

Appendix 1: Turkish Leather Council

Turkish Leather Council is an organisation which was established in the year 2005 with the aims of promoting Turkish Leather both in domestic and foreign markets, of increasing the market and export potential and of implementing the projects to be prepared.

Founders of the TLC

TLC was established with the support of the companies active in the leather industry, with the Foreign Trade Undersecretariat coordination, under the organisation of İstanbul Leather and Leather Products Exporters' Association and the Aegean Leather and Leather Products Exporters' Association.

Aims and Functions of TLC

Turkish Leather Council has been founded, with the cooperation of the Undersecretariat for Foreign Trade and Turkish leather industry; with the aim of forming a marketing, market development and promotion strategy to accelerate exports of Turkish leather, leather products and footwear industries, to increase their market share beginning with export markets, to establish the Turkish leather image in the world, to organise permanent activities in research and development, promotion, and branding.

Activities of TLC

Turkish Leather Council is executing its projects in three stages. These are:

- **Promotion work directed at tourists coming to Turkey:** within the scope of this activity, Turkish Leather is promoted to tourists coming to Turkey.
- **Promotion campaign directed at the domestic market in Turkey:** this campaign aims to create an image for Turkish leather, to increase the use of leather products in daily life, and to raise the awareness of the consumers..

In this particular campaign, famous, successful names, each and every one of whom have reached the summit in their chosen field, gave their sincere support by wearing Turkish leather and the advertisements made a great impact in the country.

- **Promotion activities in foreign markets:** promotion activities in foreign markets aim to increase the market share of leather, leather products and footwear industries in world markets with a particular focus to the USA as the target market, to achieve permanent activities in marketing, promotion and branding and to create an image for Turkish leather in the world.