

e-Newsletter
May 2015

Swiss Chamber of Commerce in Turkey



PLATINUM PATRONS



GOLDEN PATRONS



SILVER PATRONS



EVENT PATRONS





PETER CATALINO, M.D.

*NOVARTIS TURKEY COUNTRY PRESIDENT &
PHARMACEUTICAL DIVISION GENERAL MANAGER*

Dear Readers,

As Novartis Turkey Country President and Pharmaceutical Division General Manager, I would like to thank Swiss Chamber of Commerce in Turkey for giving me the opportunity to contribute an Editorial to the Newsletter.

Before taking up this position since March 1, 2015, I worked as Head Business Unit Hepatitis and Osteoporosis China. I joined Novartis in 2010 as Strategic Assistant to Global COO, Strategic Assistant to Pharma Division CEO, and then May 2010 I worked as the Global Head of Strategy at Novartis, until I was appointed as General Manager Pharma Division Western China in 2012.

Before joining Novartis, I was a Jr. Partner at McKinsey & Company, and in that role, I was based in London, Shanghai and Los Angeles focusing on the pharmaceutical industry. I am an American medical doctor with MBA from UCLA and graduate degree in Biochemistry from Oxford.

I am married with four daughters. We have made a beautiful new beginning with the Novartis team in Istanbul, who are our new family. It is a great pleasure to be working with the Novartis team in Turkey. As we are celebrating the 60th anniversary

of Novartis in Turkey, I and my team are working hard to bring the newest treatments to our patients to help them lead healthy and happy lives.

As Novartis, we are working for a healthier Turkey since 1955 with our 4 production sites and 2300+ associates. We are making 16%+ of all pharmaceutical exports of Turkey, to more than 100 countries. We are the leader in R&D investments with over 100 clinical trials in Turkey.

I am confident that we will accomplish numerous successful projects with the scientific innovation power of Novartis and a passionate team of colleagues who are dedicated to winning for patients.

Kind regards,

Peter Catalino, M.D.



Interview with...

Yılmaz Yıldız, CEO at Zürich Sigorta

Mr. Yıldız, tell us a little bit about your background

I graduated from Boston University with dual degrees in Economics and Management and I was a visiting scholar at Heidelberg University in Germany. I hold an MBA degree from Harvard University, Harvard Business School.

Following my graduation, I started my career at Turkish Prime Ministry, Undersecretariat of Treasury, working for Export/Investment Incentives and World Bank Projects Directorates. Then I moved to Bain&Co as a strategy consultant focusing on restructuring and growth projects in Europe, Middle East and Asia.

I then joined Garanti Bank/Garanti Insurance first as a unit manager and then as executive vice president responsible for sales and marketing. I later became the founding CEO of BNP Paribas Assurance-CARDIF Turkey, setting up as green-field the life and non-life insurance businesses of CARDIF in Turkey. Prior to my CEO role in Zurich Group, I was the CEO of Groupama Turkey responsible for all life, non-life and pension businesses.

What is your impression of Turkey and the Turkish market so far?

Turkey has been one of the world's fastest growing economies and the growth in the insurance sector should not be considered separately from economic development. With the implementation of strong economic policies and structural changes in the last decade, Turkey has become a reliable and investable market. Numerous new investments have been realized, and existing investments thrived. The need to maintain these values and therefore to sustain the strong position of the economy makes insurance an even more important field, especially in this period.

Name us three extraordinary things about your company?

- Our ambition that is to be the best global insurer as measured by our customers, employees and shareholders;
- Our Values
- Our People

What is the biggest challenge Zurich Sigorta is facing in Turkey?

Profitable growth while increasing our employee and customer satisfaction. Although the growth is crucial for us, sustainable profitability is even more critical. When you take Zurich Sigorta's position in Turkish market, we think that we're very well positioned with the right strategy pursuing multi-segment, multi-product and multi-channel approach.

What are the gains?

We have pursued a major restructuring of our business in Turkey. We have moved from making substantial financial losses between 2009-2012 period to be the most profitable non-life insurance company in Turkey by 2014 with one of the highest growth rates. Our employee engagement scores and customer satisfaction have also peaked in the same period.

As a result, Zurich Insurance Group has selected Turkey as one of the key strategic markets, which is a clear indication of the Group's interest and determination to invest further in this market.

World Finance Magazine has chosen our company the Best Insurance Company in Turkey for two years in a row 2013-2014, which proves that we are on the right track.

What future plans does your company hold and what are your upcoming projects?

We're the most profitable non-life insurance company as of 2014 with one of the highest growth rates. Our multi-segment, multi-product, multi-channel strategy will continue as planned, and we

will make sure that we are the best insurer in Turkey as judged by our customers, our employees and of course, our shareholders and all stakeholders.

Is there anything else you would like to add that would be of interest to our SCCT Bulletin readers?

Zurich is one of the world's biggest and best insurers. Our customers choose us to protect the people and things they love because they value our knowledge, expertise and financial stability. With our sound structure and mindset, we are able to offer the right insurance solutions for our customers. Our motto says it all; "For those who passionately protect the things they value...".

In this context, Turkey is a very promising market to invest in. We are very happy with our investment and want to strengthen our presence here.

What role does the Chamber of Commerce play in your business life?

Swiss Chamber of Commerce plays an important role in developing the relationships between Turkey and Switzerland. We believe this relationship will be even more strengthened with the great efforts of our President, Board of Directors and all of our stakeholders. The support that the Honorable Consul General and their team extend to the Chamber of Commerce is always appreciated and very important. We have utmost faith that such focused and detailed efforts will lead to great achievements in the coming days.

We, as Zurich Sigorta, are proud to be a member of the Swiss Chamber of Commerce, and to be able to play an active role.



Name: Ayhan Cöner
Company: AC Hospitality Consultancy
Contact: ac@ayhanconer.com
Name of School: César Ritz
Place: Le Bouveret, VS

During which time period have you gone to university in Switzerland?

After completing my high school, best practical ways to improve my fluency in English was going to England. A year after my studies in language courses, I moved to Switzerland and continue my further studies at the Institute of Hotel Management César Ritz in Le Bouveret.

How come you went to Switzerland? Whose influence was behind this idea?

I literally grew up in Tourism Industry! Involved in the family owned travel agency, I spent my summer breaks during high school, assisting the tour guide for different tourist groups who came to see the ancient ruins from past civilizations in our land, Turkey. One of the foreign tour leader was a high ranking Swiss executive who suggested me to continue my higher education in Switzerland and advised César Ritz. After a short school visit the decision was given without a doubt.

Do you have any special memories?

Needless to say the scrumptious Chocolates, Cheeses, wines and breathtaking nature are your daily bonuses while your reside in this lovely country. Living in breathtaking great landscapes was always my dream and contains my memories. My room at the César Ritz Le Bouveret Campus was already facing Lake Lemman! When I went for my in-training in Lausanne, I hired a studio which was part of a Chalet in a little village. Chopping wood, making cheese together with my landlord was one of my priceless memories. I guess having become a wine & food connoisseur today, picking grapes during the harvest, visiting the food and beverage production factories, witnessing the whole process both scientifically and academically are very special memories.

Please give us a brief insight on your personal experiences during that time.

Since my studies, I never looked back. Two great internships, one at the Swissotel in Zurich and the other at the Lausanne Palace wine cellar clinched it; Food & Beverage was part of my life. After graduation, I worked at Zurich's famous Brasserie Lipp. After returning to Turkey, I worked in different managerial positions at various 5 star hotels then I decided to test my entrepreneurial skills and opened the first branch of a French sandwich & coffee chain "Lina's" at Nişantaşı. To build up a successful food outlet and see it in operation with a bustling crowd inside is a priceless experience. Always ready for the next challenge, my professional career then took me to commercial management of Airline Catering business. After catering skies and serving 60 different airline customers, I took the opportunity to develop business and coordinated opening of all Restaurants and Cafés with different concepts at Bodrum's new International Terminal.

The time then had arrived to set up my own Hospitality Consultancy company. Being an Alumni Chapter President for César Ritz for 8 years, César Ritz was acquired by Swiss Education Group in 2011. Since then I became Alumni Chapter President for Swiss Education Group as well as official SEG Country Representative.

Today my activities are mainly focused on consulting in two areas; and "Turn-Key delivery Restaurant Concepts" and "Representation of Higher Education in Switzerland".



Name: Ayhan Cöner
Company: AC Hospitality Consultancy
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Describe briefly the Swiss education system in comparison to the Turkish one.

Staying true to the traditions of Swiss hospitality management, all programmes of the Swiss Education Group combine academic learning with practical experience and are designed to meet the needs of hospitality employers, helping students to obtain a university degree in 3 years. All member schools are subject to a stringent academic quality assurance which ensures students receive the renowned high-level of Swiss education. In my hotel education I learned to think outside of the box, work hard and work in a multi-cultural environment where people come from all around the world, and keep the spirit of excellence! Today my network on the other end of the phone varies from New Zealand to Macau, from Iceland to South Africa!

What is so special about Swiss education? What do you appreciate most having studied in Switzerland?

There are some key reasons and strategic importance for studying in Switzerland regards it as essential for political stability, innovation by using their resources of vast knowledge and deep research. Swiss universities are generously funded public institutions which offer their courses in accordance to Bologna System. Private universities offer distinctive high quality education with global recognition and most importantly opens the doors of a great network after studies.

What would you recommend Turkish parents who want to send their children to a Swiss boarding school?

Trust is indispensable in friendship, love, families and organizations, and plays also a key role in economic exchange as well as politics. In the absence of trust in a country's institutions and leaders, political legitimacy breaks down. I learned all about what "Trust" in working and studying environment means in Switzerland. I suggest families by all means; to **trust** Swiss institutions, regardless they are boarding schools and/or universities.



César Ritz, Le Bouveret Campus

Kılınç Hukuk & Danışmanlık



Kılınç Hukuk & Danışmanlık is established by two lawyers Levent Lezgin KILINC & Tijel AKCAN and one academician Cemil SİMİL by uniting their experience of 20 years in total. Two of them have gained their professional experiences in multinational companies. Now, they have decided to share their experiences with various companies. Three more lawyers and four academicians have been joined following the establishment and they have been always developing while offering services to clients professionally.

Kılınç Hukuk & Danışmanlık provides legal services to numerous companies with local or foreign capital active in various sectors.

Main areas of practice of Kılınç Hukuk & Danışmanlık include:

Corporate Law, Mergers & Acquisitions, Foreign Direct Investment and Project Development, Project Finance, Energy Law, Maritime Law, Building Laws, Labor Law, Competition Law and Dispute Resolution.

Mission: is to know our clients and their all kinds of legal needs and satisfy such needs in a way even they do not expect by our efficiency, agility and proactive approach.

Vision: is to aim the excellence and productivity.

Values:

- To provide the undertaken service in time
- To be easy to communicate with and transparent
- Sustainability
- To decide fast with courage and apply the changes to life instantly
- To be unique in the sense of proactivity
- To think younger and be dynamic



I.M.A.G.E. Halkla İlişkiler



SCCT Director Eda Hoşceylan, Assistant Director Seda Türkyılmaz and Head of Swiss Business Hub Turkey Mehmet Yıldırım visited the Chamber's **Honorary Member Betül Mardin**. Mrs Mardin became member in 1994 and is still giving appreciated support.

Betül Mardin is the most famous Turkish public relations specialist. No wonder she is called the «grand dame of public relations». She co-founded in 1987 I.M.A.G.E., as well as strategy and public relations company representing Weber Shandwick Worldwide Inc. in Turkey. On the company's long customer list are renowned multi-national and global enterprises, non-governmental organizations and governmental bodies. She is honorary chairperson both of the companies today.

We are sincerely thanking her for her valuable contributions to our Chamber for the last 20 years.



EVENTS



18 March 2015, Mövenpick Hotel Istanbul Closed circle workshop luncheon with Ambassador Livia Leu



The Swiss Chamber of Commerce in Turkey, in cooperation with the Consulate General of Switzerland, organized a “closed circle workshop luncheon” on the occasion of the visit of **Ambassador Livia Leu**, Head of the Bilateral Economic Relations Division of the Swiss State Secretary of Economic Affairs and Delegate of the Federal Council for Trade Agreements.

Challenges concerning Swiss companies in Turkey have been discussed. Participating CEOs of Swiss Companies in Turkey had the opportunity to share experiences and their problems with Ambassador Livia Leu. Distinguished lawyers, economists, consultants as well as SCCT Board Members have been also invited to have their views and comments on the legal and economic situation of Turkey.

Consul General of Switzerland, **Ms. Monika Schmutz Kirgöz** and President of the Swiss Chamber of Commerce in Turkey, **Mr. Doğan Taşkent** moderated this important event.

EVENTS



21st April 2015, Lütfi Kırdar İstanbul Automatic Exchange of Information

As part of the Swiss Expertise Series, the Swiss Chamber of Commerce in Turkey jointly organized a conference on “AUTOMATIC EXCHANGE OF INFORMATION” with Union Bancaire Privée at Lütfi Kırdar İstanbul on 21st April 2015.

With this event, we aimed to inform clients, prospects, people from the industry and everyone who has an interest in the approaching regulatory changes known as «Automatic Exchange of information» in tax matters. **The Opening Speech was held by Ms Monika Schmutz Kırğöz, Consul General of Switzerland, followed by the Welcoming Speech of Mr Doğan Taşkent, President of the Swiss Chamber of Commerce in Turkey.**

Mr Sedat Eratalar, Founding Partner at Eratalar Management Consulting, talked about regulations on the Turkish side and **Mr Bertrand Binggeli**, Executive Director, Wealth Planning Group Head at Union Bancaire Privée – UBP S.A., Switzerland gave information about the latest developments on the subject in Switzerland. More than 80 participants attended the event and took actively part in the Q&A session, which was followed by a cocktail reception.



EVENTS



6th May 2015, Mövenpick Hotel Istanbul Luncheon with the delegation from the Canton Vaud

The Swiss Chamber of Commerce in Turkey, Swiss Business Hub Turkey and Mövenpick Hotel Istanbul organized a luncheon on the occasion of the visit of the Canton Vaud delegation with the honorable attendance of **Ms. Monika Schmutz Kirgöz, Consul General of Switzerland**, **Mr. Philippe Leuba, Minister of the Department of Economy and Sports of the Canton Vaud** and **Mr. Doğan Taşkent, President of the Swiss Chamber of Commerce in Turkey**.

Att. Levent Çelepci, Lawyer and Board Member of Angst+Pfister as well as **Mr. Tibet Eğrioğlu**, Operational Director Eastern Europe & MENA at Adecco Group Turkey gave short presentations about success stories of both Swiss companies in Turkey.



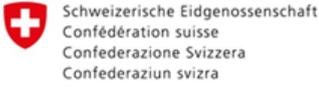
Annelerinize sevgi, çocuklara umut verin...

Anneler Günü'nde bir hediye seçin, anneniz adına ihtiyacı olan çocuklara gönderelim. Sevginiz de, umut da paylaştıkça çoğalsın!
Tüm annelerin Anneler Günü kutlu olsun.

www.hayatverenhediyeler.org



Hayat Veren Hediyeler'den aldığınızda hediye aldığınız kişiye hediye açıklaması olan bir e-kart gönderilir. Hediye olarak satın aldığınız her ürün ise, UNICEF'in hizmet verdiği 150'den fazla ülkede, en çok ihtiyaç duyulan yerdeki çocuklara ulaştırılır. Hediye çeşidimiz çok zengin: Ölümcül çocuk hastalıklarına karşı aşılardan, tedavi edici sütte ve besine, acil durumlarda çadırdan battaniyeye gerekli her türlü malzeme, sıtmayı önleyici özel cibinliklere ve temiz suya erişim setine kadar pek çok ürün var.

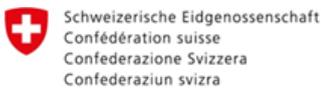


prohelvetia

Consulate General of Switzerland in Istanbul

Concert by the Swiss Group “Kalabrese & Rumpelorchester” on Saturday, 30th of May at 8 p.m. in Maçka Küçükçiftlik Park

The well-known clubs Minimüzikhol and Nublu NYC & Istanbul (World Music & Jazz Club) are staging a boutique day-time festival on the 30th of May for 2000-3000 people in Maçka Küçükçiftlik Park, an open-air grass area in downtown Istanbul. With the courtesy of the Swiss Cultural Foundation Pro Helvetia and with the support of the Consulate General, the eight member Swiss band “Kalabrese & Rumpelorchester” has been invited to perform at the festival as headliner. Inspired by blues and funk the music varies between indie and electronica. The performance will take place between 8 and 10 p.m. <http://www.kalabrese.com/>



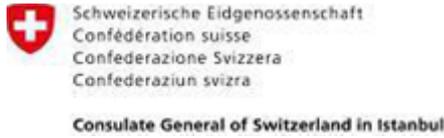
Consulate General of Switzerland in Istanbul



Concert by Duo “Set Aglow” with Swiss Clarinetist Claudio Puntin on Sunday, 07th of June between 12 and 3 p.m. in the Garden of Sabanci Museum

The Consulate General, in cooperation with the Goethe Institute, is inviting the Duo “Set Aglow” to perform on 07th of June in the Garden of Sabanci Museum in Emirgan. The binational double act, consisting of the Swiss Clarinetist Claudio Puntin and the German E-Guitarist Martin Heyne, offers a combination between concentrated acoustics and impetuous electronica, thus developing a shimmering atmosphere full of intimate glowing strength. <http://www.puntin.de/>. For invitations please contact lst.invitations@eda.admin.ch (on a first come - first served basis).



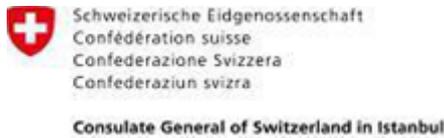


Concert by the “Orchestre de Chambre de Lausanne” on Friday, 26th of June at 9:30 p.m., Hagia Eirene Museum

Within the framework of the 43rd Istanbul Music Festival and with the support of the Consulate General, IKSVMüzik has the pleasure to announce the first concert after 17 years in Istanbul by the “Orchestre de Chambre de Lausanne”. The program consists of Wolfgang Amadeus Mozart, Violin Concerto No.2 in D Major, KV211, Violin Concerto No.5 in A Major, KV219, Sinfonia Concertante for Violin, Viola & Orchestra in E flat Major, KV364. Tickets are available at biletix.com and IKSVMüzik box-office, the prices are:

200,150,100 TL- Balcony 300 TL- Student 35 TL. Or contact Mr. Ercan Kaya: ercan.kaya@iksv.org // 90 212 334 09 58 or Ms. Gonca Varol: gonca.varol@iksv.org // 90 212 334 07 85.

Don't miss the unique opportunity! <http://www.ocl.ch/>



Istanbul Resitaller

Swiss classical pianist Oliver Schnyder, concert on 4th of June 2015 in Istanbul at 8 p.m. at Sakıp Sabancı Museum ‘the Seed’

The world famous Swiss classical pianist Oliver Schnyder will be giving a solo recital on 4th of June 2015 in Istanbul at Sakıp Sabancı Museum ‘the Seed’ within “Istanbul Recitals” classical music series. Oliver Schnyder is invited to the most important concert halls and music festivals of the world and he is also referred to as "Swiss star of the keys" on international press.

<http://www.istanbulrecitals.com/1415/resital/schnyder.html>.

For ticket sales please contact Nazan Ceylan, General Coordinator, M: + 90 532 474 80 29 nazan.ceylan@istanbulresitalleri.com. Ticket price: 150TL, group ticket price:135TL



Kilinç Hukuk & Danışmanlık

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