

e-Newsletter  
September 2018

# Swiss Chamber of Commerce in Turkey



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## **Fabrizio Guidi**

Country Chair, Sanofi Turkey

### **Dear Members of Swiss Chamber of Commerce in Turkey,**

I am honored to be granted as a member of this esteemed organization and it is my pleasure to be writing my personal and business experience in Turkey. As a father of two, I have arrived in this beautiful country almost four years ago with my wife and my girls. While living and working as an expat in Turkey, my family and I have experienced a wonderful country and a colorful culture with its young and dynamic inhabitants. The people we've met in this country has been very warm, welcoming and sincere to me and to my family. I have never felt like a foreigner or an outsider in İstanbul. From the business perspective, I can clearly state that Turkey's passionate, dynamic and talented people offers our company a significant opportunity with their great work discipline. It's very important for us to utilize this potential effectively.

My carrier in Sanofi started at 1999 as Product Manager. Through time I had several roles and responsibilities in different countries including Hospital Sales Force Manager, Business Unit Director, Senior Marketing Director, Sales & Marketing director and before being appointed as Sanofi Turkey Country Chair I was the Country Chair of Switzerland. As a 19 year Sanofi employee, I see my career path as a fulfilling school for me. As a global life sciences leader, Sanofi discovers the frontiers of innovation in medicine, prevents diseases, and improves access to healthcare with all its employees. We currently offer health solutions in over 170 countries and with more than 100,000 employees, to make patients' daily lives easier, respond to their health needs and improve their quality of life.

For over 65 years, Sanofi is among the leading healthcare organizations in Turkey also. We conduct our operations in Turkey with over 1,750 colleagues, having health solutions in 16 therapeutic areas. We are among those rare companies with a presence in all areas of human health; with Sanofi in innovative drugs and generics, Sanofi Pasteur in vaccines, Sanofi Genzyme in rare diseases, MS, Oncology, Immunology and Sanofi Consumer Health with self care products. Today Sanofi Turkey is a leading pharmaceutical company, ranking the third in the market, with a huge footprint and the largest and the most advanced pharmaceutical manufacturing plant in the country.

The pharmaceutical market in Turkey is quite dynamic and the healthcare system is going through a big transformation. It is a highly fragmented market, with high potential, displaying huge double digit growth which is predicted to continue this way for the next two years. As Sanofi, we have also been exhibiting an impressive growth in Turkey, with double digit growth for four years in a row and we are committed to contribute to and be a part of Turkey's growing economy. What is amazing in this country is that there is one common motto of the people even in the hardest circumstances: "Problem yok, Çözüm var" - There are no problems, there are solutions. I think this is also one of the reasons to Sanofi's impressive performance in Turkey and will also be the key to Turkey's continued success in the years to come.

**Fabrizio Guidi**  
Sanofi Turkey  
Country Chair



## Recai Özbir

Alchem Life

Head of Turkey

### **Mr Özbir, tell us a little bit about your background.**

During last 30 year time, I have been involved in many roles in the pharmaceutical industry like sales, logistic ve supply chain and system implementation... Starting in early 2017, I am entrusted with an establishment of Alchem Life Turkey branch as well as CIS and MENA countries.

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

Turkey is very promising and developing country for the new trends and natural products. Of course, we have the chance to be the first phytotherapy company to introduce our Standardised products with our 75 years experienced history.

Thanks to our phytoadvance technology which have a unique process for each herbal group will help us to position us in this new field.

### **Name us three extraordinary things about Alchem Life?**

- Devoted to nature and herbs
- Patented Phytoadvance Tecnology which guarantees standardization of the formulation with enhances bioavailability
- 75 years of experience validated with science

### **What is the biggest challenge Alchem Life is facing in Turkey?**

Although Turkey is developing and promising country, the market has not yet regulated and aligned with European Authorities. Sometimes, this create uncertainty in our long-term plans.

### **What are the gains?**

Turkey is located in a highly central spot in the word which has a link between East and West. Due to that, Turkey is keeping the hub position for CIS and MENA country expansions for new opportunities.

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

Firstly, we will be introducing to people what the real Phytomedicine concept is. At the same time, planned product launches will take place under the Phytomedicine concept like Flexiqule, Liverubin, Phytocid-G and Laxaquest...

The coming year, we are planning to launch our Epic brand which is Swiss formulated herbal dermo-cosmetic.

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

Alchem Phytoceuticals is exclusively dedicated to creations of Phytomedicines for prevention and treatment of many health conditions such as prostate issues, cold and cough, joint disease, liver ailments, heart disease, diabetes, pain management, cardiovascular diseases, memory loss, etc.

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

Chamber of commerce is supporting us for social networks and links with other industries



**Full Name:** Melike Esma Rabia Müezzinoğlu  
**Position title:** Managing Director,  
Malva Permaculture Farm  
**Date of Birth:** 11.11.1978  
**Place of Birth:** Istanbul  
**Marital status:** Single  
**University:** Istanbul Bilgi University,  
Bogazici University (cont.)

**During which time period have you gone to school in Switzerland?**

Between 1992 and 1996, to Institute Le Rosey.

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

I went to my first summer camp to get the feeling of boarding life then asked my parents to stay. It's a family tradition.

**Do you have any special memories?**

I have many special memories. I remember taking the group lead descending skiing from a mountain on an extremely foggy day. We couldn't see even a meter ahead of us. Thankfully everyone arrived at the base safe.

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

It was a great opportunity to learn to become autonomous. The cultural as well as personal diversity is exceptional. This, together with the privilege of extensive sport and art activities, creates the ideal grounds for a developing mind as well as body. I had the chance to participate in Yehudi Menuhin's Birthday; carry the torch at Sri Chimnoy Peace Run; win over all the tournaments with our volleyball team; be a crew in Bol d'Or sailing race; represent the students at the school committee. Above all, nothing beats doing this together with my friends, whom we still keep very close contact with.

**Describe briefly the Swiss education system in comparison to the Turkish one.**

I can compare from my own and my son's experiences. According to PISA reports, the aptitude in science and math is plummeting for the Turkish students. There is no or little real life experiences as a part of the curriculum. With the mission to provide one to one learning opportunities, we have opened our bio farm to public and started education programs with the support of Botanic Gardens Conservation International (BGCI). The young generation in Turkey should be given the opportunities to observe and interact such as their Swiss peers. This would help alleviate social and environmental problems in the future.



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

I believe that Swiss Education provides a firm framework in which to thrive. The freedom one learns to practice is rather in respect to oneself and to her environment.

I appreciate having made quite a few great friends for life, both from my peers and teachers. Besides that, learning three languages, living at a 'green' campus and seeing the Swiss way of living i.e. in harmony with Nature.

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

Take chances to go to Switzerland for vacations, show your children the cities, the parks and the Nature. Get the feel of the country. When the time seems right, let him/her try a summer camp; fix an appointment with a prospective school or the country representative. When all is done, trust them and let your child grow.



*Image source: School album*





## 11<sup>th</sup> July 2018, Swissôtel The Bosphorus, Istanbul Swiss National Day Celebration

### **The Consul General hosts the National Day celebration in Swissôtel The Bosphorus**

The Swiss National Day celebration is a yearly event, which is inspired by the date of the Federal Charter of 1st August 1291, when three Alpine cantons swore the oath of confederation, an action which later came to be regarded as the foundation of Switzerland. It is celebrated by Swiss representations all around the world.

The 2018 edition in Istanbul, which was hosted by the Consul General, Ms Nathalie Marti, was held in the garden of the Swissôtel The Bosphorus on 11<sup>th</sup> July, drawing hundreds of Swiss, Turks, Diplomats and friends of Switzerland alike. The celebration featured a typical Swiss buffet as well as a live Alpenhorn-Player and music by a DJ.

The Swiss Chamber of Commerce in Turkey is proud to have been a sponsor of this cultural and unique event.



Source: <http://www.myswitzerland.com>



In cooperation with Switzerland Global Enterprise / Swiss Business Hub Turkey, we, the Swiss Chamber of Commerce in Turkey will participate in the largest and the most successful food and food processing exhibition in Turkey, **WorldFood Istanbul**, between **September 05-08, 2018** at TÜYAP Fair and Congress Center.

Interested members are kindly invited to visit our stand at **Hall 3 – C122**.

Looking forward to meeting you at **WorldFood Istanbul 2018**.



## Programme

16:30 – 17:00	Registration
17:00 – 19:00	Conference
19:00 -	Networking/Cocktail

*More information coming soon...*

## Malva Permakültür Çiftliği

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Photo: Pierre-Yves Massot

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