8th UNWTO Silk Road Task Force Meeting Kayseri, Turkey, 26-27 April 2018
Investors and the SILK ROAD
SOENT Real Estate
International Tourism Consulting Group

Company Profile

• SOENT is a leading Tourism Consulting Group

• specialized in Real Estate Development and Master Planning

• Based in Bavaria, Germany

• 25+ years of experience

• Broad international experience

• A team of experts from all over the world
WE KNOW that tourism is growing
WE KNOW that there are more tourism hotels and resorts needed
WE KNOW that our resources are good
WE KNOW
WE KNOW

BUT

WHY are the investors not coming?
WHY is it so difficult to attract investors?

What kind of problems are investors facing?
At SOENT, we advise investors for tourism investment

We have recognized that the major problems investors are facing are the **legality issues**

The big question is:

**Is my money secure?**
What do we need to secure investment and to provide confidence

- Master Plan

- We are prepared to invest in our country (infrastructure)

- Investment Law, in accordance with international regulations

- Tax advantages

- Strong Management Team

- Our People
Master Plan

- We need to know what to expect
- The goals of the project
- A clear regulation for everybody
We are prepared to invest in our country

We need some infrastructure to start developing tourism

We have to show that we are motivated

We believe in our own country

There are sufficient companies that are looking to invest in infrastructure
Investment Law, in accordance with international regulations

A good investment **LAW = SECURE INVESTMENT**
Tax advantages

Everybody wants to attract the big money.

Greece, Spain, Germany... Have tax advantages.

Competitiveness.
STRONG Management TEAM

- Understands the intercultural communication and interaction
- Ensures a fluent processing procedure
- Works as a link between the investors and the administration
Our People

YOUR PEOPLE
Tourism is being made by your people
The big part of tourism, is being represented by your own people
Bakery, butcher, doctor, taxi driver, restaurant, physiotherapist, little stores, .............

Your people
Your heritage
Your art crafts
Your uniqueness
Your food
Your monuments
Have you thought about:

Why people invest in places like:

LONDON
MALLORCA
MUNICH
MARBELLA

Investment SECURITY
Thank you for your attention