

#Covid-19 – The Beginning of a New Era!



ÉDITO

Simay SOYLU

Director of ERAI Turkey

«The Covid-19 outbreak has become the number one news story worldwide. This health crisis has taken all the markets under its full influence. Sectors which offer products/services not considered as basic necessities were affected by the sharp decline in turnover.»

The decline in consumption due to social isolation and the deterioration of the supply chains of manufacturer companies have put many sectors in a problematic situation. On the other hand, there has been an increase in demand in the food, retail, e-commerce, chemical disinfectants, and software industries.

In recent days, the signals that "the crisis will soon be under control" have begun to be expressed more effectively. It seems that after the crisis, we will encounter a "NEW NORMAL LIFE." In time we will see and experience how much truth there is in this theory because nothing will be the same again.

On the other hand, if there is one thing we must trust at this stage, despite all the difficulties we are facing, it is the motive of survival of the human being (which is clearly different from the other species with which we share this world), adapting to the new conditions, and establishing a new world order.

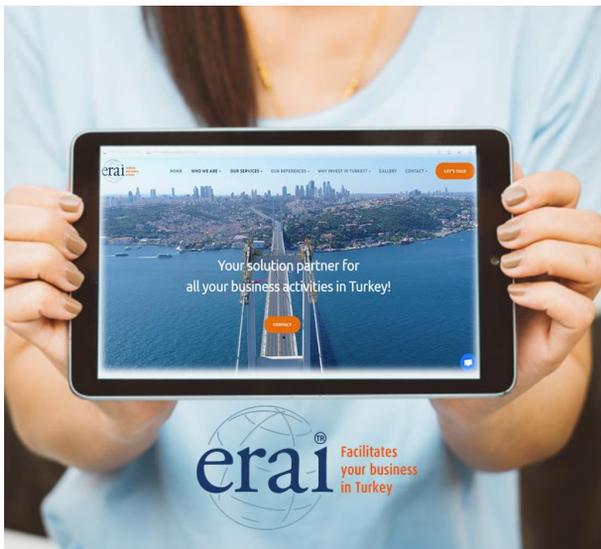
After this crisis, probably our business models will change. Not everyone will be able to turn the crisis into an opportunity: some sectors will be negatively affected, perhaps they will not even be able to overcome this crisis, while **other industries will have new opportunities**. However, the only thing that will not change will be the continuity of human beings' desire for existence.

And this is, in fact, the most important driver of change. It is unthinkable that there is a virus capable of resisting this will. The important thing is to manage the desire with the existing difficulties and to know how to direct it. This is something that only human beings can do, unlike the billions of creatures with whom we share our planet.

The ERAI Turkey team works with this desire for change and transformation. At the dawn of a new era for business, we have anticipated and begun to work on adapting new ways of doing business. We took our first step by making **a more dynamic and smarter site**, no doubt that our innovations will continue!

WHY INVEST IN TURKEY?

New Design of our website!



Our website now has a new look!

Due to the unprecedented Covid-19 health crisis and the exceptional circumstances we are going through, most companies have encouraged their employees to work from home, to limit travel and contamination risks as much as possible.

We have taken advantage of this period to improve our online appearance, notably by carrying out a total renewal of our website. After several weeks of work and reflection, the new [ERAI Turkey](#) website is finally online!

A new responsive interface adapts the reading to all screens, making the information reachable and easy to read, especially on smartphones or tablets.

The main contents and shortcuts remain similar but the modern and minimalist design gives an image more in line with today's dynamism. Enjoy your visit!

Sectoral Opportunities After Covid-19

Within the scope of the Covid-19 epidemic and the effects of economic policies, we can divide the sectors into two groups: **Sectors whose activity is restricted under Covid-19 measures and other sectors.**

“Restricted sectors” include sectors such as air transportation, accommodation, restaurants, travel, retail trade, whose activity has been halted or largely reduced due to administrative measures.

Read the rest of the article: [The Rising Industries After Covid-19 in Turkey.](#)

So, which sectors have been the winners in this process in Turkey?

- Retail and E-commerce companies,
- Cleaning companies,
- [Pharmacy and pharmaceutical companies,](#)
- Food manufacturers...

How can Turkey locate itself in the international business area after Covid-19?

Sourcing in Turkey After Covid-19

Turkey's attractiveness is increasing. With a young population and a skilled labor force that is more accessible than in other countries and improved infrastructure, Turkey appears to be an attractive destination for foreign companies wishing to relocate their production.

That's why it is believed that another field which will develop is sourcing in Turkey after Covid-19...

Covid-19 tests the relationship between international companies and their Chinese suppliers.

The coronavirus epidemic in China could lead global buyers to find new suppliers, especially in sectors such as [textiles](#), clothing, and steel, turning to Turkish companies as an alternative...



Turkey, an alternative strategic solution for sourcing

This period may seem complicated, and enormous pressures are currently causing companies to focus, in a hurry, on the essential, i.e., protecting the health of their teams... For others, this will allow them to think differently about their model, their organization, and their strategy for the future...

Read the rest of the article: [Sourcing in Turkey After Covid-19.](#)

Do you plan to take any strategic measures to deal with this situation?

If you need advice and support for your future projects in terms of organization, finances, and strategies, do not hesitate to [contact us!](#)

Our New Sourcing References

Due to Covid-19, two French companies have chosen to transfer their production from China to Turkey. ERAI Turkey carried out two sourcing files for these companies. The goal is to [find the ideal partners](#) in order to establish new sourcing partnerships. On-site meetings will start as soon as international flights are officially opened.

Search for industrial partners (Sourcing) in Turkey

A German company that wanted to set up a [new company](#) in Turkey did not want to postpone this project in such a crisis, and managed, despite all the bureaucratic restrictions, to complete the company registration process in April. During this period, the [recruitment](#) process was concluded in order to complete the operational team. All IT equipment was imported from Germany. A team of 8 people was installed in the [offices of ERAI Turkey](#) at the beginning of May 2020.

Creation of a subsidiary in Turkey