

ICC
Best International Trade Project

ANKARA SHOPPING FEST
2012

QUESTION: THE ORIGIN OF THE PROJECT

Shopping Fest is an event combining shopping with entertainment, in which participating brands offer attractive deals to consumers through discounts, bringing dynamism to the city's domestic and international tourism and vitalizing its trade.

Held in various capitals in the world, the Shopping Fest has become an indispensable event with enormous contributions.

Dubai, one of the first practitioners of this project, has made great contributions with Shopping Fest to the country's economy, recognizability, commercial and social development.

The idea of the realization of a similar event in Ankara was first expressed by Mr. Salih Bezci, Chairman of the Board of Ankara Chamber of Commerce, and soon welcomed by both political sphere and public and private institutions and organizations.

The project, even before implemented, has broke new ground by managing to bring together particularly the President, President of the National Assembly and the Prime Minister along with all political sectors, the city's public administration institutions, municipalities, non-governmental organizations, public agencies, private companies.

Included among major supporters of the project are:

The Ministry of Culture and Tourism,
Ministry of Development
Governorship of Ankara
Ankara Metropolitan Municipality
District Municipalities
Union of Chambers and Commodity Exchanges of Turkey
Ankara Chamber of Commerce

Ankara Development Agency
General Directorate of Promotion
Ankara Chamber of Industry
Ankara Commodity Exchange Market
Ankara Union of Chambers of Tradesmen and Craftsmen
Halk Bank
Anadolujet Airlines
FIAT Automotive
Super FM radio
State Railways
Ankara Clothing Manufacturers' Association
Shopping Centres and Retailers Association
Anatolian Tourism Operators Association
Shopping Centre Investors Association
United Brands Association
Ankara Furniture Makers Site
Association of Turkish Travel Agencies
OSTIM Middle East Organized Industrial Zone
Postal Directorate

PARTICIPANTS

19 Shopping Malls along with around 20 thousand firms have participated in Ankara Shopping Fest.

WHY ANKARA SHOPPING FEST?

Ankara has hosted numerous civilizations such as Phrygians, Lydians, Persians, Macedonians, Galatians, Romans, Byzantines, Seljuks, and Ottomans. It is one of the world's oldest residential areas.

Throughout history, it has been one of the most important cities of world trade.

This project was launched in order to introduce to the world the historical significance and natural wealth of Ankara, to promote its trade, to share its cultural heritage, to enhance brand value and to contribute to the national and international cooperation.

OBJECTIVES OF ANKARA SHOPPING FEST (ASF)

Within 5 years;

A 5 billion-dollar economy
5 million tourists
Construction of 5 symbolic buildings

QUESTION: DESCRIBE YOUR PROJECT ACCORDING TO THE SELECTED CATEGORY?

The reason behind our decision to nominate for the "Best International Trade" category stems from a number of facts about the project, which has brought a breath of fresh air to Ankara

and its economy. Our project has the following characteristics: the largest public-private cooperation; direct contribution to the development of international trade; considerably high level of recognisability in the international arena; tremendous impression all over the world by breaking Guinness records; the first of such an event organized in Ankara; creating a significant expense item for Ankara as of the budget size; containing elements encouraging Ankara to be more integrated with global trade and more foreign orientated; assuming an important function that would encourage firms to open to and prepare for international competition; preparing the ground for new investment opportunities by drawing the attention of international brands; contribution to the overall appearance and landscaping of the city; preparing the ground for the expansion of international transport facilities of the city; enriching people and the city's social life; diversification of trade; promotion and sharing of the cultural heritage; playing an important part in the province's becoming a destination for international shopping; being an activity attaching priority to foreign tourists visiting our city and finally contribution to Gross Income of the province and world trade

QUESTION: WHAT HAVE BEEN THE RESULTS AND IMPACTS OF THIS PROJECT?

Approximately 30 million dollars has been spent by the organizing bodies for the project. A significant revival has been achieved by the money transferred directly/indirectly to the city's economy during the summer when it is relatively stagnant.

The amount spent has been determined to have exceeded 40 million dollars when direct and indirect supports to ASF from various institutions and organizations added.

For the period 8 June to 1 July when ASF was organized, the firms state that commercial activity fell by 10 - 20% in the past years over the same periods.

According to data obtained from the firms on the street and in shopping centres, in the period in question; there is an increase of turnover

at a rate of 16.5% in the shopping malls,
and 20.5% in street shops.

Real turnover growth, is estimated to be around 25-30%.

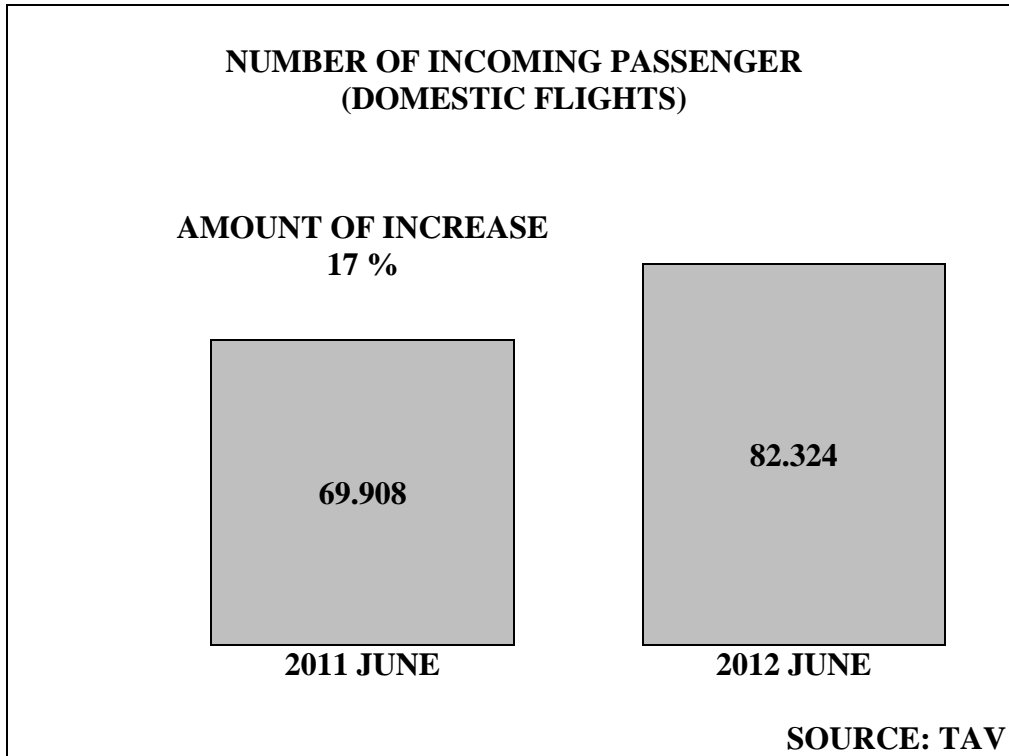
The contributions made by ASF to Ankara trade is better understood when other data is analysed.

According to data from **the Interbank Card Centre;**

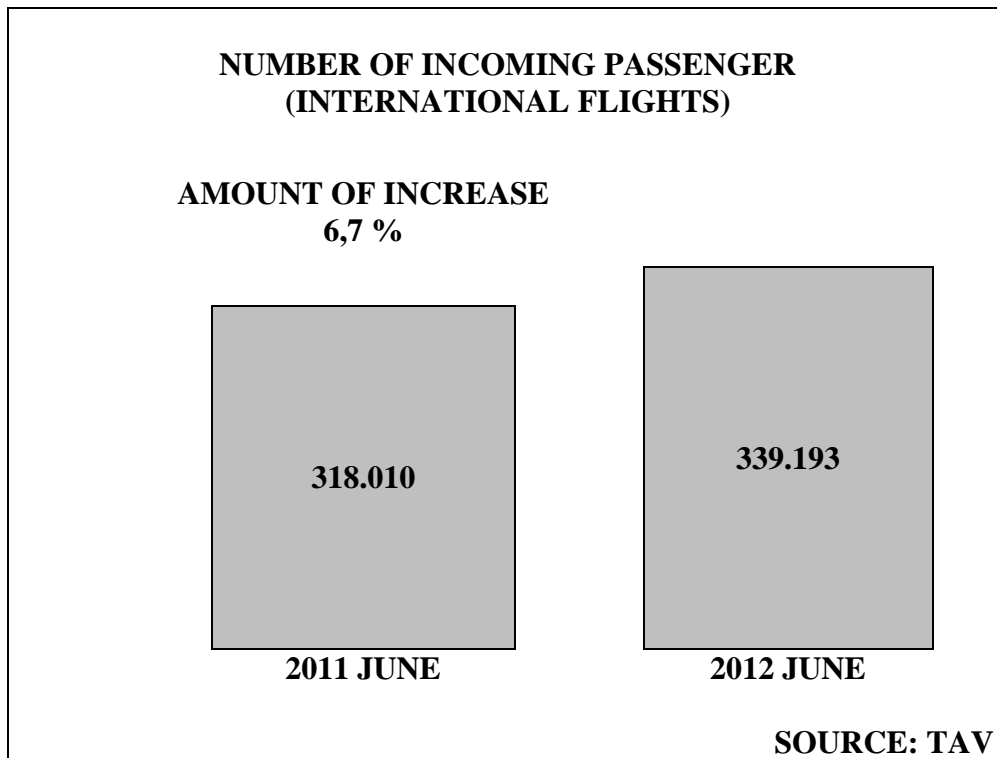
During **ASF**, the amount of purchases made with the card increased by **60%** and purchases with foreign credit cards by **33%**.

Again, according to the Interbank Card Centre, during ASF, the amount of purchases made with debit and credit cards **exceeded \$ 900 million**. When money spent in cash is added, this figure is estimated to be around \$ 1.2 billion.

Number of passengers to Ankara through domestic lines increased by 17%.



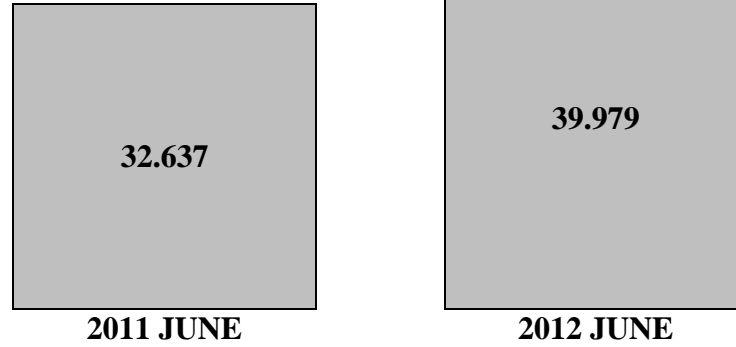
According to data received from **TAV Airports Holding**, during ASF, the number of passengers from international lines increased by 6.7%.



According to the Ankara **Provincial Directorate of Tourism**, the number of tourists coming to Ankara during ASF increased by 22%.

**CUMTOMS ENTRY IN ANKARA
NUMBER OF FOREIGN TOURISTS
(8 JUNE TO 1 JULY 2012)**

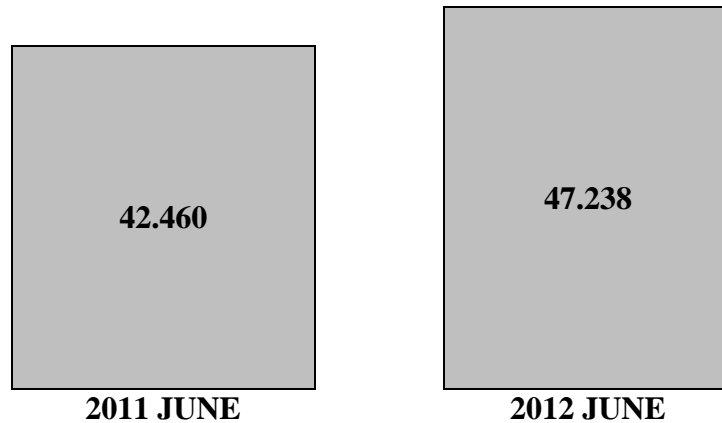
**AMOUNT OF INCREASE
22 %**



According to data from **Ankara Intercity Bus Terminal (ASTI)**, during the ASF, there was 11% increase in the number of those who have been travelling by bus to Ankara.

THE NUMBER OF VEHICLES ARRIVING ASTI

**AMOUNT OF INCREASE
11 %**



There was serious increase at hotel stay during the event. According to **Anatolian Tourism Operators Association**, the number of guests staying in **June 2012** increased by **19%** compared to June 2011.

In the light of the findings of Global Blue, Tax free shopping rose to great heights.

TAX FREE			
COUNTRIES	Sales Amount Increase (%) June 2012/2011	Transaction Count Growth (%) June 2012/2011	Per Person Average Spending June 2012
Azerbaijan	88	3	946
Iran	147	198	348
TRNC	40	67	694
USA	928	567	728
Russia	245	325	833
China	-10	75	475
Kazakhstan	80	125	643
Jordan	927	100	1368
Kuwait	480	50	1399
Other	-81	-52	466

Again, as another very important indicator, miscellaneous revenue growth rates by sector are given below.

As can be seen here, there were a very significant increase in the sectors. Moreover, as we have initially mentioned, this period corresponds to a time interval where turnovers decrease. Therefore, this matter should be considered in the increase.

INCREASED TURNOVERS, INCREASED PROFITS (AS OF 8 JUNE to 1 JULY 2012)		
Sector Name	Turnover (million TL)	Annual Growth (%)
Various Food	92.5	60
Electrical and Electronic Goods / Computer	109.4	40
Clothing and Accessories	151.4	30
Airlines	1.5	34
Accommodation	12	43
Casino / Public House	1.9	35
Jewelers	116.2	70
Markets and Shopping Centers	249.7	28
Furniture and Decoration	57.2	39
Food	53.7	28
Total	845.5	60.0

QUESTION: CAN YOUR IDEA BE APPLIED IN OTHER PARTS OF THE WORLD?

Currently, it has been carried out in various cities of the world. Ankara Shopping Fest has provided inspiration for both many provinces within the borders of Turkey and neighbouring countries, and project-related information is requested from the ASF Office. The most important advantage of Ankara Shopping Fest is its contribution to the concept of "urbanism". ASF has been supported and embraced by all walks of life. This helps to establish social peace and many projects have been produced and shared in order to make ASF more efficient in the future. Therefore, an event planned as the "shopping festival" triggers many other activities. It is an event, which sets a good example for countries willing to open up to the world with many features such as the increased outgoing international flights from Ankara, new efforts made for the rehabilitation of the overall appearance of the city, legislative improvements to make the event more efficient, works initiated to make existing applications compatible with international legislation, increased initiative of civil society, and in this context, its increased contribution to the administration of the city...

Thus, the ASF can be said to help to mobilize the dynamics of the whole society, raise awareness of citizenship, achieve better living conditions, and improve co-operation between peoples and nations.

QUESTION: WHY DO YOU THINK YOUR PROJECT SHOULD BE SELECTED AS A FINALIST AT THE WORLD CHAMBERS CONGRESS?

This event has broken many grounds.

- 1- For the first time in the world, a total of 6435 planned shows, approximately 300 a day, were staged during a 22 days period. This is a world record.
- 2- Two Guinness records were broken. The world records of the largest doner kebab and applying make-up to maximum number people in 24 hours.
- 3- For the first time in Ankara, an event of this magnitude was held.
- 4- All public and private institutions and organizations provided full unconditional support in cooperation. Therefore, the project consolidated the sense of "belonging to Ankara" and led to a significant success in this area.
- 5- For the first time, Ankara's commercial life was given such a huge financial support in a period of 22 days, with the cooperation of the municipalities and the private sector. The expenditures as of the period reached U.S. \$ 1.3 billion.
- 6- It has a special importance in terms of having the first place among the largest private sector projects in the history of Ankara.
- 7- It has become one of the most effective events in the context of opening up and sharing Ankara's cultural and tourism potential.
- 8- This project is also important in that it is the project that will provide the greatest contribution to Ankara's commercial, economic, social, cultural, and tourist life in the upcoming years.

- 9- In the aforementioned period, the number of foreign tourists arriving in Ankara increased by 22%. Up to 1000% increase in tax-free shopping has been observed.
- 10- Ankara, for the first time, has had the opportunity to do intensive publicity in various countries (Russia, Germany, the Netherlands, Bulgaria, Romania, Azerbaijan, Iran, Ukraine, Austria, France). The Ministry of Culture and Tourism Directorate General for the Promotion hosted 43 journalists from 24 different countries, which contributed greatly to the promotion of the city.