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TURKISH FOOD EXPORT TO GULF COUNTRIES, CHALLENGES AND STRATEGIES

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Abstract:
The main objective of this study was to examine Turkey's foreign trade with Gulf countries, focusing on the challenges and strategies for increasing foodstuff exports to the region. It also explored brand communication barriers and their development in the target markets. Data were collected from 5 domestic producers and 10 international customers, with participants rating each factor on a scale from 1 (least important) to 5 (most important). The study also aimed to investigate the role of brand communication in enhancing exports to Gulf countries. According to results of this research, developing new strategies for engaging with poor and economically weak countries can help ensure sustained and continuous trade with them. Developing region-specific product formulations that align with local taste preferences can enhance brand recognition and drive trade growth. Among external barriers, the highest-rated challenges were high tariff and non-tariff barriers, intense competition in international markets, unfavorable domestic regulations, and lack of government support or incentives. Internally, the most significant factors were the need to adjust export promotion strategies, high transportation and insurance costs, and insufficient or untrained export personnel. Successful global brands rely on clarity, consistency, and constancy the three Cs to strengthen personal and corporate branding. These traits are evident in media figures and CEOs who use personal branding to build business success. To boost exports to GCC countries and attract investment, continued information support is vital providing importers with market access details and updating Arabic platforms with investment opportunities and procedures.

Keywords:
Gulf Countries, Food Export, Brand Communication, Community

1. Introduction

The Gulf Cooperation Council (GCC) is a regional political and economic alliance made up of six member states: Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, and the United Arab Emirates (UAE). Headquartered in Riyadh, Saudi Arabia, the GCC was officially founded on May 25, 1981, when its charter was signed. The organization's primary goal is to enhance cooperation and coordination in areas such as economy, politics, and security among its member nations. GCC had some definite goals such as developing uniform regulations across various sectors, such as religion, finance, trade, customs, tourism, legislation, and administration, promoting scientific and technological advancements in industries like mining, agriculture, water management, and animal resources, establishing research centers dedicated to scientific innovation, initiating joint ventures and collaborative projects, creating a unified military force, known as the Peninsula Shield Force, encouraging private sector cooperation, and strengthening the bonds between the peoples of member countries.

In addition to having a substantial trade volume in goods and services with Saudi Arabia and the UAE, Turkey has actively worked to strengthen its bilateral investment and business ties with both nations since 2002. Over the past few decades, both the UAE and Saudi Arabia, along with Turkey, have presented attractive investment opportunities to each other. Historically, the UAE and, more recently, Saudi Arabia have maintained open and welcoming business environments to attract foreign capital. Simultaneously, the real estate boom, coupled with significant government investments in domestic infrastructure projects, has created lucrative investment opportunities for international investors in both countries (Habibi N, 2019). In recent decades, Turkey has implemented business-friendly regulations and embraced foreign investment across various economic sectors. While foreign direct investment (FDI) in Turkey amounted to only 15 billion between 1973 and 2002, the country attracted193 billion in FDI from 2003 to 2017. During this period, the GCC countries were among the top investors, contributing 9.4% of the total FDI. Thanks to their substantial oil revenues and well-established financial institutions, Saudi Arabia, the UAE, and other GCC nations have become major sources of financial capital and foreign direct investment globally. Their investments in Turkey saw a significant increase after 2002 (Habibi N, 2019).

According to Habibi and Walker. (2008) financial crisis did not negatively affect Turkey-GCC relations because the oil-exporting countries in the Gulf and the Middle East had accumulated significant oil revenue reserves between 2002 and the first half of 2007. These reserves allowed them to maintain their import levels despite the sharp decline in oil revenues in the latter half of 2008 and the first half of 2009 (Habibi & Walker, 2008). However, there has been a prolonged delay in finalizing the Free Trade Agreement (FTA) with the GCC, an agreement Turkey has been working hard to conclude since 2005. As Larrabee points out, one of the main obstacles to the FTA's completion has been the concerns of GCC members about preventing the influx of cheap Turkish steel and iron products into the GCC market (Larrabee, 2011). Another important point to note is that a significant portion of Gulf investment has been directed toward the agricultural sector, with the goal of increasing strategic food reserves. Although the GCC remains heavily reliant on food imports for most key categories, Turkey stands as a leading regional producer of food products and is unique in the Middle East due to its status as a net exporter of food. There is a growing interest in Turkish agriculture from the GCC, which highlights the complementary partnership potential between Turkey and the GCC (Arab News, 2011).

Since the start of the strategic dialogue between Turkey and the GCC, trade flows have steadily increased, with Turkey receiving around $30 billion worth of investments from the Gulf region since 2001. In 2011 alone, the annual trade volume between Turkey and the Gulf region rose by over 36 percent (Diriöz, 2012). In 2002, the total trade volume between Turkey and the Gulf monarchies amounted to 1.49 billion, making up 1.719.6 billion, representing 5.0% of Turkey's global trade. The United Arab Emirates and Saudi Arabia are Turkey's primary commercial partners within the GCC. In 2012, trade with these two Gulf countries reached 11.77 billion and5.76 billion, respectively, marking an increase compared to 5.45 billion and4.76 billion in 2011. Notably, Turkey registered a trade surplus with both countries. The main Turkish exports to the GCC are steel and iron, which reflect Turkey's dominance in the construction sector (second only to China globally), along with agricultural products (Talbot, 2013).

Since 2021, Turkey's relations with the Gulf Cooperation Council (GCC) have seen significant improvement. While its relationship with Qatar remains central, Turkey is increasingly turning its attention to Saudi Arabia and the UAE, primarily due to its need for economic assistance. The Arab Spring uprisings, which began in late 2010, highlighted some of the challenges in Turkey-GCC relations, especially due to conflicting regional policies. These unresolved issues are expected to continue influencing the future of Turkey-GCC ties. A key concern for GCC countries is Turkey's relationship with Iran, as they view Ankara as a counterbalance to Iran's growing influence in the region. United Arab Emirates and Saudi Arabia had the first and second position in foreign trading with Turkey (Gulf Research Report, 2021).

Due to its diverse geographical and climatic conditions, Turkey produces a wide range of agricultural products, including field crops like grains and oilseeds, as well as various horticultural plants such as fruits and vegetables. Additionally, Turkey plays a significant role in livestock and animal production. The agricultural sector, with its strategic importance, is a key socio-economic driver (Turkish Food and Agriculture Ministry Report, 2021). However, agriculture in the Gulf region is constrained by various natural factors, including limited water resources and poor soil quality. Additionally, aquifers have been over-exploited beyond their natural recharge rate. A more critical issue for GCC food security is availability risk, which occurs when an import-dependent country is unable to acquire food, despite having the financial means to purchase it (Hassen and El Bilali, 2019). Since the early 2000s, relations between Turkey and the Gulf monarchies have steadily improved, with cooperation deepening across various sectors. This gradual rapprochement between Ankara and the Gulf rulers was driven by significant changes in both the Middle East's geopolitical landscape and Turkey's policy towards its Arab neighbors. Additionally, robust economic growth in both Turkey and the GCC played a pivotal role in strengthening their bilateral ties. Economic factors have been central in shaping Turkish-GCC relations (Talbot, 2013).

In other words, the Gulf markets, capital, and energy resources provided significant opportunities for Turkey's growing economy. The GCC states, with their abundant energy resources, stable banking systems, and robust public finances, made the Gulf region an attractive hub for Turkey (Talbot, 2013).

The first round of negotiations for the Free Trade Agreement (FTA) between Turkey and the Gulf Cooperation Council (GCC) took place in Ankara from July 29 to July 31 2023. The talks, which included nine Saudi governmental entities, are a key step in strengthening economic ties between the two regions. The discussions covered various important topics, such as trade in goods and services, rules of origin, contracting, tourism, healthcare, and measures to encourage investment. This trade agreement marks a significant milestone in the expanding economic partnership between Turkey and the GCC. If successfully concluded, the FTA could create new opportunities for trade, investment, and regional collaboration, further solidifying the strategic relationship between these two major economic regions in the Middle East (Middle East Briefing website 2024).

Albasyouni (2023) investigated Turkey's foreign trade policy and its response to changing global economic conditions. The establishment of the General Agreement on Tariffs and Trade (GATT) in 1947 and the subsequent development of the World Trade Organization (WTO) have played a significant role in standardizing customs rules and regulations across most countries, facilitating the liberalization of international trade. These efforts have contributed to the expansion and integration of the global economy. He focuses on the changes in export and import agreements, product recommendations, and regulatory frameworks designed to ease international trade over time. Special emphasis is placed on the transformation of Turkey's trade policy from the 1970s to the present, as the country began liberalizing its trade practices and adopting a more open and balanced approach. Additionally, the study explored Turkey's efforts to diversify its trade partners, enhance its competitiveness in global markets, and align its regulations with those of other nations. The athor mentioned that recent strides in liberalizing Turkey's international trade have led to significant growth in both exports and imports. Currently, industrial goods make up the largest portion of Turkey's overseas trade. Turkey is a member of key organizations such as the European Free Trade Association (EFTA), the Economic Cooperation Organization (ECO), and the Black Sea Economic Cooperation (BSEC). Additionally, Turkey is part of the United Nations Conference on Trade and Development (UNCTAD), the World Customs Organization (WCO), and the International Chamber of Commerce (ICC). These affiliations are central to Turkey's efforts to strengthen its economic standing and promote further economic development (Albasyouni, 2023).

Ülengin, et al. (2015) studied the impact of road transport quotas on Turkey's foreign trade with EU countries, utilizing a gravity model based on panel data from 18 EU nations between 2005 and 2012. Additionally, the textile sector, a major user of road transport for exports to the EU, is analyzed as a case study. The findings reveal that quotas significantly affect both Turkey's total exports via road transport and its textile exports to EU countries. The estimated export loss for Turkey to the selected countries during the study period is 10.6 billion for total road transport exports and 5.65 billion for textile exports. As a result, it can be concluded that the quota restrictions violate the Customs Union regulations, as they not only limit road transport but also hinder trade between the parties. Koksal (2006) investigated export training in Turkish companies. He reported that companies require training in export marketing, as well as the technical and practical aspects of exporting. They prefer more interactive and practical methods over traditional ones. The majority of companies in the study choose IGEME (Export Promotion Center of Turkey) as their preferred provider for export training. According to the research, companies rank export experts as the most preferred type of trainer.

Bilik (2023) researched about challenges and opportunities in the E-Commerce industry of Turkey. He studied Turkey's e-commerce industry, focusing on recent developments, growth patterns, and challenges. Its main goal is to assess the size and growth rate of the market, as well as to identify emerging trends such as social commerce and mobile commerce. The researcher reported that if Turkish government remove obstacles from the E-Commerce in Turkey, companies can improve export and trading. Özer and Ergin (2021) researched about Brand Heritage Concept in Turkish Food Industry. One of the key findings this study was that managers of companies with brand heritage view their brands as a lifestyle and define the concept of brand heritage based on the five characteristics outlined by Urde.

Ağan and Erdoğan (2016) studied export barriers by Turkish manufacturing firms. According to this study, the findings reveal that the most significant export barriers, according to managers, are input and procedural costs, financing, and taxes, followed by labor, technological, and non-tariff issues. Perceptions of these barriers vary based on the firm's size, export volume, and export frequency. The study's results offer valuable insights for both businesses and the government.

Almashaqbeh (2023) studied challenges faced by foreign companies in Turkey due to volatility of the local currency. He reported that certain factors have impacted the Turkish economy, leading to instability that poses challenges not only for the survival of international companies but also for domestic businesses. It has been concluded that this instability affects the financial performance of companies, with past studies empirically supporting this claim. This situation will simplify the investment process for those interested in the Turkish market, allowing them to predict their profitability and assess risks. It is considered an essential tool for decision-makers to define their strategies in response to fluctuating currency values and to adjust their policies in accordance with current economic conditions.

Ramadhanty and Syauqillah (2022) studied the dynamics of bilateral relations between Turkey and the United Arab Emirates (UAE), focusing on how interdependence has led to reconciliation between the two countries. Despite tensions arising from ideological differences and regional interests, trade relations between Turkey and the UAE have persisted. The research utilizes qualitative methods, drawing on the theory of interdependence and the concept of reconciliation to examine this phenomenon. The findings suggest that the interdependence in bilateral relations has facilitated the resolution of conflicts between the two nations. Both countries have shifted their focus toward economic priorities rather than emphasizing their differences. In conclusion, the bilateral relations between Turkey and the UAE are rooted in mutual interdependence. This relationship was formally initiated during the highest-level official visit between Turkey and the UAE on August 8, 1948, at the invitation of President Kenan Evren. As a proponent of an export-driven economic model, Turkey considers the UAE as one of its key markets.

Demirhan (2015) studied the export behavior of Turkish manufacturing firms between 1989 and 2010. Through descriptive analysis and estimated export premiums, it highlights the advantage of exporters over non-exporters. Both self-selection and learning effects are significant for Turkey's export market. Additionally, prior export experience is crucial in determining a firm's export inclination, indicating that there are substantial entry costs in export markets. The presence of sunk costs, self-selection of exporters, and learning through exporting suggests that for sustainable export-driven growth, Turkey should implement microeconomic reforms to enhance firm productivity and size, alongside regulations that eliminate export-related costs and barriers. The author suggested a two-way causal relationship between export activities and firm performance. Larger, more productive, capital-intensive, and less credit-constrained firms are more likely to enter export markets. Moreover, these firms improve their efficiency, financial health, and focus on quality by learning from their export experiences.

Guncavdi, and Saime Suna (2016) studied the export structure of Turkey, an emerging economy, to better understand the challenges that both Turkey and other developing countries may face in increasing exports to address their current account issues. They utilize panel data econometrics to estimate export, labor, and import market specifications simultaneously, addressing endogeneity concerns. The data covers 13 manufacturing sectors and 25 major export markets from 2000 to 2011. Theirs findings challenge conventional assumptions, revealing that export supply is not infinitely elastic and that the supply side of the market plays a crucial role in boosting Turkey's export earnings.

Yazici (2016) estimated the import and export demand functions for Turkish agriculture using annual data from 1970 to 2003. The researcher applied the bounds testing approach to cointegration and error correction modeling. A new strategy was introduced in the model selection process, where the optimal model was chosen from those that meet both diagnostic criteria and cointegration, ensuring that a statistically reliable and cointegrated model is selected, unlike previous studies. He reported that, for import demand, relative prices are a significant determinant in both the short and long run, while the nominal effective exchange rate only influences import demand in the long run. Domestic income, however, does not significantly affect Turkish agricultural import demand. Regarding export demand, while all factors significantly impact export demand in the short run, none of the determinants have a significant long-term effect, due to the relatively small share of Turkish agricultural exports in global agricultural exports. Arslandere et al. (2020) reported that utilizing internet-based export marketing information sources to gather data from international markets positively influences the acquisition of new market knowledge. Additionally, the findings revealed that gaining new market insights has a positive impact on the ability to grow within the export market.

2. Opportunities and Challenges in Bilateral Relations

Bilateral relations between countries often present both opportunities and challenges that shape the dynamics of their diplomatic, economic, and cultural exchanges. In the case of Turkey and the Gulf Cooperation Council (GCC) countries, there are several factors contributing to both opportunities and challenges (Oktav Ö., 2017).

2.1. Opportunities

2.1.1. Economic Growth and Trade Expansion

The strong economic potential of Turkey and the GCC countries provides significant opportunities for enhanced trade, investment, and business collaboration. Turkey's strategic location, robust manufacturing sector, and diverse industries, alongside the GCC's wealth and investment capabilities, create a mutually beneficial environment for expanding trade relations.

2.1.2. Energy and Infrastructure Projects

GCC countries, especially Saudi Arabia and the UAE, are key investors in large infrastructure and energy projects. Turkey's role in these ventures, from construction to energy distribution, opens avenues for both economic and technological cooperation. Projects like the development of transportation corridors, renewable energy projects, and infrastructure development benefit from collaboration between the two regions.

2.1.3. Tourism and Cultural Exchange

With growing interest in cultural exchange, tourism has emerged as a key opportunity. Turkey's rich history, culture, and natural beauty attract millions of tourists annually, including from the GCC. Similarly, Turkey's growing popularity as a tourist destination for Gulf citizens presents new business prospects in hospitality, travel, and tourism-related sectors.

2.1.4. Educational and Technological Cooperation

Turkey's increasing focus on higher education and technological innovation provides opportunities for partnerships in research, development, and academic exchanges. The Gulf countries, with their growing demand for skilled workers and technological expertise, can benefit from collaborative initiatives in education and research programs.

2.2. Challenges

2.2.1. Geopolitical and Security Tensions

One of the main challenges in bilateral relations is the fluctuating geopolitical environment in the Middle East. Conflicting regional policies, particularly regarding issues like the Syrian Civil War, Iran's influence, and political instability, have sometimes led to tensions between Turkey and certain GCC countries. These issues complicate diplomatic relations and hinder cooperation in certain sectors.

2.2.2. Economic Diversification and Trade Barriers

While economic growth in both Turkey and the GCC presents opportunities, there are challenges related to market access, trade regulations, and protectionist policies. Tariffs, non-tariff barriers, and differing regulatory standards may slow the pace of trade expansion. The dependence on oil and gas revenues in the GCC also creates vulnerabilities that could limit the long-term stability of trade partnerships.

2.2.3. Cultural and Ideological Differences

Cultural and ideological differences between Turkey and some GCC countries, particularly regarding political Islam, democracy, and social norms, have occasionally strained relations. While both sides share common interests in regional stability and economic growth, differing views on governance and human rights can create friction in diplomatic engagements.

2.2.4. Environmental and Climate Change Concerns

Environmental issues, such as water scarcity, climate change, and sustainable development, are challenges that impact both Turkey and the GCC. Collaborative solutions to address these challenges require innovative approaches and mutual cooperation, but also pose logistical and financial challenges in implementation.

While Turkey and the GCC have a growing and evolving relationship, the balance between opportunities and challenges will continue to define the trajectory of their bilateral relations. By addressing political differences, focusing on mutual economic benefits, and fostering deeper cultural understanding, both sides can capitalize on the opportunities presented while mitigating the challenges that arise in a dynamic global environment (Oktav, Ö. 2017).

It's crucial to have a solid foundation where every country, regardless of its location, is involved. These factors impact the perception of countries, regions, and cities in various ways. With that in mind, it can be explored how perception plays a role in shaping or influencing willingness to. (Nation Branding Experiences from Turkey And the World Report, 2022).

Governance and internal policies, foreign affairs, mitigation of global causes, economy and business ecosystem, products and services, culture and heritage and art, sports, urban and/or rural environment, natural assets and scenery, education level, society and values, well-being and healthcare, safety and crime are 13 clouds of national branding (Nation Branding Experiences from Turkey and the World Report, 2022).

3. Methodology

In this Study was performed according to the information and data base that obtained from managers, owners of Food factories and customers (5 internal producers and 10 foreigner's customers) in Gulf countries via the pre-tested questionnaire, Turkish Statistical Institute and Turkish Trading Ministry information. This research also tried to study of Brand communication in increasing of export to gulf countries. Using this database and information can be find the best solutions for increasing of export to gulf countries.

A generalized table of well-known export barriers according to Leonidou (2004) in Turkish producers' questionnaire and A generalized table of well-known export barriers according to Leonidou (2004) in foreigner's customers questionnaire were prepared to investigate important factors in Turkish food export to GCC. Questionnaire scoring system started from 1-5. Score 1 was the lowest, score 5 was the highest and most effective factor among others. Empirical results of this study can be used for improving Food Exports of Turkish companies to Gulf Countries.

Comments of customers about brand communication also gathered to improve Turkish Brands chance for competition in GCC. Ten important food trading companies mentioned their ideas about successful brands in GCC. According to the customers comments, brand communication was very important factor in volume of international trading. Comments and Questionnaire results are shown at below.

4. Results and Discussion

According to data were gathered from 5 internal producers and 10 foreigner's customers, below tables were prepared. They answered to our questions with grades from 1-5, grade 1 was less important effective factor and grade 5 was most important effective factor. Averages of this data are shown at below tables.

Table 1: A generalized table of well-known export barriers according to Leonidou (2004) in Turkish producers' questionnaire.

1.Internal Barriers	1.1. Informational		Limited information to locate/analyze market	3.5
			Problematic international market data	2.3
			Identifying foreign business opportunities	2.3
			Inability to contact foreign customer	1.2
	1.2. Functional		Lack of managerial time to deal with export	1.3
			Inadequate/untrained personal for exporting	4.2

			Lack of excess capacity for export	1.2
			Shortage of working capital to finance exports	2.1
	1.3. Marketing	1.3.1. Product	Developing new product for foreign markets	3.1
			Adopting export product design/style	3.2
			Meeting export product quality standards	3.2
			Meeting export packaging/labeling requirements	3.2
		1.3.1. Product	Offering satisfactory prices to customers	3.4
			Difficulty in matching competitors' prices	3.5
			Granting credit facilities to foreign customers	1
		1.3.3. Distribution	Complexity of foreign distribution channels	3
			Accessing export distribution channels	2.2
			Obtaining reliable foreign representation	2.4
			Maintaining control over foreign middlemen	2.4
			Difficulty in supplying inventory abroad	1.3
		1.3.4. Logistics	Unavailability of warehousing facilities abroad	2.3
			Excessive transportation/insurance costs	4.5
		1.3.5. Promotion	Adjusting export promotional activities	4.6

Table 2: A generalized table of well-known export barriers according to Leonidou (2004) in foreigner's customers questionnaire.

2. External Barriers	2.1. Procedural		Unfamiliar exporting procedures/paperwork	2.6
			Problematic communication with overseas cost.	3.6
			Slow collection of payments from abroad	3.5
	2.2. Governmental		Lack of home government assistance/incentives	4.2
			Unfavorable home rules and regulations	4.2

	2.3. Task		Different foreign customer habits/attitudes	2.4
			Keen competition in overseas markets	4.3
	2.4. Environmental	2.4.1. Economic	Poor/deteriorating economic conditions abroad	3.4
			Foreign currency exchange risks	3.2
		2.4.2. Political	Political instability in foreign markets	3.8
			Strict foreign rules and regulations	2.8
			High tariff and nontariff barriers	4.5
		2.4.3. Sociocultural	Unfamiliar foreign business practices	3.5
			Different sociocultural traits	3.1
			Verbal/nonverbal language differences	3.1

According to the Turkish producers, excessive transportation/insurance costs and adjusting export promotional activities were export effective factors and barriers. On the hand, Inadequate/untrained personal for exporting had gained the high-grade effective factor. It means many factories have problem in many departments. Export process was very complex process, it needs trained personnel from production line up to warehouse and operational custom management. Each country has specific guidelines for importing food products, and exports to that country must be conducted in accordance with those guidelines. Educated personnel can be facilized this process correctly. Meeting export packaging/labeling requirements, meeting export product quality standards, adopting export product design/style and developing new product for foreign markets also have import roles in export rate of Turkish food companies.

Difficulty in matching competitors' prices and offering satisfactory prices to customers. In some countries such as Yemen and most of African countries because of bad economic conditions, producers must be making up and adjust price according to people buying ability. In this case, producers try to prepare new cheaper formulation for adapting with these countries' economic conditions. Having new strategies about poor and countries with weak economic will be useful for continuously trading with them.

In each factory, a department must be analyzing the market. Limited information to locate/analyze market is a problem for some producers. If new item production start without market analyzing, factories might have many problems in marketing and selling of new products. In some case, new item may be useful in inner market and not suitable for other countries and export. Creating new formulations tailored to regional markets and local taste preferences can be effective for strengthening branding and boosting trade. Logistics plays a crucial role in export performance, as firms with lower export volumes often face greater difficulties in accessing distribution channels compared to firms with higher export volumes. Companies that export more frequently are more involved in international trade, allowing them to establish stronger relationships and better access to logistics service providers. Similarly, the impact of "non-tariff issues" follows the same pattern as logistics.

Lack of home government assistance/incentives is an important factor for increasing of export. For example, Arab union has approved a regulation that food stuff import from other Arab countries without or with very low custom tariff is possible. This is very effective for increasing of export of food stuff among Arab countries. Some countries have unfavorable domestic rules and regulations that affected import from other countries. High tariff and nontariff barriers are very effective economic factor in the world. The tariff trade war between the US and China is an example of this influential factor. High customs tariffs reduce imports from the country of origin. Keen competition in overseas markets is another external barrier in target market. To survive in a competitive foreign market, it is very important to use new technologies, new products, innovation, and cost reduction.

Slow collection of payments from abroad and receiving full payment from some forging countries is time consuming. This problem is very effective barrier for extension of export to that country. Especially this problem can be seen in under sanction countries such as Russia, Iran, Yemen, North Korea…, because they have limitation to connect international banking system. Political instability in foreign markets certainly affects exports significantly. As governments change, domestic and foreign policies and customs tariffs on imports increase or decrease, and this affects exports and imports in the long and short term.

Among external barriers, high tariff and nontariff barriers, keen competition in overseas markets, unfavorable home rules and regulations and lack of home government assistance/incentives gained the highest grade of questionnaire. Results also showed that adjusting export promotional activities, excessive transportation/insurance costs, Inadequate/untrained personal for exporting were most important effective factors among internal barriers. According to foreign customers and big inner producers points of views it can be said that in brand communication, some key issues must be considered:

1. Companies should communicate with young people by sharing relevant information about their brand and how it can be useful, rather than relying on how young people perceive the brand.
2. Brands must be authentic in their messaging and avoid pretending to understand a world they don't relate to.
3. Originality is key—especially in the age of collaborative and viral marketing, where consumers, particularly young people, control the media and spread messages.
4. Brands should act as entertainment providers, creating engaging content that sparks conversations, but not by using outdated methods—they need to offer something new and exciting.
5. Consistency is essential. Young audiences quickly notice inconsistencies, so it's damaging for a brand to be bold online but stick to traditional communication elsewhere. Brands should let young people lead the conversation, join in naturally, and not try to change them. The brand should be part of a relevant story, integrated seamlessly but remain in the background.
6. A brand cannot create a community from scratch, but it can join an existing one in a meaningful way by supporting it and aligning with its values. For successful community marketing, brands must identify niche groups, understand their opinion leaders, and connect with them in ways that are meaningful to the community.
7. Brands should empower young people with tools and opportunities to make a positive impact on the world.

Every strong global brand—whether personal or corporate—shares three key qualities: clarity, consistency, and constancy, known as the Three Cs of branding. These principles help measure and enhance the effectiveness of a personal branding strategy. To validate their importance, we can look at examples from popular media, where personal branding plays a vital role—not just in entertainment but also among iconic CEOs who have turned their personal brands into powerful business assets. Once your communication strategy is fully in motion and you're consistently promoting your thought leadership, intellectual property, and key content themes—your personal brand—to your target audience with clarity and visibility, you can begin to observe positive outcomes. You may notice increased interest in your professional work, attract like-minded professionals to your network, and create opportunities for current colleagues to share your brand message with others. Over time, as your reputation and leadership strengthen, your brand will become more closely associated with you, leading to deeper, more meaningful relationships within your professional community (Arruda, 2009).

To support and enhance the entry of domestic exporters into GCC markets—and considering the strong interest in attracting investment from this region—it is advisable to continue efforts in targeted information support. Specifically, this includes improving informational systems for importers regarding market entry conditions and opportunities. For potential investors, it involves updating an Arabic-language online platform with details such as a list of privatization opportunities, interactive maps showing key investment contact points, and documents outlining investment procedures and prospects. If internal and external barriers omit or decrease, Turkish trading will be increased incredible with GCC. Questioned persons comments about brand communication should be considered to improve brand communication. It also can be effective in export amounts between Turkey and GCC.

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