



## **Istanbul Commerce University - “Commercial Life in Istanbul” Summer School, 14-25 July 2014**

Istanbul Commerce University is glad to announce the “*Commercial Life in Istanbul*” Summer School.

Creative cities in the world have drawn attention with added value they bring to the economy. Even in crisis, London have succeeded to become a rising economy; Shanghai was declared as the city of design; Abu Dhabi was established a cultural village which costs 26 billion dollars. With its revenue approaching \$ 300 billion Istanbul has a great potential for those who want to become an entrepreneurship.

Through the ages, Istanbul has been a manufacturing and trading town and its contribution to the establishment of modern Turkey is undeniable. Istanbul is a great value with its tourism sector, industrial and trade potential and it is increasing each passing day. Istanbul has a unique social and economic structure and it is Turkey’s trade, business, investment, finance, tourism and culture capital.

Istanbul contains 16% of the working population, considering it among the world’s top 20 largest cities. Istanbul has a significant place in Turkey’s economy and plays a major role both in trade and service sector.

Istanbul is the most populous and important economic and cultural city in Turkey. Istanbul is the 34<sup>th</sup> city in terms of its economic size. Although Istanbul is a transcontinental city, is the only city that connects two continents; Asia and Europe.

Istanbul is one of the few cities that preserve being the economic center in each period as well as being the capital of three empires. Despite not being the politically capital of newly established republic in 1923, Istanbul always continued to be the economic center and never lost its position of being the fate of the country. Today, economy of Istanbul holds almost more than half of Turkish industry.

Istanbul’s share in Turkey’s GDP is about 23%. Istanbul’s contribution to the public budget is 40% in every year and corresponds to its share from government expenditures are about 7-8%. The general manager of all of the private banks and 21% of Turkey’s total bank branches are located in Istanbul.

Many sectors in Istanbul has been shaped and interested in every period of history. For this reason, the city has achieved enormous success in the commercial sense. Istanbul has a central role in both domestic and foreign trade. The 27% of total added value created belongs to Istanbul and commerce is the most important sector after industry. Turkey is the most important export and import center in Turkey. Istanbul’s export accounts for 46% while import constitutes 40% of Turkey.



In recent years, headquarters and sectors such as finance, tourism, services and banking have started to take place instead of industry. In spite of this situation, the heart of the money markets is always in Istanbul. As the geographical location, first 4 hours on day's location coincide with Asian countries and 4 hours with European countries and this makes Istanbul a natural financial center.

The headquarters of leasing, factoring, private financial institutions are İstanbul and Istanbul is rapidly becoming a financial center especially with the liberalization of money market. Central Bank of Turkey's decision to move to Istanbul, expected to convert the city to the worldwide financial center.

<b>Dates</b>	14-25 July 2014
<b>Eligibility</b>	Undergraduate and graduate students from all programs and young graduates are welcome to apply.
<b>Deadline</b>	June 30 <sup>th</sup> , 2014
<b>Cost</b>	<p>400€ (participants will just pay this fee to include all lectures, entries to museums, cultural activities, visit to companies, lunches, 5 dinners and local transportation)</p> <p>Flights, travel insurance, visa costs and accommodation are not included in this fee and these will be covered by participants.</p>
<b>Accommodation</b>	<p>ICU can arrange accommodation on your behalf in. On course days, ICU will either arrange transportation by bus from the hostel to the ICU Campus and back.</p> <p><b>Hilton Garden Inn Istanbul Golden Horn (nearest hotel)</b> <b>The Parma Hotel Taksim (110m from Taksim Square)</b> <b>Gezilst House Residence 2 (400m from Taksim Square)</b> <b>Exİstanbul House</b> (Hostel rooms are suitable for both individuals and group accommodation with a range of private twin rooms or 2-bed rooms and shared dormitories up to 6-bed rooms.) <b>More Residence 2 (300m from Taksim Square)</b></p> <p><b>More opportunities can be found upon request.</b></p>
<b>Location</b>	All courses will be conducted in classrooms at the Istanbul Commerce University – Sütluçe Campus.

**Contact Person**

Mr. Serdar Çöp

[scop@ticaret.edu.tr](mailto:scop@ticaret.edu.tr) / +90 444 0 413 - 4411

All courses will be conducted on dedicated days, from 10:00 to 13:00. Lunch will be provided.

**Company Visits**

Istanbul Chamber of Commerce (ITO)  
 Istanbul Chamber of Industry (ISO)  
 Istanbul Stock Exchange (BIST)  
 Istanbul Development Agency (ISTKA)  
 Turkish Exporters Assembly (TIM)

**Course List**

Istanbul & Creative Culture (3 ECTS)  
 Istanbul with Economic Data (3 ECTS)  
 Global Financial Center: Istanbul (3 ECTS)  
 Urbanism and Infrastructure Investments in Istanbul (3 ECTS)  
 Istanbul in the Future (3 ECTS)

The academic program of this Summer School is equivalent to 15 credits – 15 hours (European Credits Transfer System).

Time	Day 1 July 14 Mon	Day 2 July 15 Tue	Day 3 July 16 Wed	Day 4 July 17 Thu	Day 5 July 18 Fri	Day 6 July 19 Sat	Day 7 July 20 Sun
<b>A.M.</b>	Arrival	Lecture 1: Istanbul & Creative Culture	Company visit – I: Istanbul Chamber of Commerce	Lecture 2: Istanbul with Economic Data	Company visit – II: Istanbul Chamber of Industry	Sight- seeing tour by bus	Free Time
<b>noon</b>	Group Lunch	Group Lunch	Group Lunch	Group Lunch	Group Lunch	Group Lunch	
<b>P.M.</b>	Campus tour and visit to Koc Museum	Old City tour and visit to Topkapi Palace	Company visit – I: Istanbul Chamber of Commerce continues	Visit to Dolmabahce Palace	Company visit – II: Istanbul Chamber of Industry continues	Sight- visit	
<b>Evening</b>	Welcome Dinner Orientation	Dinner on your own	Group dinner	Dinner on your own	Dinner on your own	Group dinner	



Time	Day 8 July 21 Mon	Day 9 July 22 Tue	Day 10 July 23 Wed	Day 11 July 24 Thu	Day 12 July 25 Fri
<b>A.M.</b>	Lecture 3: Global Financial Center: Istanbul	Company visit –III: Istanbul Stock Exchange (BIST)	Lecture 4: Urbanism and Infrastructure Investments in Istanbul	Company visit – IV: ISTKA – Istanbul Development Agency	Lecture 5: Istanbul in the Future
<b>noon</b>	Group Lunch	Group Lunch	Group Lunch	Group Lunch	Group Lunch
<b>P.M.</b>	Visit to Beylerbeyi Palace	Company visit – III: Istanbul Stock Exchange (BIST) continues	Visit to Kariye Museum	Company visit – V : TİM – Turkish Exporters Assembly	Shopping
<b>Evening</b>	Group dinner	Dinner on your own	Dinner on your own	Dinner on your own	Farewell dinner