

Presentation Iznik Tiles and Ceramics for students University of Applied Sciences Leiden

On Tuesday March 29th 2016, Iznik Tiles and Ceramics held a lecture at. The audience was a group of 3rd and 4th year students Marketing and Economics of the University of Applied Sciences Leiden. The presentation was held within the context of the Minor International Cultural Studies. Therefore students from various studies were present.



The Honorary Consulate-General of Turkey in Leiden, venue of the presentation.

On request of Anna Kowalska, lecturer Marketing & Communications at the Faculty of Management & Business Studies of the University of Applied Sciences Leiden, Iznik Tiles and Ceramics was asked to give a presentation on its experience with working in an international context.

The main topic of the presentation was the similarities and differences between doing business in Turkey and the Netherlands. Mehmet Akbaygil and Floris Meijer of Iznik Tiles and Ceramics presented several anecdotes about their experience of working for clients from all over the world. In discussion with the audience, they stressed the importance of getting acquainted with the partner when doing business in Turkey. Even more than in the Netherlands, the value of building trust, creating common ground and goodwill in the Turkish business context cannot be overestimated.

We would like to thank Anna Kowalska of the University of Applied Sciences Leiden for her invitation and Joni van Loon of the Honorary Consulate-General of Turkey for hosting the event.