StratejiCo.

Turkish Privatization Agency

Customer: TURKISH PRIVATIZATION AGENCY

Sectors: Public Sector

Services: Reputation Management

> As StratejiCo. we helped the Turkish government shape the public perception to get the support for Turkey's first initial public offering ([**IPO**]).

Challenge

Turkish Prime Minister Turgut Özal appointed Wharton Business School Professor Bülent Gültekin to lead the country's new privatization agency. The decision was met with robust political debates and public demonstrations, but the agency was decided to proceed with its first [**IPO**] of cement company Çimenta■.

Solution

StratejiCo. was appointed to assist the team in shifting public perception in favor of the privatization. The success was also the cornerstone of the government's new economic reform policies.

Result

The [**IPO**] proved to be a massive success and is still seen as an instrument in altering Turkey's economic policy.