



Free Online Training for 1,000 SMEs

Through Cooperation of Halkbank and Anadolu University

Under a protocol with Anadolu University, Halkbank is now offering 1,000 SMEs the opportunity to attend a free e-Certificate Program in 18 different subjects at the University.

As a result of a cooperation agreement between Halkbank and Anadolu University, 1,000 SMEs will now have the opportunity of free online access to 18 different training courses awarding certificates in marketing, finance and management. With Halkbank being the largest financial resource provider for SMEs since it's founding, Chief Executive Officer **Hüseyin Aydın** remarked, "We do not limit our SME services to financial support only, but also seek to strengthen SMEs by implementing corporate social responsibility projects that augment development of their visions and their efficiency in business practices. And this in itself distinguishes us from other banks."

Anadolu University's e-Certificate Program is open to all SME managers or employees having a secondary school or higher education. Halkbank will defray the cost of books the University sends to students. Participants will be able to prepare for certificate exams by using the textbooks designed with a distance learning methodology along with accessing e-exercises, e-books, e-television, e-consultancy, e-exams, and e-audio book services – all provided online. Those obtaining 50 points and higher on exams in three courses in selected programs will receive certificates.

Pointing up that SME banking had increasingly been gaining momentum in the sector, **Hüseyin Aydın**, Halkbank's CEO, added that:

"With their flexible structure open to growth and development and their need for financial support, SMEs constitute the largest customer segment for banks. Today, all those banks looking for alternative areas for investing their resources are competing for the title, 'the bank for SMEs'. And Halkbank, aware from the very beginning that supporting SMEs is equivalent to investing in Turkey's future, proceeds in every area of banking without compromising our mission of the past 70 years. Halkbank does not limit its business partnership with SMEs to financial support only. And now through its educational partnership with Anadolu University, Halkbank aims to assist SMEs in their implementing and developing effective management strategies, thus making sustainable development possible for them and for Turkey as a whole."

Stressing that their cooperation with Halkbank would provide vast support to the e-Certificate Program, **Prof. Dr. Fevzi Sürmeli**, President of Anadolu University, asserted:

“As Anadolu University, our purpose is to enable active business owners or entrepreneurs planning to run their own businesses to obtain the knowledge and skills that will bolster their competitive power in business management through distance learning methods. In this regard, the extensive SME profile of Halkbank is a major buttress for us in reaching the correct target groups. Through our e-Certificate Program, we will extend academic knowledge to business owners and entrepreneurs experienced in their sectors as we believe the path to competitive power, based on European standards, wisely blends practical knowledge with education.”

The e-Certificate Program at Anadolu University offers 18 various subjects: banking, financial accounting, entrepreneurship, cost accounting, marketing, management accounting and decision-making support systems, general accounting, introduction to retailing, legal secretaryship, financial analysis, financial management, business management, accounting information management, retailing, management and organization, marketing management, office management and secretarial business management.