



Building Markets

Small Business. Big Impact.

Building Markets is a global non-profit organization which builds inclusive economies for small businesses so that all people have the opportunity to rise.

Small businesses, which make up **90%** of businesses and more than **70%** of employment worldwide, have the potential to create positive social impact and play a key role in addressing global challenges such as poverty, inequality, climate change, and environmental degradation through job creation and inclusive growth, particularly for the economically vulnerable. New business models, innovation, and technology are needed to drive this transformation and involve the private sector in finding solutions.

Building Markets develops trusted relationships with entrepreneurs and uses a data-driven approach to strengthen the capacity of small businesses to contribute to local marketplaces through end-to-end services.



Building Markets' Impact in Türkiye

Building Markets has been utilizing the **Find**, **Build**, and **Connect** model in Türkiye since 2016 to provide a range of services to small businesses, including building market information through surveys and publishing searchable business profiles and research reports, enhancing commercial and digital capacity through training and advisory services, and improving market efficiency through tender distribution, matchmaking, and events that enable businesses to access new buyers, customers, and capital. Our services include a Business Directory and Tenders Directory, and we have trained or mentored a large number of SMEs. Our market research products provide evidence to understand the economic contributions of refugees and identify opportunities for promoting social cohesion through economic development in Türkiye. Participating businesses have won significant new business opportunities, contributing to household incomes and creating or maintaining jobs across Türkiye.

+4000

Full-time Equivalent Jobs

+\$42 million

In Transactions

+2,800

SMEs Listed in Business Directory

+250

Women-Owned SME Profiles

+6000

Tender Opportunities on Tender Directory

+1100

SMEs Trained or Mentored

Head Office

Acıbadem Mahallesi Çeçen Sokak
Akasya A Kule Kent Etabı No: 25 A / 29
Oda No: Akasya-1423-B Üsküdar İstanbul

Branch

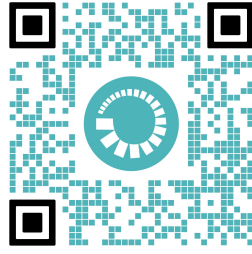
COBAC Room 101
Ragıp Gümüşpala Caddesi
No:29 Eminönü - İstanbul

Gaziantep Branch

İncilipınar Mah. Nail Bilen Cad. Uğur Plaza
No: 5 Şehitkamil - Gaziantep

+90 (212) 945 09 60

turkey@buildingmarkets.org



Catalyzing Impact through Building Markets.

Measurable impact is a driving focus for Building Markets. We track outcomes, not just activities, like job creation and capital facilitation. In addition to tracking outcomes that drive progress toward inclusive growth, Building Markets also tracks impact in specific areas such as:

Women's Entrepreneurship

We assist women-owned SMEs in growing their businesses and creating jobs for other women through events, research, training, and advocacy, while also highlighting their stories as models of inspiration. Our measurement and evaluation processes allow us to tailor our services with gender-specific perspectives, and our Business Directory offers a search filter for businesses owned by women. We also publish research findings on the specific needs and opportunities for supporting the full economic participation of women.

Digital Transformation

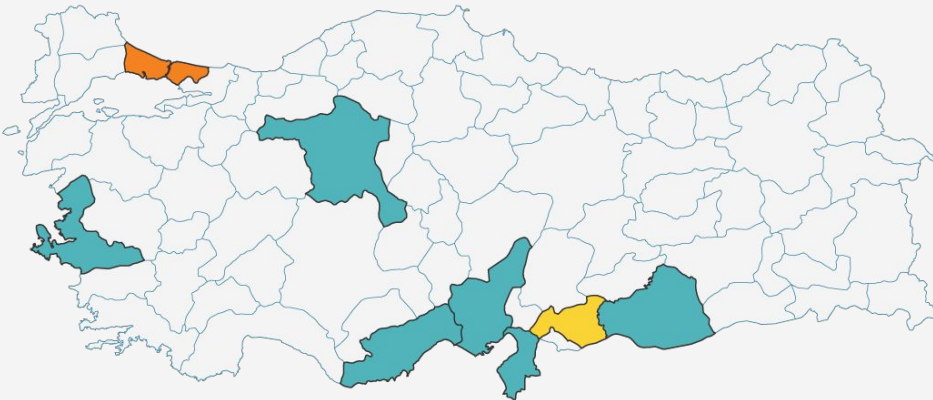
Our programs help small businesses understand how to benefit from e-commerce and online platforms through training and advisory services, expanding customer reach, increasing sales, and enhancing sustainability. We specifically measure the increase in sales, website traffic, and search engine rankings of small businesses engaged in our digitization program.

Tender Distribution and Export Promotion:

Across our programs, we offer a range of services to SMEs in Türkiye, aimed at supporting their growth and expansion. These include a tender distribution directory, export promotion, and advisory services. Our services can be accessed through various communication channels, including social media platforms and mobile notifications. Our team of specialists also works with businesses to identify and pursue export opportunities that align with their capabilities, connecting them with buyers from around the world and supporting their expansion into new markets.

Waste Reduction

Across our programs, we promote the idea that participating in the circular economy can be profitable for small and medium-sized enterprises (SMEs) while also helping to protect the environment and society. We developed a tool that offers resources and guidance to help SMEs understand and implement circular economy strategies and business models.



+1100 SMEs in İstanbul
+720 SMEs in Gaziantep
+1000 SMEs in Adana, Ankara, İzmir, Hatay, Mersin and Şanlıurfa

