



**TÜRK TİCARET EVLERİ**  
**TURKIG TRADE HOUSES**



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## REGULATION OF THE TURKIC TRADE HOUSE

### PREAMBLE

*In conformity with* the objectives laid down in Article 2 of the Nakhchivan Agreement establishing the Cooperation Council of the Turkic Speaking States (Turkic Council), since 12 November 2021, the Organization of Turkic States (OTS).

*Based on* the general instruction of the Heads of States of the OTS to create favorable conditions among the member states by taking necessary measures to increase trade and investment,

*Desiring* to help the member states to expand their trade volume, facilitate the export process and strengthen their commercial position in each other markets,

*Recognizing* the importance of traditional trade promotion mechanisms in the member states such as the national chambers of commerce and industry, export and investment promotion agencies, trade associations, trade representatives and missions abroad,

*Conscious of* the usefulness of existing trade houses in their respective economies and their role in the development of international trade,

*Bearing in mind* the proposal of the OTS Working Group on Economic Cooperation at its tenth meeting in Bishkek in 2018 to establish the new export promotion mechanism such as trade house,

The OTS member states agree to establish the Turkic Trade House brand with the following functioning mechanism:

### ARTICLE 1 NAME AND DEFINITIONS

1. This brand shall be known as the “Turkic Trade House”(hereinafter referred to as the “TTH). Other abbreviations used in the text will be as follows:

Regulation of the Turkic Trade House: Regulation

Turkic Chamber of Commerce and Industry: TCCI

Licensor: Organization that gives to another person or organization an official permission to use the TTH brand.

Licensee: A person or organization who is accorded with an official permission to use the TTH brand.

## **ARTICLE 2 OBJECTIVES**

TTH brand name is established to conclude with financially self-sufficient licensees the license agreements to use the TTH brand. Objectives are to:

1. Promote member states' foreign trade and the international activity of their companies, and help companies to better compete globally.
2. Offer the existing trade houses registered in member states a platform to network proactively, and exchange information and experiences.
3. Establish streamlined channels ensuring the continuous exchange of business information related to trade and investment opportunities in member states.
4. Identify potential business partnerships and help companies to find suitable strategic partners or further their business goals in other member states.
5. Provide Member States' companies with an extended business network through organizing different meetings, including special networking events attended by industry leaders, politicians, and other influential figures.
6. Enable Member States' companies to benefit from a higher level of marketing support and brand exposure and raise their goods and services profile among potential partners and clients.
7. Act as a services provider, offering Member States' companies a wide array of business-focused information, advocacy, and advisory services.
8. Perform and take on additional operations capable of promoting the objectives described above.

## **ARTICLE 3 LEGAL STATUS AND LEGITIMACY**

1. TCCI shall act as the Licensor and the owner of the name TTH and various other intellectual property and materials that together constitute the brand image.
2. TCCI shall, in coordination with the OTS Secretariat, have the right to grant licenses of some or all of the brand content to interested entities, in line with the Regulation.
3. TCCI will be accountable to the Member States for all issues related to the TTH brand.

## **ARTICLE 4 POLICY AND STANDARDS**

1. TCCI and the OTS Secretariat shall develop Policies and Standards necessary to describe business location features and conduct under the TTH brand. TCCI and the OTS Secretariat

shall have the right to amend existing Policies and Standards, when required. Licensees are sought to meet the following minimum standards and services:

#### A. Real Estate

The considered real estate shall be preferably located in capitals. It shall provide: a) modern showroom and exhibition space (above 200 square meters) designed to make an immediate impression on visitors and to meet the needs of business people; b) equipped conference and event room with seating capacity up to 240 persons); c) reception and greeting area; d) areas for small group meetings, social occasions, offices, and e) a parking space.

#### B. Organizational standards

a) Establish the Board of Directors comprising the whole time Chairman/Managing Director and six whole-time Department Directors (export promotion, marketing, finance, business, logistics, and law).

b) Maintain in full force all licenses, permits, authorizations, registrations and qualifications from all applicable governmental departments and agencies.

c) Pay all fees and other charges required by laws, rules, regulations, and orders.

d) Implement the quality standards as may be established by TCCI and communicated to Licensee in writing.

e) Introduce safety programs and practices.

#### C. Services

a) Provide consulting and advisory services for companies, such as market analyses, business information, marketing support, legal support, and advocacy.

b) Organize retail sales, brand exposure and help in finding potential customers.

c) Offer a platform for companies to network proactively and help in extending business relationships.

d) Submit annual reports to TCCI and the OTS Secretariat.

2. Licensee shall have the right to adopt additional Licensee's Policies that do not conflict with the Policies and Standards.

### **ARTICLE 5 LICENSING BOARD**

1. Licensing Board shall consist of six members with voting rights, four from TCCI and two from the OTS Secretariat. The senior management of TCCI and the OTS Secretariat shall appoint the respective members of the Licensing Board.

2. Licensing Board shall convene at the premises of TCCI as often as required and be chaired by one of the Licensing Board members. Each Licensing Board member can ask for a meeting at short notice, stating the reasons for the request.

3. Licensing Board meetings shall require a minimum quorum of five members present. All decisions shall be taken by a simple majority vote of those present.

The Licensing Board has the following powers:

a) developing Policies and Standards necessary to describe business location features and conduct under the TTH brand name and updating Policies and Standards as deemed appropriate.

b) evaluating and adopting applications for the use of the TTH brand name.

c) organizing real estate visits and on-site evaluations related to the eligible Licensee candidates.

d) determining standard TTH advertising materials.

e) managing the relations with the Licensees.

## **ARTICLE 6 GRANT OF LICENSE**

1. Every person or organization interested in using the TTH brand name shall apply by online application form approved by Licensing Board.

2. Applications shall be subject to approval and acceptance by the Licensing Board. If the application is accepted, the considered real estate will be visited, and an on-site evaluation will be made.

3. Eligible candidates will be provided with the list of documents required to prepare and sign the "Brand License Agreement." Once signed, the Brand License Agreement will be valid for five years, renewable for subsequent five-year periods.

4. TCCI shall have the right to simultaneously conclude the Brand License Agreements with more than one interested entity.

5. If deemed necessary, TCCI and OTS Secretariat shall organize trainings for the Licensee staff. Further, the Licensing Board shall provide Licensee with the standard TTH advertising materials.

6. Licensee shall use the TTH brand only for so long as the license granted remains in full force and effect. Licensee may not transfer the granted license to other entities without TCCI's prior written consent.

7. Licensee shall not in any manner or respect be the legal representative or agent of TCCI and shall not enter into or create any contracts, agreements, or obligations on behalf of TCCI.

8. TCCI shall not charge Licensee any fee or other compensation for the use of the TTH brand name.

## **ARTICLE 7 TERMINATION OF LICENCE**

1. Either party may terminate the Brand License Agreement upon giving written notice to the other party. The termination takes effect at (a) the time the notice is received, or (b) if a later time is stated in the notice, later time.

2. TCCI, in consultation with the OTS Secretariat, may terminate the Brand License Agreement if any of the following events occur:

a) a merger, consolidation, or reorganization of Licensee with one or more corporations, partnerships, trusts, or other organizations in which Licensee is not the surviving entity.

b) a sale of all or majority of the assets of Licensee to one or more individuals or entities who are not an affiliate of Licensee.

c) bankruptcy.

d) a conviction of an indictable offense.

e) inability of Licensee to perform any of the obligations stipulated in the Brand License Agreement.

## **ARTICLE 8 ADOPTION AND AMENDMENTS**

1. The Regulation shall be adopted at the Meeting of the Ministers in Charge of Economy of the OTS and take effect immediately, without necessitating any additional procedure.

2. All or part of this Regulation can be revised at any time. Any revision requires advice from the Licensing Board and the decision by the senior management of TCCI and the OTS Secretariat.

## **ARTICLE 9 FINAL PROVISIONS**

1. Licensee shall comply with all laws, rules, and government regulations of relevant Member State pertaining to its business and shall not violate any laws that would adversely affect the TTH brand name.

2. TCCI, its representatives, or its nominees shall have the right to oversee the use of the TTH brand name by Licensee and shall have access to the business and books and records of Licensee to ensure compliance with Brand License Agreement and the Regulation.

3. Any dispute between the TTH members relating to the implementation and interpretation of this Regulation shall be resolved through consultations and negotiations.

4. This Regulation was adopted by the Ministers in Charge of Economy of the OTS on 10 September 2021 in Baku and signed by the Secretary General of the OTS and President of the Turkic Chamber of Commerce and Industry on.....

**President**  
Turkic Chamber of Commerce and  
Industry

**Secretary General**  
The Organization of Turkic States