

## **Atlantic Council**

### **Private Discussion on Evolving Global Trade Landscape & Türkiye's Position Facing the New Global Order**

**23 June 2026, İstanbul, 12.00**

Thank you Ebru and thanks to Defne Arslan, both of you inviting me.

Since I'm here as Chair of DEİK, let me say something briefly about it. DEİK is a business organization working for 41 years to enhance trade and investment between countries through 153 Business Councils all around the world, with a motto of "Business Diplomacy", without using any public funds.

Coming to today's subject, when we look at the last 100 years of the world, we heard or witnessed so many crises and tragedies. Each time we said, "Ooo, can't be so much", but it was, never stopped but went on.

Today, we're in a world, defined by all kind of wars, energy crises, broken supply chains, trade blocks instead of free trade and this unpleasant list is not lasting only with those.

In the business, we're collaborating and also competing with each other. Competing on quality, competing on price, service, technology, speed, design and so on...

Now, there is a new competition area which seems became the most important. Competing on reliability or trust, how you name it. Here the

critical point is, you can neither just built reliability in a hurry nor you can purchase it. You owe it step by step and when you get it it lasts for years.

As second, as business people we don't like high inflation, high interest rates etc., but somehow we learned how to manage with those. But, among the others, the most important point for us is predictability. Unfortunately, the only predictability or certainty of today's world is uncertainty.

So, combining those two, keeping in mind the history but not being stuck there, we must have totally a new approach and act according to today's reality. That's all I want to say.

Thank you.

**Nail OLPAK**

**President of DEİK**