

# IE Singapore International Business Fellowship Executive Programme



**on Turkey: Istanbul**  
06 - 13 September 2014

**The iBF Executive Programme is jointly organised by International Enterprise (IE) Singapore and Singapore Business Federation (SBF).**

The iBF Programme supports Singapore-based companies in the training of company executives to acquire business knowledge and build networks in selected supported markets like Turkey.

Only a maximum of **30 participants** will be accepted for this programme.

#### Programme Objectives

The programme is specially organised for:

- **Senior management from Singapore-based companies** who have existing businesses and/ or are keen to explore business opportunities in Turkey
- **Senior officers from public sector organisations** who support business initiatives that add value to Singapore and Turkey

Through site visits, briefings, networking sessions and lectures by prominent practitioners and academics, participants will:

- **Improve capabilities** to successfully enter and navigate in the market and address operational issues
- **Acquire the market-specific business knowledge** crucial in formulating their market entry strategy
- **Adapt** to the closely-intertwined Turkish **business and cultural environments**
- **Build strong connections** with Turkish businessmen and Singaporeans based in the country

#### Programme Highlights

- In-depth appreciation of Turkey's **business and cultural environment** and the **relationship between government and businesses**
- Insights into **consumer behavior, marketing management, operations and supply chain management and people management** in Turkey
- Understanding **Turkey's history, its economy and financial market**, and its importance for **third-country partnership** with the neighbouring regions
- Acquiring knowledge on Turkey's **tax, labour and union laws**
- A **certificate of attendance** will be awarded by Boğaziçi University at the end of the iBF Executive Programme

#### Registration

If you are interested to attend the iBF Executive Programme on Turkey, please submit your registration by **Monday, 11 August 2014**.

#### Course Fee

Estimated **S\$1,150.00** per participant after 70% support from IE Singapore; only applicable to eligible Singaporean or Singapore Permanent Residents from Singapore-based companies or public sector organisations in Singapore.

Estimated Full Course Fee of **S\$3810.00** per participant applies for non-Singapore Citizens and non – Singapore PRs.

iBF may also provide support for up to 50% of economy return airfare and accommodation for participants from Singapore-based companies. Hotel accommodation, airfare, airport transfers and other incidental expenses will be paid by participants.

#### Payment

Payment will be collected upon **confirmation of placement** in the programme. **Full payment** of the programme fee must be received by SBF before the start of the programme.

#### For enquiries, please contact

- Ms Samantha Mark at:  
+65 6827 6887 / [samantha.mark@sbf.org.sg](mailto:samantha.mark@sbf.org.sg)

A Programme by



Driving  
Singapore's  
External  
Economy

Organised by



**SINGAPORE  
BUSINESS  
FEDERATION**  
Apex Business Chamber

IE Singapore  
**International  
Business  
Fellowship**  
Executive  
Programme



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**Registration Slip**  
Closing date: **11 August 2014**

**Ref No: AEMEA**

Fax: 6720 2873  
Attention to: Samantha Mark

Name (Mr / Ms): \_\_\_\_\_ Designation: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

SBF Membership No.: \_\_\_\_\_

Company: \_\_\_\_\_ Nature of Business: \_\_\_\_\_

Name of Contact Person: \_\_\_\_\_ Designation: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_