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Success Story

Iskenderun UR GE Project London: How 5 Businesses Discovered Key Insights on Expanding to the UK Market

EXECUTIVE SUMMARY

The Iskenderun UR-GE London Program provided five local automotive filter companies with an exclusive opportunity to explore the UK automotive market, one of the most competitive and dynamic industries globally. Over three days in London, participants attended tailored programmes, industry talks, and presentations, gaining valuable insights into British business culture, market trends, and expansion strategies.

WHAT DID WE COMPLETE IN THIS PROGRAM?

5

Automotive Filter Companies

90%

Satisfaction Rate

4

Companies Planning to Expand to the UK

ABOUT ISKENDERUN CHAMBER OF COMMERCE

Iskenderun Chamber of Commerce and Industry (Iskenderun Ticaret ve Sanayi Odası) was established to support and promote the interests of local businesses in Iskenderun. Serving a diverse range of industries, including manufacturing, trade, and logistics, it supports thousands of businesses. As a key institution in the region, it plays a vital role in fostering economic development, facilitating business networking, and enhancing the competitiveness of its members.

CHALLENGE

The UK automotive market is highly competitive and requires a well-planned approach for success. Businesses entering this market must navigate strict regulations, high operational costs, and evolving industry standards while adapting to changing consumer expectations. With sustainability goals and technological advancements driving the sector, thorough market research and regulatory compliance are essential. Without a clear understanding of these factors, companies risk facing unforeseen costs and operational challenges.



SOLUTION

A UK market entry program offers a structured approach for businesses seeking to expand into the UK, providing tailored support to navigate the complexities of the market. The Iskenderun UR-GE London Program brought together five automotive filter companies from Iskenderun, connecting them with key industry players through factory and facility visits, expert presentations, insightful discussions, and networking opportunities. By providing direct exposure to the UK market, and strategic networking, the program equipped Iskenderun's automotive businesses with the knowledge, insights, and connections needed to successfully enter and compete in the UK.

WHAT DID WE PROVIDE AS A SOLUTION IN THIS PROGRAM?

3 <i>Day Programme</i>	3 <i>Facility Visits</i>	4 <i>Automotive Organisations Collaboration</i>	5 <i>Networking Sessions</i>
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OUTCOME

The outcome of the Iskenderun UR-GE London Programme was highly positive, with 90% of participants expressing satisfaction and finding the experience valuable for their business growth. Notably, four out of the five participating companies are now considering expanding into the UK market in the future. Three of these businesses had not previously planned to expand to the UK, but after gaining firsthand insights and market knowledge through the program, they have decided to pursue opportunities in the UK automotive sector.



Alan Rides

CEO of West London Chambers



'In today's world of rising tariffs and import duty barriers, we welcome trade with Turkey. We need to build bilateral trade, and we enormously welcome Turkish trade and the Turkish people.'

-Alan Rides