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EEN EASTERN MEDITERRANEAN

E - NEWSLETTER

ISSUE 02

1 January – 30 June 2026

Export, sustainability, B2B and digital visibility highlights

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CONSORTIUM PARTNERS



SIX-MONTH SUMMARY

First-Half Highlights

In the first half of 2026, SMEs were supported in **foreign trade capacity**, **sustainability readiness** and **international business connections**, while the new website and social media channels were turned into a **shared digital communication hub**.

4,388

page views*

1,991

sum of weekly uniques*

21

weeks monitored

8

service areas

*2 February – 26 June 2026. Unique-visitor figures are weekly totals, not deduplicated users across the whole period.

19 JAN Rising Through Exports

Businesses in Kahramanmaraş were guided towards exports and new markets.

5 FEB Textile Sustainability

The sector's transformation, compliance and competitiveness agenda was addressed.

24 FEB Payment Methods

A hands-on training on risk management and letters of credit was delivered.

MAR E-Commerce / E-Export

Capacity-building trainings were run in Adana, Kahramanmaraş and Mersin.

APR Foreign Trade and Hannover

Trainings, a trade-fair visit and technology cooperation days were organised.

30 APR Mersin B2B

Bilateral business meetings created new commercial connections between companies.

THE EXPORT JOURNEY

Foreign Trade Capacity



Foreign Trade Seminar for SMEs • 16–17 April 2026

19 JANUARY 2026

Rising Through Exports

The communication campaign guided businesses in Kahramanmaraş towards **opening up to international markets** and benefiting from EEN services.

24 FEBRUARY 2026

Payment Methods and Letters of Credit

The training covered **risk management** in foreign trade, choosing the right payment method and practical letter-of-credit knowledge.



E-Commerce, E-Export and New Market Strategies

Trainings run throughout March 2026 in Adana, Kahramanmaraş and Mersin highlighted **digital sales channels, e-export readiness and access to international customers**. The Foreign Trade Training for SMEs on 16–17 April completed this track with export processes, competitiveness and new market strategies.

CAPACITY AND ACCESS

Sustainability and Digital Infrastructure

20–22 JANUARY 2026 • ANTALYA

COSME Türkiye AIA Programme

The programme held in Antalya strengthened Network capacity in **internationalisation, digitalisation and innovation services**.

It offered consortium staff a shared learning space aimed at raising service quality.

5 FEBRUARY 2026 • KAHRAMANMARAŞ

Textile Sector Sustainability Meeting

The textile sector's **sustainable transformation, compliance and competitiveness** agenda was addressed under EEN visibility.

The meeting connected the region's flagship sector with the green transition agenda.

FEBRUARY 2026

New Multilingual Website

eendoguakdeniz.org.tr renewed

The renewed site brought the eight service areas, news, events, partnership opportunities and consortium contact points together in one hub. Its mobile-friendly, multilingual structure made regional content more accessible to international users.

Why It Matters

A digital infrastructure gathered in one hub lets SMEs reach the information, events and partnership opportunities they need **in a single step**, while strengthening the consortium's joint visibility.

B2B AND TRADE FAIRS

International Business Connections



Mersin B2B Networking • 30 April 2026



30 APRIL 2026 • MERSİN

Mersin B2B Networking

Bilateral business meetings brought companies together to build new commercial connections. A result video published on 4 May sustained the event's visibility.

Hannover Messe 2026 – Technology and Business Cooperation Days

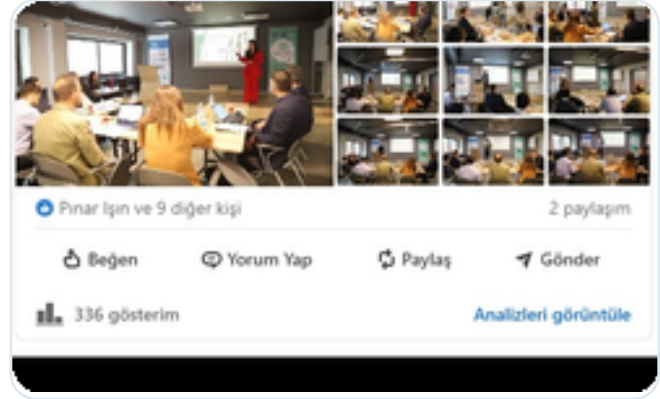
With KMTSO taking part as an EEN partner and co-organiser, the process included the Hannover Messe visit, application guidance and communication for the Technology and Business Cooperation Days on 20–23 April 2026. Innovative SMEs, research institutions and universities were invited to technology, research and commercial partnership meetings.

What It Means for SMEs

International matchmaking events make it possible to reach the right partner in minutes rather than weeks; EEN's global network places these meetings within a trusted framework.

ECOSYSTEM

Regional Cooperation and Entrepreneurship



5 MARCH 2026 • GAZİANTEP

Gaziantep Consortium Meeting

The technical visit and consortium meeting were made visible in terms of **inter-institutional learning, exchange of good practice** and new-period cooperation.

MERSİN DEMODAY'26

Entrepreneurs and Investors

The Demoday announcement and investor-focused commercialisation sessions helped develop ideas in their **investment, market and business-model** dimensions.

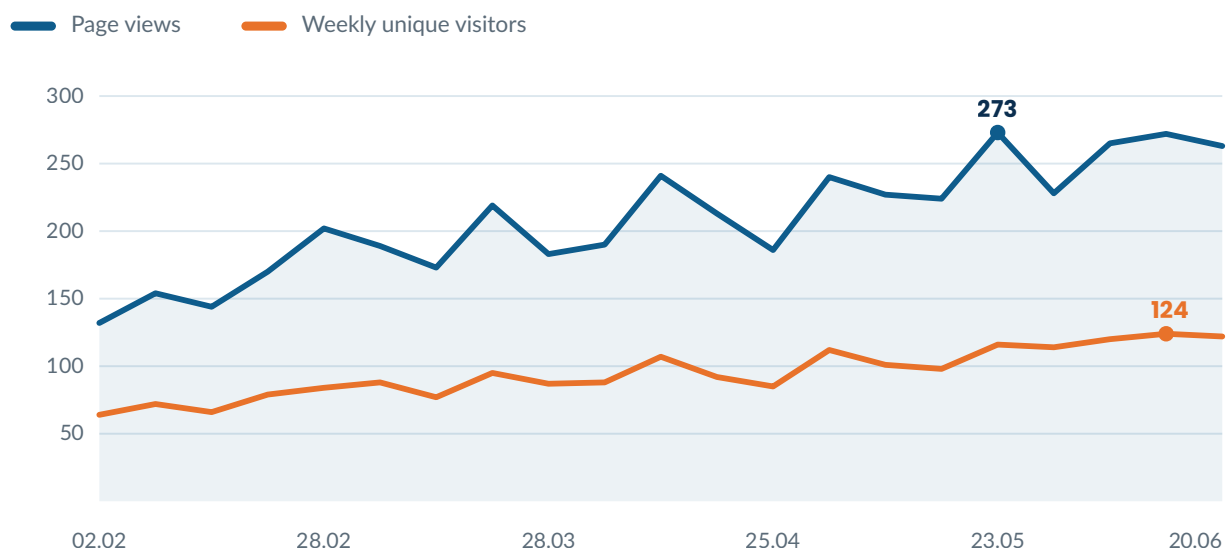
Why It Matters

A stronger regional ecosystem depends on institutions learning from each other, entrepreneurs meeting investors and good practices spreading. EEN Eastern Mediterranean builds these bridges.

VISIBILITY IN NUMBERS

Digital Visibility and Reach

Between 2 February and 26 June 2026, weekly web traffic **rose steadily**. The period recorded 4,388 page views, with weekly unique visitors totalling 1,991.

**273**

highest weekly page views

124

highest weekly unique visitors

FEB–JUN

period measured

How to Read the Figures

The values above cover weekly monitoring data and should not be interpreted as deduplicated users across the entire period. The upward trend shows that the new website and a regular content flow are **steadily growing** regional reach.

CONTACT

Join the Network

Enterprise Europe Network Eastern Mediterranean offers SMEs **free, locally accessible** support on their **internationalisation, innovation, digitalisation and sustainability** journey.



Website

eendoguakdeniz.org.tr

Instagram

[@eendoguakdeniz](https://www.instagram.com/eendoguakdeniz)EEN Eastern
Mediterranean

WEB

eendoguakdeniz.org.tr

SOCIAL MEDIA

[@eendoguakdeniz](https://www.instagram.com/eendoguakdeniz)

SUPPORT

Free SME support

SOURCES

- EEN Eastern Mediterranean website and public social media content (January–June 2026)
- Foreign Trade Training for SMEs, Payment Methods in Foreign Trade Training and e-commerce/e-export content
- Mersin B2B Networking and Hannover Messe 2026 communication records
- Consortium meeting and entrepreneurship focus session visuals
- Weekly website page-view and visitor data

CONSORTIUM PARTNERS

