

DEIK, Embassy of Estonia in Ankara and Enterprise Estonia are honored to invite Turkish export oriented automotive companies to a business seminar and networking event

## „Estonia – efficient and innovative hub for automotive companies in the EU“

26 February 2019 in DEIK premises  
(River Plaza, Büyükdere Caddesi, Bahar Sk. No: 13/9 D:10 Şişli, Istanbul)

- 13:00 **Registration, coffee**
- 13:30 **Welcome speeches**  
Marin Möttus – [Ambassador of Estonia in Turkey](#)  
Mehmet Günes, [DEIK](#), chairman of Turkey-Estonia Business Council
- 14:00 **Estonia – Innovative Platform for International Business**  
Jaan Heinsoo – [Enterprise Estonia](#) / [Estonian Investment Agency](#), Director of Business Development in CEE
- 14:30 **Legal aspects of doing business in Estonia**  
Janno Kuusk – [Sirel & Partners Law Office](#), Partner
- 14:45 **Overview of the Estonian automotive industry**  
Sulev Alajõe – [Enterprise Estonia](#), regional director in West Estonia
- 15:00 **Value proposition of Estonian state supported industrial areas**  
Vadim Orlov – [IVIA](#), marketing director
- 15:10 **Automotive innovations and R&D in Estonia – materials science and synergies with Nordic research institutes**  
Alvo Aabloo, PhD – [University of Tartu](#), Professor, Materials science
- 15:30 **ISEAUTO – self-driving car from Estonia**  
Krister Kalda – [TalTech](#), Technology Transfer Officer
- 15:45 **Augmented reality – cooperation between Turkey and Estonia?**  
Kemal Akçali – [Pandora Reality](#), Founder
- 16:00 **Advantages of digitalizing the customer journey in automotive industry**  
Siim Vips – [Modera](#), CEO
- 16:10 **Panel discussion:**  
- Trends and innovations in the international automotive industry  
- Is Estonia an attractive hub for Turkish automotive producers in EU?  
Moderator: A. Galip İltter, [DEIK](#), Vice Chairman of Turkey-Estonia Business Council  
Panel: Alvo Aabloo, Krister Kalda, Sulev Alajõe, Kemal Akçali
- 16:40 **Q&A**
- 17:00 **Reception of the Ambassador of Estonia in Turkey**



EMBASSY OF ESTONIA  
IN ANKARA



REPUBLIC OF ESTONIA  
E-RESIDENCY

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