

Talking Turkey Brussels Meeting

An EU Communication Strategy on Turkey and Turkey's Communication Strategy for the EU

European Economic and Social Committee, Brussels

10 February 2009

- Working language: English -

The Ankara-based Economic Policy Research Foundation of Turkey (TEPAV) and the Rome-based International Affairs Institute (IAI) launched the project “Talking Turkey” in 2006. The starting point of the project and the creation of a European network of experts to carry out the research was the awareness that perceptions and positions regarding Turkey’s EU accession process vary from one member state to another. Having overviewed these perceptions, the project analysed the different stakeholders in Europe, including Turkey, who shape European debates on EU-Turkey relations. The objective of this Turkish-Italian initiative is the development of ideas for a differentiated EU Communication Strategy on Turkey that accounts for the different concerns, interests and sensitivities across member states.

The first stage of the project, in 2006-7, focused on the perceptions and prejudices concerning the questions of conditionality and impact of Turkey’s accession. This phase culminated in the book “Conditionality, Impact and Prejudice in EU-Turkey Relations” and the findings were presented to European policy-makers, analysts and media at a meeting held at the European Parliament in September 2007. The second stage of the project has involved research on how different stakeholders in Europe, the US and Turkey assess Turkey’s EU membership prospects, and this research has been reflected in a book titled “Talking Turkey in Europe: Towards a Differentiated Communication Strategy”. The meeting in Berlin in December 2008 aimed at launching the second book and discussing the prospects of a successful and healthy communication strategy within EU member states on EU-Turkey relations.

The meeting in Brussels at the European Economic and Social Committee aims at disseminating the results of the Talking Turkey project and what to do next in designing a differentiated and dynamic Communication Strategy and applying it in various EU member states.

TALKING TURKEY <i>An EU Communication Strategy on Turkey and Turkey's Communication Strategy for the EU</i> European Economic and Social Committee, Brussels 10 February 2009	
13.30-14.00	Registration
14.00-15.30	Opening Remarks <ul style="list-style-type: none"> ➤ Ettore Greco, Director-IAI, Rome ➤ Güven Sak, Director-TEPAV, Ankara ➤ M. Rifat Hisarcıklıoğlu, President-Union of Chambers and Commodity Exchanges of Turkey, Ankara ➤ Michael Leigh, European Commission-DG Enlargement, Brussels ➤ Egemen Bağış, Minister for EU Affairs and Chief Negotiator of Turkey
15.30-16.15	Talking Turkey Network Participants Discussion <i>Chair: Haluk Kabaalıoğlu, Director-Economic Development Foundation, Istanbul</i> <ul style="list-style-type: none"> ➤ Talking Turkey in Europe: Towards a Differentiated Communication Strategy Nathalie Tocci, IAI, Rome <p style="text-align: center;"><i>Open Debate among Talking Turkey Network Participants</i></p>
16.15-16.45	Coffee-Break
16.45-18.30	What Next for Turkey's Communication Strategy? <i>Chair: Güven Sak, Director- TEPAV, Ankara</i> <ul style="list-style-type: none"> ➤ Turkey's Communication Strategy for EU Capitals Jean Christophe-Filori, European Commission-DG Enlargement, Brussels ➤ Turkey's Communication Strategy for Economic and Social Partners in Europe Hamro Drotz, European Economic and Social Committee, Brussels ➤ Turkey's Communication Strategy and the Role of Media Murat Yetkin, Radikal, Ankara ➤ Discussions on Turkey's Communication Strategy in Turkey Oğuz Demiralp, Secretary General for EU Affairs, Ankara
18.15-18.30	Closing Remarks <ul style="list-style-type: none"> ➤ Güven Sak, Director-TEPAV, Ankara