

CTN CENTRE

CTN Centre (Consultancy, Trade and Network) is a group of projects, organisations and companies united under one umbrella. The aim is to provide a practical networking facility for our clients and to promote international trade as well as strategic projects and programs that enable companies to identify new overseas marketing opportunities for their goods and services. CTN Centre departments include:

1. **CTN Centre** - International conferences and trade network
2. **CTN Events** - Event management and organisation
3. **CTN Research** - Market research and analysis
4. **CTN Business** - Professional services for business organisations
5. **CTN Trading** - Commodity trading
6. **CTN Logistics** - Import/export deliveries and customs

Our team is built of professionals, each of whom has 10-20 years experience in the commodity market with skills in sales, marketing, trading, management, logistics, research and consultancy.

We welcome companies, trade associations and government bodies to cooperate with us. We can offer our experience and knowledge through our services that can help your business to grow and prosper.

CTN ORGANISATIONS

CTN Centre runs 2 organisations. They are:

1. **CTN RUSSIA** - Consultancy, Trade & Network Organisation for Businessmen wishing to work with and in Russia.
2. **CTN TURKEY** - Consultancy, Trade & Network Organisation for Businessmen wishing to work with and in Turkey.

The mission of the organisations is to represent and promote the interests of its members by supporting them in doing business with and in Russia and Turkey through quality lobbying, information support, and through activities aimed at improving the trade and business environment in conformity with internationally accepted business principles and promoting integration and partnership between Turkey and Russia. The organisations offer the following services:

- Effective lobbying
- Quality business information
- Valuable networking
- Marketing opportunities and visibility
- Addressing the issues raised by association members, both to the relevant authorities and to business and political leaders

WE OFFER

- 7+ years of experience
- Full turnkey solutions
- Strong marketing power
- Large in-house databases
- 4 international offices
- Professional in-house teams
- 3 native speaking languages
- 5* venues & exclusive locations
- Cost & time optimization
- Meeting deadlines & budgets
- Creative & flexible approach
- Growth & success strategies

MARKETING POWER

- Partners
- Agents
- Magazines & newspapers
- Online portals
- Trade associations
- Institutions
- Online groups
- Social networks
- Private clubs
- Government bodies

OUR OFFICES

- Istanbul, Turkey
- London, UK
- Moscow, Russia
- New Jersey, USA

LANGUAGES WE SPEAK:

- Turkish
- English
- Russian



EVENT MANAGEMENT

CTN Centre provides turnkey cost-effective meeting solutions for corporate companies, trade associations and government bodies. Our events team has managed and organised many local and international events from 2005. Through the years we have gained good knowledge and experience of events sector. This enables us to offer professional management services of:

- Conferences & congresses
- Trade missions
- Corporate meetings
- Team building
- Incentive & reward programmes
- Product launches
- Private parties

Among our venues are 5* hotels and restaurants, prestigious clubs such as Buyuk Kulup and Moda Deniz Club as well as 5* yachts and boats. We provide a full range of services including planning, logistics, technical equipment, language translation, design and marketing.

Outsourcing our professional events team will take weight of your shoulders, and save time, energy and money. We specialise in managing vendors, creating a project plan, creating an event itinerary, managing risks and issues. We can provide every creative element needed for successful hospitality, from providing invitations and entertainment to theming and dressing your venue for maximum impact.

CTN Centre believes in providing best value for money in terms of quality results. We also provide creative ideas to our valuable clients that make their event look completely different from any of its kind.

WHY DO CLIENTS SELECT US?

- ✓ Vision, flexibility and creativity in designing an event which meets your goals and objectives.
- ✓ The ability to see the event from your guest's viewpoint.
- ✓ Confident negotiating expertise and marketing power.
- ✓ Long lasting relationships with a wide range of venues and vendors to unlock hidden cost savings.
- ✓ Complete logistical and organizational capabilities to execute the event on time and on budget.
- ✓ Attention to detail and grace under pressure to ensure a successful, entertaining & memorable event.

WHY CTN EVENTS?

- Simplify organisational process
- Save administrative staff time
- Reduce expenses
- Enjoy the experience

TURNKEY SOLUTIONS

- Site selection & contracting
- Budget management
- Creative design & print
- Marketing & branding
- Invitations
- Distribution of materials
- Food & beverage (catering)
- Technical equipment
- Logistics management
- Language translations
- Vendor management
- Onsite support
- Event execution



CONFERENCE PRODUCTION

From 2005 CTN Centre have managed and organised international conferences, seminars, forums, congresses, fairs and partly exhibitions in Europe, USA, China, Russia and CIS, UAE and Turkey. The industry sectors of our events are various and include: ferrous and non-ferrous metals, energy, grain, textile, construction, cement, logistics and transportation, automotive, IT and other. Up-to-date we have completed over 150 commercial international events.

Our conference programmes are carefully researched and are designed based on the feedback we get directly from leading industry players, trade associations and government bodies. Presentations that are made at the event are non-commercial and are there to offer strategic information, which enable a participating company to use it for their strategy development. At present we produce in excess of 18 conferences per year.

EVENTS CALENDAR

Below are international events organised by CTN Centre that take place in Istanbul, Turkey, in 5* hotels. If you are interested in participating, speaking, exhibiting or sponsoring our events - please contact us today.

Conference name	Year 2013	Days	Day	Website
Renewable Energy	30 April	1	Tuesday	www.irecturkey.com
2nd Logistics & Supply Chain	21 May	1	Tuesday	www.logisticsforum.net
3rd Steel Today & Tomorrow	11 June	1	Tuesday	www.steeltoday.net
Metallurgical Coal Markets	12 June	1	Wednesday	www.coalmarket.net
7th Cement, Construction & Technology	19-20 June	2	Wed-Thu	www.cementmarket.net
3rd Flat Steel Market	25 September	1	Wednesday	www.flatsteelmarket.com
1st Future of Commercial Vehicles	26 September	1	Thursday	www.truckturkey.net
International Transportation	October	1	Wednesday	www.intertransportation.com
6th Grain Market: Wheat and Flour	October	2	Thu-Fri	www.graintoday.net
Future of Rice Market	October	1	Wednesday	www.ricesupply.net
Oilseeds & Oils Market	October	1	Thursday	www.oilseedmarket.com
2nd Textile Today & Tomorrow	13-14 Novem	2	Wed-Thu	www.textiletrend.net
2nd Energy Investment, Market & Supply	12 December	1	Thursday	www.turkeyenergy.net

- ✔ ASSESS the latest market developments in the industry.
- ✔ HEAR valuable presentations from some of the leading organisations.
- ✔ EXAMINE success strategies in import and export.
- ✔ NETWORK with decision makers from 30+ countries to form key alliances and partnerships.



CTN RESEARCH

From 2005, analytical team of CTN Centre Group has been executing comprehensive local and overseas market research for corporate companies, trade associations and government bodies in various industry sectors. We offer solutions for export, sourcing, market entry, business development etc. that are precisely tailored to each client's specific needs and objectives. We provide independent and reliable information while offering competitive prices and high quality service.

At present, over 500 different analytical projects covering industrial and FMCG international markets have been completed. Over the years we have worked with over 350+ different international companies in different industry sectors. Among some of the well recognised brands are companies on the right hand side.

MARKET RESEARCH

Our analytical division consists of in-house specialists in Russia, most of which are PhD in economics and marketing and with experience in sociology, psychology, administration and/or advertising. The team has wide experience delivering research reviews of world and domestic markets as well as statistics and informational reports. Research is carried in the following fields:

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| <ul style="list-style-type: none"> • Agriculture • Building materials • Chemical industry • Construction & real estate • Consumer goods • Glass • Food & beverage • Heating & energy | <ul style="list-style-type: none"> • Heavy machinery building • Information technology & media • Medicine & pharmaceuticals • Metals & mining • Retail & food services • Services • Transport & logistics • Wood & paper |
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SCOPE & CONTENT

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| <ul style="list-style-type: none"> • General dynamics & economy • Trends & growth factors • Market size and potential • Analysis of supply & demand • Price history & price forecast • Competitive landscape • Detailed company profiles • Enterprise structure • Prospective buyers & partners • Competitive product analysis | <ul style="list-style-type: none"> • Consumer preferences & behavior • Sales and distribution channels • Conditions for market entry • Promotion opportunities • Related regulations • Import/export statistics • Custom duties • Technologies • Legal framework • Strategic conclusions |
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AMONG CLIENTS

- Adidas
- Aeroflot
- Alfa Bank
- Arcelor Mittal
- Barclays
- BASF
- BHP Billiton
- Carlson
- Corus
- Deloitte
- Diesel
- Erdemir
- Evraz Holding
- Ford
- Gazprom
- Honda
- Honeywell
- IKEA
- Inco
- Innova Group
- Ispat
- Lee
- Levi
- Lukoil
- Mango
- Marks & Spencer
- McKinsey
- Megaphone
- MTS
- Next
- Nike
- Norilsky Nickel
- PWC
- Renova
- Rio Tinto
- Rockwool
- Rossia
- Rusal
- Sberbank
- Severstal
- SGS
- Shell
- Siemens
- TNK-BP
- Tommy Hilfiger
- Toyota
- TransMash Holding
- Vale
- Vodaphone
- VSMPO
- VTB
- Yamaha



CTN BUSINESS

CTN Centre offers a range of professional business services that can help your organisation to develop its identity, customer base, sales volumes, growth and prosperity.

By outsourcing our expertise your organisation will ultimately save time and money. There is no need to hire an employee or a team and invest into continuous training. We already have a team of professionals in place and are happy to work on short term contract or on per project basis covering local and international markets. Among the services we provide are:

- Business consultancy
- Marketing support
- Tender coordination
- Import & export agent
- Web development
- Graphic design
- Language translations
- Legal & tax services

WHY DO IT?

- To differentiate your business from others.
- To stay ahead of your competitors.
- To retain and better serve your most valuable and profitable customers.
- To maximise on revenue streams and secure return business.
- To make sure that your business continues to grow and expand.

WHY CTN BUSINESS?

The foundation of our practice is the experience and knowledge base we have acquired in working with the numerous projects over the years. What we offer is to deliver an improvement in your business performance, so you are well positioned to plan your business strategies and exploit new market developments, before your competitors. We provide reliable, independent and comprehensive solutions that have a practical impact on the success of your business. This is because:

- target audiences are focused on and engaged;
- corporate branding and identity are maintained;
- business goals and requirements are achieved;
- accessibility and technology requirements are met;
- competition is studied and monitored;
- long term development objectives are considered.

WE OFFER

- Competitive intelligence
- Business efficiency growth
- Brand development
- Optimized & creative marketing
- Strategic planning & execution
- Successful campaigns
- Onsite support
- Measurable results
- Client satisfaction
- Productive relationship

BUSINESS CONSULTANCY

- Business planning
- Business strategy
- Business development
- Brand development
- Human resources
- Market analysis
- Marketing services
- Sales consultancy
- Mentoring and training

EVALUATION INVOLVES

- Target client base
- Competitors
- Marketing strategy
- Marketing plan
- Business risks
- Sales targets & objectives
- Operational requirements
- Financial requirements
- Forecasts

