

Franchising in Turkey?

Things To Know Before You Go



Helping your franchise reach its global potential.

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- Turkey is the world's only secular Muslim country
- Meetings always begin with small talk, often about family and sports. Not about government and politics
- Although Turkey is a large country with almost 80 million people, Western Turkey is more European and more open to Western brands
- Many people speak a foreign language, often English as many Turks come to the USA for college. 'Kiss, Bow, or Shake Hands, Terri Morrison
- Be ready to drink lots and lots and lots of tea during meetings
- You are expected to be punctual for business meetings despite the very difficult in Ankara and Istanbul
- Negotiations are based on trust and relationships and can take a long time to reach a conclusion
- Always wear clean socks as you will be asked to remove your shoes when you visit a home in Turkey
- In recent years many US F&B brand have entered Turkey, starting out in Istanbul
- Istanbul is the New York of Turkey and Ankara is the Washington, D.C.