

KONYA

INVESTMENT GUIDE IN THE

**SERVICE  
SECTOR**



**10  
REASONS**

**TO MAKE SERVICE  
INVESTMENTS**



# 10

## REASONS

TO MAKE SERVICE  
INVESTMENTS



**A SHINING STAR**

IN THE MIDDLE OF ANATOLIA



## **10 REASONS WHY YOU SHOULD INVEST IN THE SERVICE SECTOR IN THE PROVINCE OF KONYA**

1. YOUNG AND QUALIFIED HUMAN CAPITAL
2. A STRATEGIC LOCATION
3. A DYNAMIC ECONOMY AND COMMERCIAL LIFE
4. HIGH COMPETITIVE STRENGTH IN TOURISM POTENTIAL
5. A RICH POTENTIAL IN NATURE
6. A PROFITABLE FUTURE IN THE HEALTH SECTOR
7. OPPORTUNITIES IN REAL ESTATE INVESTMENT PARTNERSHIPS
8. SUPPORTING ORGANISATIONS FOR CO-OPERATION
9. VAST INVESTMENT AREAS ALLOCABLE TO FOREIGNERS
10. LIVING CITY

## YOUNG AND QUALIFIED HUMAN CAPITAL

1. Population is over 2 million,
2. 60% of its population is under 35,
3. 5 competitive universities,
4. 51.111 university students in faculties,
5. 42.339 students in vocational high schools,
6. 67.287 students in vocational and technical high schools
7. 50.000 trainees graduating from professional training courses each year,
8. Experienced employees in the sector,
9. full-time, flexible time and part-time working culture,
10. Employment With Suitable Wages.



## A STRATEGIC LOCATION

1. Easy access to 1,5 billion customers in Europe, Eurasia, the Middle East and North Africa,
2. A metropolis located at the centre of Anatolia,
3. Advantageous position in intermodal transportation,
4. Located on the crossroads of 7 double highroads,
5. Transportation privilege with the high speed train line
6. A cross-road between North and South and Southeast-West railway line,
7. Well-qualified international airport,
8. Logistics center project near to Organized Industrial Zone,
9. New high speed lines are under construction and planning processes,
10. The strongest logistics infrastructure in Turkey convenient to freight and passenger transpo.





## A DYNAMIC ECONOMY AND COMMERCIAL LIFE

1. According to FDI Magazine, a Publication of the Financial Times:
  - ✓ The Second Best City (2006-2007) in the “European Cities and Regions of the Future” Category,
  - ✓ The Fourth Most Successful City (2010-2011) in the “Foreign Direct Investment Strategy” Category,
  - ✓ According to the “European Cities and Regions of the Future 2012/2013 Report,” 10th in the Metropolitan Cities European Scale and 6th in the Metropolitan Cities South European Scale in the “Foreign Direct Investment Strategy” Category,
  - ✓ Among the Top Ten Cities of Europe in the Category of “Cost Effectiveness” Category in FDI Magazine’s “European Cities and Regions of the Future 2012/2013”,
2. 5th Place Ranking in Turkey with 200 Annual Investment Incentive Certificates,
3. 4th Place Province in the Number of SME,
4. The Region’s Strongest Trade Fair Centre,
5. Dynamic 1,200 Companies Exporting to 120 Countries,
6. 10 Shopping Centres with a Total Capacity of 700 Business Offices,
7. A Dynamic Commercial Life With 2,992 Businesses Covering a 4,470,300 m2 Area Dedicated to Separate Wholesale and Retail Trade,
8. The Second Oldest Chamber of Commerce After the 130-Year Old Istanbul Chamber of Commerce,
9. The First Mercantile Exchange With Electronic Services,
10. A Strong Co-operative Environment Within a Well-Organised Business Community.

## HIGH COMPETITIVE STRENGTH IN TOURISM POTENTIAL

1. The City Where Mevlana Lived and Where His Tomb is Located,
2. An Ancient Capital,
3. Geography of the First Occurrence of a Settled Life by Mankind,
4. Unique Historical Artifacts,
5. A Meeting Place of Monotheistic Religions,
6. Alternative Tourism Opportunities,
7. Services Provided to International Brands,
8. A Culinary Culture Distilled From History,
9. A High Capacity for Accommodations, Food and Beverage and Conventions,
10. An Open Environment to Different Cultures.





## A RICH POTENTIAL IN NATURE

1. The WWF (World Wide Fund for Nature) has Declared the Konya Closed Basin as one of the the 200 Most Important Eco-Regions of the World in Term of Bio-Diversity,
2. Six Important Bird Sanctuaries in the Konya Closed Basin,
3. One of Three Provinces that Hosts the Most Endemic Plants Among the 15 Important Vegetation Areas,
4. Kestel Forest Nature Park, Tarasçı Nature Park and the Akgöl Nature Conservation Area,
5. Turkey's Largest Salt Lake,
6. The Beyşehir Lake and National Park is Turkey's Largest Freshwater Lake,
7. The one-of- a-kind Bozdağ Wild Sheep Breeding Station,
8. Geothermal Water Resources Between 27.5 C and 54.5 C Suitable for Multiple Use,
9. Caves,
10. Volcanic and Pothole Lakes.



## A PROFITABLE FUTURE IN THE HEALTH SECTOR

1. 4 University Hospitals,
2. 25 Public Hospitals,
3. 11 Private Hospitals Under the Assurance of Brand Companies,
4. World-Class , Comfortable and Well-Equipped Hospitals,
5. Well-Trained, Very Friendly and Competent Personnel,
6. High Performance in Emergency Response Incidents,
7. Excellent Source of Water for Spa Treatment,
8. Regional Centre for Health,
9. Opportunity for Quality Health Services at Suitable Prices for Overseas Patients,
10. Complimentary, High-Quality “Hope House” Services for Patients and Their Families.



## OPPORTUNITIES IN REAL ESTATE INVESTMENT PARTNERSHIPS

1. Modern Urbanism,
2. Demand for Quality Residences by a Growing Population,
3. The Need for Contemporary Living Centres,
4. Appropriate Land Prices,
5. Suitable Areas for Urban Conversion,
6. A Very Dynamic Construction Sector,
7. High Quality and Easily Accessible Cheap Raw Materials,
8. Experienced Labour Force Potential,
9. Well-Educated and a High-Income Population,
10. Construction Companies That Have a Culture of Working Together.



## SUPPORTING ORGANISATIONS FOR CO-OPERATION

1. Strong Political Support,
2. Unity of Purpose and Harmony Between the Provincial Public and Private Sectors and NGO's,
3. Professional Chambers and Associations With a History Rooted in the Akhism Tradition,
4. Numerous Local Newspapers, Magazines, TV and Radio That Broadcast Nationwide,
5. Konya Valley Project (KOP) Regional Development Administration,
6. The Mevlana Development Agency: One of the Most Influential Development Agencies in Turkey,
7. Konya Provincial Co-ordination for the Agriculture and Rural Development Support Agency,
8. Small and Medium-Scale Enterprises Development Organisation (KOSGEB) Konya Services Centre Directorate,
9. European Union Business Development Centre in Konya,
10. An Extensive Banking Network That Will Support Expanding Production and Services.

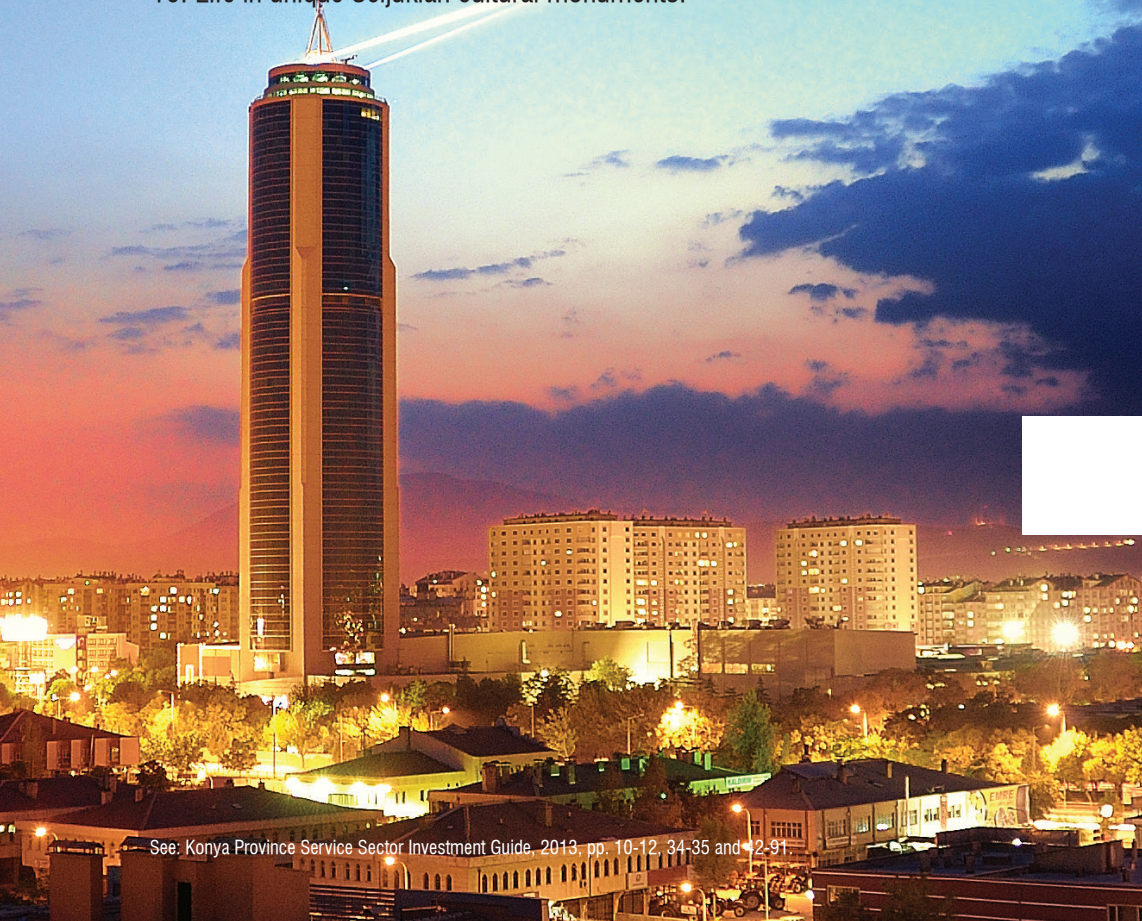
## VAST INVESTMENT AREAS ALLOCABLE TO FOREIGNERS

1. In sufficient amounts and many treasury real assets to meet demands for large scale different investments,
2. 149.346 treasury real estate with a surface area of 8.6 billion m<sup>2</sup> in total,
3. A Total of 68,454 Pieces of Treasury Land Between 1,000 and 10,000 m<sup>2</sup>,
4. A Total of 38,146 Pieces of Treasury Land Between 10,001 and 100,000 m<sup>2</sup>,
5. A Total of 4,116 Pieces of Treasury Land Between 100,001 and 1,000,000 m<sup>2</sup>,
6. A Total of 880 Pieces of Treasury Land Over 1,000,000 m<sup>2</sup>,
7. In Konya Technocity, land allocation, rental qualified offices for project production up to 49 years for the entrepreneurs,
8. Cost effective private factory buildings and properties,
9. Private Property Business Premises at Affordable Prices,
10. Land procurements from municipalities with the appropriate conditions.



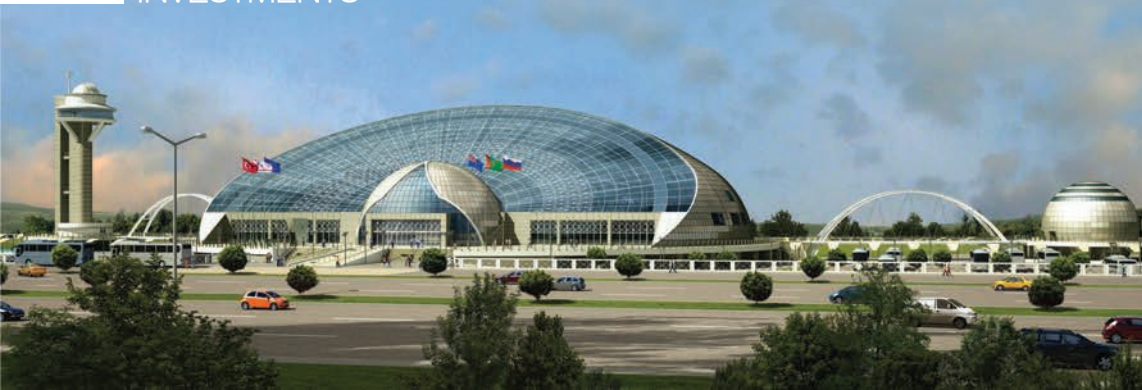
## LIVING CITY

1. Brand,
2. Low crime rate,
3. Cheap and easy transportation,
4. Qualified living areas,
5. Qualified and widespread sport facilities for different disciplines,
6. Dense and qualified cultural activities,
7. Safe and peaceful city,
8. Low earthquake risk,
9. Thema parks,
10. Life in unique Seljukian cultural monuments.





**10 REASONS**  
TO MAKE SERVICE  
INVESTMENTS



# KONYA

## INVESTMENT GUIDE IN THE SERVICE SECTOR

