

Turkey joins Media Network to deepen coverage of EU negotiations

The EurActiv Network is already well established in Central and Eastern Europe as well as France (since May 2007).

On the evening of October 17th, a further portal was officially launched: based in Istanbul and publishing in the Turkish language, www.EurActiv.com.tr will bring news about EU affairs to an influential audience of Turkish business, government and civil society actors. A press conference at 14:00 and a launch event at 19:00 (local time) introduced the new media, which is strongly backed in Turkish and Brussels policy circles. Participating will be amongst others Murat Karayalcin, the Former vice premier minister and minister of Foreign affairs of Turkey and Sevki Mütevellioglu, CEO of the Turkish EU Communications Group ABIG, both of whom welcomed EurActiv Turkey along with other influential policy makers mentioned below.

EurActiv Turkey is led by Istanbul-based Medya Europa, in strategic partnership with two of Turkey's top newspapers, Hürriyet and Referans Gazetasi. The new portal will provide information on EU-Turkey negotiations and political debates.

"Turkey has to ready itself to become a player on the EU stage, with all that this entails in terms of mature institutions and democratic values," said Medya Europa's founder, prominent Turkish journalist and EU commentator Zeynep Göğüş.

As Publisher and Managing Director of www.EurActiv.com.tr, Ms. Göğüş will lead a team of journalists and analysts drawing on locally-generated material as well as EurActiv.com to provide up-to-date information and relevant commentaries. The initiative comes at a key moment in Turkey's EU accession negotiations.

The Turkish Minister of State responsible for foreign trade, Kurşat Tüzmen, said: "I believe that Euractiv.com.tr will make important contributions to Turkey's relations with the EU by providing information to Turkish exporters and enabling them to follow the developments closely. Moreover, it will play a role in influencing all the decision makers in EU issues. I recommend all the foreign export family to closely follow your website and make contributions for Turkey's benefit. I already believe that you will achieve successful results and wish you success in your work."

The Turkish Minister for Culture and Tourism, Mr. Ertuğrul Günay participated in the launch event and commented: "Our integration with Europe will be left incomplete without the inclusion of a cultural dimension. I believe that www.EurActiv.com.tr, by providing diversity of information sharing, will support Turkey's opening up to the world. I welcome this initiative."

C. Tanıl Küçük, President of the Istanbul Chamber of Industry stated: "I am very happy that Euractiv.com, the prestigious EU news portal with a high number of visitors Europe-wide, will be available to the Turkish public in Turkish, with contributions from Turkish specialists. We

believe that Euractiv.com.tr will make an important contribution to the mutual understanding and familiarisation between European and Turkish publics. We will be following Euractiv.com.tr and wish success for its future.”

Mr. Oğuz Satıcı, the President of TIM, the Assembly of Turkish Exporters, also present during the launch event, welcomed the new media: “EurActiv Turkey will provide an important contribution to the resolution of problems in Turkey’s relations with the EU. We will have the opportunity to access a transparent information sharing environment in our own language and within an international network. I congratulate EurActiv Turkey for providing this opportunity to the actors of the Turkish economy.”

Christophe Leclercq, Publisher of www.EurActiv.com, explained: “EU-Turkey relations will remain a hot topic for at least ten years. This, in addition to Turkey being a large country, is the reason why EurActiv was keen to establish partnerships with strong players in the country. We are delighted about the team gathered by EurActiv Turkey founder Zeynep Gögüs, and about the cooperation with large media, especially Hürriyet and Referans. Interestingly, we also have www.EurActiv.fr and of course www.EurActiv.com/de covering EU-Turkey negotiations, and BlogActiv from another angle. This will make for lively exchanges, and quotes in other media as well.”

The Director of the EurActiv Network and Publisher of EurActiv Slovakia, Ivan Stefunko, added: “Our network is now very unique by having EU policy news coming from Turkey, France, Brussels and Bucharest. This is really contributing to transparent dialogue and constructive policies.”

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Note to the editor:

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