

*AmCham Turkey/ABFT 2015-2017 Strategy Document*

**MISSION**

To act as a bridge between Turkey and the U.S. to further improve bilateral trade, investments and relations, and to support Turkey's economic development by strengthening the business environment and stimulating foreign direct investments

**VISION**

To be a trusted and credible thought leader that helps accelerate improvement in the business environment, working in partnership with U.S. businesses, foreign investors, and local decision-makers

**Strategic Goals  
&  
Priorities**

- Further increase bilateral trade, investment and relations between Turkey and the U.S.
- Develop strategies to strengthen Turkey's business and investment climate, in order to attract increased FDI and support the country's development
- Encourage investors to deepen and expand their investments in Turkey
- Partner with key stakeholders to help Turkey become a regional hub
- Represent and act as the leading voice for U.S. businesses and investors in Turkey

**MEANS TO ACHIEVE THE GOALS**

Leveraging the collective know-how and expertise of members and bringing best-in-class practices to Turkey

Acting in the capacity of a thought leader and a strategic policy partner through surveys, policy papers, events

Delivering and maintaining the value of membership as an organization with real impact that effectively represents U.S. companies' voice in the country

Deepening and expanding working relationships with key Ministries in Turkey and the U.S.