



CALL TO INVESTMENT AT “FORMULA 1 SPEED” FROM THE INVESTMENT OFFICE

The Investment Office of the Presidency of the Republic of Turkey is poised to launch an “Invest in Türkiye” call to the entire world during the Formula 1™ taking place in İstanbul on 13-15 November.

The Investment Office will make an “Invest in Türkiye” call during the Formula 1 race taking place in İstanbul Park on 13-15 November. The race boasts millions of viewers globally and was last held in İstanbul 9 years ago.

The Turkish Investment Office will reach out to foreign investors as one of the main sponsors and a “founding partner” of the renewed Formula 1™. DHL Turkey Grand Prix 2020, which boasts an audience of 500 million unique viewers across 5 different continents, for a total of more than 2 billion people. The Formula 1™ DHL Türkiye Grand Prix 2020 will be broadcast in **200 countries and more than 250 channels**.

Stating that the Formula 1 organization’s return to İstanbul after 9 years is an important opportunity, **Investment Office President A. Burak Dağlıoğlu** also went on the record saying, *“We are happy to once again host Formula 1 with the support of our President. There are 40 brands from Fortune 500 and 11 brands from Forbes Top 100 in the Formula 1 ecosystem. We included Formula 1 in our publicity plans after considering the global business world within the organization’s target audience. The red ‘power’ button used in the promotion visuals of the Investment Office signifies Turkey’s energy and strength. It invites investors to press the key to Turkey to open up an investment opportunity that lies at their fingertip, or simply implies that they could do everything with a simple push of a button. Formula 1 signifies speed, energy. We are also supporting our investments with maximum velocity. And with potential investors, we share Turkey’s energy and strength. We wanted to underline this theme in our collaboration with Formula 1 by using ‘Türkiye’ over ‘Turkey’ in our visual media promotions.”*

Dağlıoğlu also emphasized the importance of keeping the Formula 1 İstanbul race on the official calendar, stating; *“Hosting an international event such as Formula 1 in İstanbul, one of the most beautiful cities in the world, will not only enrich these events but also offer an outstanding platform for the promotion of our country and İstanbul. We will continue to support holding events like this to lend a boost to the appeal of our country for investors.”*

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