

MISSION 1

TÜRKİYE INDUSTRIAL MISSION

ADVANCED MANUFACTURING EXCELLENCE



INDUSTRIAL TECH PARKS

Access to leading industrial
zones and technology parks



ADVANCED MANUFACTURING

Connect with manufacturers
and technology leaders



STRATEGIC PARTNERSHIPS

Meet with key industry players
and government stakeholders

CONNECT. COLLABORATE. CREATE.

TWO OPTIONS TO CHOOSE FROM:

PREMIERE OR EXECUTIVE
INTERNATIONAL MISSIONS



OPTIMIZE 360

Optimizing Businesses to Their Ultimate Potential

PREMIER TÜRKİYE

INTERNATIONAL EXPANSION MISSION



NOVEMBER 6 –
NOVEMBER 19, 2026



12 DAYS

AT A GLANCE



DURATION

12 Days



DEPARTURE

Houston – November 6, 2026



RETURN

Houston – November 19, 2026



HOST

Premier Turkish Technology Park
(Name disclosed upon execution of
Client Agreement)



U.S. GOVERNMENT
PARTICIPATION

U.S. Commercial Service – U.S. Embassy
Ankara / U.S. Consulate General Istanbul
(subject to availability)



INVESTMENT

US\$18,000

DESIGNED FOR



Manufacturers



Technology
Companies



Medical Device
Companies



Healthcare
Organizations



Consumer
Products



Industrial
Equipment



Food &
Beverage



Energy



Engineering



Construction
Technologies



Education



Advanced
Manufacturing

INVESTMENT BREAKDOWN

PHASE / SERVICE

INVESTMENT (USD)

Phase I – International Expansion Preparation

US\$3,500

Phase II – Mission Implementation

US\$3,500

Türkiye Business Development
Services & Deliverables

US\$3,000

Türkiye Technology Park Host

US\$8,000

TOTAL INVESTMENT

US\$18,000

OPTIMIZE 360 PROFESSIONAL SERVICES

PHASE I

INTERNATIONAL EXPANSION PREPARATION

- ✓ Initial Consultation
- ✓ Expansion Assessment
- ✓ International Strategy
- ✓ Mission Planning
- ✓ Company Positioning
- ✓ Executive Briefing



PROFESSIONAL FEE
US\$3,500

PHASE II

MISSION IMPLEMENTATION

- ✓ Mission Coordination
- ✓ Meeting Scheduling
- ✓ Turkish Partner Coordination
- ✓ Executive Briefings
- ✓ Documentation Support
- ✓ Daily Mission Oversight
- ✓ Post-Mission Debrief



PROFESSIONAL FEE
US\$3,500

TÜRKİYE BUSINESS DEVELOPMENT SERVICES & DELIVERABLES



US\$3,000

- Executive meetings
- Dedicated Business Development support during the mission
- Negotiation support
- Documentation coordination
- Translation and facilitation where required
- Relationship management
- Immediate post-meeting follow-up
- Technology Park visits
- Manufacturing visits
- Institutional introductions
- Government engagement
- Business matchmaking
- Strategic discussions
- Opportunity identification
- Relationship development



US\$8,000

TÜRKİYE TECHNOLOGY PARK HOST

The host Technology Park will facilitate high-level engagements, site visits, and institutional connections to accelerate collaboration and investment opportunities.



MISSION HIGHLIGHTS



12-Day Executive
Business Mission



Premier Technology
Park Host



Istanbul & Ankara
Programs



Executive Business
Meetings



Qualified B2B
Matchmaking



Factory & Facility
Site Visits



Government Meetings
(Where Available)



Investor Introductions
(Where Appropriate)



University & Innovation
Ecosystem Access



Negotiation
Support



Post-Mission
Follow-up Support

BOOK YOUR CONSULTATION TODAY!

For booking an appointment go to:
www.calendly.com/Optimize-360



Optimize 360 LLC

Connecting Texas Businesses
to Global Opportunities

PAGE 1 OF 2

WHAT'S INCLUDED

- ✓ Mission Planning
- ✓ Executive Business Meetings
- ✓ B2B Matchmaking
- ✓ Factory Visits
- ✓ Technology Park Visits
- ✓ University & Innovation Meetings
- ✓ Government Meetings (where available)
- ✓ Investor Introductions (where appropriate)
- ✓ Networking Events
- ✓ Negotiation Support
- ✓ Daily Mission Coordination
- ✓ Hotel Accommodation (3-4 Star)
- ✓ Official Business Meals
- ✓ Airport Reception
- ✓ Local Transportation During Official Program
- ✓ Closing Business Session

NOT INCLUDED

- ✗ International Airfare
- ✗ Personal Expenses
- ✗ Optional Tourism
- ✗ Personal Shopping
- ✗ Meals Outside Official Program
- ✗ Visa Fees (if applicable)
- ✗ Travel Insurance
- Client Responsibility
- Client Responsibility
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PROFESSIONAL SERVICES COVERAGE

SERVICE CATEGORY	INCLUDED	SUPPORTING DOCUMENTATION
 Optimize 360 Professional Services	✓	Invoice & Agreement
 Mission Preparation	✓	Scope of Services
 Market Development Activities	✓	Project Documentation
 Business Matchmaking	✓	Meeting Schedule
 Business Development Services	✓	Provider Invoice
 Official Business Meals	✓	Receipts

WHY TÜRKİYE?

YOUR GATEWAY BETWEEN EUROPE & ASIA



Strategic Location

Bridging Europe, Asia, the Middle East and North Africa.



Strong Manufacturing Base

Advanced capabilities in automotive, machinery, electronics, defense, and more.



Innovation & Technology Ecosystem

World-class technology parks, universities, R&D centers, and innovation hubs.



Government Support

Pro-business environment with incentives for international investors.

INDUSTRIES TÜRKİYE EXCELS AT

- Automotive & Components
- Machinery & Industrial Equipment
- Defense & Aerospace
- Electronics & Electrical
- Construction & Building Technologies
- Energy & Renewable Energy
- Healthcare & Medical Devices
- Agri-Food & Food Processing
- Textile & Technical Textiles
- Information Technology

OUTSOURCING, PARTNERSHIPS & MARKET ACCESS

OUTSOURCE MANUFACTURING	JOINT VENTURES & PARTNERSHIPS	ACCESS REGIONAL MARKETS
 High-quality, cost-efficient manufacturing with global standards and reliability.	 Leverage local expertise, share risks, and accelerate market entry.	 Gateway to 1.5B+ consumers across Europe, MENA, CIS and beyond.

NEXT STEPS

- 1 Schedule an Initial Consultation
- 2 Execute the Client Services & Collaboration Agreement
- 3 Complete the Project Engagement Schedule
- 4 Commence Phase I (Professional Services)
- 5 Mission Preparation & Scheduling
- 6 Depart for Türkiye
- 7 Execute the Executive Expansion Mission
- 8 Post-Mission Follow-up & Business Development

POST-MISSION BUSINESS DEVELOPMENT

Following completion of the mission, participating companies may retain the Turkish Business Development Firm for additional services:

- Distributor development
- Agent representation
- Partner identification
- Supplier sourcing
- Manufacturer sourcing
- Business negotiations
- Project management
- Market development
- Company establishment assistance
- Ongoing local representation

The scope of services, professional fees, duration of engagement, and commercial terms shall be negotiated directly between the participating U.S. SME and the Turkish Business Development Firm. Optimize 360 shall have no responsibility for any subsequent commercial arrangements between the parties.



A PREMIER EXPERIENCE. STRATEGIC CONNECTIONS. LASTING RESULTS.

Optimize 360 connects Texas businesses with world-class opportunities through professionally organized international missions.



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OPTIMIZE 360

Optimizing Businesses to Their Ultimate Potential

EXECUTIVE TÜRKİYE

INTERNATIONAL EXPANSION MISSION



DECEMBER 4 –
DECEMBER 17, 2026



12 DAYS

AT A GLANCE

	DURATION	12 Days
	DEPARTURE	Houston – December 4, 2026
	RETURN	Houston – December 17, 2026
	HOST	Leading Turkish Business Development & Consulting Firm (Name disclosed upon execution of Client Agreement)
	U.S. GOVERNMENT PARTICIPATION	U.S. Commercial Service – U.S. Embassy Ankara / U.S. Consulate General Istanbul (subject to availability)
	INVESTMENT	US\$10,000

DESIGNED FOR

 Manufacturers	 Exporters	 Consumer Products
 Industrial Equipment	 Healthcare	 Food Processing
 Construction Materials	 Energy	 Professional Services
 Technology Companies	 Companies Exploring Market Entry	

INVESTMENT BREAKDOWN

PROVIDER	INVESTMENT (USD)
Optimize 360 Professional Services	US\$7,000
Turkish Business Development Firm	US\$3,000
TOTAL INVESTMENT	US\$10,000

OPTIMIZE 360 PROFESSIONAL SERVICES

PHASE I INTERNATIONAL EXPANSION PREPARATION	PHASE II MISSION IMPLEMENTATION
- Initial Consultation - Expansion Assessment - International Strategy - Mission Planning - Company Positioning - Executive Briefing	- Mission Coordination - Meeting Scheduling - Turkish Partner Coordination - Executive Briefings - Documentation Support - Daily Mission Oversight - Post-Mission Debrief
PROFESSIONAL FEE US\$3,500	PROFESSIONAL FEE US\$3,500

TÜRKİYE BUSINESS DEVELOPMENT SERVICES & DELIVERABLES

US\$3,000

- Executive meetings
- Dedicated Business Development support during the mission
- Negotiation support
- Documentation coordination
- Translation and facilitation where required

- Relationship management
- Immediate post-meeting follow-up
- Technology Park visits
- Manufacturing visits
- Institutional introductions
- Government engagement

- Business matchmaking
- Strategic discussions
- Opportunity identification
- Relationship development

MISSION HIGHLIGHTS

 12-Day Executive Business Mission	 Executive Business Meetings	 Factory & Facility Visits	 Qualified B2B Matchmaking	 Distributor & Partner Introductions	 Post-Mission Industry Debrief
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to Global Opportunities

WHAT'S INCLUDED

- ✓ Mission Planning
- ✓ Executive Business Meetings
- ✓ Qualified B2B Matchmaking
- ✓ Factory Visits
- ✓ Technology Park Visits
- ✓ University & Innovation Meetings
- ✓ Government Meetings (where available)
- ✓ Distributor & Partner Introductions
- ✓ Daily Mission Coordination
- ✓ Business Networking
- ✓ Meeting Scheduling
- ✓ Negotiation Support
- ✓ Istanbul Program
- ✓ Ankara Program
- ✓ Post-Mission Debrief

NOT INCLUDED

- ✗ International Airfare
 - ✗ Domestic Transportation
 - ✗ Airport Transfers
 - ✗ Hotel Accommodation
 - ✗ Meals
 - ✗ Personal Expenses
 - ✗ Travel Insurance
 - ✗ Visa Fees (if applicable)
- Client Responsibility
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-  **Government Support**
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OPTIMIZE 360

Optimizing Businesses to Their Ultimate Potential

EXECUTIVE SUMMARY

TÜRKİYE EXPANSION MISSIONS • 2026

TWO POWERFUL PATHWAYS. ONE STRATEGIC DESTINATION. LIMITLESS OPPORTUNITIES.

COMPARISON OVERVIEW

Mission Type	Fully-Hosted Executive Mission	Executive Business Development Mission
Host Organization	Premier Turkish Technology Park	Leading Turkish Business Development Firm
Duration	12 Days	12 Days
Destinations	Istanbul & Ankara	Istanbul & Ankara
Group Size	12 – 15 Texas Companies	12 – 15 Texas Companies
Hotel	Included (4★ or Higher)	Not Included
Official Meals	Included (All Official Business Meals)	Not Included
Investment (USD)	\$18,000	\$10,000
Airfare	✓ Included	✗ Not Included
Airport Reception	✓ Included	✓ Included
Local Transportation (During Program)	✓ Included	✓ Included
Business Matchmaking	✓ Included	✓ Included
One-on-One B2B Meetings	✓ Included	✓ Included
Factory Visits	✓ Included	✓ Included
Technology Park Visits	✓ Included	✓ Included
University & R&D Visits	✓ Included	✓ Included
Investor Introductions	✓ Included	✓ Included
Networking Events	✓ Included	✓ Included
Negotiation Support	✓ Included	✓ Included
Executive Coordination	✓ Included	✓ Included
Daily Mission Follow Up Support	✓ Included	✓ Included
Post Mission Follow Up & Documentation Assistance	✓ Included	✓ Included
STEP Documentation Assistance	✓ Included	✓ Included

★ Best For

Manufacturers, Technology Firms, Medical Devices, Healthcare, Industrial Suppliers, Agri Companies, Robotics, Aerospace, Education & Export-Ready SMEs

Manufacturers, Professional Services, Healthcare, Equipment, Food Processing, Construction Materials, Distribution Companies, Education & Export-Ready SMEs

PREMIER TÜRKİYE EXPANSION MISSION



EXECUTIVE TÜRKİYE EXPANSION MISSION



INVESTMENT COMPARISON

	PREMIER MISSION	\$18,000
	EXECUTIVE MISSION	\$10,000

KEY DIFFERENTIATORS

	Premier Technology Park vs Business Development Firm
	Hotel Included vs Not Included
	Client Arranges vs Meals Not Included
	Local Transportation Included vs Included
	Higher Investment vs Lower Investment
	More Budget-Friendly vs Executive Option



**ONE DESTINATION.
TWO OPTIONS.
UNLIMITED POTENTIAL.**



STRATEGIC
INTERNATIONAL
PARTNERS



VETTED BUSINESS
& INVESTMENT
OPPORTUNITIES



EXECUTIVE LEVEL
NETWORKING &
ENGAGEMENT



ACTIONABLE INSIGHTS
& GROWTH
STRATEGIES



LONG-TERM PARTNERSHIPS
& SUSTAINABLE BUSINESS
DEVELOPMENT