

TURKEY



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LOCAL ENERGY MARKET STAKES

Turkey

- The energy demand of Turkey has doubled since 2000 and it is increasing in line with the growth of the Turkish economy and population
- The need for \$130 billion of investment in energy by 2020 to avoid falling short of rising demand is the main underlying factor that creates a feasible ground for these companies dreaming of turning major profits in the energy sector
- The estimated amount of investments for energy production facilities by the year 2010 is around USD 45 billion
- The Turkish market is very competitive and price sensitive.
- Turkish energy market and conditions have similarities with the Southern European countries such as Italy, Spain
- EU standards are implemented / followed in the Turkish energy sector
- Turkey exports \$110.5 billion (2007)
- Turkey imports \$156.9 billion (2007)

Local competition

- Largest competitor: Siemens, Alstom and Vestas are the main competitors
- Siemens and Alstom have the biggest market share in Turkey in the state market

Turkish Energy Dynamics

Natural resources

- Turkey's strategic location makes it a natural 'energy-bridge' between the major oil and natural gas producing areas in the Middle East and Caspian Sea regions and the consumer markets in Europe.
- Turkey is an oil producer, but the level of production isn't enough to make the country self sufficient. As a result, it is a net oil and gas importer
- Coal is the only energy source with significant domestic availability, leaving the country increasingly dependent on imports
- Turkey has significant hydro-electric power resources, with more than 100 plants and generating capacity of 12.6GW. Further expansion is planned

Other facts

- There are a number of extremely attractive factors that are making major companies pour capital into this business, and these include: the gradually increasing liberalization of the energy market; the formation of established standards; the demand for 4,000 megawatts of additional electricity every year; the expected privatization of public electricity facilities and the incentives for energy investments
- From the construction of nuclear power plants and new hydroelectricity power plants, to building refineries and investing in thermal plants, investors are analyzing their opportunities
- It is already a known fact that domestic investors are conducting partnership talks with foreign companies to share their financial burdens for the construction and operation of nuclear plants. Throughout 2007, a number of major Turkish companies announced their interest in the energy market

- Nuclear power plant development is part of Turkey's energy strategy. This investment will be financed by foreign loans. Turkey is hoping that nuclear power will reduce its dependence on foreign energy and meet its increasing energy demand.
- Renewable energy resources and environmental energy sources are important topics in Turkey. USD 2.5 billion is expected to be invested in wind projects. Incentives for new energy sources are legislated and regulated by EMRA. Carbon emissions will be reduced as a result of these incentives

GE ENERGY ACTIVITIES

- **Facts & Figures**

- 140 People
 - 30 engineers
 - 10 sales people
 - 100 technicians
- GE Energy entered the Turkish Market actively in the early 1990s
- GE Energy became one of the key players and has a strong track record in the Turkish energy industry
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- GE Energy has over 6.5 GWs installed gas, steam, hydro, and wind turbines fleet in the country. GE Energy in Turkey also provides energy services including maintenance, transmission and distribution (T&D) automation, and environmental services.
- GE Energy doesn't have any plant site in Turkey. GE Energy only sells its products, which are produced in GE Energy's plant sites throughout Europe to the Turkish market

LOCAL KEY MESSAGES

- **GE Energy:**
 - As "the natural choice" for its customers
 - As a "career path" for its employees
 - Provider of best performing commercial and environmental energy products in the world
 - Driving biggest private energy sector projects in Turkey
 - Its projects demonstrate its commitment and confidence in Turkish market
 - Number 1 provider for gas turbines in Turkey in the private sector
 - Number 2 provider for wind turbines in Turkey in the private sector

LOCAL SPEAKERS & PR CONTACTS

LOCAL SPEAKERS

GE Energy Turkey

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