

# Positive listing

When two of the key ingredients used in the production of Bombay Sapphire Gin were banned in Turkey, Tradall SA, part of the Bacardi-Martini Ltd group, commissioned UK Trade & Investment through OMIS to help reverse the decision



BACARDI-MARTINI LIMITED



## FAST FACTS

**Company:** Bacardi-Martini Ltd

**Country:** UK

**Industry:** Food & drink

**Website:** [www.bacardi-martini.co.uk](http://www.bacardi-martini.co.uk)

Bacardi Ltd, one of the largest spirits companies in the world, produces, markets and distributes a variety of internationally recognised premium spirits. The company, which employs 6,000 people globally, operates 31 production facilities worldwide and sells its brands in more than 100 countries.

Bacardi Ltd produces two of its key international brands, Dewar's Whisky and Bombay Sapphire Gin, in the UK. Bombay Sapphire has been exported to Turkey for over 10 years. In September 2009, the Turkish Ministry of Agriculture stopped the sale of the gin, as two of the key ingredients that go into making it were banned. The company would no longer be allowed to export its Bombay Sapphire into Turkey, unless it removed these two ingredients from the product, which it could not do.

"I decided to investigate the matter further, and requested literature and detailed information on these two botanicals from our Master Herbalist in Geneva," says Serdar

Pala, Area Manager for Turkey at Tradall SA. "I came across the Bluebook, known in the industry as the 'Bible of Botanicals', which lists all the botanicals that are approved and legalised within the EU and which had been signed by all the member countries, including Turkey as an associate member country. Sure enough, it included the two botanicals rejected by the Turkish Ministry of Agriculture. So it seemed that something could be done."

### Gaining credibility

Bacardi Ltd's corporate adviser put Serdar in touch with UK Trade & Investment in Turkey, and he met with a representative to explain the case and present all the information and evidence he had gathered. Serdar was advised to register on the UK Trade & Investment website. Having registered, he then commissioned UK Trade & Investment through the Overseas Market Introduction Service (OMIS) to bring

the case to the attention of the relevant Turkish ministry officials and request that they reconsider the decision.

The UK Trade & Investment teams in Ankara and Izmir worked together to secure appointments with the Ministry of Agriculture at Undersecretary, General Director and Department Head levels. They conducted meetings with these officials and presented the Bombay Sapphire case, along with supporting documentation.

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With the professional guidance of the local Trade Managers, Tradall SA's local importer was then able to submit an application to request a reversal of the status of the two botanicals to the Plant Committee responsible for reviewing and amending the botanical plants list.

"It was so comforting to know that someone was listening and helping us to be heard by the right people," says Serdar. "I was in constant touch with our UK Trade & Investment Trade Managers through email and phone calls. They helped us gather more information and represented us at meetings. UK Trade & Investment gave us more credibility and our case was taken more seriously as a result."

## Change of status

In order to secure appointments with the right people at all levels, Tradall SA sought the assistance of the Turkish All Food Importers Association, TÜGIDER. TÜGIDER acted as an internal lobbyist between Tradall SA's local importer and the Ministry of Agriculture, and

sat in on meetings with the Ministry. Involving another organisation further increased the pressure on the Ministry, speeding up the process.

At the final Convention of the Plant Committee in February 2010, approximately four months after UK Trade & Investment got involved with the case, a favourable decision was made.

"Since UK Trade & Investment's involvement in our case, although the two botanicals still feature on the negative list, alcohol products have been given a special exemption," says Serdar.

"UK Trade & Investment was crucial to us solving the problem, and were able to do so much earlier than anticipated. The OMIS was worth the money, and the trade managers we worked with were both professional and efficient. I hope we never encounter this problem again, but if we do, I won't hesitate to call UK Trade & Investment. They were brilliant."

## Helping you to do business abroad

Doing business in another country can be a challenge, so it's good to know that UK Trade & Investment is there to help you succeed.

Through a range of unique services, including participation at selected trade fairs, overseas missions and providing bespoke market intelligence, UK Trade & Investment can help you crack foreign markets and quickly get to grips with regulations and business practices overseas.

Through our Passport to Export programme we offer new and inexperienced exporters:

- free capability assessments
- support in visiting potential markets
- mentoring from a local export professional
- free action plans
- customised and subsidised training
- ongoing support once you're up and running

For further information please visit [www.ukti.gov.uk](http://www.ukti.gov.uk)

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## The UK and Turkey

Turkey is the world's 15th and Europe's sixth largest economy. It is predicted that Turkey will be one of the world's 10 largest economies by 2050.

Turkey signed a Customs Union agreement with the EU in 1995 and is officially recognised as a candidate for full membership. Ongoing EU accession negotiations are the key driver for change in Turkey's business environment.

Turkey is also a springboard to the markets of Central Asia and the Middle East.

The UK is Turkey's fourth largest source of imports from the EU, with a value of US\$6.5 billion. Today, more than 1,600 UK companies are doing business in Turkey.

For further information about business opportunities in Turkey, please go to [www.ukti.gov.uk](http://www.ukti.gov.uk)



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