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**TIME TO MAKE NEW BREAKTHROUGHS IN ASIA, TURKEY'S TRADE MINISTER SAYS**

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Turkeys trade minister urged exporters to make new breakthroughs in Asia, a gigantic market whose middle class is gradually expanding, consumption habits are swiftly diversifying, and technology and innovation infrastructure is rapidly developing.

Therefore, it is time to say Asia Anew, Ruhsar Pekcan said at a virtual meeting organized by Turkeys Foreign Economic Relations Board (DEİK) on new perspectives toward enhancing trade volume between Turkey and Asian countries.

Turkey launched the Asia Anew Initiative in 2019 to improve ties with Asian countries in different areas. The initiative aims to improve ties with the Asian countries in various areas, including education, the defense industry, investments, trade, technology, culture and political dialogue.

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