

**Business Banking**  
**Turkey Trip 2023**

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# EXPAND YOUR BUSINESS HORIZONS IN TURKEY

**Want to grow your business opportunities?**

Join us for the International Business Trip to Turkey between **Aug 21st – Sept 2nd 2023**.

To reserve your spot make a deposit of USD 1,000 by **June 15th 2023**.

[CLICK HERE TO REGISTER](#)

For more information contact your respective Relationship Manager / Branch Manager or Contact Allen Kimani at: [allen.kimani@ncbagroup.com](mailto:allen.kimani@ncbagroup.com) / [0722874888](tel:0722874888).

**2,980**  
USD

PP Sharing

**3,590**  
USD

PP Single

Only  
**100 Slots**  
Available

# NCBA BANK BUSINESS TRIP



KENYA AND TURKEY

**Turkey**  
**22<sup>nd</sup> Aug – 1<sup>st</sup> Sep 2023**

## WHY TURKEY?

- The Republic of Turkey is currently the 20th largest nominal gross domestic product (GDP) and 11th largest GDP based on purchasing power parity (PPP) globally.
- Turkey is among the world's leading producers of agricultural products, textiles, motor vehicles, transportation equipment, construction materials, consumer electronics and home appliances.
- Turkey Complies to European Standards(90% of Turkish exports are for European Market), so quality is high yet goods are reasonably priced- better than rest of Europe.
- Prices are cheaper than rest of Europe.
- Turkey offers a business-friendly environment, a deep talent pool and global market access at the nexus of Asia and Europe. Hence, the Turkish environment is very close to the properly functioning markets from the east and west.
- Currently 1 dollar (=19.9 Lira) can get you a lot more in Turkey (due to on-going inflation)



## WHY TURKEY?

- Some high demand exports to Turkey include Avocado-avocado is like Gold in turkey (read KEITT exporters Ltd who export to Turkey), Bananas (Turks Love Kenyan Bananas) and Pineapples.
- Turkey does not do differentiated product lines to target different income/quality segments- unlike China
- Big Industries in Turkey where customers can visit manufacturers and Industrial zones are:
  - FMCG- Turkey
  - Agricultural Machinery
  - Poultry equipment- Turkey is the 6<sup>th</sup> largest exporter of poultry equipment.
  - Textiles and apparels
  - Medical and Pharmaceuticals
  - Furniture
  - Chemicals and fertilizers
- **Big summer sales in August-** so you will experience good shopping at reasonable prices
- **Leisure:** This trip has a component of 20% leisure- you will be able to see the best sites in Turkey (e.g. Dinner at the World Famous Iskender Kebab); City Tours; Cruising on the Bosphorus Strait (Bosphorus Strait is a natural strait and an internationally significant waterway located in Istanbul, Turkey . It forms part of the continental boundary between Asia and Europe. ; Dinner while cruising on the Bosphorus strait

### Political Environment:

- Presidential Elections on-going now- to be done by May 28 Meaning there will be a new government in place shortly, wanting to enlist goodwill



## TURKEY EXPORTS TO KENYA

	<b>Value</b>	<b>Year</b>
<a href="#">Ships, boats, and other floating structures</a>	\$28.07M	2022
<a href="#">Machinery, nuclear reactors, boilers</a>	\$25.95M	2022
<a href="#">Milling products, malt, starches, inlin, wheat gluten</a>	\$20.65M	2022
<a href="#">Electrical, electronic equipment</a>	\$18.97M	2022
<a href="#">Furniture, lighting signs, prefabricated buildings</a>	\$15.08M	2022
<a href="#">Articles of apparel, knit or crocheted</a>	\$13.09M	2022
<a href="#">Plastics</a>	\$11.85M	2022
<a href="#">Fertilizers</a>	\$10.39M	2022
<a href="#">Vehicles other than railway, tramway</a>	\$9.93M	2022



### **Business Support we can get from Turkish Embassy- Trade office:**

- **Connection with business associations/chambers in Turkey:**
  - Connect us with the Turkish Exporters assembly (TİM)- The only umbrella body/organization of Turkish exporters, representing more than 103,000 exporters operating in 27 sectors registered under 61 Exporters' Associations (e.g medical exporters association, stationery exporters association, etc)
- **Arrange for B2B meetings**
  - We can request the Embassy to arrange B2B meetings with specific companies
- **Due Diligence:** Connect NCBA SME customers to the Embassy Trade Office for due diligence and verification of Turkish Companies (very important to avoid scams and conmanship)
- **Support with the NCBA Gala Dinner in Turkey-** Invite President of Turkish Exporters Association and Istanbul Chamber of Commerce; Invite Kenyan Ambassador to Turkey
- **Visa Assistance-** Provide documentation to embassy in good time; Embassy is at hand to help expedite process.



## SECTORS TO BE COVERED



- ✓ Machinery
- ✓ Agribusiness, Value Addition & Processing Machinery
- ✓ Construction & building materials
- ✓ FMCG
- ✓ Electronics and electrical supplies
- ✓ Furniture and interior decor
- ✓ Textile & Clothing
- ✓ Poultry farming
- ✓ Leisure and sightseeing
- ✓ Personalized attention to the requests of the group.

*\* Sectors to be covered will be refined as we onboard customers*

## VALUE FOR NCBA CUSTOMERS?



1. We will help the Customer in processing of the visa as we have a direct relationship with the Embassy.
2. Cost saving- Cost is less on this group travel. An individual traveler will pay the same cost of a guide, transport, etc. per day, but with a group the cost is shared within the package.
3. Attend the AFEX International Business Forum (AFEX) in Istanbul on 29-31 August 2023, organized by the Turkish African Business Association, at no extra cost, and get the opportunity to have business to business meetings with over 2,000 delegates from 23 different countries in addition to Turkey.
4. Networking- The trip gives you exclusive time to network, time you otherwise would not have.
5. Outsourced planning- Everything is pre-planned i.e. hotel, meeting rooms, business visits, business forums, meals, transportation, transfers, all organized for you.
6. Language barrier- We will have translators and business guides for the Business to Business (B2B) Meetings.

## NCBA CARDS-PREPAID CARDS



NCBA Visa Multicurrency prepaid card are a single card with 3 wallets – USD, EURO and Kenya Shillings

NCBA Visa Multicurrency prepaid cards offer you solutions that will change the way you manage travel expenses, hotel and flight bookings conveniently and securely.

### Benefits of NCBA Multicurrency Prepaid Cards:

- Local and International use - NCBA prepaid cards are VISA branded and are therefore accepted at over 23 million locations around the world and Offer cash access at more than 1.9 million Visa/ PLUS ATM locations
- Safety and security – NCBA Multicurrency Prepaid Cards are PIN & CHIP enabled and further secured by VBV (Verified by VISA) for secure online transactions
- Safe and secure cashless transactions - # stay safe # Go Cashless “
- 0% transaction costs - Pay using your NCBA prepaid card at no extra cost
- Expense management -all transactions are auto-recorded on a statement and can be used to determine and track expenses
- No credit appraisal required
- Affordable - one off issuance fee of KES 520 per card
- Instant issuance at any NCBA branch countrywide

Product name	Unsecured Business Trip Loan
Item	Description
Purpose	<ul style="list-style-type: none"> <li>To finance purchase of stock, machinery and equipment while on the business trip.</li> </ul>
Loan Amount	<ul style="list-style-type: none"> <li>Minimum – Kes. 100,000/-</li> <li>Maximum – Kes. 3,000,000/- subject to serviceability</li> <li>For customers with existing unsecured facility, total exposure will not exceed Kes. 6,000,000/-.</li> <li>Customers with cashflows in FCY can borrow in FCY upto a max of USD 21,500 or equivalent of Kes 3,000,000</li> </ul>
Loan Tenure	<ul style="list-style-type: none"> <li>Up to a maximum tenure of 12 months with one month moratorium from date of disbursement, subject to the stock conversion cycle</li> </ul>
Pricing	<ul style="list-style-type: none"> <li>Interest rate: variable rate of 16.51% p.a. (NCBA Base rate of 11% + margin of 5.51%) on a reducing balance</li> <li>Arrangement fees: 3% (one off) - to be recovered upon acceptance of the offer letter</li> </ul>
Disbursement	<ul style="list-style-type: none"> <li>To be disbursed directly into the borrowers account to facilitate purchase of the stock</li> </ul>
Disbursement Conditions	<ul style="list-style-type: none"> <li>Duly signed letter of offer</li> <li>Duly signed Board resolution authorizing the borrowing for limited liability companies under seal</li> <li>Directors personal guarantees and indemnity to secure the amount sought.</li> </ul>
Method of Repayment	<ul style="list-style-type: none"> <li>Equal monthly instalments of principal and interest</li> <li>Option for early repayment with no penalty</li> </ul>
Qualification Criteria	<ul style="list-style-type: none"> <li>Must have operated a NCBA Bank a/c satisfactorily for the last six (6) months with at least 80% share of wallet.</li> <li>Business should have been in operation for at least 2 years</li> <li>Regular and consistent credits in the account for the last 12 months.</li> <li>Existing income streams that are sufficient to meet expected repayment</li> </ul>
Other requirements	<ul style="list-style-type: none"> <li>Business Loan Protector (BLP) cover</li> <li>Insurance cover over the stock purchased</li> </ul>
Documentation required	<ul style="list-style-type: none"> <li>Duly filled and signed SME loan application form/application letter</li> <li>Latest annual returns plus filing receipts</li> <li>Latest CR12</li> <li>Valid tax compliance certificate</li> <li>Current business permit (where business is not formally registered)</li> </ul>

## TRIP COSTS



ECONOMY CLASS	Sharing	Single
PACKAGE COST (per person)	USD 2,980	USD 3,590

**N/B:** The cost of the Business class package is available upon request

### Package Inclusions

- ✓ 10 nights accommodation on bed & breakfast
- ✓ Selected dinners as per the itinerary
- ✓ Return air ticket on Economy class
- ✓ Travel Insurance
- ✓ Return airport transfers.
- ✓ Ground transportation as per the itinerary
- ✓ Services of an English speaking guide as per the itinerary
- ✓ Services of business guides
- ✓ Entrance fee to various sites as on the itinerary
- ✓ Visa processing and assistance fees
- ✓ Services of a professional ATS Tour leader

### Package Exclusions

- ❖ Travel documents e.g. yellow fever certificate
- ❖ Tips & gratuities
- ❖ COVID PCR test costs where applicable
- ❖ Personal expenses and shopping
- ❖ Any other item not mentioned in the inclusions



## ITINERARY (1/6)



### Day 1 Nairobi – Departure 22 Aug 2023

- Departure from JKIA Nairobi
- Arrival in Istanbul followed by transfer to Sakarya by bus (*approx. 150 km*)
- Check in at the hotel
- Welcome dinner at a local restaurant
- Return back to the hotel for overnight



### Day 2 Kocaeli – Site & Factory Visits 23 Aug 2023

- Breakfast at the hotel
- Visit pre-arranged sites and factories in Kocaeli
- Return to Sakarya for dinner and overnight



### Day 3

#### Bolu – Farm & Site visits

24 Aug 2023

- Breakfast at the hotel
- Visit poultry farms and equipment factories in Bolu
- Return to Sakarya for dinner and overnight



### Day 4

#### Sakarya – Bursa Transfer

25 Aug 2023

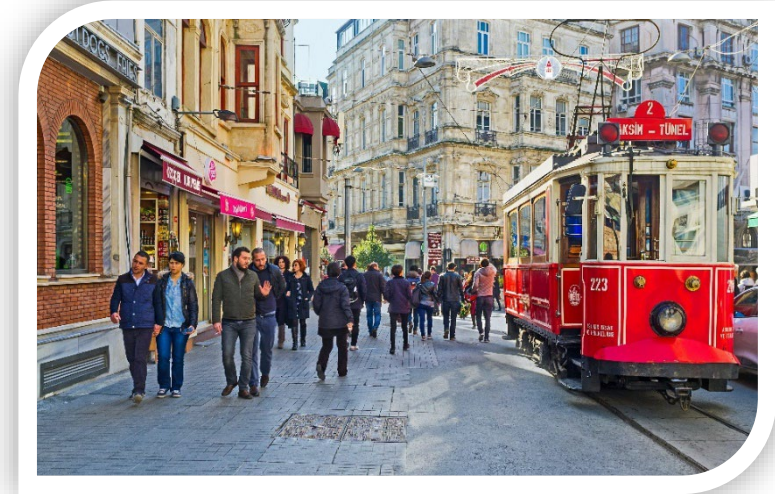
- Breakfast and check out
- Factory visit on the way
- Transfer to Bursa
- Dinner at the **World Famous Iskender Kebab**
- Overnight in hotel in Bursa





## Day 5 Bursa – Factory visit & Shopping 26 Aug 2023

- Breakfast at the hotel
- Visit to Furniture & Interior décor factory
- Visit to Agriculture machinery factory
- Street shopping at Kozahan, Yenihan & Kapalicarsi
- Dinner at a local restaurant
- Return back to the hotel for overnight



## Day 6 Bursa – Istanbul transfer 27 Aug 2023

- Breakfast and check out
- Transfer to Istanbul
- Check in,
- Dinner at a local restaurant
- Overnight at the hotel in Istanbul





### Day 7

#### Istanbul – City Tour & Bosphorus Cruise

28 Aug 2023

- Breakfast at the hotel
- City tour of Istanbul
- Dinner while cruising on the Bosphorus strait
- Return back to the hotel for overnight

### Day 8

#### AFEX Opening Day

29 Aug 2023

- Breakfast at the hotel
- B2B meetings & EXPO
- Own dinner and overnight at the hotel



expo

## ITINERARY (5/6)



### Day 9

#### Istanbul – AFEX

30 Aug 2023

- Breakfast at the hotel
- Conferences & Panels
- B2B meetings & EXPO
- Gala Dinner
- Return back to the hotel for overnight



expo

### Day 10

#### Istanbul - AFEX

31 Aug 2023

- Breakfast at the hotel
- Conferences & Panels
- Follow ups and shopping
- AFEX Networking Dinner
- Overnight at the hotel





**Departures**



## Day 11

### Istanbul - Departure

1 Sep 2023

- Breakfast at the hotel
- Check out of the hotel
- Transfer to the airport for flight back to Nairobi

# About NCBA – Strathmore EDP Programme

# ABOUT THE NCBA- STRATHMORE ENTRPRISE DEVELOPMENT PROGRAMME

The course is hands-on, and participant-centered. Using locally developed business case studies, participants are engaged in discussions enabling them to develop problem-solving and good decision-making skills. It is a sixteen-week programme.

## Programme structure

- 16-week programme divided into two parts, 1 and 2.
- After each module participants are required to implement key learning and give feedback on their experiences.
- Experiential learning- peer to peer business visits, talks by industry experts, government, seasoned entrepreneurs .

The programme is divided into two stages of 8 weeks each as follows.

## Stage one

Emerging Business Opportunities  
Developing a Competitive Strategy for Business  
Financial Records Management  
Business Visits & Experiential learning  
Understanding the regulatory environment  
Developing Competitive Business Plan  
Product Design, development, and Innovation  
Business pricing and costing strategy  
Making business operations efficient  
Business Visits



## A GREAT COURSE TO GROW YOUR BUSINESS

Strathmore University Business School has partnered with NCBA to offer the Enterprise Development Programme designed to give you the skills you need to Grow and Sustain your business.

NCBA Customers get a Ksh 40,000 discount on the course fee.

<b>COURSE DURATION</b>	<b>STARTING</b>
<b>16 WEEKS</b>	<b>14TH JUNE 2023</b>
Regular course fee	NCBA customer fee
<b>KSHS 180,000</b>	<b>KSHS 140,000</b>

**PAYABLE IN TWO INSTALLMENTS**

This is a 16weeks course that takes place once a week. It is tailored to meet and solve some of the needs and challenges SMEs face. The course is hands-on and participant-centred. Through the use of locally developed business case studies, participants are engaged in discussions enabling them to develop problem-solving and good decision-making skills

For more information contact:  
Magdalynne Gichuru  
mnjoki@strathmore.edu  
0797-152-989

NCBA Bank Kenya PLC is regulated by the Central Bank of Kenya.

ncbagroup.com **Go for it**

# Frequently Asked Questions

# FREQUENTLY ASKED QUESTIONS



## **Q. Why Turkey?**

A. Turkey is among the world's leading producers of agricultural products, textiles, motor vehicles, transportation equipment, construction materials, consumer electronics and home appliances. Has high quality (European) standards yet reasonable in cost.

## **Q. Which sectors will be covered by the trip?**

A. They include Machinery, Construction & building materials, FMCG, Agriculture, Electronics and electrical supplies, Furniture and interior décor, Textile & Clothing, Poultry farming etc.

## **Q. Can I get a bank loan to finance this trip?**

A. Yes

## **Q. Which cities will we visit**

A. Istanbul, Bursa, Sakarya, Kocaeli and Bolu

## **Q. What is the cost of the trip?**

A. USD 2,980 if sharing a room and USD 3,590 if in a single room

## **Q. How do I get a visa?**

A. African Touch Safaris Ltd (ATS Travel), an NCBA Travel Partner, will assist with facilitation of the visa to Turkey. Ask your NCBA Relationship Manager or Branch Manager to share with you the visa requirements. You are required to appear in person to submit the application.

## **Q. Which airline will we use**

A. Emirates Airlines

## **Q. What is the deadline for payment**

A. Deposit of USD 1,000 by 15th June and balance by 30th July 2023. NCBA Account Number is 621818001



# QUESTIONS & ANSWERS FROM THE WEBINAR OF 26 MAY 2023



	QUESTION	ANSWER
1	Cost of the hotels	The cost of accommodation (hotels) is included within the package cost
2	Cost of the trip and trip dates.	The trip is from 21st Aug - 2nd Sep including travel dates and costs \$2980 on sharing and \$3590 on single occupancy
3	Clarify on the cost of Usd 3590 if travelling single	This is applicable to participants who will not be sharing a room
4	Can you share the hotel names?	This will be shared progressively as we near the trip departure date
5	Of the 10 days, dinner is indicated for 3 days? Won't you offer lunch for any of the days?	No lunch is not included in the package cost
6	Will you provide a letter to be presented to the Embassy for Visa?- Yes Rashid	Yes. We will provide a template that can be edited as necessary
8	Can one present the business account statements where one is a sole proprietor noting that personal accounts may be largely inactive?	Yes. You will require a letter from the bank affirming that you are a signatory of the respective account
9	Do you need the actual passport as will be travelling before. If you do, how long will it be with the Embassy?- Rashid	Yes the physical passport is required as the visa has to be appended on the passport. The visa takes approximately 2 weeks to process
10	Will you share the list of industries to be visited for customers to do their own research on the suitability to their business?	Yes this information will be shared progressively
11	Share detailed list of textile companies to be visited.	The information will be shared
12	Does the trip involve any activities related to Real Estate in Turkey?/construction?	Yes, building and construction is one of the key industries that will be covered during the trip

# QUESTIONS & ANSWERS FROM THE WEBINAR OF 26 MAY 2023



	QUESTION	ANSWER
13	Is there anything in gas and oil	Oil and gas as a sector is not covered during the trip. However Energy & Power equipment sector will be covered during AFEX.
14	Anything covering the service industry? Customer is software development and would like to visit the software labs in Turkey.	Yes Information technology Industry is covered during the trip
15	Opportunities for lawyers in Turkey	Nothing specific has been tailored for lawyers. However the trip is an exposure trip that presents various other opportunities that may align with your interest
16	Share Factory to be visited as already doing a lot of imports from Turkey.	The information will be shared progressively
17	Opportunities for automotive industry?	Automotive & Spare parts sector will be covered during the trip
18	Can you partner 2 travellers who are not necessarily business partners for purposes of cost sharing package?	Yes. Sharing will be based on twin (2 beds) for people of the same gender and double (1 bed) for couples
19	Cost of trip if one organizes their own flight cost?	The trip is only applicable if purchased as a package
20	Can NCBA Clients who are in Europe or any other country join you directly in Turkey? May be just book accommodation with you?	The trip has been tailored to start from Nairobi. Please contact ATS Travel to advise further.
21	I run a travel firm and will be away on Business from 25th July. Can I join the team from 22nd August on the ground?	The trip has been tailored to start from Nairobi. Please contact ATS Travel to advise further
22	Can non-NCBA Customers be considered?	This trip is only for NCBA Customers
23	What happens if one deposits the USD 1000 and not travel. Will this be refunded?	The cancellation policy will be applicable
24	Are you able to consider individuals for them to benefit also/Potential business people?	Yes the trip is an exposure trip and is open to potential business people as well
25	Is the Strathmore course online or in-person	The NCBA-Strathmore Enterprise Development Programme is in-person
26	How can persons not in Nairobi access the programme?	We are working on brining similar programmes to regions outside Nairobi.
27	Can you consider online courses?	Yes this will be considered in future
28	Fee for the strathmore cost?	The fee for the NCBA-Strathmore Enterprise Development Programme (EDP) is 140,000/- payable in 2 instalments. .



## ABOUT THE NCBA- STRATHMORE ENTRPRISE DEVELOPMENT PROGRAMME

### Stage Two

Industry Experience & experiential learning  
Developing a winning promotion and distribution strategy  
Managing Human Resources  
Financial Management  
Enterprise risk management  
Business continuity planning and sustainability  
Leveraging on Technology for Competitive Advantage  
Understanding taxation for small businesses  
Business ethics and social responsibilities

The programme delivery is enriched by guest speaker talks, Government talks, Industry talks and success stories from the industry.

**Key Output:** Each student is expected to develop a **bankable business plan** and pitch this plan to a panel of bankers, potential partners and investors. as a take-home from the programme before graduation.

### Faculty

The programme is delivered by both academic and industry trainers who use practical examples and local case studies.

### Programme Cost (NCBA Preferential Rate)

The programme cost is Kshs 140,000 for NCBA Customers (180,000 for Non-NCBA Customers) which caters for meals, training materials and training.

### Programme Benefit

Growth in Business in terms of assets, revenues, and staff; Professionalism in general business operations  
Setting up of systems and structures of businesses; Access to funding for SMEs; Access to markets for SMEs  
access to information for SMEs



## Useful Links and Contacts

<https://ke.ncbagroup.com/turkey-trip-sign-up-form/>

Strathmore Contact: [mnjoki@Strathmore.edu](mailto:mnjoki@Strathmore.edu); call her on 0797152989

NCBA Contact: Allen. [Kimani@ncbagroup.com](mailto:Kimani@ncbagroup.com); call him on 0722874888

Contact your [Relationship Manager or Branch Manager](#) for any queries related to the  
aforementioned programs

**THANK YOU**

