

## TODAY'S BUSINESS AT A GLANCE

### Apple to open store in Turkey in 2013



Apple has revealed plans for investment in Turkey, announcing on Friday that the company has agreed to work with employment firm Perakendekariyer.com to place workers at Apple's new Istanbul store in 2013. The announcement said the applicants will be able to access information on employment opportunities at the Apple store to be opened on the European side of the city through the Perakendekariyer website.

### Colin's stores launch mega sale days



Colin's, which has over 600 clothing stores in 37 countries, began offering a 40 percent discount on Friday that will last until Nov. 25. The sale items include a modern, colorful and stylish fall-winter collection that can be supplemented with a variety of accessory options.

### Muratbey to attend SIAL Food Exhibition

Cheese producer Muratbey, which offers about 300 different products, announced recently that the company will attend the SIAL Middle Eastern Food Exhibition on Nov. 26-28 in



Abu Dhabi. Muratbey is already a major exporter to countries such as the UAE, Saudi Arabia, Iraq, Qatar, Bahrain, Syria and Egypt, and intends to expand its reach even further in the Middle Eastern food market.

### Annual İdefix virtual book fair kicks off on Friday



The 10th annual İdefix virtual book fair started on Friday with 1,500 publishing houses participating and 150,000 different books available through the

shopping portal İdefix. Turkey's largest online book seller will continue the fair until Dec. 23 and it will offer discounts up to 70 percent on some items. There will also be signed books, special sets, raffles and surprise gifts.



### Int'l Disaster Exhibition warns of global risks

Experts from around the world warned about the disaster risks facing the world at Turkey's first Disaster Management Exhibition, which began on Thursday. Many local and international disaster relief organizations have displays at the event, which will be open until Nov. 24.

### THY advances Fly Turkish app with Apple



Turkish Airlines (THY) has announced that it has advanced its Fly Turkish application, which offers mobile boarding information and passes with its

programmer partner Pozitron, and took its place next to only a few airlines in the world that offer an Apple Passbook application. The app will be available for Apple devices running iOS 6.