



\*Hall Of Fame Barter Celebrities Club Award  
Highest award given by the IRTA (International Reciprocal Trade Association)

# TURK~~✖~~BARTER

INTERNATIONAL

Huzur Ave. Azerbaijan St. SKYLAND - Sariyer / ISTANBUL

P: +90 212 468 60 00

Fax: +90 212 468 60 99

[www.turkbarter.com](http://www.turkbarter.com)

 IRTA  
International Reciprocal Trade Association

# TURK~~✖~~BARTER INTERNATIONAL

➔ **LEADER OF  
MONEYLESS  
TRADE**



## → MESSAGE OF THE PRESIDENT

M. Sirri Simsek, born in 1963, has graduated from the Post Graduate Finance Department of Istanbul University. The book by Simsek, who has completed the International Barter Broker Training (Certified Trade Broker), titled “Barter İşlemleri ve Muhasebeleştirilmesi” (Barter Transactions and Recognition) has been accepted as a thesis by the Istanbul University.

This book is the first academic work on Barter. His second book published in year 2004 is titled “Parasız Ticaret Barter” (Moneyless Trade Barter).

M. Sirri Simsek, who has scientific studies and projects aimed for the future on Barter, was elected unanimously as the Chairman of the World Barter Foundation, located in Washington in year 2000. Simsek, who has been elected as a board member in the International Reciprocal Trade Association (IRTA) Congress held in 2002, is also a founder and member of the European Barter Union.

### Awards:

1999 International Reciprocal Trade Association International Outstanding Success Award

2006 International Reciprocal Trade Association IRTA Achievement Award

2008 Hall of Fame Barter Oscar Award

2010 IRTA Congress Honors Award

Barter may be the oldest, but today the most different, trade method in the world. Barter is a regulating system that allows businesses to finance themselves with their own equity capital and transforms this into regular trade. This system has an important place in the circumstances of our day and the changing commercial structure. The Barter Trade System is offering companies the means to meet their requirements by the most feasible mode of payment for them, i.e. by products and services they produce.

The most important element in this trade is the Barter intermediary institution. Establishment of the delicate balances between the buyer and the seller, establishment of the trust required by the markets and provision of new expansions to the member companies by international Barter agreements are the most significant duties and purposes of the Barter Company. And right at this point, I would like to mention Turk Barter, the leader of moneyless trade in Turkey.

As a company keeping up with the pace of the rapidly changing world, we are daily facing new expectations and are striving to provide reasonable solutions for these expectations.

Our reliability based on many years, our quality focused approach and our corporate structure constitute our most important resources. Our main principles leading us in all our activities are, to generate revenue and employment, to grow by raising the interests of our country, our customers and our employees to the highest level, and continue to be a reliable brand both locally and abroad.

We believe that Turkey will be successful in the changing economic structure of the 2000's, and reach the future with growth and development.

As Turk Barter, we are meticulously applying the principle of being a “trustworthy business partner” in all our relations. We achieve our objectives with the strength we derive from this faith.

Turk Barter, which has adapted perfectly to the rapid pace of our day by its management system, human resources and information infrastructure, is the most outstanding member of the International Reciprocal Trade Association.

Our objective is to develop systems that will render our most important resource - man - efficient and successful. It is to be able to identify the opportunities in the whole world beforehand, and evaluate these in a manner to benefit the country's economy. It is making Turk Barter a group spoken of with trust in many years to come, by implementing the corporate management rules required for management.

Our organization, focused on customer satisfaction, uncompromising from quality, competitive, honest to individuals and organizations, establishing respectful relations, is the feature that makes us different from the rest and we believe that we will succeed, as the Turk Barter Family, in combining our traditional nature with the modern management principles as required by the communication and technology age.

**M. Sirri Simsek**  
President, CTB

## ➔ WHAT IS BARTER?

Barter is a finance system where the cost of the purchased goods and services are paid by products and services produced, in a common market where only the companies that are members of the system can deal with each other.

The system operates on the principle of selling the supplies and meeting the demands of member companies. The system grows by inviting the related companies that are able to meet the demands to work together in the Barter Common Market.

The main elements rendering the Barter System different from any other system is its ability to generate customized projects and solutions for each customer.

The Barter System, providing information on “why” the system should be used, and “how” it should be used, to the organization to join, renders itself different from other financial systems.

The Barter System, in the corporate sense, has been established in the United States 60 years ago. In time, Barter has gone beyond being a modest commercial activity limited within actual geographical boundaries of the Barter companies, and by the foundation of the International Reciprocal Trade Association (IRTA), it has become a global system directing the world trade.

The Barter System has an experience of 15 years in Turkey.



## ➔ TURK BARTER

Turk Barter has been founded to introduce Barter- the most widespread commercial system in the world as an alternative financial method for the benefit of the country's economy. With its prominent and experienced management staff, strong and technological infrastructure, global and national objectives, customer-focused approach, universal values and professional employees, it has accepted the provision of new markets in Turkey to entrepreneurs, and superior quality services which are constantly being developed and improved.

The purpose of Turk Barter, which is a member of the International Reciprocal Trade Organization (IRTA), uniting all reputable Barter companies throughout the world is not eliminating money completely in trade. Aiming to increase the awareness on the fact that trade can be made without money, the purpose is to carry the process from money to Barter in commercial processes in national and global dimensions.





# → ADVANTAGES OF THE BARTER SYSTEM

## **Provides an Enormous Market Potential**

Companies joining the Barter Common Market, grow their market shares by the customers from the system. Accomplishment of a commercial transaction by the Barter System means; while a Barter Member is purchasing, another Barter Member is selling. Thus, companies are able to make payment-guaranteed sales to customers that they do not even know, without undertaking any efforts and costs for marketing.

## **Improves Sales and Profits**

Member companies are improving their turnovers proportionally with the sales they make by the Barter System. Since the sales made by the Barter System are unplanned transactions, members are able to generate totally unexpected earnings. When the products in stocks are sold by the Barter System, without any additional expenses (telephone, personnel, promotion-publicity, etc.) an extra profit margin is achieved.

## **Provides 100% Faster Collection Guarantee**

The company selling by the Barter System does not have to wait for the company, which has bought the product, to make sales to the system. The creditor company starts to collect its receivables immediately, by purchasing other products offered in the system. Members sell under the assurance of the Barter Company.

## **Your Idle Capacity is Utilized**

Member companies working with the Barter System decide by themselves on which products, in which quantities are to be offered for sales in the system. Members first offer their stocks products and unutilized idle capacities to the system. Since the companies continue their normal commercial activities in the meantime, they get the chance of making additional sales by the Barter System.

## **Provides Free-of-Charge and Effective Publicity**

Detailed information on the products of the member company are recorded systematically in the Barter Data Bank. Additionally, the expert Barter Brokers working for each member company, at the same time, evaluate the sales alternatives that may emerge for the products offered to the Barter Common Market, plus promote and publicize you to other companies they are in contact; and contribute to you by reducing your marketing costs.

## **Eliminate Risks**

The Barter System protects businesses from unpredictable and uncontrollable risks and the disprofiting ruthlessness of competition. Companies included in the Barter Common Market are closely investigated, trustworthy organizations. This atmosphere of trust provided by the market reduces the time spent for research during the purchasing stage and allows meeting the needs without losing any time. Issues such as price, quality, and delivery terms are defined between the buyer and the seller. Therefore, free market conditions are also valid in the Barter Common Market.

## **Provides Solutions for Economic Crises**

Companies in the Barter System are not affected by crises in the economy, inadequacy of demand and liquidity crunches. Since payments are made by goods and services in a system that does not use money, the needs of the members of the Barter Common Market are not kept waiting. Barter Member companies continue their activities even during periods of crises. Members have the option of using 12-months termed credit in the transactions made with TL in the system.

In short, the Barter System puts an end to stocks, slowdowns, collection risks and mistrustful sales.



# → HOW DOES THE BARTER SYSTEM WORK?

Purchases and sales in the Barter Common Market are made indexed to TL, which is the currency of the market. TURK BARTER check is used as the payment instrument. Barter Check is a valuable paper of the TURK BARTER System, used as a payment and collection instrument in the purchase and sales transactions between two member companies, on which the value of the transaction is written in TL, signed and sealed by the buyer of the goods or services.

After being included in the Barter Common Market, when a company wishes to buy the goods or services it needs, it is obliged to provide assurance equivalent to the purchase amount. Such assurances are accepted especially as "real estate pledges" and "bank letter of guarantee". In case goods or services have been sold to the system previously, a "purchase credit" equivalent to the amount sold is provided.

The company buying goods or services issues a TURK BARTER check equivalent in value to the amount purchased and hands it over to the seller. The seller, agreeing on the quality, delivery, price and other issues with the buyer, obtains a "approval code" from the TURK BARTER Headquarters prior to delivering the product and issuing the invoice.

The "sales approval code" demonstrates that the buyer has adequate credit for purchasing. The buyer company, recording the "sales approval code" on the check, hands over two copies to the seller. The seller is obliged to submit the first copy of the Barter Check it has received in two copies to TURK BARTER Headquarters within 7 days.

Taking the Barter Checks submitted to TURK BARTER into consideration, a commission calculated over the value of the transaction is invoiced to both (buyer and seller) companies. The TL value of the transaction is debited to the current account of the buyer; and the TL value of the transaction is credited to the current account of the seller.

Transactions, for which a "sales approval code" has not been received, do not become valid in the system as a Barter transaction. The system is not a guarantor for this situation and the risk of collection is on the seller. Free market rules are valid in the Barter Common Market. The member companies decide on the purchase-sales transactions on their own free-will.





## → BARTER CHECK

During the emerging Barter transaction processes, the Broker acts as an intermediary in the agreement between the parties, while assisting the development of the most suitable grounds for the buyer and seller members. During this process, the buyer and the seller, among themselves, draw up a protocol defining their mutual obligations related to the subject of the transaction, value of the transaction, delivery terms, payment conditions, etc. and other liabilities. At the final point reached, the seller definitely has to contact Turk Barter Operation Department to request an approval code, in order for the transaction to be completed. The operation department makes the necessary checks and the Credit Risk Assessment, and either approves the transaction or informs the parties on the conditions required for the approval of the transaction. In case the buyer member has an adequate Barter balance, the transaction is approved and an Approval Code is provided to the Seller. The Seller, providing this information to the buyer member, requests the buyer to issue the Barter Check.

The Barter Check is a valuable paper of the Turk Barter System comprised of three copies, on which the approval code, date, transaction amount, the seller's title and the signature and seal of the buyer are provided. The buyer issues the Barter Check with the provided information. It purchases the goods and/or services by handing the first two copies of the Barter Check to the Seller member. The Seller is obliged to submit the original copy of the received Barter Check to the Turk Barter Operation Department within 7 days.

Upon these activities, the Seller Barter Account becomes credited and the Buyer Barter Account becomes debited.

## → AKCEK

Akcek is a moneyless trade system, developed to provide discounts and convenience for you in shopping.

Turk Barter has given impetus to your cash shopping by barter. Our purpose is to allow you to obtain discounts without borders in your dealings.

Akcek is a Shopping Check application linking virtual power with the stores, which can be used by anyone to meet all expectations in the shopping world.



**TURK\*BARTER**  
INTERNATIONAL  
**Barter Çek**

Bu çek karşılığında nezdinizdeki cari hesaba borç ve ödenir.

Yatırı kodu: \_\_\_\_\_  
Tarih: \_\_\_\_\_  
Tutar: \_\_\_\_\_ TL (Türk Lirası)  
Temaatın: \_\_\_\_\_ no'lu cari hesabına  
Yalnız: \_\_\_\_\_ TL (Türk Lirası) olarak kaydediniz.  
Alıcı hesap no: \_\_\_\_\_  
Alıcı İmza/Kaşe: \_\_\_\_\_  
Çek no: \_\_\_\_\_

Bu satın alma Türk Barter için kullanılmak üzere yapılmıştır. Bu Barter çeki, yalnız Türk Barter İşleri anında geçerlidir. Birinci nüsha Türk Barter'e, ikinci nüsha Banko ya, üçüncü nüsha Alıcıya verilir.

Birinci nüsha



## ➔ **BARTER FACTORING**

Factoring, briefly is acting as an intermediary in the collection of receivables. In this sense, the Barter System itself is based on the principles of factoring transactions, from a different viewpoint. According to this; in case a creditor company is unable to collect its receivables due to the payment problem(s) of the debtor company/ companies, the receivable guarantee may be provided by the Barter System's Barter through Factoring transactions.

Barter Factoring activities start with the membership of the creditor company, with whom a Factoring agreement will be made, in the Barter System by a Membership Contract. However, another contract may be drawn up in addition to the terms and principles of this contract. This contract will be based of the collection of the receivable in two ways.

In case the debtors are able to provide assurances to the system equivalent to their debts, Purchasing Credit is immediately provided to the Creditor company.

Credit is extended to the creditor company following membership. However, in case the payment difficulties of the Debtor are also reflecting on its abilities to provide assurances, a sales approval code may be provided to the creditor company following the sales of goods and services by the debtor equivalent to the receivables of the creditor company.

When the Creditor company and the Debtor company are members of the barter system and the required assurances and/or a product supply and demand match is available, the Factoring transaction materializes.



## ➔ **BARTER LEASING**

In case Barter Member companies are unable to settle their debts arising from TL transactions at the end of 12 months, they may pay their debts by the Barter Leasing System. Under these circumstances, the conditions in the available payment schedule and the conditions in the Barter Leasing contract are applied. The member settles its debt in cash, as monthly installments, in a term of up to maximum 36 months. During the payment period, the sales made by barter are deducted from its debt and the remaining partial installments are continued to be paid. In the same manner, it may also settle its full debt during leasing by barter.

Credit may be extended to a member that does not have a Barter Credit or Assurance. Under these circumstances, while the member purchases the product it needs by barter, a Leasing Credit is provided. However, a lien is put on the member's real estate and/or motor vehicles equivalent to the value of the goods involved in the transaction.

When the member pays its installments monthly in cash and clears its debt, the lien on the real estate and/or motor vehicles is lifted.

Turk Barter is providing an ultimate solution to companies that are not able to collect their receivables. In case your receivable is overdue and time of collection is vague, but not desired to be made subject to legal measures within the framework of commercial relations, appearing as money on paper but has become a doubtful debt in practicality, upon the transfer of such a receivable, collection is made from the Barter Common Market securely and rapidly.

By transferring your hard to collect receivables to Turk Barter, your doubtful collection is credited to your account right away by Barter as secure collection.

## ➔ BARTER AND SME'S

Since SME's are institutions serving in various fields in different sectors, they also have the capacity to use the Barter System very well.

When SME's present their products by their own means and limited credits, they have achieve a more active circulation as compared to large-scale companies. However, due to these inadequate marketing and environment analysis, operation is short-termed and finance often pushes SME's into difficult conditions.

Barter System is capable of being the most suitable finance model for SME's. It is used as a finance system, and cash savings are achieved in proportion with its use.

SME's may meet their general expenses and their special expenses through the Barter Common Market as much as possible. Due to limited means, SME's have to work at low capacities, with the least amount of stocks possible.

Since a constant and steady demand is not is not available, the amount of stocks for a certain product may end up to be higher than desired at certain periods. The products kept in stocks at a considerable cost may be sold at the Barter Common Market. In this manner, sales are made without experiencing the cost of keeping stocks, turnover is increased and profit is made.

SME's may transfer an amount proportional to their doubtful receivables to the Barter Common Market, risky sales may be avoided.

In case risky sales are made by Barter, they still are relieved of doubtful receivables.

## ➔ OSMANLI INSURANCE BROKERAGE

With the desire to provide higher category services in the insurance sector, in which we have served for many years, we have decided to become an Insurance Broker in 2008.

We have completed the establishment procedures within a short period of time and have received our Life and Non-Life Insurance Brokerage license from the T.R. Undersecretariat of Treasury on 10.10.2008.

Our purpose is to provide insurance and risk consultancy to our customers, minimizing their risks by securing these in the most appropriate and correct manner, informing our insured on the measures to be taken prior to any damage and thus minimizing the probable risks, and in damages that may arise, to stand by our customers and assist in the conclusion of the damage process quickly.

OSMANLI  
S İ G O R T A  
B R O K E R L İ Ğ İ A . Ş .



## → **BARTER CONSTRUCTION TOURISM & MEDIA**

### **Expanding the Real Estate and Construction Business**

With the Barter System, you are able to find the opportunity to conclude all your unfinished projects by the best payment and finance model for the Real Estate and Construction Industry, and attain commercial assets as alternative to your construction and real estate sales. Barter used as a trade and finance system from construction to sales and from completion of unfinished projects to transforming the construction material stocks to the market, provides cash savings at the rate it is utilized.

### **Tourism Investments are Expanding by Idle Accomodation**

In the tourism sector that is offering accomodation services with idle capacity every year, the low capacity is transformed into opportunity by providing hotel and accommodation services, without spending any cash for your investments and hotel renovation schedules. All of the general and special expenses may be purchased by idle accommodation, and cash savings are achieved.

### **Future Generation Media Management and Alternative Payment**

In the process that starts by your membership in the Turk Barter Common market, you are able to transform your product and your brand into communication through a correct channel and a correct financial management. Presenting your extras without spending your money, you are able to achieve sustenance by the publicity and other promotion you will make for your brand and become remembered, without moving away from your market.



## → **ESTATE EXCHANGE CENTER (EMLAK TAKAS MERKEZİ)**

There has been established a web adress as called [www.emlaktakasmerkezi.com](http://www.emlaktakasmerkezi.com)

The difference from other web addresses are after selling the real estate there won't be other selling with real estate .

You can take advantage to buy necessary products that you want from barter system

[www.emlaktakasmerkezi.com](http://www.emlaktakasmerkezi.com) would like to combine Barter model with Turk Barter.

With this way system provides a convenience for selling the real estate



## ➔ BARTER OPPORTUNITY

To accelerate retail transactions in the Barter System and allow for its own product promotion, the [www.barterfirsati.com](http://www.barterfirsati.com) website is available for service to both the visitors and the Turk Barter members. You may become a member through the website, post the data and photos of your products to the website, and sell these by Barter. By the receivables you have obtained from your sales, you may also purchase other products offered for sale by Barter on the website. Companies who are members of Turk Barter are also able to use their barter receivables obtained through the Turk Barter Common Market on the [www.barterfirsati.com](http://www.barterfirsati.com) website.

To that end, they are able to buy AKCEK from the Turk Barter Common Market equivalent to the total amount of the products they will buy, and use this as a payment instrument on the [www.barterfirsati.com](http://www.barterfirsati.com) website.



## ➔ BARTER FRANCHISE

The development of the Barter System, which transforms the resources owned by our companies and our country into financial earnings within a short period of time, is being pioneered by Turk Barter in Turkey. In the “Barter Common Market” commercial management system formed by Turk Barter, the role assumed by Turk Barter is provided by the business partners at the points of sharing and development.

Considering the competition in the global markets where financial integration and economic difficulties are being experienced, now thanks to the franchising system, small and medium-scale establishments are seizing the opportunity of strategic positions for installing the technology, receiving free of charge training on the business they will assume, benefiting from the publicity and promotion services, attaining objectives, expanding business, which they would not be able to overcome by themselves.

The only way to expand for businesses selling services is by the franchising system. In this way, unity generates power, and certain allocations may be reserved for further research. Barter trade involves multi-directional solution techniques and project management. In the Barter franchising system, all activities related to marketing, production, service and financial instruments are provided.

In the Barter activities, everything is aimed for the customer's benefit.

In the Barter Common Market, through the Barter Franchises, companies are capable of improving their strategies by cross-marketing, i.e. offering opportunities for sales to each other's customers, opening up to international markets, becoming quickly known and easily identifying the customers' requirements. Since Turk Barter uses technology at the highest available level, Barter Franchises also are rapidly increasing efficiency and profitability by the communication system established by Turk Barter among member companies and the interactive website.

In the profitable sector of trade, entrepreneurs together with Turk Barter are able to unite and implement economic opportunities rapidly in each step.

## ➔ **BARTER SHOP**

Carries out its operations to meet the retail product requirements of the members. It is a big store where all products can be sold by Barter. Our members, who are able to shop by accessing encrypted areas in the internet, are also able to visit our store physically and select the products.

Barter Shop, a retail service provided to members from Turk Barter. Our members can make shopping with many kind in Barter Shop where is in Ikitelli Istoç site and also they can make shopping from our web site.

Barter members can buy the products that they demand. At the same time you can demand the sale of products in our store Barter Shop.



## ➔ **BARTER BUSINESS CLUB**

Barter Business Club is an organization undertaking social activities of Turk Barter. It has undertaken both the healthy implementation of effective communication and dialogues with the members and the activities aimed for the awareness of member candidates. The Barter Business Club which is expanding its fields of activity daily and contributing to the expansion of the Barter system especially by accessing big crowds through its seminar organizations has also assumed a significant role in setting priorities for companies involved in Barter activities.

The purpose of Barter Business Club is to ensure the effective use of the Barter system by Turk Barter members within the framework of social activities, by establishing the contacts and organizing the activities required for the expansion of the system to the whole country.



# BarterClub





## → BARTER COMMON MARKET MEMBERSHIP QUALITY POLICY

Being a member is adequate in order to work in the Turk Barter System. To that end, it is sufficient to apply with the Barter Membership Contract, Supply-Demand form, membership fee receipt and the official documents. To companies accepted as members, following the application appraisal made by the Board of Directors, a “Broker” is assigned so that they can easily operate in the Barter System. The supply and demand data received together with the application file is announced to all members. The Broker acts as a consultant in the sales and purchasing processes of its member in the Barter system. Accordingly, when demands matching the new member's supplies emerge, the Broker projects the potential transactions and reports the alternative sales processes by Barter to his member. Similarly, he also projects the purchasing processes, considering the other member supplies that may meet the new member's demands and reports these to his member.

TURK BARTER may only serve its member companies. Therefore, you - first of all - have to become a member of the Barter Common Market. Procedures for membership in TURK BARTER Common Market are implemented by the application form on the [www.turkbarter.com.tr](http://www.turkbarter.com.tr) website or through Brokers by telephone at 0.212 468 60 00.

When your membership procedures are completed, you may then begin to utilize the system by the Barter services provided to you at the TURK BARTER Common Market.



## → QUALITY POLICY

**Faith, trust and courage constitute the source of our success.**

- To meet the requirements and expectations of our members by, **perfect services**,
- With an awareness of social obligation, **to be constructive for our country and humanity**
- Present **projects** that provide financial solutions to our members,
- To value **information** and **invest in human resources constantly**,
- Strengthen in-house **solidarity** and achieve effective **teamwork**,
- Implement open **communications** at all levels and all dimensions,
- Reinforce the **motivation** energy that renders our activities productive,
- Establish **innovative** systems in service processes, built on **constant learning**
- Ensure that every individual working in our institution is the **leader of his/her duty**,

Constitute the essences of our Quality Policy

