

Nejdet Demiryürek, DEİK/DTİK Asia Pacific Committee Chair

Turkish logistics centers must be established in the **ASIA PACIFIC COUNTRIES**



Underlining that through the Turkish logistics centers or the Turkish export products centers to be established in the countries of the Asia Pacific Region, the impact of the Turkish companies on that market will increase, Nejdet Demiryürek, DEİK/DTİK Asia Pacific Committee Chair, says, "The recognition of our businesspeople and our products can be enhanced in the region via such centers and it might be possible to adjust the foreign trade figures, which are always against us, to an acceptable level to some extent. "

Nejdet Demiryürek, DEİK/DTİK Asia Pacific Committee President of Foreign Economic Relations Board (DEİK) World Turkish Business Council (DTİK), says that the commercial relations between Turkey and the countries of the Asia Pacific Region are not at the desired levels. Underlining that Turkey has taken steps to increase the volume but it has not been very successful so far, Demiryürek says, "We need to analyze its reasons very well. We must determine our roadmap together with an accurate action plan as soon as possible."

WE MUST STEER THE WATER

Underlining that the European Union and the United States have significant advantages in the region, Demiryürek says, "The EU countries and the US are enjoying the advantages of having strengthened their positions by means of discovering the

countries of the Asia Pacific Region before us and ensuring that the large-scale actors of their industries could invest in those countries. They conduct both import and manufacture on the domestic market by receiving ancillary products and raw materials from the region. Main factor that makes their position stronger and sustainable compared with us is that they set the target to sell products on the domestic markets of the regional countries and they export the products they manufacture in China to other countries as well. The magic key and guiding expression here is they steer both the water and the wheel."

Nejdet Demiryürek points out that centers for logistics or export products must be established for the companies of Turkey to increase their efficiency in the region. Demiryürek says, "Our investors and businesspeople must start the implementation of an action plan in the form of accurate structuring and state-supported

strategic partnerships (with the powerful and leading institutions and organizations of the countries of the region) or direct investments. They must take place in the field personally and aware of why they have come to the market of the region having done their homework well. Recognition of our businesspeople and products in the region can be increased by means of establishing Turkish logistics centers or centers for Turkish export products. It might be ensured that the foreign trade figures that are against us at all times can be reduced to an acceptable level a little bit."

Demiryürek attracts attentions to the fact that the number of the countries, in which investments can be made in cheap workforce, is rapidly declining in the countries in the Asia Pacific Region except for the countries such as Vietnam, Cambodia, Malaysia, the Philippines, Pakistan, and Bangladesh. Demiryürek states that the countries like Japan, Korea, Taiwan, and Singapore, as well as even China known as the paradise of cheap workforce, have broken the routine and transferred their investments to such few countries declining in numbers, and says, "These countries are engaged with preparing for the industrial and high technology revolution envisaged to take place in the forthcoming 30 years; these developing countries where workforce is relatively expensive are transferring some of their investments to the countries needing cheap workforce."

AN ALTERNATIVE: SILK ROAD PROJECT

Pointing out that the logistics sector in Turkey that has made significant progress in land, air, and rail transport has attained a select position particularly thanks to its growth of the last 20 years, Nejdet Demiryürek says, "However, the high freight costs in export for the countries of the Asia Pacific Region have yielded a negative result in the competition for the Turkish exporters." Demiryürek continues as follows: "The physical distance between Turkey and the countries of the Asia Pacific Region as well as the fact that the freight costs are high in both air and sea transport



and that the number of the ships and containers owned and controlled by our logistics firms is insufficient also constitute a problem. While there is the perception that the prices of the empty containers waiting to return are very low so that they are not returned empty, the French, Spanish, Italian, and Greek exporters can, by using the same justification, find 20' containers at the 100 USD + BAF (Bunker Adjustment Factor) + CAF (Currency Adjustment Factor) level, but such prices vary between 500 and 1500 USD for us despite our closer proximity to China. This creates unfair competition. It seems impossible to attain the goals regarding the countries of the Asia Pacific Region within the scope of Turkey's 2023 targets with present logistics services and freight prices.

I believe that the exporters must be supported and encouraged through the freight fees and the logistics firms through low-cost credits for ship investments, which will produce permanent solutions. In addition, railroad transport that will be put into service through the Silk Road project can be a valid and important factor in the solution of the problem. Required steps must be taken regarding the improved and trained workforce and personnel as well as academic investments and education. I believe that the closure of the gap against us in our foreign trade can only be possible through producing permanent solutions and investments in air, land, sea, and rail transport in view of the logistics setbacks and respective freight fees."

ASYA PASİF ÜLKELERİNE TÜRK LOJİSTİK MERKEZLERİ KURULMALI

Dış Ekonomik İlişkiler Kurulu (DEİK) Dünya Türk İş Konseyi (DTİK) Asya Pasifik Bölge Komite Başkanı Nejdet Demiryürek, Türkiye ile Asya Pasifik Bölge ülkeleri arasındaki ticari ilişkilerin istenilen seviyede olmadığını söylüyor. Türkiye'nin bu hacmi yükseltmeye yönelik adımlar atmaya çalışsa da, şu ana kadar çok başarılı olamadığının altını çizen Demiryürek, "Bunun sebeplerini çok iyi irdelememiz gerekiyor. Yol haritamızı, doğru bir eylem planı ile birlikte en kısa sürede belirlemeliyiz" diyor. Demiryürek, Türkiye şirketlerinin bu bölgede etkinliğinin artırılması için lojistik veya ihraç ürün merkezlerinin kurulması gerektiğine dikkat çekiyor. Demiryürek, "İş adamları ve yatırımcılarımız, doğru bir yapılanma ve devlet destekli stratejik ortaklıklar (bölge ülkelerinin güçlü ve öncü kurum ve kuruluşları ile ortaklık kurulması) veya direkt yatırımlar şeklindeki bir eylem planını acilen uygulanmaya başlamalıdır. Bölge pazarlarına daha bilinçli ve derslerine iyi çalışmış olarak niçin geldiklerinin bilincinde bizzat sahada olmaları gerekir. Bunun için

Türk lojistik merkezleri veya Türk ihraç ürünleri merkezleri kurulması ile iş adamlarımızın ve ürünlerimizin bölgede tanınırlığı artırılabilir. Sürekli aleyhimize olan dış ticaret rakamlarının, bir nebze olsun kabul edilebilir seviyeye çekilmesi sağlanabilir" diyor. Türkiye'nin 2023 yılı hedeflerinde Asya Pasifik Bölgesi ülkeleriyle ilgili belirlenen hedeflere şu andaki lojistik hizmetler ve navlun fiyatları ile ulaşmanın imkansız olduğunu vurgulayan Demiryürek, ihracatçının navlun ücretleriyle, lojistik firmalarının da gemi yatırımı için ucuz krediler ile desteklenmesi ve teşvik edilmesi gerektiğinin altını çiziyor. "While there is the perception that the prices of the empty containers waiting to return are very low so that they are not returned empty, the French, Spanish, Italian, and Greek exporters can, by using the same justification, find 20' containers at the 100 USD + BAF (Bunker Adjustment Factor) + CAF (Currency Adjustment Factor) level, but such prices vary between 500 and 1500 USD for us despite our closer proximity to China."