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15 July  
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CZECHOSLOVAKIA  
TURKEY

TRADE (3300)  
Western Countries (3305c)

CZECH COMMERCIAL ADVERTISING CAMPAIGN IN ISTANBUL.

SOURCE ISTANBUL : ISTANBUL press.

DATE OF OBSERVATION : 24-26 June 1954.

EVALUATION COMMENT : This is official information from Turkey. Cuttings of some of the advertisements may be inspected at the Czechoslovak Evaluation Desk.

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Apparently a new step was taken by the Czechoslovak foreign trade department to increase Czech-Turkish trade exchange. It is known that Czechoslovakia plans to purchase Turkish cotton, tobacco and dried fruit in large quantities this year, and it is probably with the hope of balancing these purchases that the CSR tries to place her own goods on the Turkish market.

During the past three days large advertisements appeared in ISTANBUL's two most widely read daily papers, the "Hürriyet," circulation over 150,000, and the "Cumhuriyet", 80,000 copies sold per day. Previously the Czechs - as well as the other satellites - placed their ads in the "Vatan", circulation 15,000, which asks for lower advertising rates than most ISTANBUL papers.

On 24-26 June both papers carried at least one large Czech ad, although on two days both papers carried two ads. The local Czechoslovak trade representation must have given orders to Turkish representatives of Czech export firms to place the ads but some export organizations, the "Strojexport" for instance seem to have no local representatives and such ads were placed directly by the Czech Commercial Attaché's office.

(Over)

Products of "Kovo" PRAGUE, are already well known on the Turkish market and "Krizik" electric meters are used by the ISTANBUL Electric Co.

Turkey has lifted its own state monopoly on matches and for the past eight months foreign manufacturers have invaded the local match market. The Czech "Solo" match factory has placed large ads in both local papers for the past three days but so far only one variety out of the 10 brands offered were seen in local stores, namely "Fiat Lux." Yugoslavia seems to have captured the local match market and numerous brands of Yugoslav matches are sold in all corner-shops. Italian firms have also made sales to local match importers.

Another well established Czech product in Turkey is kitchen-ware, manufactured by "Motokov" of PRAGUE. In this field Hungary competes with the CSR.

The "Ligna" enterprise of PRAGUE manufacturing wooden chairs has placed ads in June and also in May but it is doubtful whether they could place orders on the Turkish market because there is a large local wooden chair manufacturing industry in Turkey.

The "Strojexport" of Vavclavske nam. 56, PRAGUE, offering excavators, apparently has no local representative and it is very doubtful that the Czechs will be able to sell heavy machinery to Turkey, which receives most of its needs in this field from the U.S. and Germany on long credit terms or as aid material. "Strojexport" offers three models: D-500, powered by a 40 hp. Diesel engine, mounted on 450 mm caterpillar tracks and having a maximum excavating output of 60 cubic meters per hour; Mb-2 excavator, powered by an 80 hp. Diesel, mounted on 630 mm caterpillar tracks having a 1 cubic meter shovel and a maximum excavating capacity of 110 cubic meters per hour; RK-25 model bucket excavator moving on 1435 mm wide steel tracks, capacity of each bucket 25 liters, maximum hourly capacity 28 cubic meters.

The advertisements are attached to the original of this report.

End.