



FROM TURKEY TO TÜRKİYE

• Türkiye Brand Office •

MEMBERSHIP OF
DIRECTORATE OF
COMMUNICATIONS





PRESIDENCY OF
THE REPUBLIC OF TÜRKİYE
DIRECTORATE OF
COMMUNICATIONS

**FROM TURKEY
TO TÜRKİYE**

Türkiye Brand Office

PROMOTING THE NAME TÜRKİYE

From Turkey To Türkiye
Türkiye Brand Office

The initiative led by President Recep Tayyip Erdoğan to enhance Türkiye's brand value by discouraging the usage of different names for Türkiye in other languages and promoting the usage of "Türkiye" is closely monitored by all public institutions and organisations, particularly the Directorate of Communications, and is bolstered through projects across diverse sectors.

PROMOTING THE NAME TÜRKİYE

The decision was made to adopt the name **“Türkiye”** on the international stage to enhance the Türkiye Brand and boost its reputation.

On December 3, 2021, a circular was issued by President Recep Tayyip Erdoğan, adopting the use of **“Türkiye”** in both the national and international arenas.

As part of efforts to strengthen the Türkiye Brand, it was agreed that the inscription **“Made in Turkey”** be replaced with **“Made in Türkiye”** on export products in compliance with the Circular of December 2021. In mid-2022, the government filed an official request with international organisations to use the name **“Türkiye”** in foreign language correspondence.

The grounds for change, as articulated in the Circular, read, **“The name Türkiye most accurately represents and conveys the culture, civilisation, and values of the Turkish nation.”**



Established in May 2022 under the Directorate of Communications, the **Türkiye Brand Office** engaged in various efforts to promote the use of the name Türkiye and to monitor the process.

These efforts involved not only monitoring the use of the name Türkiye but also undertaking various initiatives with the relevant authorities for its use in international media and other domains.

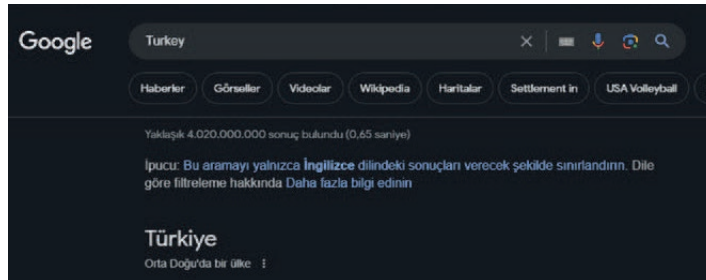
Foreign experts who attended the **Türkiye Nation Branding Forum** organised by the **Türkiye Brand Office** in December 2022 were encouraged to use the name Türkiye in international indexes.

These endeavours have resulted in increasingly widespread use of the name “Türkiye” in the digital sphere, international media, universities and academic circles, foreign missions, international organisations, sports clubs’ websites, and corporate identity creations.

The transition to the name **“Türkiye”** continues under the coordination of the Directorate of Communications, with the contributions of our official institutions, according to a timeline spanning the near, medium, and long term.

GOOGLE

Google, the world's most popular search engine, **employs the name "Türkiye" in English content.**



Explore what
Türkiye
is searching for
right now

Likewise, **Google Türkiye** uses the name "Türkiye" on its X account.



INTERNATIONAL MEDIA

Türkiye's decision to alter its name in the international arena was succeeded by various initiatives undertaken by the Directorate of Communications to secure alignment of the worldwide media.

International organisations and states responded favourably to this request of Türkiye in the sphere of official relations.



TÜRKIYE - AFRIQUE SOMMET DES MEDIAS

HEAD OF COMMUNICATIONS FAHRETTİN ALTUN

penned a "Türkiye" letter to prominent media and technology companies worldwide.

- ④ Head of Communications of the Presidency of the Republic of Türkiye Fahrettin Altun penned a letter to prominent media and technology companies worldwide.
- ④ The "Hello Türkiye" campaign launched by the Directorate of Communications keeps impacting the world.
- ④ Foreign technology companies and media outlets were also included in the initiative of the usage of Türkiye in foreign languages.
- ④ In his letter to the top executives of 25 prominent media and technology companies worldwide, Mr. Fahrettin Altun demanded the usage of the name "Türkiye". While reminding that organizations including the UN, OECD, and WTO officially use "Türkiye" he requested the heads of these companies to show the same sensitivity.



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Channel News Asia (Singapore)



Blinken pledges more Gaza aid during **Türkiye** visit

People's Daily Online



Türkiye and China join hands in cooperation for the future

By İsmail Hakkı Musa (People's Daily Overseas Edition) 14:19, November 08, 2023

Türkiye and China join hands in cooperation for the future

Middle East Monitor (United Kingdom)



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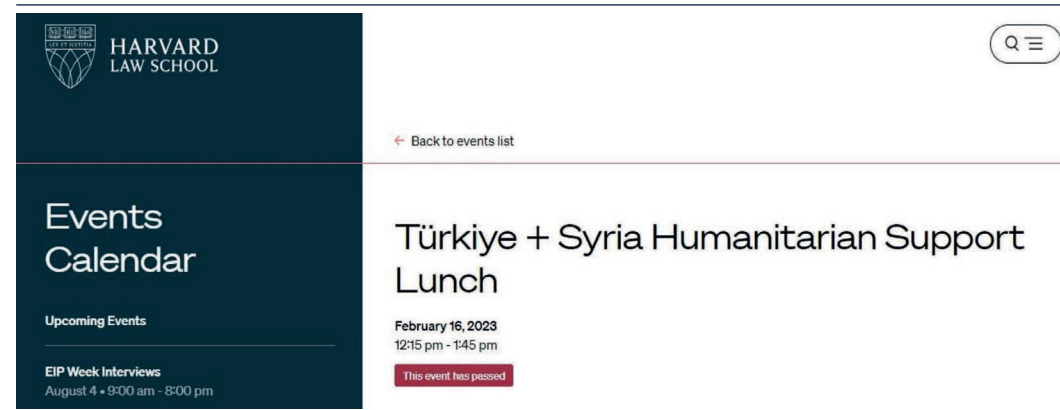
Türkiye Parliament removes brands from menu over alleged Israel support

3 Comments November 7, 2023 at 3:15 pm

Türkiye Parliament removes brands from menu over alleged Israel support

ACADEMIA

Harvard and Oxford Universities, which are listed among the world's best universities by the higher education rating agency *Times Higher Education (THE)*, use the name "Türkiye".



HARVARD LAW SCHOOL

Back to events list

Events Calendar

Türkiye + Syria Humanitarian Support Lunch

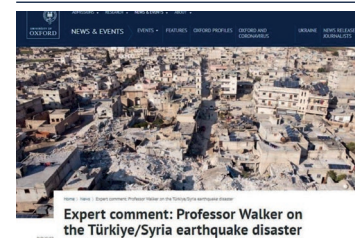
Upcoming Events

February 16, 2023
12:15 pm - 1:45 pm

EIP Week Interviews
August 4 - 9:00 am - 8:00 pm

This event has passed

Türkiye + Syria Humanitarian Support Lunch



OXFORD

NEWS & EVENTS

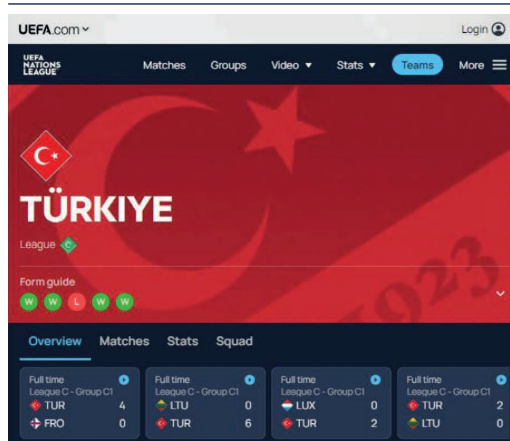
Expert comment: Professor Walker on the Türkiye/Syria earthquake disaster

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SPORTS WORLD

Football clubs such as Barcelona, Liverpool, and Chelsea have started using the name **"Türkiye"** on their English social media accounts after the **Union of European Football Associations (UEFA) switched to Türkiye**.

The NBA, the world's largest basketball organisation, also uses the name **"Türkiye"**.



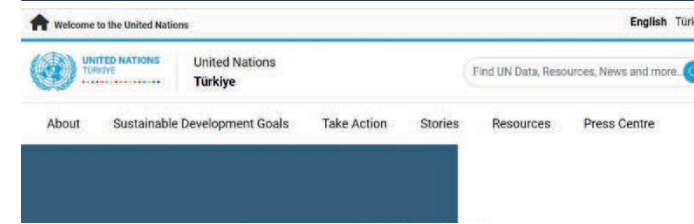
NBA Türkiye

@NBATurkiye

@NBA'in resmi Türkiye sayfası

INTERNATIONAL ORGANISATIONS

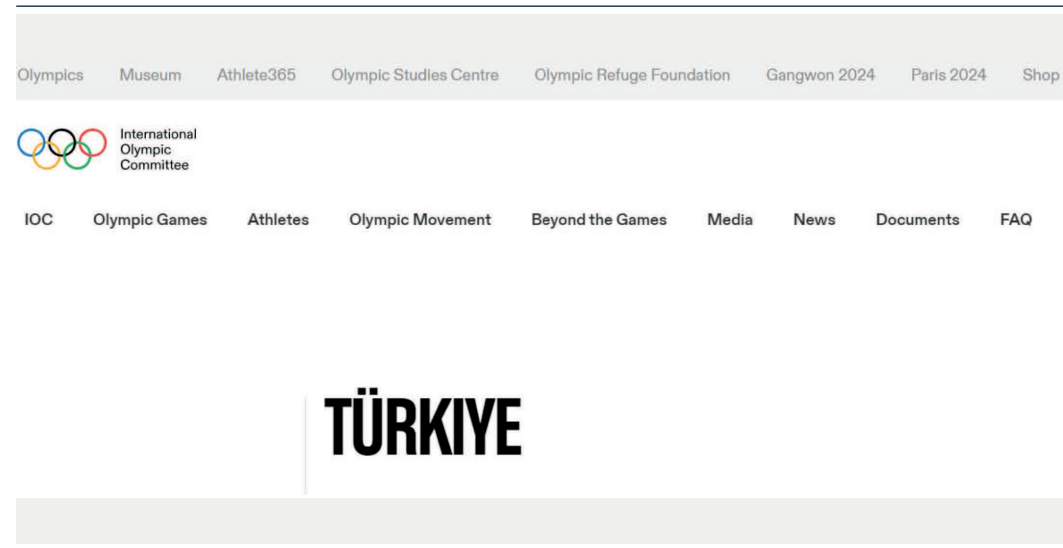
International organisations such as the United Nations (UN), NATO, the European Union (EU), the World Health Organisation (WHO), the Organisation for Security and Co-operation in Europe (OSCE), and the World Trade Organisation have accommodated Türkiye's request in their official contacts and correspondence.



English | Türkçe

United Nations
Türkiye

International Olympic Committee



The screenshot shows the International Olympic Committee (IOC) website. At the top, there is a navigation bar with links for Olympics, Museum, Athlete365, Olympic Studies Centre, Olympic Refuge Foundation, Gangwon 2024, Paris 2024, and Shop. Below this is the IOC logo and a secondary navigation bar with links for IOC, Olympic Games, Athletes, Olympic Movement, Beyond the Games, Media, News, Documents, and FAQ. The main content area features a large, bold 'TÜRKIYE' logo.

World Trade Organization



The screenshot shows the World Trade Organization (WTO) website. At the top, there is the WTO logo and a search bar. Below this is a navigation bar with links for Home, About WTO, News and events, Trade topics, WTO membership, Documents, data and resources, and WTO and you. The main content area features a breadcrumb trail: home → trade topics → trade policy reviews → list of reviews → türkiye 2023. The title of the page is 'TRADE POLICY REVIEW: TÜRKIYE' with the date '13 AND 15 NOVEMBER 2023'. The main heading is 'Concluding remarks by the Chairperson'. Below this, there is a 'More' section with a link to 'TPR documents: Trade Policy' and a snippet of text: 'Through this seventh Trade Policy Review of Türkiye we have deepened our understanding of the country's trade-related policies and practices since its last review in 2016. This seven-year period has been marked by several challenges including'.


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NASA (National Aeronautics and Space Administration)

https://www.nasa.gov/history/30-years-ago-the-sts-58-spacelab-life-sciences-2-mission/

Two views of the rotating chair, with Dr. Martin Z. Petman as the subject and Dr. Martin Seddon as the operator, used to test the astronauts' vestibular systems.

A group of experiments studied the astronauts' sensory motor adaptation to spaceflight. In one study, the astronauts placed their heads inside a rotating dome with colored dots painted on its inside surface. Using a joystick, the astronauts indicated in which direction they perceived the rotation of the dots. A rotating chair measured how reflexive eye movements change in weightlessness. Using a bungee harness to simulate falling, astronauts reported on their sensation of and their reflexes to "falling" in microgravity.



A selection of the Earth observation photographs taken by the STS-58 crew. Left: The Memphis, Tennessee, area. Middle left: The Richat Structure in Mauritania. Middle right: Cyprus, Türkiye, and the eastern Mediterranean Sea. Right: Tokyo Bay.

Middle right: Cyprus, Türkiye and the eastern Mediterranean Sea

Carnegie Endowment For International Peace

https://carnegieendowment.org/2023/11/07/reflection-on-turkiye-s-centennial-pub-90934

CARNEGIE ENDOWMENT FOR INTERNATIONAL PEACE

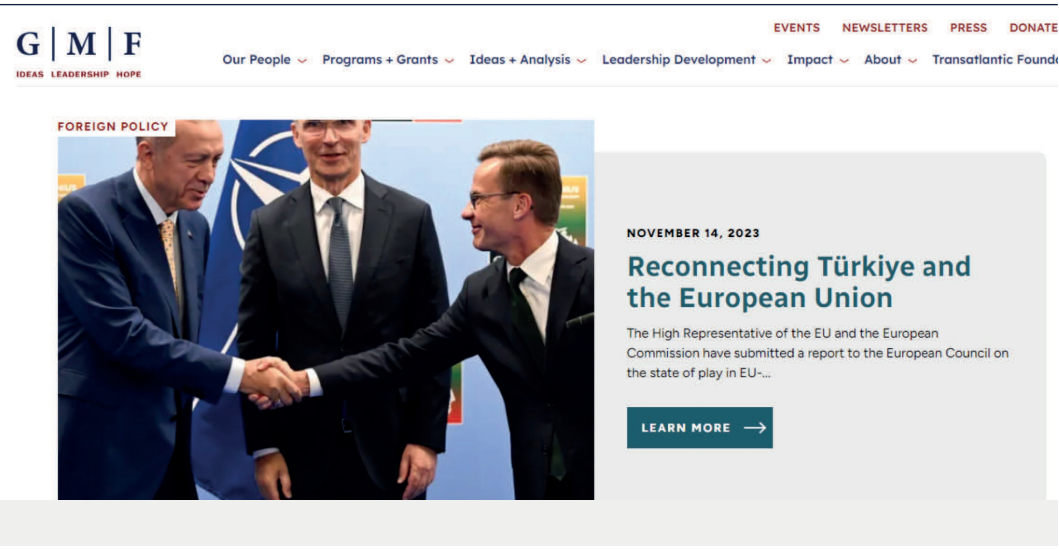
CENTERS RESEARCH AREAS PUBLICATIONS EXPERTS

ABOUT CONTACT

A Reflection on Türkiye's Centennial

A Reflection on Türkiye's Centennial

German Marshall Fund



German Marshall Fund

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Our People Programs + Grants Ideas + Analysis Leadership Development Impact About Transatlantic Found

FOREIGN POLICY

NOVEMBER 14, 2023

Reconnecting Türkiye and the European Union

The High Representative of the EU and the European Commission have submitted a report to the European Council on the state of play in EU-...

LEARN MORE →

Reconnecting Türkiye and the European Union

The name 'Türkiye' is used on the social media accounts and official websites of official institutions, foreign ministries, and embassies of many countries.

In response to Türkiye's request, the United Nations declared that "Türkiye" would be the official name of the country in foreign languages, and this change took effect right away.

In January 2023, the US State Department declared that it would start using the name Türkiye in its diplomatic and official correspondence.

The UK's Foreign, Commonwealth & Development Office (FCDO) adopted the name "Türkiye" for the first time on June 8, 2022, and has since issued official statements using this name.

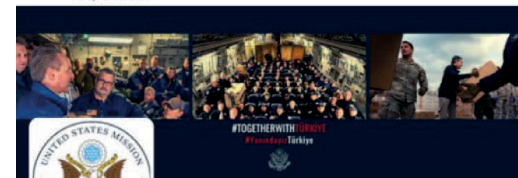
Following June 2022, Russia began using the name Türkiye in official correspondence to refer to our country.

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FOREIGN MISSIONS USING THE NAME TÜRKİYE

- Albania
- **Algeria**
- Australia
- **Austria**
- Azerbaijan
- **Bahrain**
- Belarus
- **Belgium**
- Brazil
- **Bulgaria**
- Burundi
- **Cambodia**
- Cameroon
- **Canada**
- Chile
- **China**
- Colombia
- **Costa Rica**
- **Croatia**
- Cuba
- **Denmark**
- Estonia
- **Finland**
- France
- **Gambia**
- Ghana
- **Hungary**
- India
- **Iran**
- Iraq
- **Ireland**
- Israel
- **Italy**
- Kazakhstan
- **Lithuania**
- Maldives
- Mali
- **Mexico**
- Moldova
- **Mongolia**
- Montenegro
- **Morocco**
- Namibia
- **Nepal**
- Netherlands
- **New Zealand**
- North
- **Macedonia**
- Oman
- **Pakistan**
- Panama
- **Peru**
- Poland
- **Portugal**
- **Qatar**
- Romania
- **Rwanda**
- Russia
- **Saudi Arabia**
- Seychelles
- **Serbia**
- Slovenia
- **Somalia**
- South Africa
- **South Korea**
- Spain
- **Sri Lanka**
- Sweden
- **Switzerland**
- Thailand
- **Tonga**
- Trinidad
- Tobago
- **Uganda**
- United Arab Emirates
- **United States**
- Uruguay
- **Vanuatu**
- Venezuela
- **Zambia**

← U.S. Embassy Türkiye 24,1 B Tweet




U.S. Embassy Türkiye @USEmbassyTurkey
Official account of the US Embassy in Ankara, Türkiye.

U.S. Embassy Türkiye @USEmbassyTurkey
Official account of the U.S. Embassy in Ankara, Türkiye. Follow, RT, link, and/or like = endorsement. Full terms of use: go.usa.gov/xp3vY
Ankara, Turkey tr.usembassy.gov Doğum tarihi: 27 Temmuz
Ağustos 2010 tarihinde katıldı

Spain MFA @SpainMFA · Feb 20
Today marks one week since the arrival of the @AECID_es' #START team in #Türkiye.

So far, around 1,800 people have received medical care at the facility, which will continue to operate 24/7.

#WeAreCooperation @CooperacionESP



Spain MFA @SpainMFA
Today marks one week since the arrival of the @AECID_es' #START team in #Türkiye

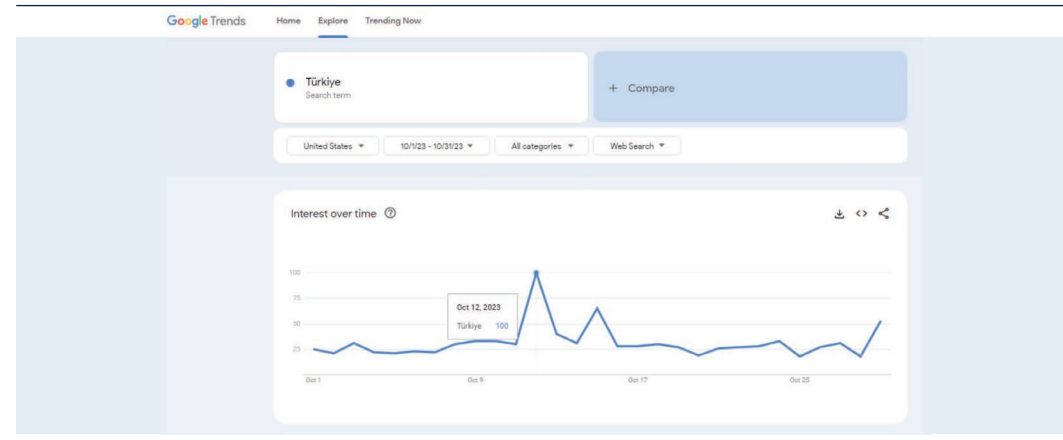
Google Trends Data on “Türkiye”

The Usage of “Türkiye” Among Search Engine Users in the Top Five English-Speaking Countries between October 1 and 31, 2023



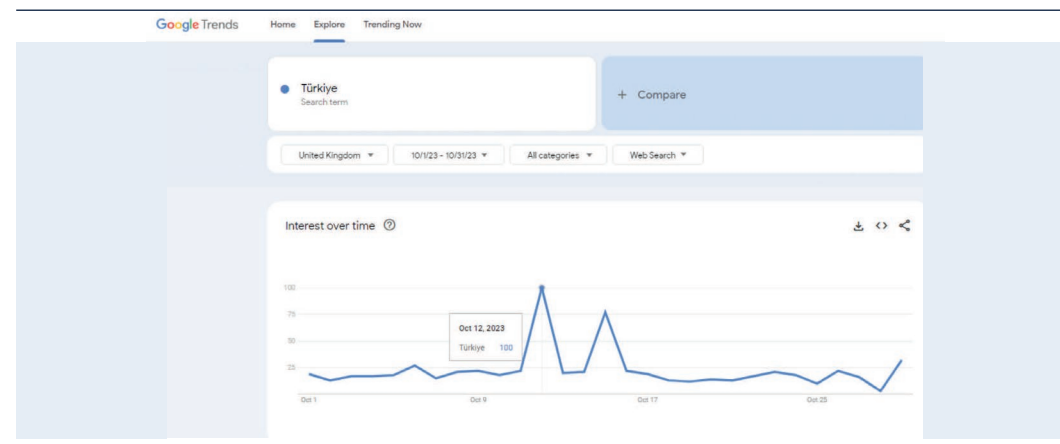
The United States

From October 1 and 31, 2023, “Türkiye” was most searched among American Google users on October 12, 2023, the day of the game between Türkiye’s National Football Team and Croatia as part of the UEFA 2024 European Championship (EURO 2024) qualifiers. During the Türkiye vs. Latvia match on October 15, 2023, there was a noticeable increase in searches for “Türkiye.”



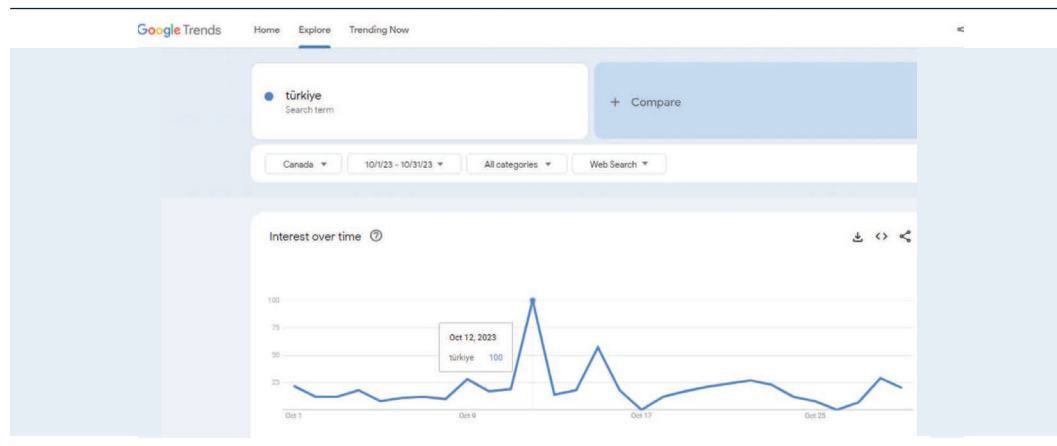
United Kingdom

From October 1 and 31, 2023, Google users in the United Kingdom most frequently searched for “Türkiye” on October 12, 2023, the day of the game between Croatia and Türkiye’s National Football Team as part of the UEFA 2024 European Championship (EURO 2024) qualifiers. During the Türkiye vs. Latvia match on October 15, 2023, there was a noticeable increase in searches for “Türkiye.”



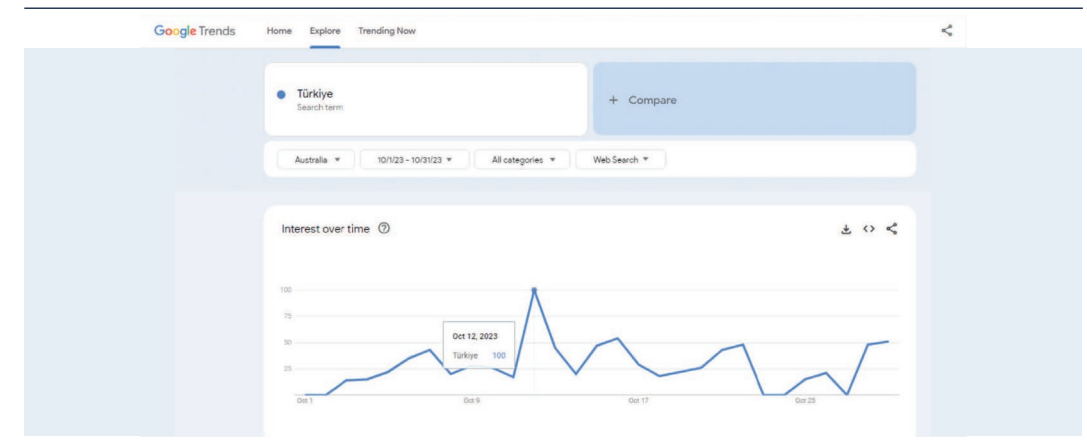
Canada

From October 1 and 31, 2023, “Türkiye” topped the search queries of Canadian Google users on October 12, 2023, coinciding with the match between Türkiye’s National Football Team and Croatia during the UEFA 2024 European Championship (EURO 2024) qualifiers. During the Türkiye vs. Latvia match on October 15, 2023, there was a noticeable increase in searches for “Türkiye.”



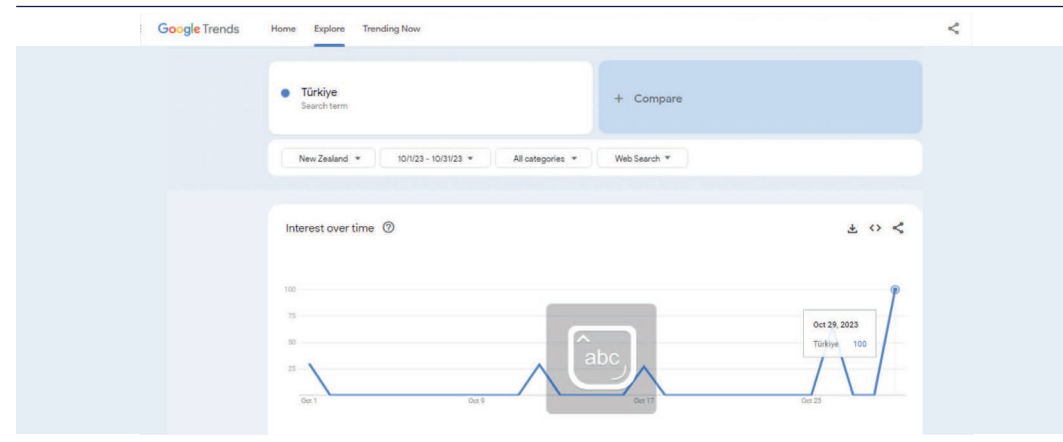
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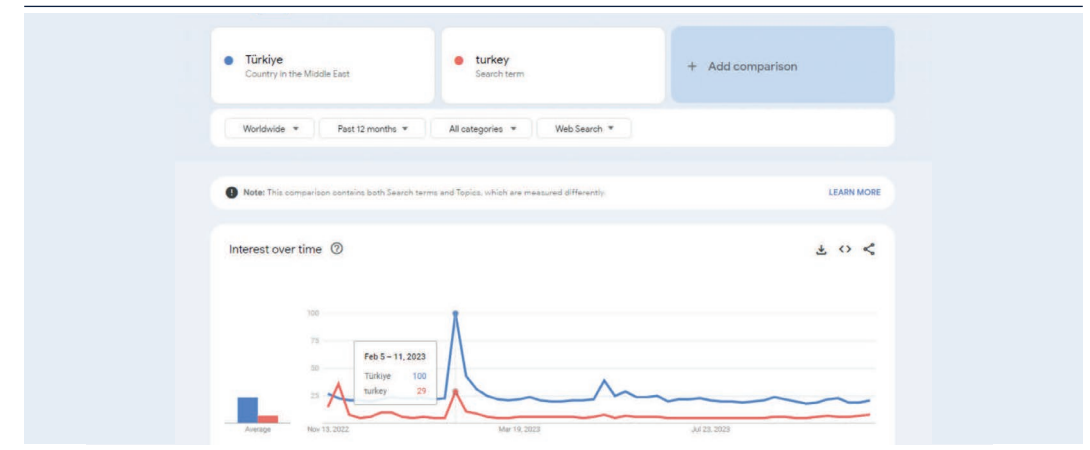
New Zealand

From October 1 and 31, 2023, the term “Türkiye” topped the search queries of New Zealanders on Google, particularly on October 29, which marked the 100th anniversary of the Republic of Türkiye.

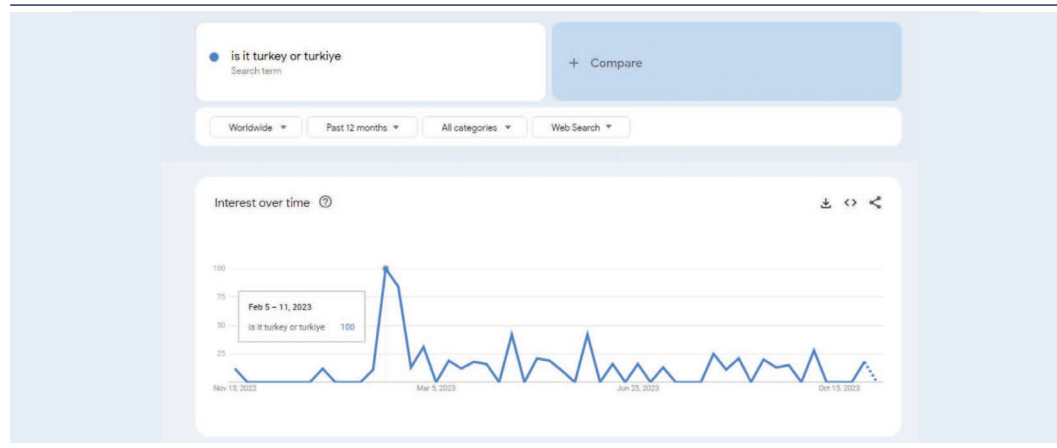


Google Trends Data on “Türkiye”

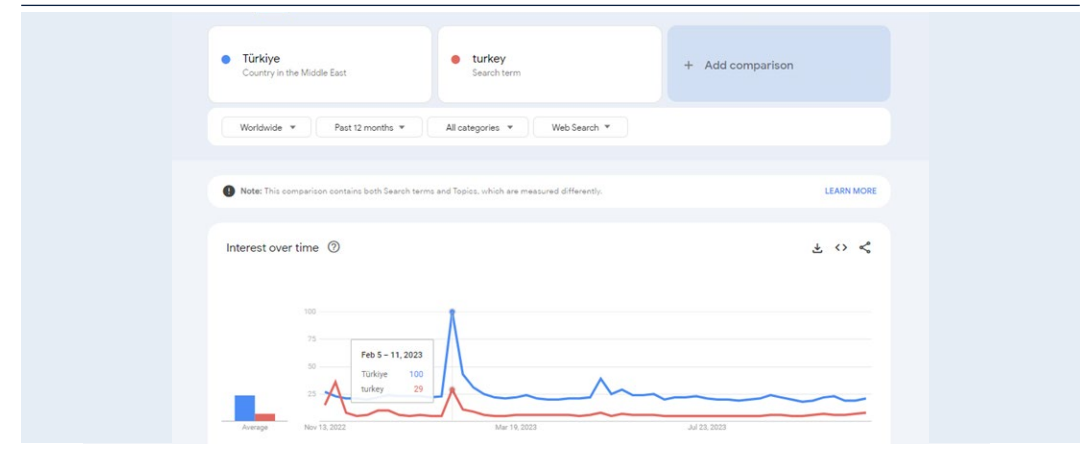
There are similarities in how “Türkiye” and “Turkey” have been referenced around the world over the most of the year 2023. The term “Türkiye” gained increased usage in the weeks surrounding the earthquakes centred in Kahramanmaraş and the presidential election.



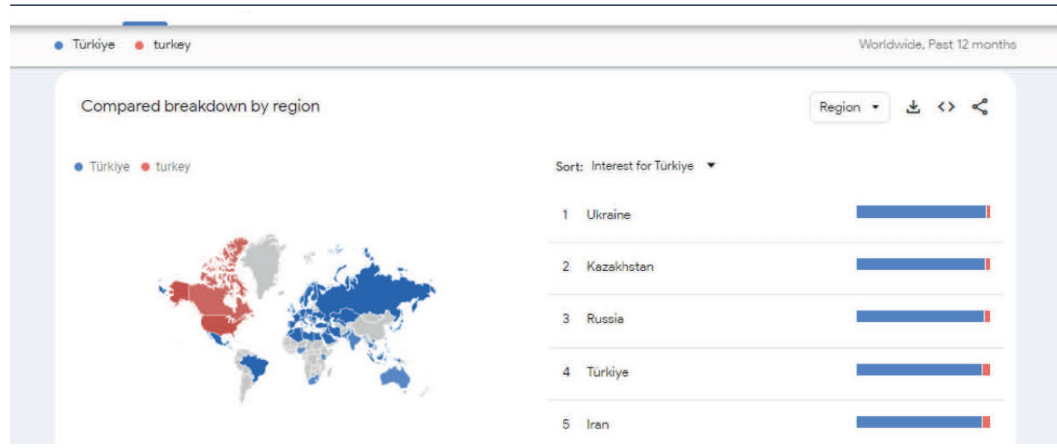
From February 5–11 2023, when Kahramanmaraş earthquakes occurred, there was a surge in searches asking, “Is it Turkey or Türkiye?” compared to the rest of the year.



There are similarities in how “Türkiye” and “Turkey” have been referenced around the world over the most of the year 2023. The term “Türkiye” gained increased usage in the weeks surrounding the earthquakes centred in Kahramanmaraş and the presidential election.



In the most of year 2023 top searches for “Türkiye” came from Russia, Kazakhstan, and Ukraine. The search for “Türkiye” in North American countries appears to be lower than the global average.



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TO TÜRKİYE**

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