

e-Newsletter

May 2016

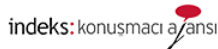
Swiss Chamber of Commerce in Turkey



PLATINUM PATRONS



GOLDEN PATRONS



SILVER PATRONS



EVENT PATRONS





Arpat Şenocak

President of the Swiss Chamber of Commerce in Turkey

Dear Readers,

As you know, the bi-annual general assembly meeting of the Swiss Chamber of Commerce in Turkey was held on 22 March 2016. On this occasion, our Chamber appointed new board members and auditors, who are entrusted to serve the best mutual interests of the Swiss and Turkish business communities.

As the new President of our Chamber for a two-year term, I have the utmost privilege of being able to work with remarkable CEOs, entrepreneurs, advisors, businessmen and women on this new journey to further strengthen ties between Switzerland and Turkey. Our Chamber, of course, also relies on the valuable support of its director and its media and communications manager who, needless to say, are more than essential to the successful achievement of our targets.

The dedicated work of our team over the past few years has contributed to the development of a series of value-added, innovation- and expertise-focused events, all of which have been highly appreciated by our members. Our Chamber will continue building on this successful programme, bringing further “Swissness” into the Turkish

business environment. Thanks to our close working relationship with the Swiss Embassy in Ankara, the Consulate General in Istanbul and the Swiss Business Hub (Switzerland Global Enterprise), we strive to sustain our position as one of the main local platforms enabling cooperation, trade and cultural exchanges between Switzerland and Turkey.

It is worth emphasising that the input of our members is highly valuable for the accurate planning of the Chamber’s activity programme. We therefore openly welcome any suggestions you may have so that we remain aligned with your expectations.

I wish you a pleasant read of this month’s newsletter and look forward to seeing you at our upcoming events.

Sincerely yours,

Arpat Şenocak



Photo: Alexandre Dhordain



Jan Poulie

Position title:	Theodora Foundation -Vice President
Date of Birth:	28.02.1963
Place of Birth:	Amsterdam
University:	Webster University & ECO-Inf. – Geneva

Mr Poulie, tell us a little bit about your background and how Theodora Foundation was found.

I was born in Amsterdam. I lived in Blaricum (Holland) where I did my first steps exploring the world. I arrived in Switzerland with my parents and my brother at the age of three. I went to public school until I was ten, I was then sent to “Le Rosey” an international boarding school based in Rolle. As a child I travelled a lot with my parents and they made sure I learned to respect to all cultures and beliefs. My parents transmitted to me their old school values of commitment, hard work, dedication to community and others. I lost both my parents from cancer and after my mother died, my brother and I wanted to do something to honour their memory. One of the main things that I learned from them, that is beautifully expressed in the quote of Antoine de Saint Exupery: *"It is only with the heart that one can see rightly; what is essential is invisible to the eye."*

It is with this in mind that we founded the Theodora Foundation in 1993 in memory of our parents and we named it after our mother “Theodora”. When my brother was hospitalized for many months as a child, Theodora brought joy, laughter and storytelling to his bedside through her regular visits. Theodora inspired us to bring magical moments to all sick and disabled children. To date, the lives of over two and a half million children have been improved worldwide thanks to regular visits of our Giggle Doctors.

Over the years Theodora has become a recognized leader in its field and has been awarded numerous recognitions for the quality of its mission. In

Switzerland Theodora was awarded the “Adele Duttweiler” and “Doron” prizes, in the UK Theodora received the prestigious Guardian Charity Award in 2003, which honours outstanding charities. Theodora has always been a pioneer in bringing new ways to help children and their families cope with the difficulties of hospitalisation. In Spain Theodora received from the Ministry of Health of Cataluña, the price for the best initiative that **enhanced the wellbeing** of the children and their families while hospitalised.

What is the mission of the Theodora Foundation?

At the Theodora Foundation, we believe that laughter and play are the best medicine, therefore in accordance to our mission statement: *«For the children in hospitals and institutions we have at heart to contribute to their wellbeing by offering visits from professional artists trained to work in a medical environment.»*

Since its beginnings in 1993, the Theodora Foundation has pursued its mission; to bring laughter and joy to children in hospitals. Today, the Foundation organises and funds the weekly visits of professional artists – the Giggle Doctors. Today our team of 206 “Giggle Doctors” visit over 250'000 children each year in 150 hospitals, hospices and specialist care centres across 8 countries. By combining music, play, magic and storytelling, these professional performers bring magical moments to children and their families facing some of the most challenging times of their lives.

Theodora has been active in Turkey since October 1998. Today our programme has expanded – in 8 hospitals and 1 specialist care centre for children with disabilities. During 2015, our 12 Turkish “Sevgi Doktorları” (Giggle Doctors) spread smiles and moments of happiness to more than 25.000 children.

What is a “Giggle Doctor”?

Our Giggle Doctors are professional performers, highly trained to work both in the medical environment and with children with disabilities. They come from a wide range of backgrounds and bring with them a variety of skills (among our team are actors, entertainers, magicians, musicians and singers). The training consists of a rigorous schedule of artistic and medical workshops that cover topics such as child development, infection control, child bereavement and the impact of illness and bereavement on families.

They are trained in “Intensive Interaction” which is a practical approach to working with people with very severe learning difficulties, helping them to relate and communicate better with the people around them. The Giggle Doctors learn the fundamentals of communication, exploring the elements that come into play: position, movement, mirroring, repetition, eye-contact and most of all having fun and providing opportunities for play.

When did you decide to come to Turkey and why?

In fall 1997, I came to Turkey to visit a dear friend of mine. During my visit Dina Topbaş Şakir said to me: *“You know it would be wonderful to bring the Theodora’s Giggle Doctors to Turkey”* and added she would help if we did. So I started looking for funding and support for this new project.

In April 1998, we received financial support from 3M Healthcare where I met two wonderful ladies. So with the dedicated and exceptional support of Dina Topbaş Şakir, Zeynep Sungu and Mirey Nasi, we started our first visits at the “Children’s Clinic of the CERRAHPAŞA Hospital” on the 15th of October 1998. Since then we have visited over 300’000 children in Turkey and the program has grown to what it is today. Turkey was one of the first countries in the world to have “Sevgi Doktorları” visiting hospitalized children.

Are there any upcoming projects in Turkey?

We have received repetitive requests from Hacettepe Hospital in Ankara for an increase in the number of visits of our “Sevgi Doktorları”. There is certainly a need for us to visit the departments that we cannot cover at the moment. So this is one of our primary projects that we would like to establish with the support of prospective donations. In line with our objectives for Theodora Turkey we continue to look for opportunities to visit more children in different cities. In this scope for the second half of 2016 we are aiming to start with a new hospital in Eskişehir with the valuable contribution of a current supporter of Theodora Turkey. The next scheduled project is to collaborate with a potential partner from Switzerland to launch the visits of Sevgi Doktorları to a new hospital in İzmir. With this we will be active in four major cities of the country. It is of the outmost importance to maintain our “Swiss Quality” while we are growing. Hence we will also look for the possibility of enlarging our team with local artists in the planned cities. This will certainly require the hiring and training of new “Sevgi Doktorları”. But this will only be possible with additional corporate social responsibility projects and financial support of Turkish donors.

What kind of donations can be made?

In order to sustain and expand all these projects we need financial support. Alongside private and corporate donations, we encourage people to start activities to raise funds for the children in hospital, such as charity concerts, sport events, employee initiatives etc.. Moreover, we are available as a trustworthy partner for companies that are interested in local, long-term or short-term “Corporate Social Responsibility” projects, helping them to get into the public eye. If you consider becoming a partner with us we can work collaboratively in order to support hospitalized children in Turkey.

Photo: Didier Pallages



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

We have been a long time member of Swiss Chamber of Commerce.

Being a member firstly facilitates extensive and qualified networking possibilities. It also creates an opportunity to exchange information on best practices.

Furthermore we have found a synergy with the energetic team of the Swiss Chamber of Commerce, which has led us to develop different projects for fundraising, including the Christmas Charity Cocktail on December 2015. These events have not only been fruitful in terms of fundraising but also have created for us an environment to communicate our projects.

We look forward to develop these fruitful relationships in order to bring joy and happiness to even more suffering children. Looking back to all the smiles we have brought with the help of our generous donors and partners, the wise words of Winston Churchill come to my mind: *"We make a living by what we get, but we make a life by what we give."*



THEODORA
Sevgi Doktorlari

Hastanedeki çocuklarımıza neşe umut ve kahkaha

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Beyoğlu - İstanbul

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(0212) 245 62 33

E-mail:
mirey.nasi@theodora.org
tuna.poyrazoglu@theodora.org

Photo: Didier Pallages





Swiss Alumni Interview **Gözde Ünal, Lawyer**

How come you went to Switzerland?

After my graduation from İEL which offers the best education accepting only the very chosen students and which is also one of the best and rooted of the education system in my country, I had the chance to be educated in Germany, Austria, Switzerland Universities with my diploma.

It was my great ambition to study in a modern, multicultural country, which we have adapted our law system.

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

I went to the Faculty of Law at the University of Zürich during the years 2003 and 2009.

Do you have any special memories?

I was working in a part time job in the opera of Zürich and it was a very special moment for me to meet worldwide famous Tina Turner.

Studying in Switzerland is a multicultural experience since you have students and teachers from all parts of Switzerland speaking German, French and Italian. I had mastered Swiss German in six months time.

I studied one semester at the canton ST. GALLEN and had the experience to learn in small classes and with the best grades at the exams, whereas people who were born and grew up in that country could not succeed in.

I had two seminars in the years 2007 and 2008; one in Parma (Seminar: Parmaschinken und Parmesan) and the other in a castle in Kanton ZÜRICH (mediation and other dispute resolution) I gained experience by making presentations and had good grades.

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

This experience improved and enriched my personality.

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

What I took as an example and admired most was that the education system was not memory based (which was just the opposite in Turkey) and the cases were analytically solution oriented and even during the exams the solutions were reached by searching the laws.

Furthermore, what I personally witnessed was that the education system was a lifelong process and not only university oriented but by the means of trading schools...This I could also see that the students were not in a racing media but socially improving themselves by their personal activities, and thus improving their personal characteristics and abilities. As a result I summoned up that the education system of an country is directly proportional with the development of that country.

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

Switzerland claims to have one of the world's best education systems approved by several institutions. My recommendation would be to the parents who want to send their children to Switzerland, that their child has a certain base of the languages spoken in Switzerland (especially Swiss German) to be able to build on that.

On the other hand the students should have the ability of learning by themselves in developing and improving themselves.



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Preparation of the Project of fully equipped machining and assembling plants.

Import / Export of machine, machine parts and cutting tools.

FOUNDER / CEO : NAMIK DURER

Date / Place of Birth : 1950 / BURSA

Marital status : Married , two sons

Education :

- BSc. in Mechanical Engineering - Middle East Technical University / Ankara
- MSc. in Business Administration -Uludag University / Bursa
- Ph.D. In Business Administration (Continue) - Uludag University / Bursa
- Foreign Languages: English, French

PROFESSIONAL LIFE:

After being Mechanical engineer, following two and a half years: I had my first practical experience in metal cutting industry as R&D engineer designating new generation wood cutting machines. After military service, I joined Oyak-Renault car manufacturing company where I hold different managerial positions at mechanical plant for 30 years . At 2006, after finishing my professional life at Oyak-Renault, I installed our own familial company DURER MAKİNA LTD at Bursa in my home town.

FUTURE PLANS of our company:

To improve our commercial relationship with Swiss companies especially installed at French speaking part of Switzerland. Probably, - if we can - , to open Switzerland branch of our company or to install a new named Swiss company at the region mentioned above.

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EVENTS



03 March 2016, British Consulate General Back 2 Business Event



Back 2 Business is a networking cocktail reception that aims to provide participants with the opportunity to meet with representatives of local and international businesses, diplomatic missions, international Chambers of Commerce and Trade Offices based in Turkey .

The event paves the way for participants to connect with the international business community and to receive key insight into investment & business opportunities available in Turkey and overseas.

Back 2 Business was first organized in 2013 at the initiative of the British Chamber of Commerce in Turkey in cooperation with Turkey's other international Chambers, business organisations and diplomatic missions, and this will be its 5th edition.

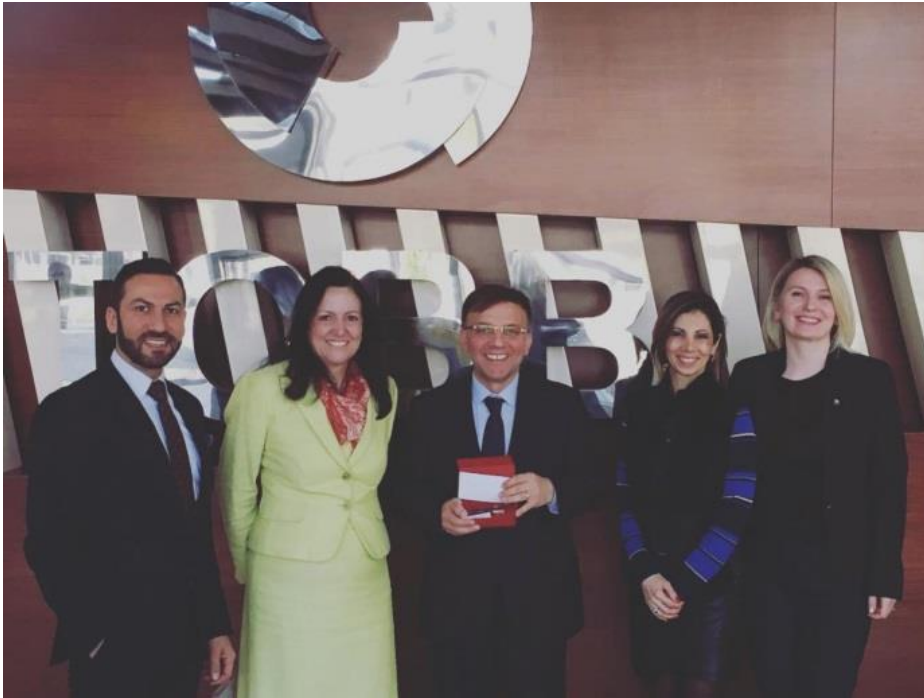
The Swiss Chamber of Commerce participated with a stand in this event and informed interested guests about the Swiss Turkish business opportunities.

EVENTS



09 March 2016, Ankara

3-Country-Meeting (CH-DE-AU)



The 3-Country-Meeting was organized by the Swiss Business Hub Turkey and the Embassy of Switzerland. SCCT Director Eda Akalın Hoşceylan attended the event. SCCT Board Members were also invited. The aim of this event was to bring important business supporter of Germany, Switzerland and Austria together.

Swiss Business Hub Turkey, Embassy of Switzerland and SCCT also visited TOBB and the General Director of Free Zones, Overseas Investments and Services as well as the Minister of Economy during their visit.

EVENTS



16 March 2016, Nişantaşı Artful Event with Yiğit Yazıcı



The Swiss Chamber of Commerce in Turkey and the Consulate General of Switzerland organized an artful and tasty cocktail reception in a very special atmosphere.

The host was Yiğit Yazıcı (<http://www.yigityazici.com>), one of Turkey's well established post-modern artists. With all the paintings and his other works all around, his home took guests through a journey of his life.

Special guest was the Swiss Artist Ana Strika (www.likeyou.com/anastrika), who lives and works in Zurich but is currently on a six month residency program in Istanbul offered by the City of Zurich.

The highlight of the evening was the presentation of Yiğit Yazıcı's latest pieces that will be exhibited for the first time in the renown Beirut Art Fair in September 2016.

Consul General of Switzerland, Ms Monika Schmutz Kirgöz and Deputy Consul General of Switzerland, Mr John Ruhoff both attended the artful event.



EVENTS

A man in a dark suit and blue tie is standing at a black podium on the left side of the frame. He is gesturing with his right hand towards a large projection screen behind him. On the podium, there is a small Swiss flag and a laptop. The projection screen displays a bar chart with several bars of varying heights in shades of blue and green. In the background, a large poster for the Swiss Consulate in Ankara is visible. The poster features the Swiss flag and the text "WELCOME SWISS WELKOMME HOŞ GELDİNİZ HERZLICH WILLKOMM BENVENUTI". The audience, consisting of men and women in business attire, is seated in rows of black chairs, facing the speaker. The room has a modern design with gold-colored wall panels and recessed lighting. The ceiling has a unique, wavy, white light fixture. The overall atmosphere is professional and formal.

22nd March 2016, Swissotel the Bosphorus General Assembly

Congratulations! Arpat Senocak becomes the new President of the Swiss Chamber of Commerce in Turkey. The Chamber thanks Dogan Taskent for all his great efforts during the last four years as President.

Consul General of Switzerland, Ms Monika Schmutz Kirgöz and distinguished members of the Chamber attended the networking cocktail right after the assembly, which was kindly sponsored by Swissotel The Bosphorus.

See the new Board on the next page!



Principal Board Members

Arpat Şenocak	Gide Loyrette Nouel	President
Müriel Hayirel	UBP	Vice President
Doğan Taşkent	Arkan & Ergin	Secretary General
Mohamed Hammam	Hitco Trading	Treasurer
Felix Allemann	Nestle	Principal Member
Peter Catalino	Novartis	Principal Member
Sami Sevinç	ABB	Principal Member

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Substitute Auditors

Köksal Ünlü	DD Luxury
Fabrizio Guidi	Sanofi
Güniz Atıs Azrak	İstanbul Lütfi Kırdar

EVENTS



20th April 2016, Mövenpick Hotel Istanbul Luncheon with Şirin Payzın

The Swiss Chamber of Commerce in Turkey organized a special Luncheon: **“Women’s Employment in Turkey: Challenges and Opportunities”** with Ms Şirin Payzın, TV Presenter and Editor at CNN TURK.

Consul General of Switzerland, Ms Monika Schmutz Kirgöz, Consul General of Germany Dr. Georg Birgelen and the President of the Swiss Chamber of Commerce in Turkey, Mr Arpat Şenocak enjoyed the lunch and speech together with more than 70 guests.



EVENTS



26th April 2016, Geneva Luncheon with Fatih Birol

Swiss-Turkish Chamber of Commerce and Industry organized a luncheon with Mr. Fatih Birol, Executive Director of International Energy Agency in Paris , who made a speech on "Current State of Oil and Gas Markets and their Future Prospects".

SCCT President Mr Arpat Şenocak and Vice President Ms Müriyel Hayırel attend the event in Switzerland as well as the Head of Swiss Business Hub Turkey ,Mr Mehmet Yıldırımli.

The Swiss Chamber of Commerce was a supporter of this event.



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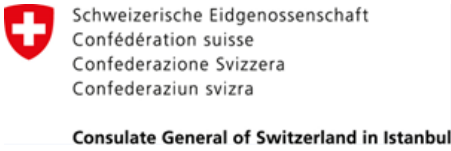
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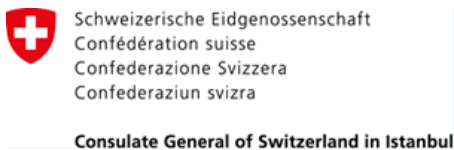




“Universities’ Forum” at the Lycee St. Benoit on the 6th of April

Promoting the Swiss Education System is an important task of Swiss representations abroad. On the 6th of April the Consulate General of Switzerland had the opportunity to participate with a Swiss desk in an international education fair at St. Benoit French School. Dozens of the Lycee’s students queued up for information on Swiss universities in particular and living conditions in Switzerland in general. For readers interested in learning more about Swiss Universities, please revert to the following link:

https://www.swissuniversities.ch/fileadmin/swissuniversities/Dokumente/EN/Studying_in_Switzerland.pdf



Performance by Lucerne Symphony Orchestra at Is Sanat Konser Salonu

On the 22nd of April the 70 member ensemble from Lucerne held a stunning concert in front of a packed concert hall in Levent with music from Johannes Brahms (1833-1887) and Antonin Dvorak (1841-1897). The Consulate General of Switzerland was proud to have supported such a wonderful event. But it was not just all work, the following day the musicians took some time out for a well-deserved break to enjoy a relaxing cruise on the Bosphorus.





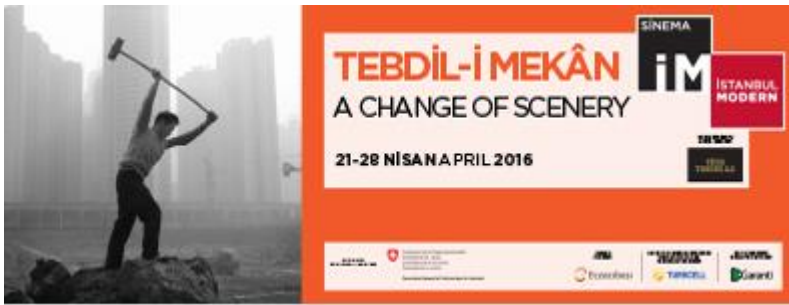
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Consulate General of Switzerland in Istanbul

İSTANBUL
MODERN

“A Change of scenery, Swiss Film Festival at Istanbul Modern

In cooperation with the Consulate General of Switzerland, Istanbul Modern successfully showed the following films during the Swiss festival between the 21st and 28th of April. Wintergast, From Somewhere to Nowhere, Der Tulpenbaum, Das Boot ist Voll, Dark Star: HR Giger's World, Die Reise der Hoffnung, Wonderland. A delightful showcase for Switzerland with over 700 guests, making hence an average of 50 attending each of the 14 screenings.



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YOLDA

YOLDA ROUTE



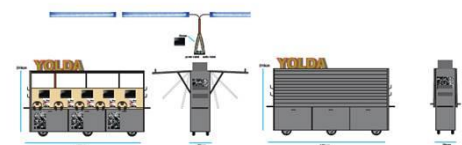
Yolda – on the move between Switzerland and Turkey

The Consulate General of Switzerland is supporting a travelling kiosk containing ten video portraits – four women, five men and a married couple talk about their experience regarding life in two worlds. They live in Switzerland and Turkey. They grew up in both places, attended school and work in both places. These experiences shaped their lives, their daily routine and their way of thinking. Eleven biographical accounts provide a glimpse of their convoluted histories but also of the calm and creative way they have managed the experience of migration. When migrants reflect on their personal history, it is obvious that they feel they belong to more than one culture. <http://www.yoldayolda.com/index.php?lang=#home>

The opening will be in Istanbul is on the 5th of May 2016 at 7 pm, TAK Kadıköy, Moda Parkı Çay Bahçesi Önu where it will be showing until the 13th of May. Yolda will then move to Ortaköy Meydanı from the 14th of May - 22nd of May.

The kiosk will then be travelling to the following cities:

- Ankara, Hacettepe University 25th of May – 29th of May 2016;
- İzmir, 1st of June – 12th of June 2016;
- Çanakkale, 21st of June – 26th of June 2016;
- Şirince, Nesin Matematik Köyü, 27th of July – 31st of July;
- Didim, 3rd of August – 7th of August 2016.



When robots look like people

When it comes to innovation, Switzerland is at the top of the league. Time and again Swiss spin-offs grab attention with spectacular ideas. And most of them work in the area of information technology.

The company Insightness is one of 315 spin-offs founded over the past 40 years at the ETH Zurich. It has developed a sensor that lets cameras work in a way that is similar to the human eye. This could provide access to a billion dollar market and also solve a problem that Google failed miserably with two years ago.

Christian Brändli, co-founder of Insightness, reported on this groundbreaking idea in an article in the newspaper 'der Bund': "Human vision stands out first and foremost due to the fact that it reduces the quantity of data to a minimum. An example of this is a car travelling towards us. The street is merely the background, and what is driving towards us doesn't really interest us either, only where it is." The objective is thus to ensure the camera can perceive the position of objects in real-time at all times. And this is exactly what the Silicon Eye Sensor does. Thanks to intelligent pixels, it only records the changes in the field of view and thus avoids redundancy in those areas where nothing changes. The sensor could be relevant for many modern applications – just like the Google Glass, the viewer could wear intelligent glasses and then perceive his/her surroundings more intensively through virtual objects such as labels.

The potential of the company and its vision are very promising. As a result of this, the Swiss Government has now also provided a large sum of money and added its name to the long list of sponsors, which already includes the renowned Gebert-Rüf-Stiftung.

The company Insightness is just one of many success stories, which will be written in the future in Switzerland. According to the Global Entrepreneurship Network, GEN for short, an index for the best start-ups in the world, Switzerland moved up from position nine to eight in 2015.

Source: <https://www.s-ge.com/global/invest/en/blog/when-robots-look-people>

NESTLÉ Damak, Beloved Turkish Chocolate, Now Available in the United States

NESTLÉ USA is bringing to market NESTLÉ® Damak™, a treasured Turkish premium chocolate brand with more than 80 years of rich, delicious pistachio chocolate history.

"Damak chocolate bars are a bold and exotic combination of smooth chocolate and flavorful pistachios, which creates a delightful experience," said Shelly Lofino, Brand Development Manager for Damak at Nestlé USA. "The brand is rich in heritage and offers a one-of-a-kind taste that must be sampled to truly appreciate. As a global leader in the confectionary category, Nestlé is proud to share this hallmark brand from our international portfolio with chocolate lovers in the U.S."

The premium chocolate market in the U.S. continues to expand. With double-digit growth for several years in a row, the premium chocolate segment has experienced an 11 percent increase over the past 12 months. For many, dark and nut-infused chocolate in particular is a welcome indulgence, one to be sampled and savored as consumers continue to embrace their love affair with this "Food of the Gods."

Damak is committed to making a positive impact on the lives and livelihoods of the farmers who grow our premium pistachios. Nestlé Damak has committed over \$1 million to fund training in the most efficient agricultural techniques to not only improve and increase harvests, but also to improve the welfare of the renowned Gaziantep growing region of Turkey.

Source: <http://www.nestleusa.com/media/pressreleases/turkish-pistachio-chocolate-nestle-damak-us-launch>

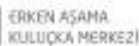


THE SWISS CHAMBER OF COMMERCE IN TURKEY NEWSLETTER

2012 – MARCH 2016



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