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TEB Kobi TV starts the new season

Türk Ekonomi Bank (TEB), has created a new service for SMSEs as part of its mission to add value to SMSEs: TEB KOBİ TV. TEB KOBİ TV, with its updated content, new studio, and technical setup, is the first online TV network in Turkey.

Türk Ekonomi Bank (TEB) restructured the content and technical setup of TEB Kobi TV (originally established as the first private online network in Turkey in June 2006) in order to make it a dynamic body which will provide free educational information to SMSEs 24/7.

TEB Kobi TV, which provides information and training opportunities, expert opinion on economy, and access to sectoral news to SMSEs at www.tebkobitv.com will continue to feel the pulse of SMSEs with its enriched content and modern studio.

TEB General Manager Varol Civil said that they thought of TEB Kobi TV as a crucial project and added: "We have been visiting Turkish cities with high economic potential for the TEB SMSE Academy project for approximately the last 2 years. We have reached three thousand businessmen in 14 cities. However, there were businessmen we could not reach and we wanted to train the participating businessmen even more. TEB Kobi TV provided solutions for both these issues. TEB Kobi TV has been broadcasting for approximately a year. We have increased the technical and programming quality of TEB Kobi TV through vast investment in the network and thanks to efforts of the Turkish TV expert Nuri Çolakoğlu. We think of this as a serious body where SMSEs can meet each other and us".

Content is being updated regularly

The *raison d'être* of TEB Kobi TV is to provide information to SMSEs and contribute to their development, training, and communication amongst themselves. As such the shows that TEB Kobi TV offers are: Monthly Finance Bulletin, How do I Develop my Business?, Problems and Solutions, Sectors, Finance Bulletin, The Engines of Economy: SMSEs, SMSE Cafe, SMSEs and Exports, and Future Strategies. The content of these shows are updated regularly. TEB Kobi TV also hosts shows that include economic commentaries and sectoral news, interviews with chamber presidents or SMSE owners, and videos directed towards training SMSEs in order to help them develop their businesses. Turkey's first online network TEB Kobi TV was brought to life as a result of TEB's consciousness of social responsibility and it was awarded with Corporate Social Responsibility Prize at the 4th International Finance Meeting in 2006.

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