



CÁMARA DE COMERCIO HISPANO TURCA

Newsletter nº 45 - January 2026

We warmly welcome our new members!



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News from the Chamber

9th Edition of our Annual Business Excellence Awards



On Thursday, December 4, 2025, the **9th Edition of the Spanish-Turkish Chamber of Commerce Awards** was hosted at the Real Casino de Madrid, honoring the people and

entities that strengthen the economic, commercial, and cultural ties between Turkey and Spain.

This year's awards were presented to **Amadeus**, **Tosyalı Holding** and **Ms. Ebru Özdemir**, in recognition of their outstanding contributions.



Tosyalı Holding
(Turkish Company)

Amadeus
(Spanish Company)

Ms. Ebru Özdemir
(Professional Merit)

[More info](#)

Seminar “Spain–Turkey: Innovation and AI in the Digital Era” at the Madrid Chamber of Commerce

The Madrid Chamber of Commerce co-organized the seminar “Spain–Turkey: Innovation and AI in the Digital Era” on November 21, 2025.

The seminar opened with institutional remarks by **Esther Calvo** (Madrid Chamber of Commerce), **Yasemen Korukçu** (Spanish-Turkish Chamber of Commerce), and the Ambassador of Türkiye to Spain, **Nüket Küçükel Ezberci**.

The event featured keynote speeches, including one by **Prof. Altan Cakir** (Co-President of AI Türkiye), as well as panel discussions on digital regulation, investment, and technology ecosystems. Speakers and contributors represented leading organizations such as **Adigital**, **BTS & Partners**, **Amadeus**, **Kök Projekt**, **EDIH Madrid**, and **Linklaters**.



[More info](#)

MoU Signed with the Ankara Chamber of Industry (ASO)



On November 24, 2025, the Chamber attended a meeting at the Ankara Chamber of Industry (ASO), aimed at strengthening collaboration between Spanish and Turkish companies.

The meeting was attended by the Chairman of the Board of ASO, **Ertuğrul Onat**, and the Secretary General of ASO, **Ahmet Dinçer**, as well as **Gonzalo Álvarez**, Chargé d'Affaires of the Embassy of Spain in Türkiye, **Natalia Cabrera**, Commercial Counselor of the Embassy of Spain in Türkiye, and **Vicente Balbin**, the Delegate of the Spanish-Turkish Chamber of Industry and Commerce in Türkiye.

Furthermore, we formalized a **Memorandum of Understanding (MoU) with ASO**, which includes organizing a Spain Day event for Turkish companies and hosting in-person B2B meetings between Turkish and Spanish businesses.

Webinar on KKDIK – Turkey REACH with Greenovation Consulting

On December 17, 2025, the Chamber held a webinar with our member Greenovation Consulting entitled “KKDIK – Turkey REACH: Practical Insights, Ongoing Registration Discussions.”

During this session, we shared practical insights, key regulatory updates, and guidance to support companies in improving their chemical management processes and move towards more sustainable practices.



First Board of Directors and General Assembly Meeting of the Year, Set the Strategic Outlook for 2026

On January 8, the Spanish-Turkish Chamber of Commerce & Industry held its **first Board of Directors meeting of 2026**, organised in a hybrid format, together with the **Ordinary General Assembly for the previous year**.

During the meeting, we reviewed the impact of our previous initiatives and outlined the events, programs, and

collaboration opportunities planned for 2026.

MoU Signed with the Álava Chamber of Commerce, Industry and Services

On January 22, we signed a **Memorandum of Understanding (MoU)** with the **Álava Chamber of Commerce, Industry and Services**, thereby completing MoUs with all the Chambers of Commerce in the Basque Country.

The MoU was signed by **Gregorio Rojo**, President of the Álava Chamber of Commerce, Industry and Services, on one side, and by **Yasemen Korukçu**, President of the Spanish-Turkish Chamber of Commerce, on the other.

This agreement aims to strengthen collaboration between Spanish and Turkish companies in the **Basque Country**, one of the most solid industrial regions of Spain; promoting access to **new business opportunities** and institutional cooperation in strategic areas for both economies.

[More info](#)



Visit to the Turkish Stands at FITUR 2026

From **January 21 to 25**, took place at IFEMA the **46th International Fair of Tourism**.

On January 23, the Chamber had the pleasure of visiting the **stands of Turkish Companies and Institutions** present at the fair to promote deeper cultural and commercial ties.

This year was the first time that **Turkish Airlines**, a member of our Board of Directors, had its **own stand** at FITUR. During the fair, the airline has signed a **MoU** with **Congresses and Tourism of Seville (CONTURSA)** and with the **Public Company for the Management of Tourism and Sport of Andalusia**.



[More info](#)

Meeting with the Bursa Chamber of Commerce and Industry (BTSO)

On January 23, the Chamber organised a meeting between the **Bursa Chamber of Commerce and Industry (BTSO)**, and the International Expansion Director of IFEMA, Jaime Martín Bernad.

On behalf of BTSO, the meeting was attended by the President, **Mr. Ibrahim Burkay**, the President of the Council, **Ali Uğur**, and a member of the Board of Directors.

This reunion was held as a result of the **Memorandum of Understanding (MoU)** signed last year between BTSO and the Spanish-Turkish Chamber of Commerce.

The Bursa Chamber of Commerce and Industry is one of **Türkiye's leading chambers**, playing a pivotal role in fostering economic development, aiming to establish Bursa as a center of economic transformation in Türkiye, while also seeking to strengthen business ties with Spain.



News From Our Members

ARTENG Iberia at GENERA & MATELEC 2025

On November 20, 2025, we visited our member, **ARTENG Iberia**, at GENERA & MATELEC, the International Week of Electrification and Decarbonization at IFEMA Madrid.

This was an excellent opportunity to explore the innovations driving the sector forward and to strengthen our collaboration.

[More info](#)





TEKCE Expands Global Reach with New Collaboration and Affiliate Programs

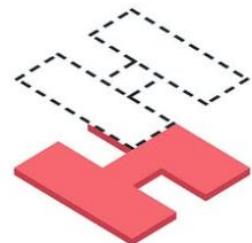
TEKCE's new Collaboration and Affiliate programs provide real estate professionals and content creators with real-time access to the CRM, a white-label solution for over 7,000 verified properties, and a transparent, trackable workflow for international operations.

[More info](#)

HadsUp Announces Expansion into Spain and Portugal Following UK Consolidation

After consolidating its success in the UK through its AI-integrated Digital Out-of-Home (DOOH) advertising ecosystem, **HadsUp**, a new member of the Chamber, is now expanding into the Spanish and Portuguese markets.

The company aims to replicate a proven business model that has already been validated and, in recent years, has generated significant additional revenue for numerous operators in the fitness sector as well as other large sports facilities and venues.

[More info](#)

HadsUp



CHECA Abogados, a Highly Specialized Legal Boutique in Workplace Accidents

CHECA Abogados, a member of the Chamber, analyses and defends the wide range of responsibilities and circumstances that may arise for employers when a workplace accident occurs, including administrative, labour, and even criminal liability.

The firm also provides training to various business groups on the consequences of workplace accidents and on how to minimise their economic impact and potential adverse effects on companies.

Moreover, CHECA Abogados prepares reports and risk analyses related to preventive management.

[More info](#)

EU–Mercosur Agreement: A Strategic Opportunity for Investment and Business Expansion in Spain

The agreement between the **European Union and Mercosur** represents one of the most significant milestones in European trade policy in recent decades. It is an instrument with enormous potential to stimulate investment, attract foreign companies to Spain, and support the international expansion of companies already operating in the country.

Our member **Font & Yildiz** supports investors and companies throughout the entire project cycle—from corporate and tax structuring and establishment in Spain to investment planning, international expansion, and the management of residence and work permits for executives, partners, and relocated teams.

[More info](#)

EU–MERCOSUR

PARTNERSHIP AGREEMENT



FONT & YILDIZ TAX-LEGAL SERVICES



Mapfre Renews its Branding to Better Reflect the Intense Transformation of the Company

Mapfre, member of our Chamber, has launched a new visual identity. After years of business transformation to better respond to customer needs and to an evolving technological and social landscape, the company is updating the image it presents to society.

The result is a branding that preserves the essence and legacy of an organization with more than 90 years of history, while evolving toward a modern, bold image that more accurately reflects the dynamic and innovative company that Mapfre is today.

[More info](#)

UNICO Consulting Held a “Spain Destination Promotion” at TÜRSAB Academy in Collaboration with Air Europa

Our member, **UNICO Consulting**, as the official representative of the Spain Tourism Office (Turespaña) in Turkey, in collaboration with Air Europa and hosted by TÜRSAB (The Association of Turkish Travel Agencies), held a Spain Destination Promotion for travel agencies at the TÜRSAB Headquarters in Istanbul.

During the event, a presentation was delivered by **Eren Lea Karslı**, Founder of **UNICO Consulting**, highlighting Spain's key destinations, tourism offerings, and travel opportunities for the Turkish market.

This initiative was carried out as a destination promotion activity for travel agencies in Turkey, aiming to support and strengthen Spain's positioning in the Turkish tourism market.

[More info](#)

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Spotify Camp Nou Relies on SALICRU to Guarantee its Critical Power

In collaboration with **LIMAK**, **FC Barcelona** has selected **SALICRU** as the supplier of 100% of the Uninterruptible Power Supply Systems (SAI/UPS) for the new Spotify Camp Nou. The installation includes 15 three-phase units and a total aggregated power of 3,600 kW.

Our member **Salicru**, a specialist in power electronics, has designed and implemented the backup power system that protects the stadium's critical loads, including the pitch lighting, LaLiga infrastructures, data centers and IT rooms, as well as press, security, ticketing systems, the Barça Museum, and the official store.

[More info](#)

“A Breath of Fresh Air... Without Unpleasant Odours”: Sanicat Presents Essential Oils

Our member TOLSA announces that its brand Sanicat has launched **Sanicat Essential Oils**, the first range of ultra-clumping cat litter formulated with essential oils capable of neutralising unpleasant odours through a pioneering three-phase technology: adsorption, absorption, and final neutralisation.

This innovative development has received international recognition, winning the **“Innovative Product of the Year”** award at the PROMOJARDIN-PROMANIMAL Innovation Trophies in France.

[More info](#)

O Tolsa



Greenovation Consulting Strengthens Ties with Balkan TÜRKSIAD During an Official Visit

Greenovation Consulting, member of the Chamber, paid an official visit to Balkan TÜRKSIAD.

During the visit, they held a meeting with the President, Mr. İskender İskenderoğlu, in which they discussed **Greenovation's** membership in our Chamber and possible collaborations between the two institutions.

[More info](#)

Interviews

Interview with Yücel Çınar, Founder of HadsUp



In this edition of the Newsletter, the Chamber of Commerce had the pleasure of interviewing **Yücel Çınar, Founder and CEO of HadsUp**.

During the interview, he shares insights into HadsUp's business model and partnerships, its use of AI and technology, the company's expansion into Spain and Portugal, its future vision, and its membership in the Chamber.

To access the full interview, please click the **More Info** button.

[More info](#)

Related News



UNCTAD Has Published 50th Issue of “Global Investment Trends Monitor” Periodicals

The highlights from the report are:

1. Global foreign direct investment (FDI) **increased by 14% to an estimated \$1.6 trillion in 2025**, but **over \$140 billion** of this rise came from higher conduit flows, implying **an underlying growth of only around 5%**.
2. FDI flows to **developed economies increased by 43%** to **\$728 billion**, whereas flows to **developing economies declined by 2%** to **\$877 billion**, representing 55% of global inflows.
3. **Greenfield project announcements fell by 16%**, though their **total value** remained close to the high level of 2024. International **M&A values decreased 10%**, despite an increase in domestic deals.
4. **FDI prospects for 2026 remain cautiously positive**, supported by easier financing conditions and potential M&A recovery.

[More info](#)

Upcoming Events



Digital Enterprise Show 2026 - 10th Anniversary

DES – Digital Enterprise Show will hold a new edition from June 9 to 11, 2026, in Málaga, marking its 10th anniversary, with the Chamber participating as a collaborator in the event.

[More info](#)

Exclusive offers available to our members!

Please contact info@camarahispano-turca.org for detailed information about the discounts.



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How to become a member

It's very easy! Simply download and fill out the application form and send it back via email to info@camarahispano-turca.org

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