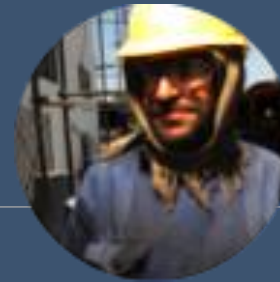




# Building Markets

Connecting **Entrepreneurs**. Creating **Jobs**. Sustaining **Peace**.



## Refugee Entrepreneurship: The Case of Turkey

Mediterranean Host Municipalities Learning Network

May 27, 2020



CENTER for MEDITERRANEAN  
INTEGRATION | CENTRE pour  
l'INTÉGRATION en MÉDITERRANÉE  
مركز التكامل المتوسطي



# About Us

**WHO:** Established in 2004, Building Markets is a nonprofit organization registered in the US and Canada with a HQ office in NYC.

**WHAT:** Building Markets creates jobs and encourages economic growth in crisis-affected countries.

**HOW:** By finding, building, and connecting small and medium-sized enterprises (SMEs) to supply chains, capital, and business resources.

# Our Approach

- 1. FIND:** Where information and networks are scarce and unreliable, we bring visibility to local SMEs through business verification & market research.
- 2. BUILD:** We address local business capacity gaps by providing SMEs with the resources they need to become competitive, expand to new markets, and attract investment.
- 3. CONNECT:** We connect SMEs to buyers and investors through on-demand requests, tender distribution, pipeline development, and events.



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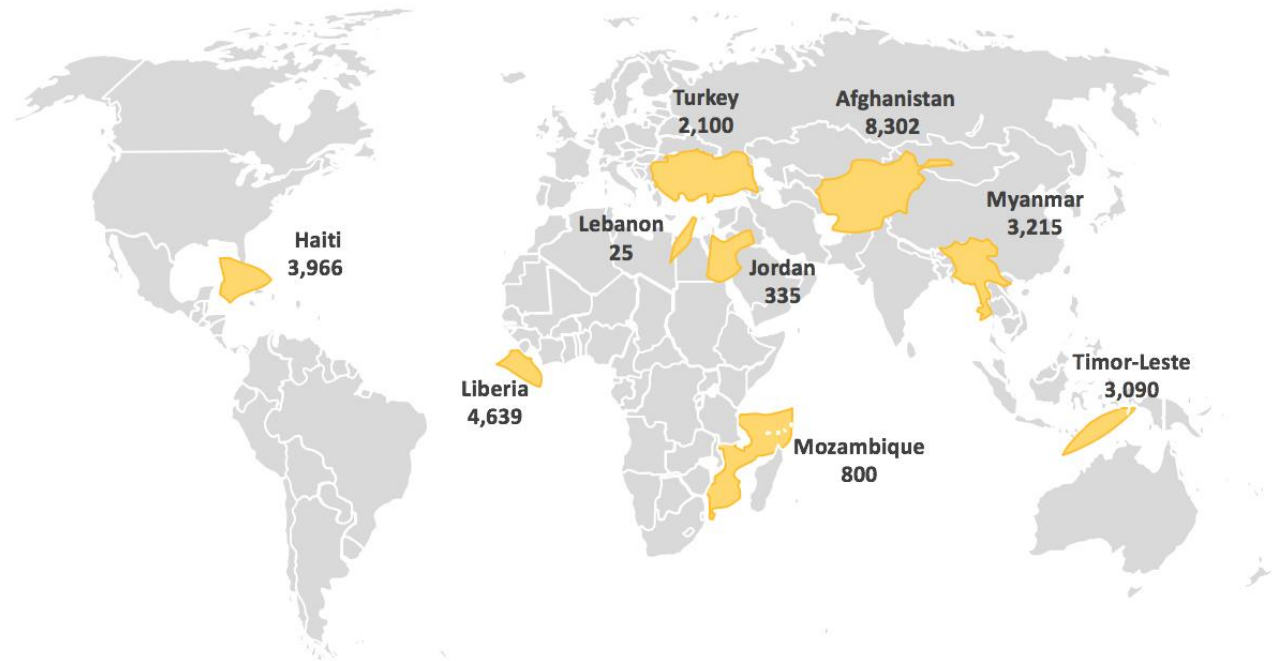
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# Our Results

Building Markets has helped create **70,000 jobs** and redirected more than **\$1.3 billion** into some of the world's poorest economies

## Other Highlights

- Assisted more than 26,000 SMEs
- Facilitated 17,000 contracts
- Helped SMEs access more than \$21m in loans
- Trained more than 5,000 SMEs
- Over a million unique data points
- Created a network of more than 2,000 refugee/migrant-led SMEs



# Refugee Entrepreneurship in Turkey

## OPPORTUNITIES

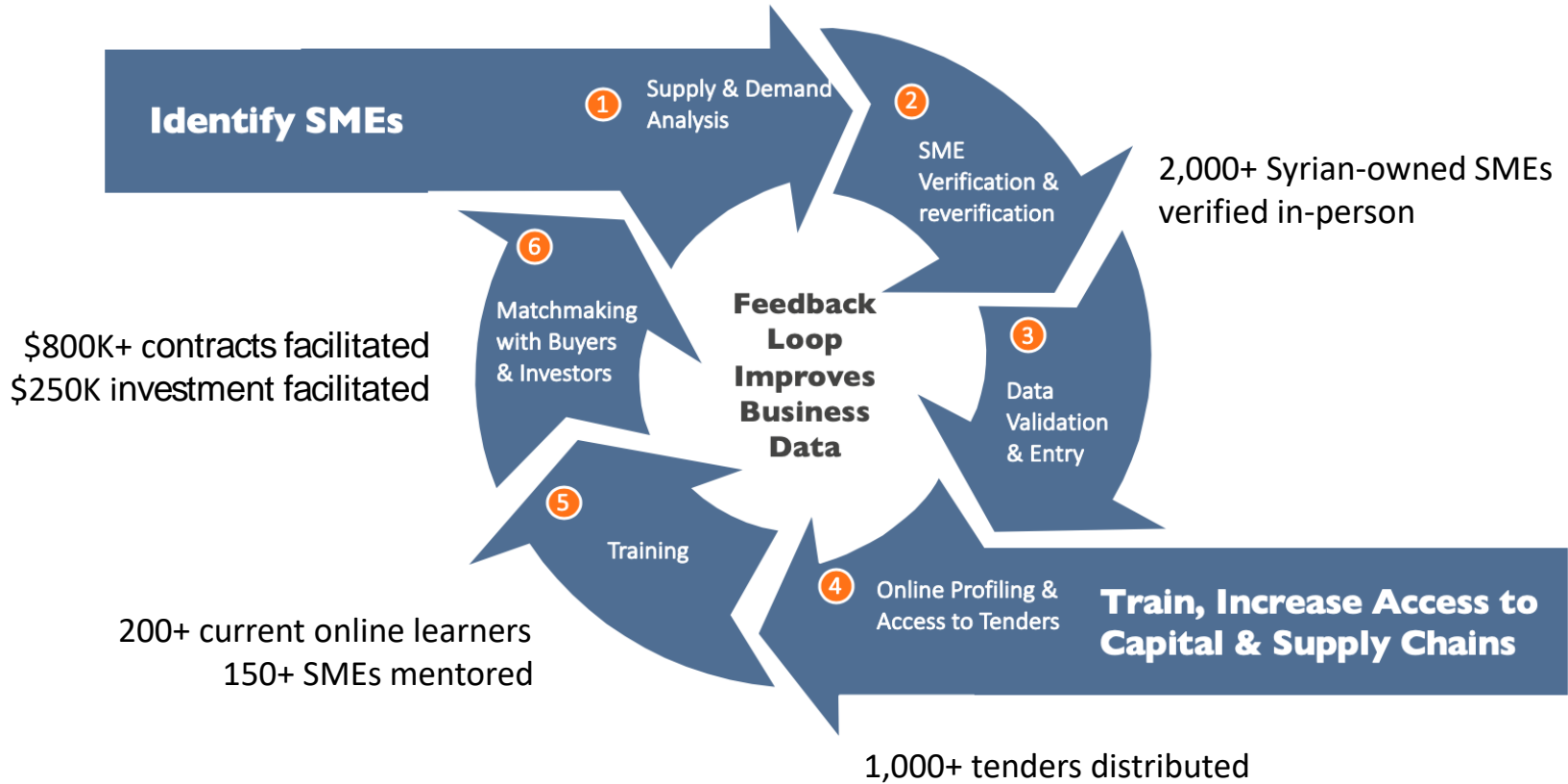
- Syrian/refugee entrepreneurs in Turkey started 10,000 SMEs
- Brought over \$300m in capital to the country
- Jobs for refugees and host communities
- Bring informal refugee workers into the formal economy
- Access to export markets in MENA region
- Partnership opportunities for Turkish SMEs

## CHALLENGES

- Limited visibility and access to information/resources
- Lack of access to capital
- Vulnerable to COVID-19
- Economic pressures and unemployment lead to social tension between refugee and host communities



# Building Markets in Turkey



Support Line & Entrepreneurship Center  
Legal and financial counseling  
Business registration support

# Our SME Network in Turkey: Who Are They?

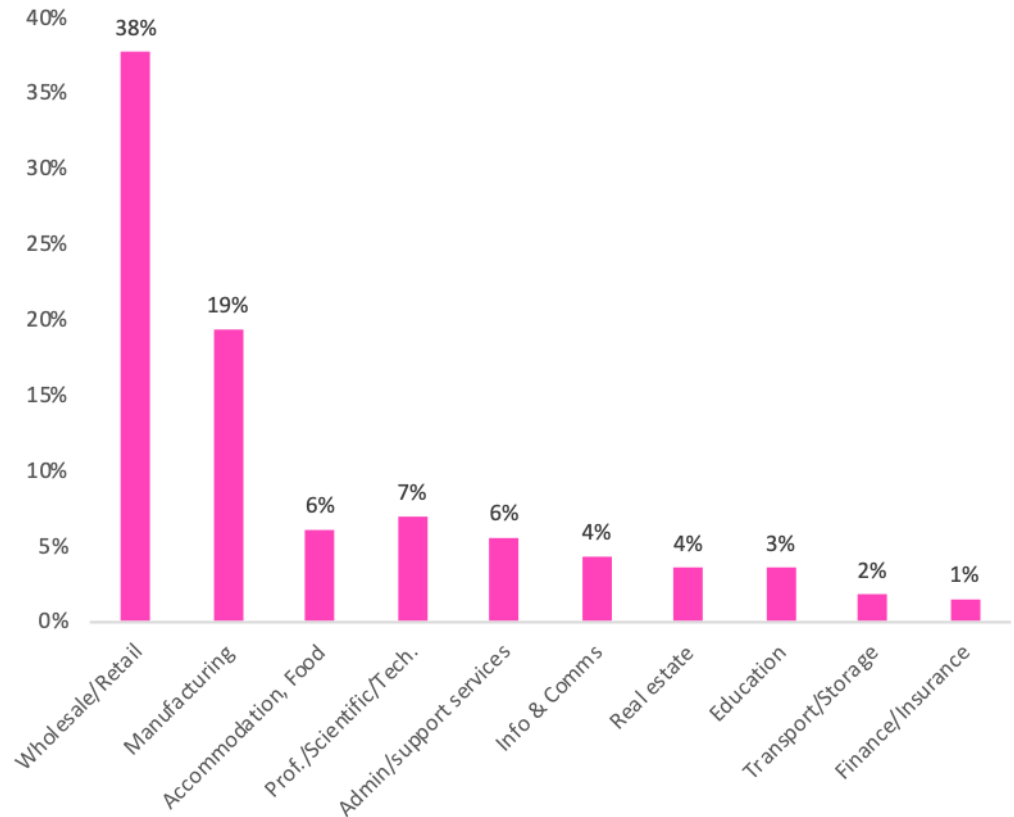
**80** with at least one female owner

**21%** have more than one branch, operating in **14** different cities

**44%** in Istanbul, **24%** in Gaziantep

**75%** under < 10 Employees

PRIMARY BUSINESS SECTOR



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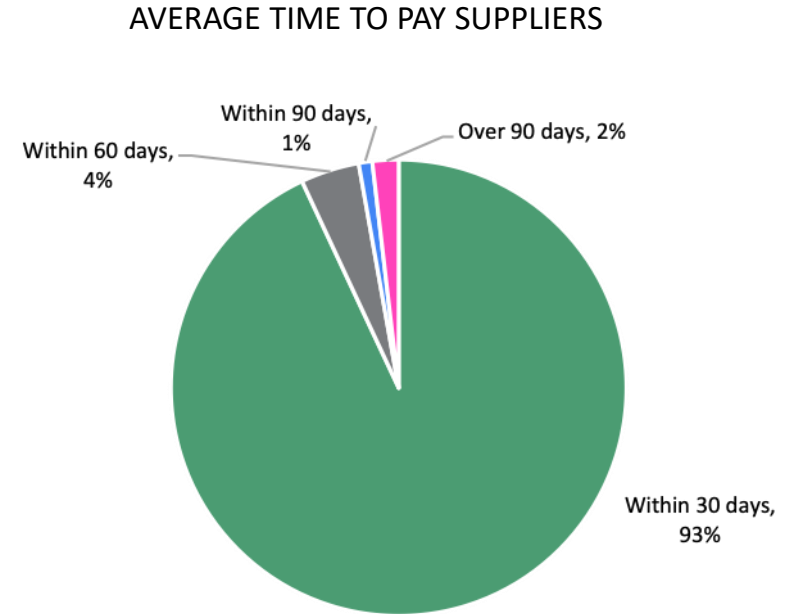
# They Are Business Friendly

**80%** have a bank account

**55%** have English speaker at business

**33%** interested in investor or partner

**29%** have a Turkish business partner



# They Are Positive About The Future

**66%** expect profits to increase in the next six months

**52%** expect to hire more staff in the next six months



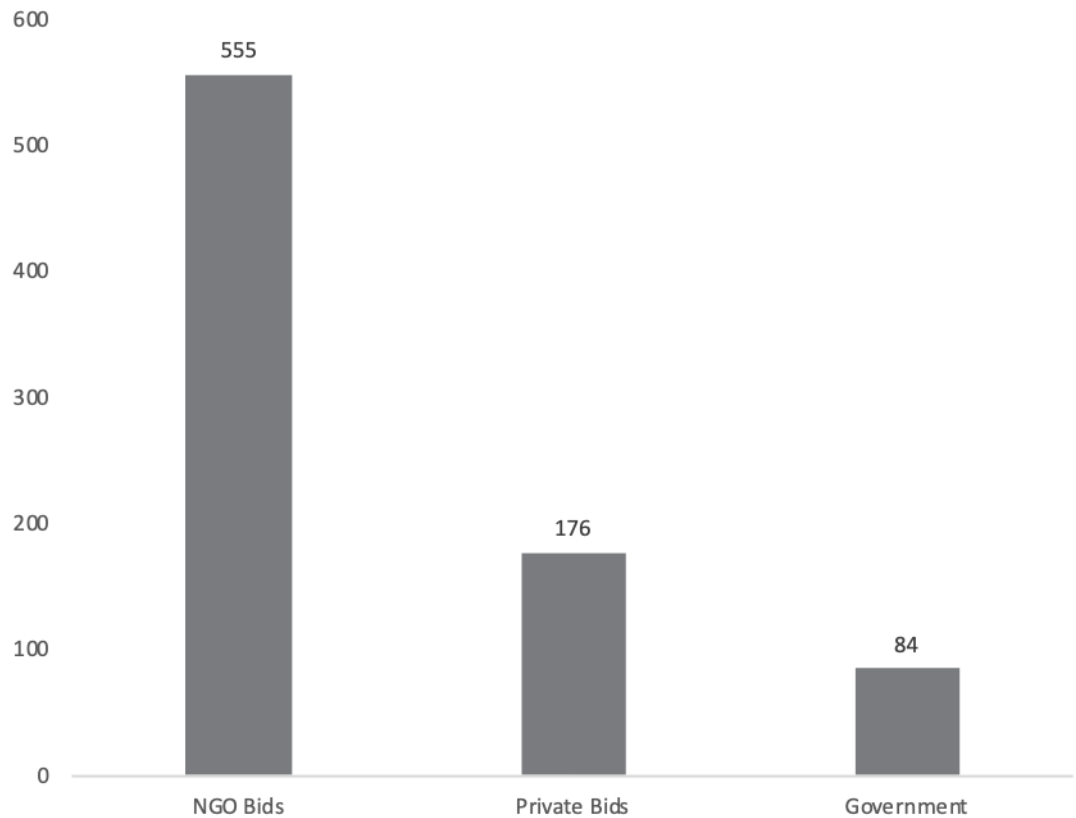
# They Want to Bid

**56%** know what tenders are

**70%** plan to bid on tenders in the future

**52%** of those who have bid, won a tender

NUMBER OF SUCCESSFUL BIDS  
OVER THE LAST 6 MONTHS



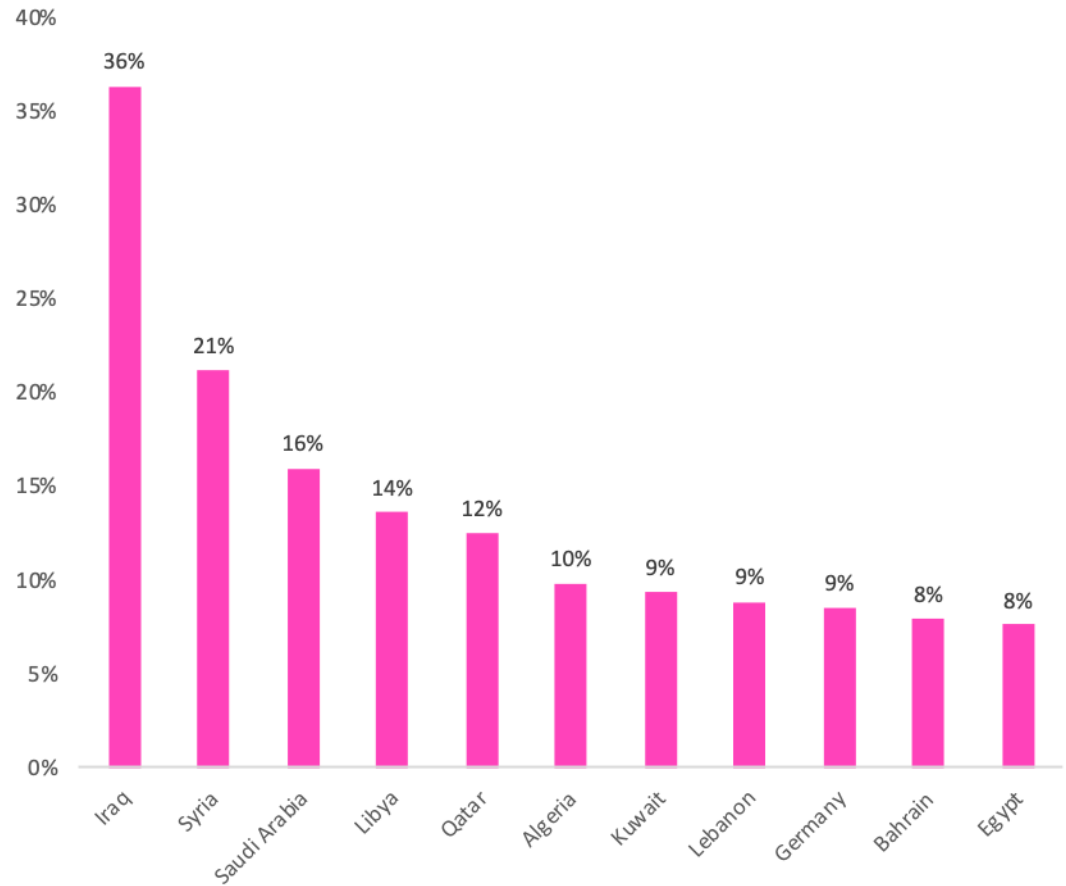
# They Value International Clients

**66%** see international organizations as a chance for more business

**48%** had an international client in the last six months

**34%** export goods and services

EXPORT ACTIVITY BY COUNTRY



# In Action

## NEW MARKETS & PRODUCTS

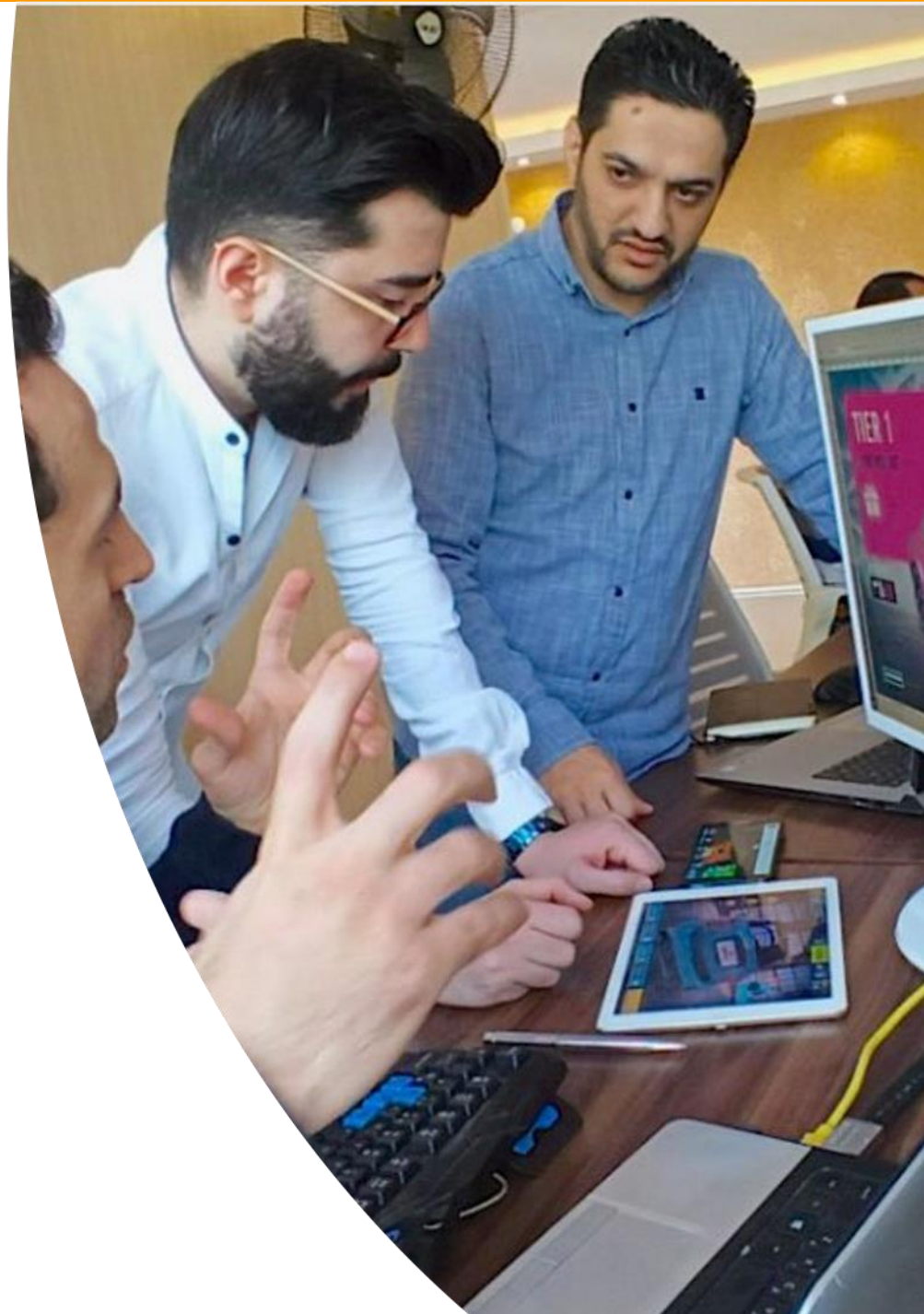
Large Turkish grocery chain contracted with eight Syrian-owned food manufacturers to expand client base, after matchmaking services

## DIVERSE SUPPLIERS

Syrian-owned agricultural products SME won 8 tenders for \$600,000 in contracts, after tender advisory services

## FOREIGN INVESTMENT

Syrian-owned gaming company secured \$250,000 from Jordanian investor, after mentorship and legal/financial counseling



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# Our Response to COVID-19

- Rapid assessments in Turkey, Jordan, and Myanmar, and more research planned
- Global and local COVID-19 Business Resources shared with SMEs
- Supporting local and international NGOs' procurement of essential goods
- Virtual events/webinars to facilitate matchmaking
- Virtual training on priority topics, e.g. Business Resilience & Crisis Management, Digital Marketing
- Virtual one-on-one mentorship sessions with Arabic-speaking mentors
- Continued access to online learning and matchmaking platforms

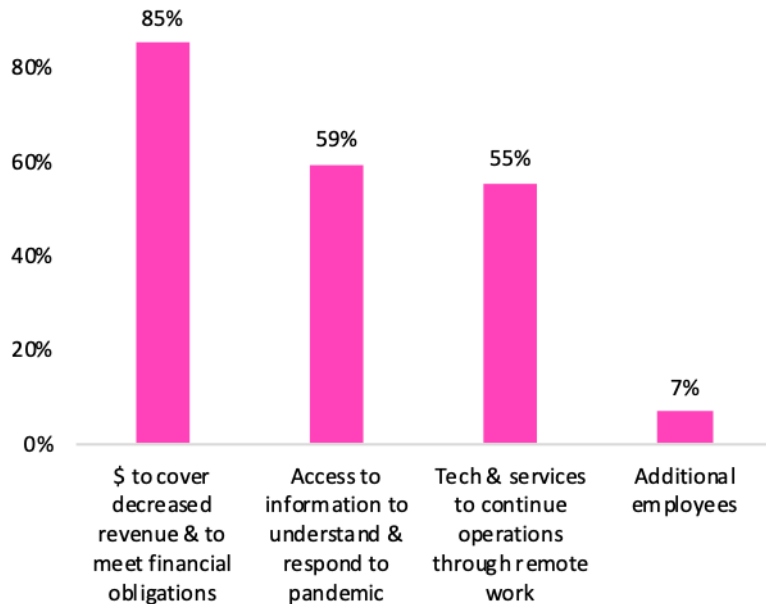


# COVID-19 SME Survey: Insights from Turkey

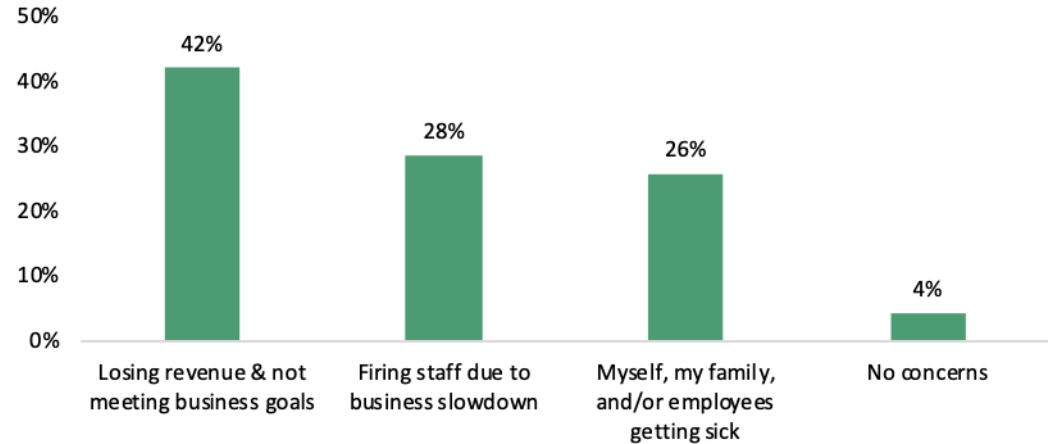
**97%** Affected by COVID-19

**78%** Has access to guidance

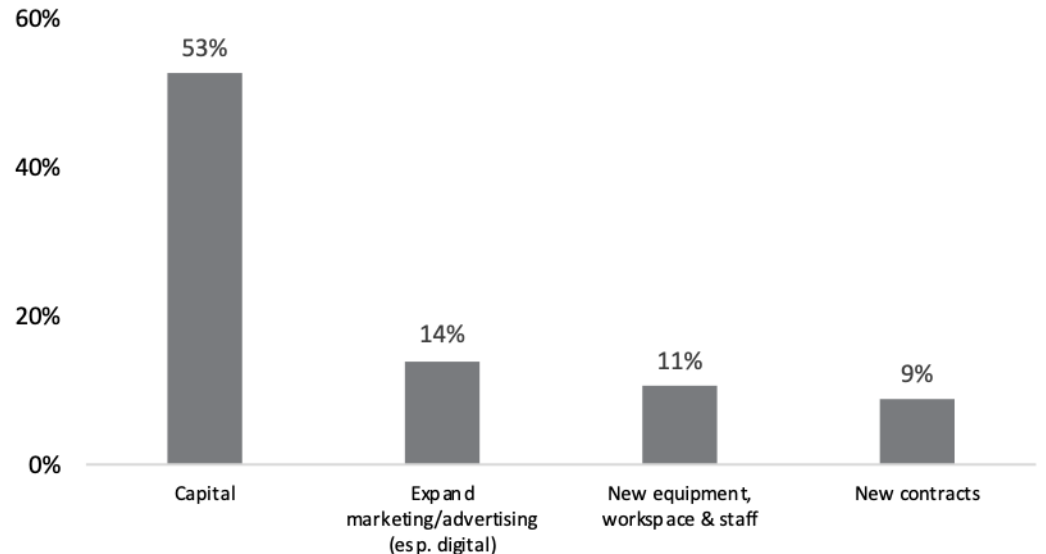
## WHAT DO YOU NEED RIGHT NOW



## WHAT IS YOUR BIGGEST CONCERN



## WHAT DO YOU THINK YOU WILL NEED IN 3 MONTHS



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# We Want to Support You

- Building Markets can identify local businesses, led by and employing refugees, that meet your procurement needs – especially important during COVID-19!
- We produce matchmaking reports based on your specifications, facilitate introductions, and hold (virtual) events that bring buyers and suppliers together.
- Over 2,000 of our verified businesses featured on our online platform: searchable by sector, good/service, business size, and ownership (refugee/women)  
<https://entrepreneurs.buildingmarkets.org>
- Looking to diversify your vendor pools? Send us your tenders and we will disseminate them to our network.
- Looking to support refugee-owned/ local SMEs during COVID-19? Send us your resources (e.g. loans, grants, incentives, and other support) and we will share.





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Selen Ucak, Program Director, Middle East

[ucak@buildingmarkets.org](mailto:ucak@buildingmarkets.org)



@BuildingMrkets @Building\_Turkey



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