

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

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

PROVIDER	INVESTMENT (USD)
Optimize 360 Professional Services	US\$7,000
Turkish Technology Park Host	US\$8,000
Turkish Business Development Firm	US\$3,000
TOTAL INVESTMENT	US\$18,000

OPTIMIZE 360 PROFESSIONAL SERVICES

PHASE I

INTERNATIONAL EXPANSION PREPARATION

- ✓ Initial Consultation
- ✓ Expansion Assessment
- ✓ International Strategy
- ✓ Mission Planning
- ✓ STEP Documentation Guidance
- ✓ 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

STEP ELIGIBLE – MAXIMIZE YOUR INVESTMENT

U.S. SMEs are eligible for reimbursement through the Texas State Trade Expansion Program (STEP) for:

- ✓ Optimize 360 Professional Services (Phase I & Phase II)
- ✓ Turkish Business Development Firm services in Türkiye

If all of these are approved, your out of pocket investment is ONLY US\$8,000 to the Turkish Technology Park Host for its services listed.

Your out-of-pocket expenses will also include the US\$8,000 above and any expenses related to items that are not included in the package and listed under the "Not Included" section on this flyer.

MISSION HIGHLIGHTS



12-Day Executive Business Mission



Premier Technology Park Host



Istanbul & Ankara Programs



Executive Business Meetings



Qualified B2B Matchmaking



Factory & Facility View/Visits



Factory & Visits Visits



Government Meetings (Where Available)



Investor Introductions (Where Appropriate)



University & Innovation (Ecosystem Access)



Negotiation Support



Post-Mission Business 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

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

STEP REIMBURSEMENT GUIDE*

EXPENSE CATEGORY	POTENTIAL STEP ELIGIBILITY	SUPPORTING DOCUMENTATION
 Optimize 360 Professional Services	Potentially Eligible*	Invoice & Agreement
 Mission Preparation	Potentially Eligible*	Scope of Services
 Market Development Activities	Potentially Eligible*	Project Documentation
 Business Matchmaking	Potentially Eligible*	Meeting Schedule
 Business Development Services	Potentially Eligible*	Provider Invoice
 Official Business Meals	Generally Not Eligible*	Receipts

*IMPORTANT NOTICE

Eligibility, reimbursement percentages, funding limits, and approval decisions are determined solely by the administering authority of the Texas State Trade Expansion Program (STEP). Participants remain responsible for submitting all reimbursement applications and supporting documentation. Optimize 360 may assist with documentation preparation within the agreed scope of services but does not guarantee funding or reimbursement.

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.



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)
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OPTIMIZE 360 PROFESSIONAL SERVICES

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- ✓ 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

STEP ELIGIBLE – MAXIMIZE YOUR INVESTMENT

U.S. SMEs are eligible for reimbursement through the Texas State Trade Expansion Program (STEP) for:

- ✓ Optimize 360 Professional Services (Phase I & Phase II)
- ✓ Turkish Business Development Firm services in Türkiye

If all of these are approved, your out of pocket investment is ZERO (0) (except for items listed in the "Not Included" section on this flyer).

Your investment will be limited to any expenses related to items that are not included in the package.

MISSION HIGHLIGHTS



12-Day Executive Business Mission



Business Meetings in Istanbul & Ankara



Qualified B2B Matchmaking



Factory Visits



Company Visits



Distributor & Partner Introductions



Executive Briefings



Market & Industry Intelligence



Networking with Industry Leaders



Negotiation Support



Post-Mission Debrief

BOOK YOUR CONSULTATION TODAY!

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to Global Opportunities

WHAT'S INCLUDED

- ✓ Mission Planning
- ✓ Executive Business Meetings
- ✓ Qualified B2B Matchmaking
- ✓ Factory Visits
- ✓ Company Visits
- ✓ Distributor & Partner Introductions
- ✓ Daily Mission Coordination
- ✓ Business Networking
- ✓ Meeting Scheduling
- ✓ Negotiation Support
- ✓ Istanbul Program
- ✓ Ankara Program
- ✓ Post-Mission Debrief

NOT INCLUDED

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

STEP-ELIGIBLE PROFESSIONAL SERVICES*

EXPENSE CATEGORY	POTENTIALLY STEP ELIGIBLE	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

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- Manufacturer sourcing
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- Project management
- Market development
- Company establishment assistance
- Ongoing local representation

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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