

Retail & Consumer Outlook in Turkey and Region



Jon Copestake

Chief Retail & Consumer Goods Analyst

Specialist subjects

Benchmarking, Cities, Consumer goods, Cost of living, Liveability, Retail

Background

As Chief Retail and Consumer Goods Analyst, Jon guides The Economist Intelligence Unit's global retail and consumer goods products by writing a regular global outlook, checking individual country output, and writing or contributing to special reports related to these sectors. Jon also acts as a spokesperson for the EIU at events, and produces regular byline articles for the trade press as well as analysis for the media on breaking news in the retail and consumer goods industries.

Jon has worked on the EIU's Worldwide Cost of Living Survey since 1999 and manages the biannual city-to-city tool and an annual ranking of which world cities are most expensive or cheapest. He also manages the biannual Global Liveability survey, which benchmarks 140 cities, assessing which are the best and worst places to live. In addition, Jon oversees various custom projects related to retail and consumer goods as well as liveability and pricing.

The high visibility of our liveability and cost of living rankings mean that Jon is frequently interviewed by the media when the latest rankings are released. He is also regularly quoted on events affecting the retail and consumer goods sectors.

Seminar Content

- How the global macroeconomic context is affecting retail markets?
- The performance of MENAT retail markets compared to the rest of the world.
- Some broad supply and demand trends that will shape the retail and consumer outlook.
- The potential impact of e-commerce and disruptive technology.

Date : March 23, 2016 | 16:00-16:30
Venue : River Plaza, DEIK Office, Levent-Istanbul
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