

HepsiTürkiye'den's digital approach & e-commerce empowerment to GI products

WORLDWIDE SYMPOSIUM ON GEOGRAPHICAL INDICATIONS Tbilisi, Georgia, June 14 to 16, 202

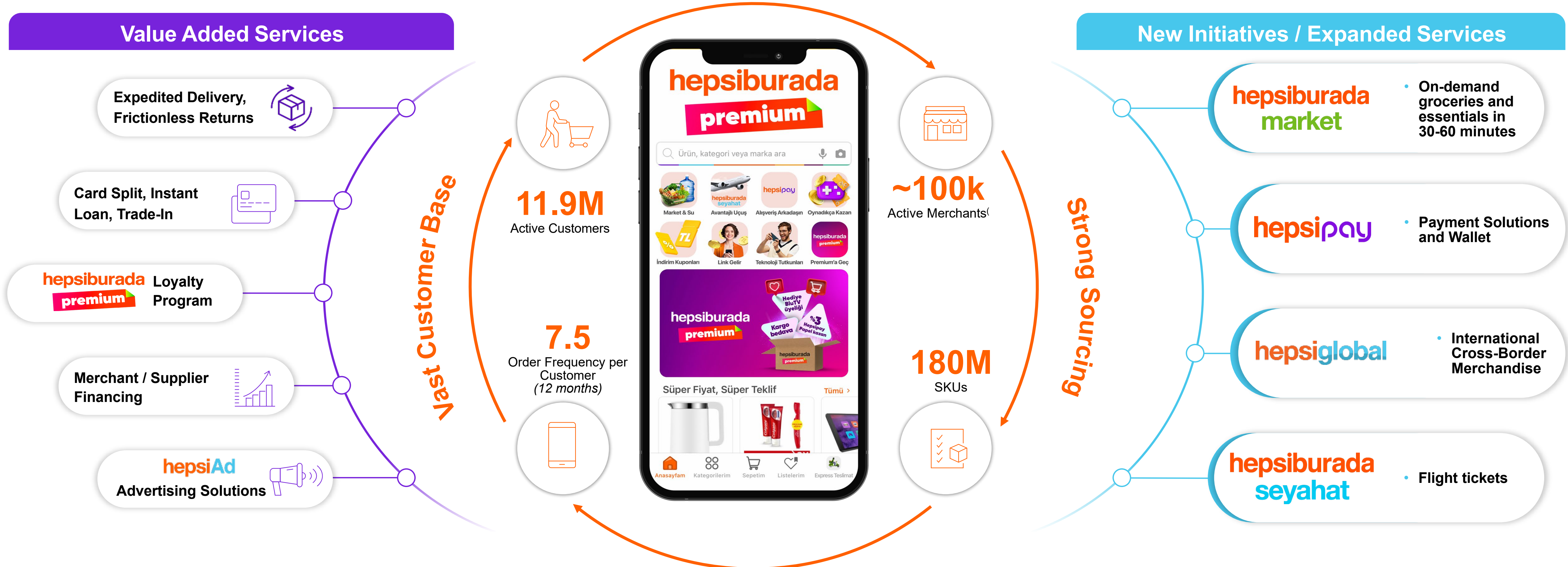
Branding and Marketing Strategies for Geographical Indications



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[PATENT]
TÜRK PATENT VE MARKA KURUMU

Hepsiburada Ecosystem



Logistics Infrastructure

hepsilojistik • Fulfillment-as-a-service

hepsiJET • In-house last mile delivery network

hepsimat • 3500+ PUDO Points

Source: Quarterly Results 2023-Q1

HepsiTürkiyeden!
Türkiye's first GI
program in e-
commerce



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Protected
Geographical
Indication

999



Traditional
Speciality
Guaranteed

6



Protected
Designation of
Origin

356



What Is HepsiTürkiyeden?



With the announcement of planned support from the Turkish Patent Office, it is aimed to ensure the digital transformation of all products with geographical indications (GI)



Promoting our GI products, raising awareness of GI, and reaching directly from the producer to the consumer.



Ensuring sustainability by increasing the awareness of consumers to shop for GI products.



Mersin
MUT



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Digital Transformation

From local to national, we offer SMEs, farmers, and women entrepreneurs the opportunity to deliver their GI products all over Türkiye!



Digital Transformation

Leverage Digital Transformation with Digital Platform Support for GI Products



Special Opportunities for Businesses

Mobilizing Technology & Marketing Support



Local and National Product Policy

Branding and Regional Development with GI Support Policies



Support to Women Entrepreneurs and Cooperatives

Increasing women work force and employment



Training Opportunities

Encouraging development with online GI and e-commerce training sessions in cooperation with the Turkish Patent Office

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Benefits of the HepsiTürkiye'den Programme



Only 1 percent commission fee advantage up to 50,000 TRY for newly opened stores



Province/district label showing the place of production



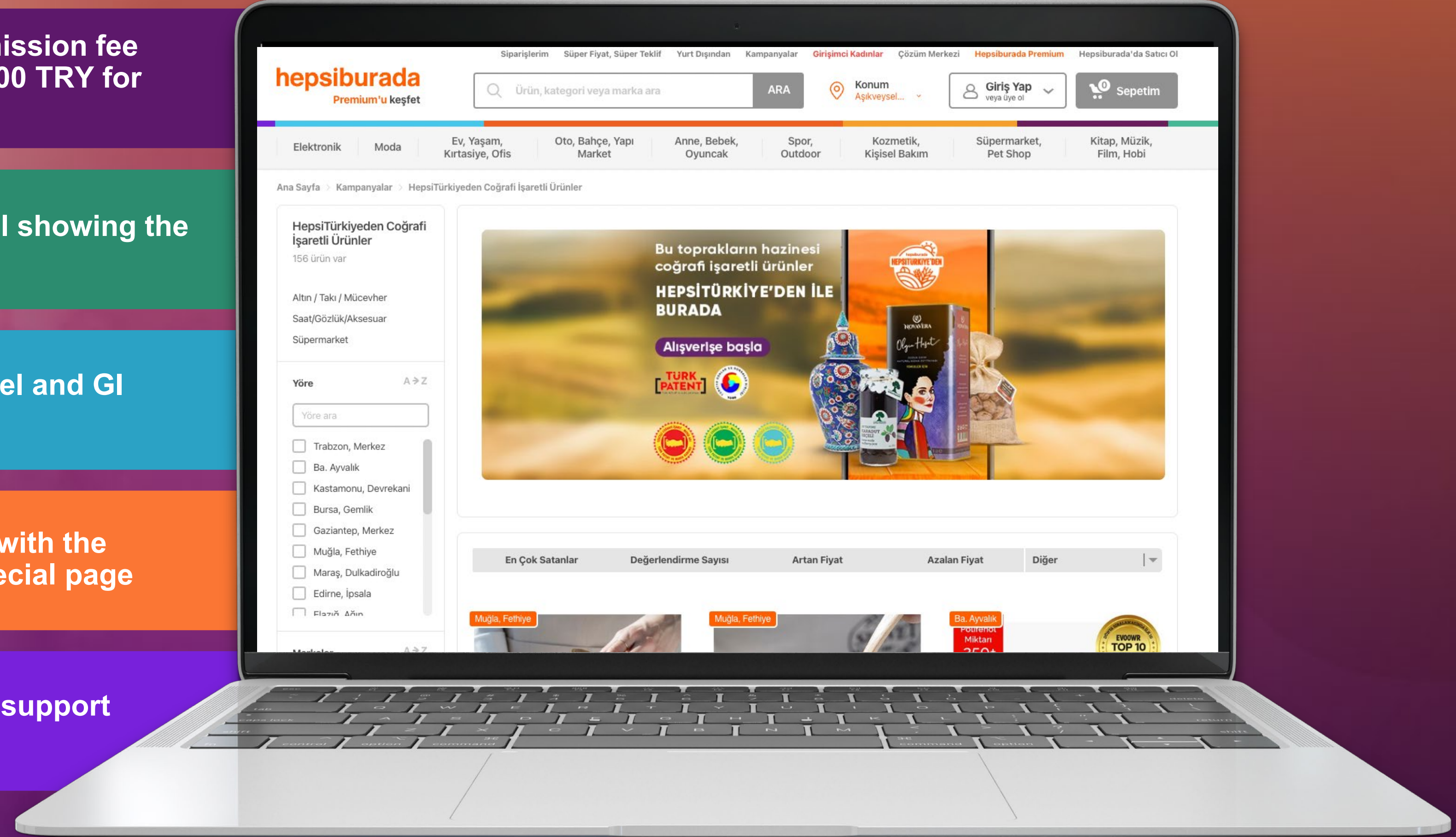
HepsiTürkiye'den label and GI emblem



Home page visibility with the HepsiTürkiye'den special page



100 free photo shoot support services

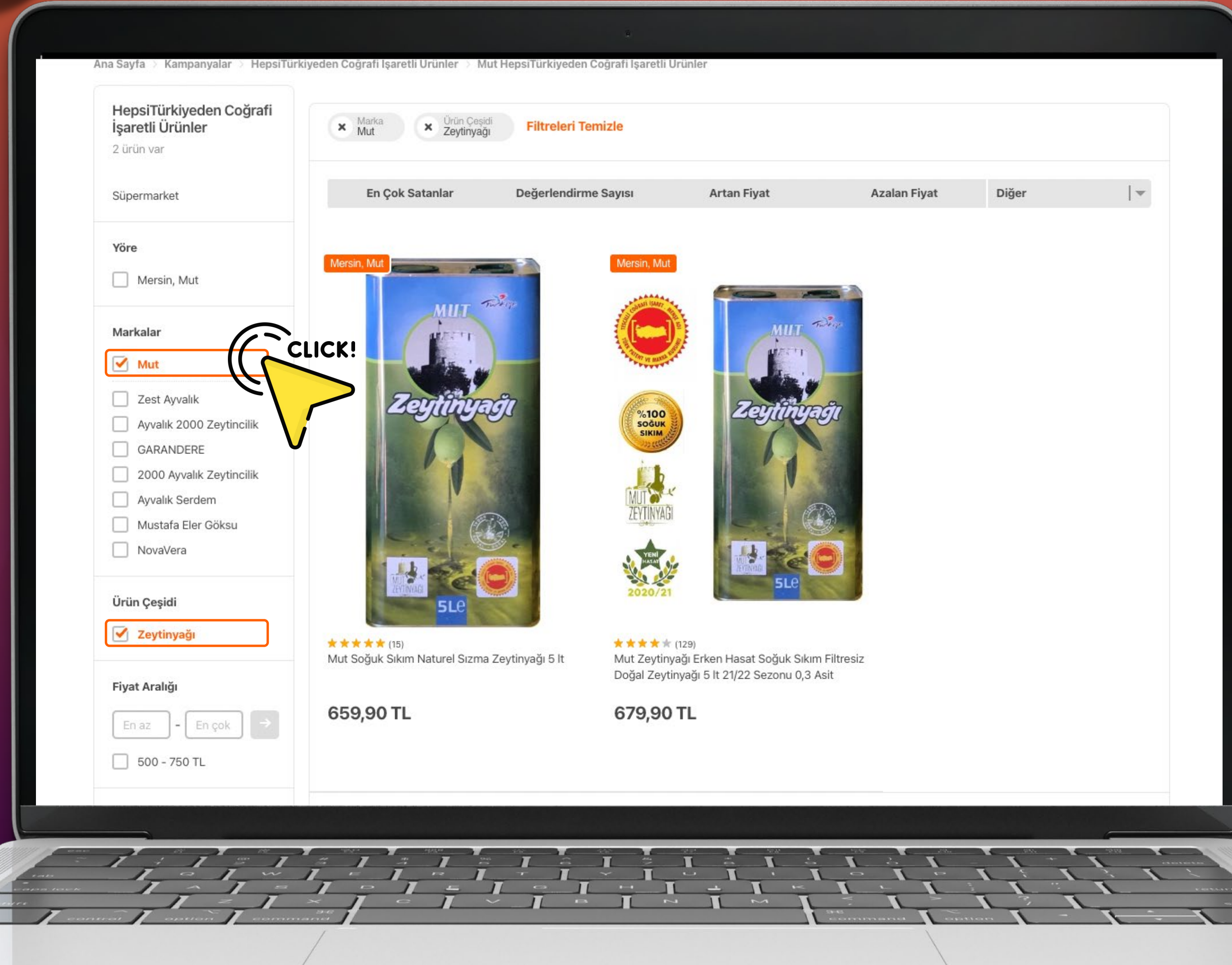


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Province/district label showing the place of production

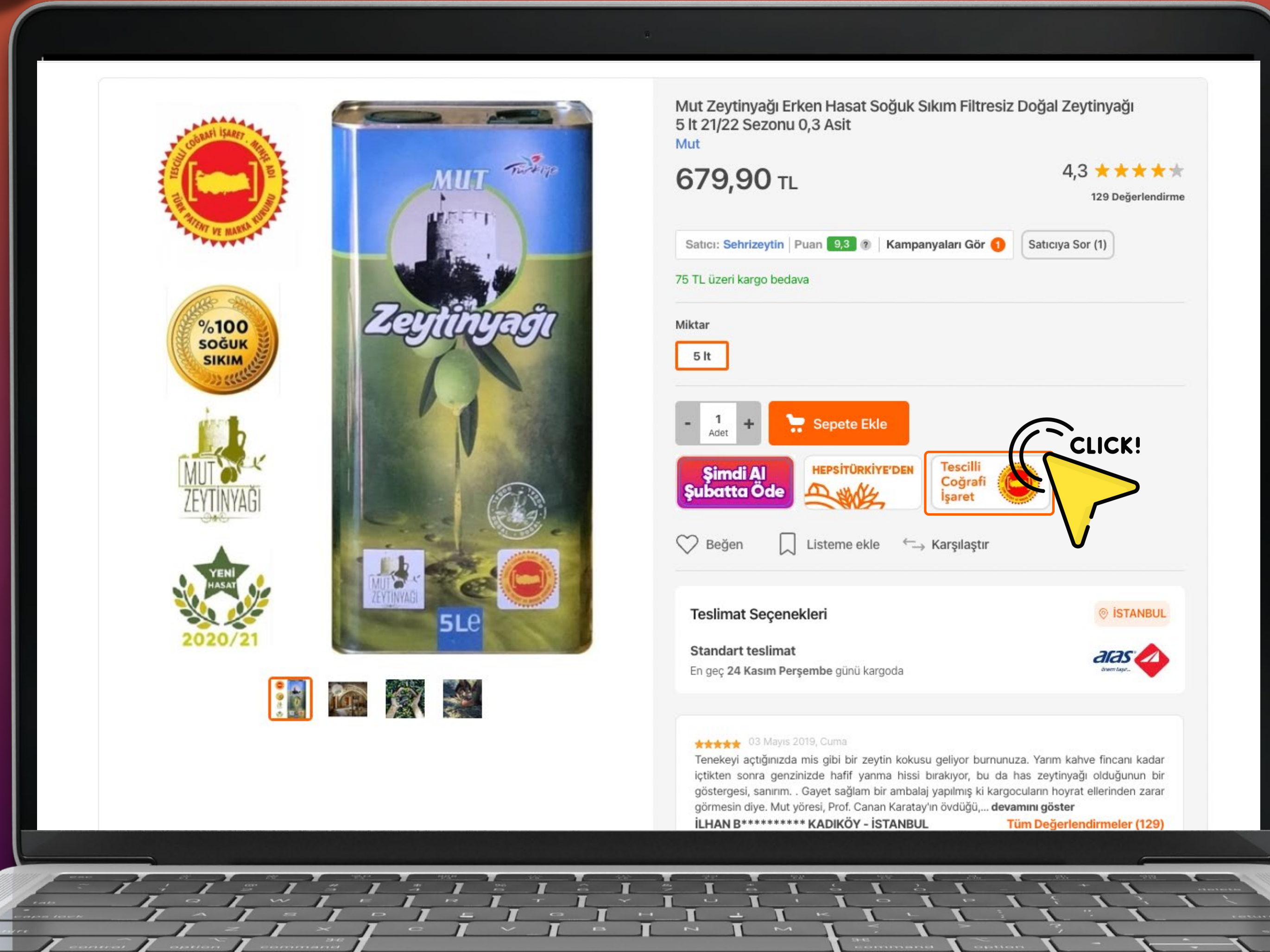


Product-based GI emblem presentation with a dynamic infrastructure.

Consumer access to all GI products open for sale under the emblem
We Promote GI Products!



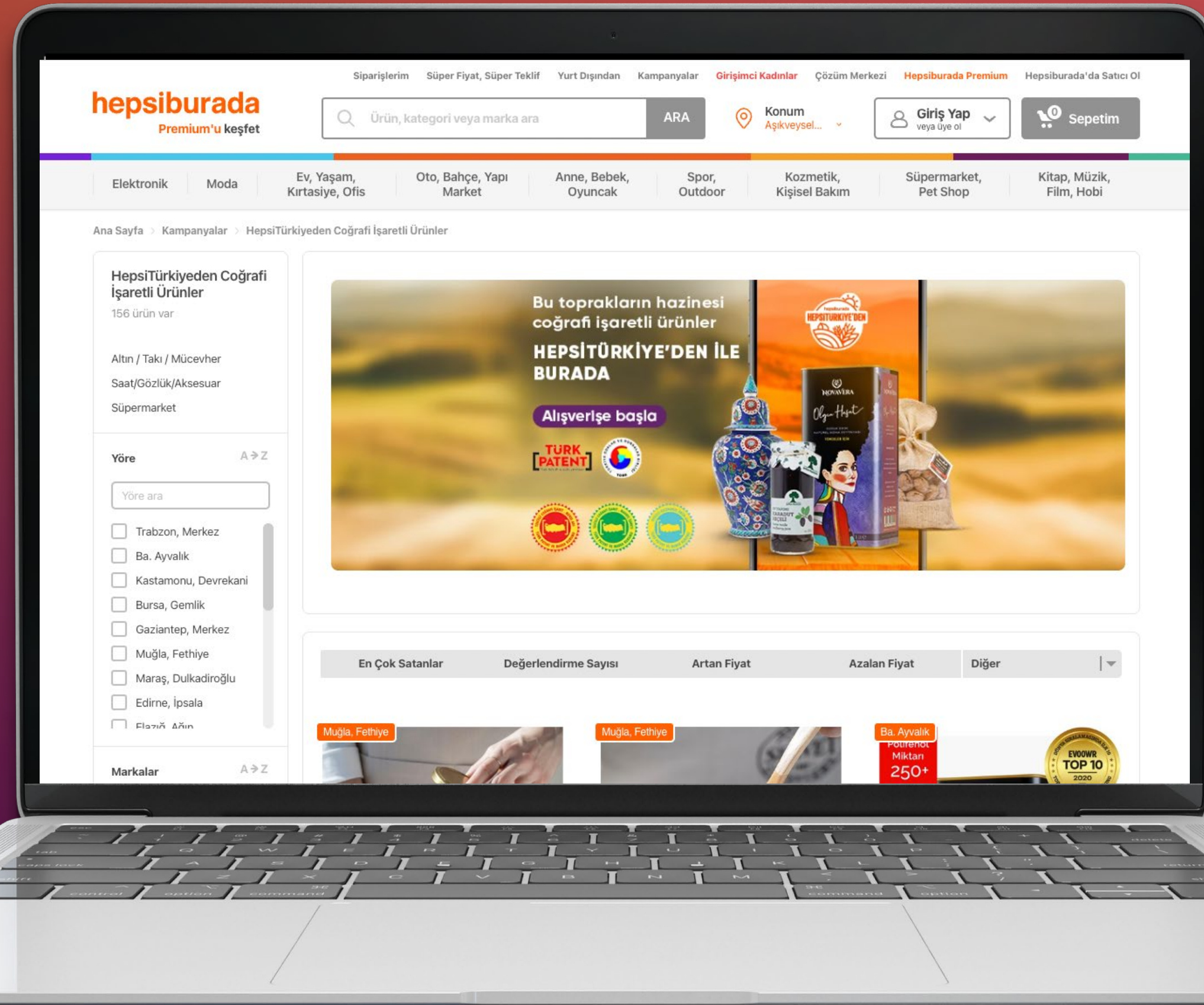
Dynamic GI Emblems



Product-based GI emblem presentation with a dynamic infrastructure.



We Promote GI Products!



Fostering consumer and producer awareness with the GI Promotion page.

<https://hepsiburada.com>

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HepsiTürkiye'den's the best-selling GI products

Protected
GI
Fethiye
Tahini



▶ Protected
Designation of
Origin - Ayvalık
Olive Oil



▶ Protected
Designation of Origin - Gemlik Olives

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HepsiTürkiye'den's GI Webinar: Merchant Engagement

COĞRAFI İŞARETLİ ÜRÜNLERİN E-TİCARET İLE GÜÇLENMESİNİ KONUŞUYORUZ!

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Dr. Hakan Kızıltepe
Türk Patent ve Marka
Kurumu Coğrafi İşaretler
Dairesi Başkanı



Cem Tanır
Hepsiburada
Kurumsal İletişim Direktörü



Duygu Aktaş
Hepsiburada
Kıdemli Ticari Sosyal
Projeler Koordinatörü



Dr. Ayşegül Demircioğlu
Türk Patent ve Marka
Kurumu Coğrafi İşaretler
Dairesi Şube Müdürü

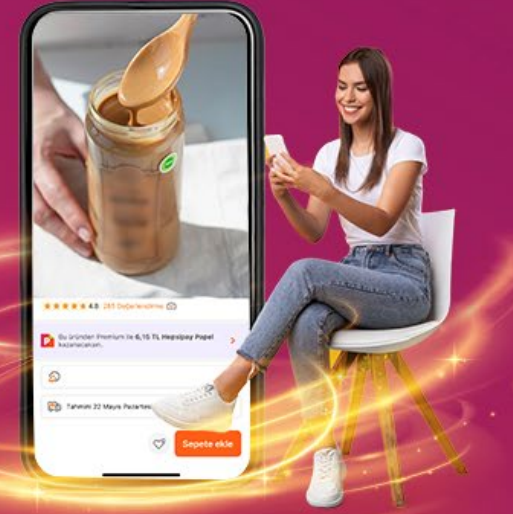
Türk Patent ve Marka Kurumu ile Hepsiburada
olarak buluşacağımız online etkinliğimize
davetlisiniz!

25 Mayıs 14:00

**Yayını Takvime Ekleme
için Tıklayınız!**

hepsiburada işOrtağım

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COĞRAFI İŞARETLİ ÜRÜNLERİN E-TİCARET İLE GÜÇLENMESİNİ KONUŞUYORUZ!

Türk Patent Kurumu Coğrafi İşaretler Daire
Başkanı Sayın **Hakan Kızıltepe** ve Şube Müdürü
Sayın **Dr. Ayşegül Demircioğlu** ile
Hepsiburada olarak buluşacağımız
etkinliğimize davetlisiniz!

Coğrafi işaretli ürünlerin tescilinden satışına kadar tüm
faydaları dinleyeceğimiz yayınıma katılan tüm iş
ortaklarımıza **250TL** değerinde reklam bakiyesi hediye.

24 Mayıs 14:00

**Yayını Takvime Ekleme
için Tıklayınız!**



311 Merchant attendance



First public & private sector
collaboration in e-commerce



More than 50 questions answered
in Q & A session

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THANK YOU!
MADLOBA!

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