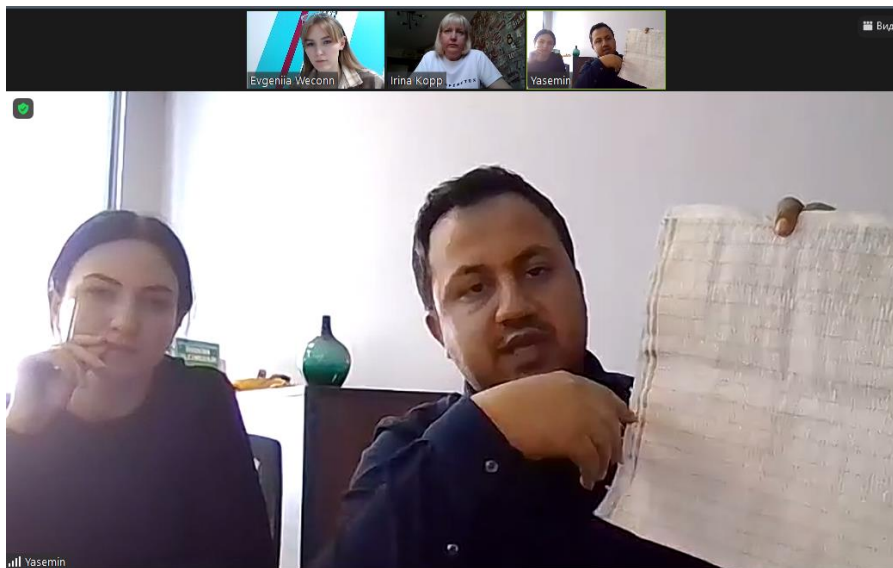
## APPENDIX 1: INTERVIEW QUESTIONS

1. Could you tell me about your experience in trading products?
2. Could you tell me about the nuances encountered in the import process?
3. What is the situation in the local market?
4. Do you have an import or export strategy?
5. What is important to you in a potential partner?
6. Do you have partners in the field of logistics? How do you deliver?
7. Do you promote foreign products in your market?
8. How do you feel about an exclusive partnership?
9. Have you had any experience working with Russian companies?
10. What is the percentage of Russian goods on the local market?
11. What difficulties arise when working with Russian companies?
12. Does your company have an international partner network?
13. What types of communications are most preferable for you to discuss cooperation? (For example, mail, messengers, call)
14. Are electronic B2B trading platforms popular with you?
15. Are business missions/industry exhibitions relevant for Turkish companies?
16. Is government support for international trade popular?

## APPENDIX 2: SCREENSHOTS OF INTERVIEWS WITH TURKISH COMPANIES

**MC TRADE****UTA GROUP**

### RINNOVA



### TURKISH EXPORT CENTER

