



MCBDC BUSINESS DEVELOPMENT AND CONSULTANCY SERVICES CO. LTD.

MCBDC PARTNERS / 2021



About McBDC

Who we are:

McBDC Business Development and Management Consultancy company, established in 1993

We work closely with European Enterprise Network, Official Turkish Investment Agency and selected Foreign Trade Offices in Turkey

We work with integrity and focus on concrete results oriented

Member of TUBISAD - Turkish Informatics Industry Association

The value we provide:

Strategic managerial advisor & service provider

Specialized in assisting foreign companies in their expansion to Turkey Market

We offer top quality business development, sales and account management support from market analysis to setting up your subsidiary

Expertise Areas

Information Technology and Telecommunications

Energy and GreenEvoTechnologies

Chemicals

Paint, Raw Materials

Entrepreneurs, Start Up-Consulting and Business Development

Iron and Steel Trade

Construction, Commercial Real Estate Valuation and Investments

Local Government Contracts (Project and Delivery)

New Media

Franchising

Team

- ▶ **Dr. CEM BULENT UNAL** – Managing Partner, has 7 years business development consulting experience with McBDC Partners, 7 years IT consulting experience with primary focus on ERP, CRM, Sales Automation and Supply Chain Management Applications. He has Ph.D. & MS in URBAN MANAGEMENT & ECONOMICS at Mimar Sinan University in Istanbul, Master in FINANCE & ACCOUNTING at Marmara University in Istanbul Bachelor in BUSINESS ADMINISTRATION at Istanbul University. He has areas of expertise ,Development of market entry, partnership and global sourcing strategies for leading international companies in IT and high-tech industry Strategic concept and implementation of IT applications for multinational companies in all sectors.
- ▶ **IPEK GUVEN** – Partner, (Master of Science in Information Technology Sabanci University), Analyst programmer for 15 years with particular experience in ERP and budgeting application design, comprehensive CRM product for pharmaceutical companies, OLAP & BI applications, development, and management, developing bespoke database and data warehousing applications in the Microsoft Windows OS. She has returned to Turkey after working in Thailand for 5 years. Successful in research, evaluation and detailed analysis. Systematic approach to problem solving. Hard-working, experienced in handling high pressure situations and deadlines.
- ▶ **MATTI MÄKINEN** – Principal Consultant, Business Developer and Entrepreneur, has a First Degree, B.A. from economics and business sciences. He has close to three decades experience and proven track record of many challenging business development projects together with business partner and end customer relationship within various different cultures. The comprehension in technology, business development and sales skills of versatile sales projects are his major competences. By experience he has also learned the meaning of the customer listening and the value of good presentation and negotiation skills. He has strong technical understanding and commercial and academic background in economics. An unquestionable track record of significantly growing the businesses and increasing the brand awareness across Eurasia, Central Asia, Middle East and also European regions.

Team

- **MEHMET AKDAŞ-** He was born in 1974 in Muğla / Bodrum. He graduated from Boğaziçi University Computer Programming (Management Information Systems) department in 1996 and lastly got his MBA degree from Galatasaray University in 2006. 1995 has started to work in the field of information technology since 1996, international banks based in Europe, in Turkey and its affiliates operating in the field of information technology has served corporate banking level, mid-level managers in the department. During this period, he worked in many projects in the field of information technologies / systems and managed the management, planning, dissemination, IT support and implementation of the projects. He handled and expertised over 22 years in IT governance, IT security management, IT security management, project management, application management, IT infrastructure planning and management, IT outsourcing and management, data center management, system integration, IT governance, information security, IT processes management and harmonization , system engineering, database management, application development.As of January 2018 McBDC Partners has been providing consulting services for IT alignment, IT governance, IT process management and knowledge management.
- **ASLI YILDIRIM-** She was born in Mersin in 1975. In 1994, Notre Dame de Sion graduated from the French High School for Girls and in 1998 from the Faculty of Law at Istanbul University. In 2006, she completed her graduate program in Economics Law at İstanbul Bilgi University Institute of Social Sciences.As a registered lawyer in Istanbul Bar Association since 2000, she has been providing consultancy services for trade law, corporate law, contract law and various legal regulations in various sectors from domestic and foreign companies.Since December 2017, McBDC Partners has been advising on legal matters, especially the Protection of Personal Data Legislation.

Why Turkey ?

- Growing Political and Economical Role in EMEA & Middle East region as an emerging market
- A natural bridge between both East-West and North-South axes , thus creating an efficient and cost effective outlet to major markets
- Easy access to around 1.5 billion community in Europe, Eurasia, the Middle East and North Africa
- Customs Union with the EU since 1996, and Free Trade Agreements (FTA) with 20 countries
- Accession negotiations with the EU
- A population of 75 million people - Largest youth population compared with the EU / Half the population under the age 29
- Over 25 million young, well-educated and motivated professionals- 4th largest labor force compared with the EU

Core competencies with Principles

Entering and staying in new market requires a systematic approach.



Core competencies with Principles

McBDC will stay by your side in every step of the way and will create a cohesive selection of services tailored to your needs.

1) Prepare for growth

Mapping out local needs in the target market, sales channels and grounds for pricing is important as it forms a realistic impression of potential markets. McBDC will create a strategic growth plan together with you.

2) Plan out your market entry

Careful planning includes comprehensive models for sales channel development and market entry. We will find the right answers to critical questions for you. Even if unforeseen obstacles should arise, we will help you find a way to work around them.

3) Establish your position

You will need reliable local partners to build and strengthen your position. We will find you the best candidates for co-operation partners, and if needed, we will help you make your final partner choice and in getting the co-operation process started.

4) Grow your market share

We will go through your current business models and make recommendations regarding the future. We also offer forecasts on future changes and trends in different countries and different industries.

Case Studies at a glance

IT Security and Storage Showcase of Technologies & Turkish- Israeli Business Forum has been performed

IT Security and Storage Showcase of Technologies & Turkish- Israeli Business Forum has been realized on 27 November 2007 at Sheraton Maslak Hotel in Istanbul which organized by Israel Trade Office- Istanbul , Israel Export Institute, McBDC, GARTNER, KPMG.

McBDC Partners are pleased to support “Dragon’s Den Turkey”

McBDC Partners are pleased to announce supporting “Dragon’s Den Turkey”. The programme welcomed by September 2010 is a broadcast of Bloomberg HT channel in Turkey that aims to be a reality TV show for budding entrepreneurs. This show will help the entrepreneurs to pitch their ideas for the investment. The participants that have a product or locates on a top-notch business idea can visit www.ddturkiye.com The most innovative and entertaining ideas will be selected and be coached by the McBDC team.

McBDC proud to announce Microsoft BizSpark Network Partner / McBDC is a member of Microsoft Bizspark Network to deliver guidance to Business Startups

Istanbul, Turkey . - April 26, 2010 McBDC Partners are proud to announce that McBDC was selected to join the Microsoft BizSpark Program as Network Partner in April 2010. The BizSpark Program is a new global program designed to accelerate the success of early stage Startups by connecting them to Network Partners: active members of the global software ecosystem who can provide mentorship, guidance and resources to BizSpark Startups.

Recent Events McBDC Organized in Europe

- **Business Opportunities in Turkey Half Day Seminar- March 14, 2012** in Stockholm Sweden with European Enterprise Network-Content and speakers provided by McBDC & Investment and Promotion Agency Turkey

Affärsmöjligheter i Turkiet

Enterprise Europe Network / Europa Institutet i Västerås i samarbetsambassad och Företagarna Stockholms län bjuder in till ett seminarium den 14 mars i Stockholm på temat "affärsmöjligheter i Turkiet".

Tilaisuuksien materiaaleja

14.9.2011

Business Opportunities in Turkey

Helsinki Region Chamber of Commerce and Enterprise Europe Network in cooperation with the Turkish Embassy in Helsinki, CYRR Group Ltd, McBDC Business Development and Consultancy and Finnish – Turkish Trade Association organized a breakfast seminar on business opportunities in Turkey.

Experts from various fields highlighted Turkey's ideal location and its establishment as a major business centre. Topics covered touched on its many advantages as one of the fastest growing countries with strong potential for example in cleantech and construction sector. Turkey is also one of the key growth markets for IT vendors.

- **McBDC Partners Associate Sponsored Stadium Design and Development Conference Istanbul 2013**

Dedicated to the design and development of world-class sporting venues International Conference: 29 – 30 April 2013 | Sheraton, Maslak, Istanbul, Turkey | www.stadium-turkey.com The World Stadium Congress is proud to host the Stadium Design and Development Istanbul which will be held from 29-30 April.2013.

- **Business Opportunities in Turkey Half Day Seminar-** September 14, 2011 in **Helsinki** Finland with Helsinki Chamber of Commerce - Content and speakers provided by McBDC at Helsinki Chamber of Commerce
- **Startup Sauna and Slush held its first ever event in Istanbul on Feb 18, 2014 with distinguished guests and judges**

McBDC is honored to be part of "Europe's largest investor event", Slush which is held in Istanbul 18th February, 2014.

We were looking forward to have you join the event and participate in inspiring the Nordic startup and investor activity.

PLEASE CONTACT US FOR MORE INFORMATION

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(Member of TUBISAD - Turkish Informatics Industry Association)

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