



TURKISH DESK

Türkiye is an attractive country in many ways:

Thanks to its excellent infrastructure, it serves as an important link between the trade routes of East and West. With a total area of 785,350 square kilometers, it spans across two continents and is more than twice the size of Germany. The population figures also speak for themselves. A total of 85.33 million people live in Türkiye, with 108.6 people per square kilometer. The majority of the population, 77.5 percent, resides in urban areas. Almost one in six people lives in Istanbul. The city now has over 15 million inhabitants, making it larger than the capital Ankara, and it is considered the economic and cultural center of the country.

Summers in Türkiye are very warm. Low rainfall and temperatures often exceeding 30°C are typical in the summer. Winters are much cooler. However, the largest temperature fluctuations occur in the Ararat Mountains: here, temperatures range from +45°C in summer to -40°C in winter.

Economically, Türkiye is also an exciting country. According to the International Monetary Fund (IMF), Türkiye is considered a developing country in terms of economic performance but is also classified as an emerging market. According to the UN definition, with a Human Development Index (HDI) of 0.855, Türkiye is considered a highly developed economy.

Türkiye is a dynamic and growing market with unique economic and regulatory conditions. In 2024, Türkiye's economy grew by 3.2 percent, despite inflation remaining a significant challenge at over 40 percent. The insurance industry is developing very agilely and is expected to see a significant increase in gross premiums in 2025. The rising demand for car, health, and fire insurance is particularly driving this growth. Experts forecast gross premiums of approximately €10.44 billion for the coming year, highlighting the positive development of the industry.

Companies operating in Türkiye face specific challenges, particularly in the insurance sector. The market environment is shaped by changing regulatory requirements and a highly regulated insurance sector. Local expertise is essential in this regard.

Furthermore, Türkiye is considered one of the most dangerous countries in the world. In addition to political unrest and terrorism risks, there are increasingly significant climate risks, such as earthquakes and wildfires. The country's unique risk profile requires targeted insurance solutions, particularly concerning natural disasters.

A STRONG PARTNERSHIP: GERMANY AND TÜRKIYE

Together with our network partners, we offer tailor-made insurance solutions for companies with business activities in Türkiye. Our local brokers in Türkiye have many years of experience in serving national and international companies. Our international cooperation allows us to understand local market requirements precisely and provide our clients with customized solutions for their individual risk and insurance management.

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„Thanks to our strong international networks and our close international partnerships, we can provide comprehensive advice to companies and support them from risk analysis to policy placement and claims settlement.“

Zekiye Erginos
Head of Risk Consulting, SÜDVERS

Our Services and Added Value for Your Company:

- Individual risk analysis and tailor-made insurance solutions
- Integration of Turkish locations into international insurance programs
- Direct coordination with our local partners for quick solutions

Leverage our expertise to optimally protect your business activities in Turkey and take advantage of the growth opportunities in this dynamic market. We are always available to develop customized solutions for your international insurance requirements.



ZEKIYE ERGINOS

Head of Risk Consulting
✉ zekiye.erginos@suedvers.de



BURHAN KAHRAMAN

Risk Consultant
✉ burhan.kahraman@suedvers.de