

# e-Newsletter

## January 2019

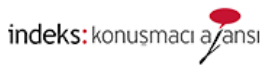
# Swiss Chamber of Commerce in Turkey



### PLATINUM PATRONS



### GOLDEN PATRONS



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### EVENT PATRONS





**Arpat Şenocak**

President of the Swiss Chamber of Commerce in Turkey

**Dear Readers,**

As the new year starts, I would like to take this opportunity to wish a prosperous, happy and healthy new year to the entire Swiss-Turkish business community.

2018 has been a tough year for most business sectors in Turkey, but we are proud to see that our members have been able to sail somehow in the storm. During these difficult times, our Chamber has also tried to support its members through different means and cooperated in this respect with numerous private and public sectors institutions in Turkey.

The efficient works carried on by our team made our Chamber once again one of the most actives among international chambers based in Turkey. Feedbacks we received over the past few months also confirmed that the quality of the events organized by our Chamber was very much appreciated, both by our members and by other representatives of the Turkish and international business communities.

Similarly to previous years, we aim to continue focusing on the most innovative developments Switzerland can offer in various sectors and try to enable our members to take benefit from this expertise to further expand their knowledge and their business.

No doubt that 2019 will be another challenging year, but we are confident that by joining forces all together we can continue spreading some more Swissness into Turkey.

I look very much forward to meeting you at the occasion of our next gatherings and wish you again a wonderful new year.

Sincerely yours,

**Arpat Şenocak**  
President



## Fehmi Nejat Çalışkan

General Manager, Tetra Pak Turkey

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

I'm a civil engineer by profession, though I never worked as an engineer - not even for a single day! I started my career as a commodities trader of construction materials for Tekfen, Turkey's largest foreign trading company at the time. I had a lot of fun in that role, traveling the world for four years at a young age. I joined Tetra Pak after a three-year break in my career for MBA in the US. And I have been in the company for 23 years now! Before assuming the role of Managing Director at Tetra Pak Turkey in 2014, I had several exciting roles, mostly in the commercial area in Turkey, Thailand, and Pakistan. I take pride in being the first Turkish person to lead our local organization in Turkey.

My favorite sport is basketball. Now, at the age of 53, I still play competitively once a week with my friends, some of whom I've known since I was as a boy. I picked up road-cycling five years ago and it has become my favorite pastime now. I also like taking pictures and listening to music - both hobbies are perfect for a biking tour as well! I also like mid-distance running. We have a sports team of colleagues in Tetra Pak, too, and it's great that we can enjoy teaming-up together in a few cycling and running organizations around the year.

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

Turkey is a dynamic growth market for Tetra Pak. And it has great potential to continue growing, not only due to the increase in the young population, but also to the aspiring consumers' willingness to try new things, new products. It is quite an advanced market in the region, very close to European level, when it comes to consumer choice and preferences. Therefore, it's a great market for deployment of our innovative portfolio in existing and new categories.

The world is currently dealing with VUCA and Turkey is certainly not an exception. There is a lot of Volatility, Uncertainty, Complexity, and Ambiguity, mostly of geo-political and economic nature, and the effects are felt in Turkey as well. This uncertain environment obviously has an impact on the business, as it's challenging to make long-term plans and stick to them. We may have to revisit and revise these plans frequently. Yet, we also have the experienced workforce to deal with these uncertainties, to adapt to new environments and new plans, and to continue pursuing them with motivation.

Speaking of the workforce, there is a strong talent pool in Turkey. Turkey is seen as a source of talent in several functions in our region in Tetra Pak. Several of our colleagues are recognized for their competence, strong work ethic and motivation in our Greater Middle East & Africa Region; and now we have a growing number of colleagues taking on regional roles and delivering on them successfully.

### Name us three extraordinary things about Tetra Pak Turkey?

The first thing on such a list should be our packaging factory in İzmir. It's the best in the Tetra Pak world. It is the only factory to receive the prestigious Factory of the Year Award three times, the last one being in 2018. No factory within the Tetra Pak world has won this award even twice!

Naturally, this success did not come overnight. Our factory's journey to excellence started back in 1999, when we started our World Class Manufacturing program, in consultation with the Japan Institute of Plant Maintenance (JIPM), one of the most reputable Total Productive Maintenance (TPM) organizations in the world.

And we have invested 60 million Euros in this factory in the last five years, focusing on digitalization and expanding our product portfolio. In 2017, our İzmir factory also received JIPM's TPM World Class Award, which is given to facilities with outstanding levels of production quality, reliability, efficiency, and environmental performance.

Second is our good record of diversity. Our success is mostly based upon maintaining and developing a diverse, multi-cultural and multi-talented organization. We are proud of the gender diversity in our organization in Turkey. Women comprise one third of all white-collar employees in the company and half of the team in our Istanbul head-office. We can definitely increase this ratio, both among white and blue-collar employees. And I am proud to say that two-thirds of our Executive Management Team are women.

The third thing that comes to mind is our unique long-term consumer awareness programs, some of which have been running for over fifteen years. We have been partnering with respected stakeholders in these projects. Our Healthy Milk Awareness Program continued at Public Education Centers for more than 15 years. We visited more than 50 cities all around Turkey and reached 2.5 million consumers. Currently, we have been working together with Family Health Centers in Istanbul to educate women in benefits of milk and safe milk consumption.

Another project is our environmental awareness program called Little Things Renew Nature. Within the scope of this program we visited more than 600 elementary schools in 10+ years and reached 1.5 million students. We will revise the format of this very successful program and continue in cooperation with the TEMA Foundation (The Turkish Foundation for Combating Soil Erosion, for Reforestation and the Protection of Natural Habitats). This program will especially focus on "zero waste" to increase children's awareness on recycling.

### **What is the biggest challenge Tetra Pak Turkey is facing in Turkey?**

As I have stated above, we live in a world of VUCA and Turkey is inevitably a part of this challenge. However, I am certain that Turkey will overcome these challenges, as it has always done in the past. With a strong commitment to development, our country will certainly survive the impacts of the global economic crisis.

Mostly related to political, economic and social adversities and instabilities, these economic challenges may of course cause some short-term problems, but this, too, shall pass and we will continue our growth in the long run.

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

In the upcoming period, we will continue our investments especially in digitalization and new technologies. Digitalization and Industry 4.0 are the two important topics that guide the future in all industries. Combination of these two topics create an integrated intelligent manufacturing method which responds in real-time to meet the changing demands and conditions. Today, food and beverage producers and related industries need to get the most out of Industry 4.0 so that they can respond faster to the changing needs of their consumers.

Our Tetra Pak İzmir plant has a strategic position in this regard: The digitalization journey of Tetra Pak global supply chain network started in Turkey. İzmir has been designated as a pilot plant for all digitalization activities. Accordingly, we are planning to invest in Industry 4.0 applications, digitalization, and innovative packaging in 2019 to manufacture new products and increase efficiency, rather than increasing capacity.

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

It widens my world. In our daily lives, we are very much caught up in our specific operations, specific industry, and specific problems. In other words, we are all surrounded with a certain atmosphere and we are in need of different viewpoints. Interacting with others within the Chamber gives us fresh ideas and perspectives for some common problems. This is invaluable. We may even have the opportunity to solve these problems in collaboration. Plus, I get to know new people, new personalities from all walks of life; and that's the added benefit of creating new relationships and friendships. Lastly, as the Vice-Chairman of the Swedish Chamber of Commerce (SCC), I have the opportunity to benefit from cross-learning and cooperation between these two organizations.



# EVENTS



## 20 November 2018, Swissôtel The Bosphorus, Istanbul XIV. Swiss Turkish Economic Forum

The XIV. Swiss Turkish Economic Forum was held at Swissôtel the Bosphorus under the topic *«How Blockchain will Change Turkish and Global Economic Models?»*.

The SCCT President Mr Arpat Şenocak, the Ambassador of Switzerland to Turkey, H.E. Mr Dominique Paravicini welcomed the guests with their opening speeches.

Distinguished speakers from Turkey and Switzerland shared their views on Blockchain.

Approximately 150 participants attended the Forum including visitors, speakers and firm representatives.

The successful forum was followed by a networking luncheon.



### Panel



Moderator: **Atilla Yeşilada**  
Journalist, Economist, TV programmer



**Samuel Traumb**  
Equity Research Analyst at Credit Suisse



**Felix Simon**  
Business Development Director at Smart Valor



**Bardia M. Zanganeh**  
Founder & CTO of Unitalent

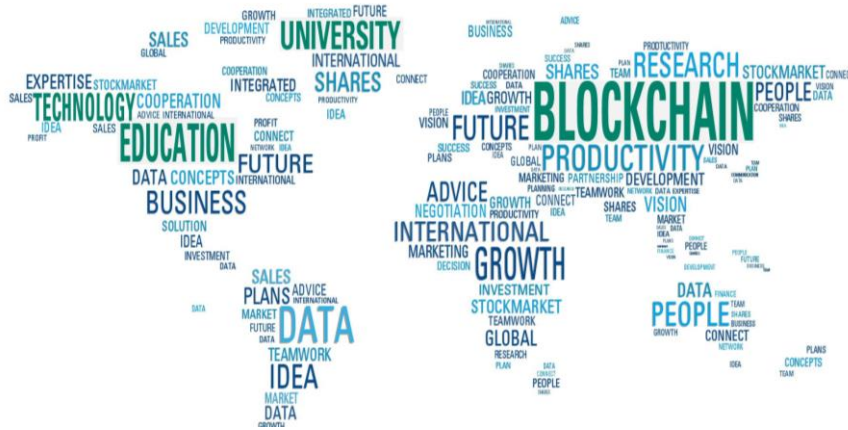
### Keynote Speakers



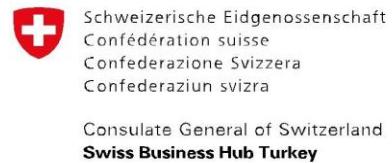
**Costa Vayenas** – Head of Procivis Think Tank  
*«Digitisation and the Changing Business Model of the State – Opportunities for the Private Sector»*



**Burak Yetişkin** – Director at Deloitte Switzerland Zürich Area  
*«Enterprise Blockchain & Scalability: Blockchain Trends Towards Standardization»*



### MAIN SPONSORS



### SPONSORS



### SUPPORTERS



Please click [here](#) for Forum Album



# EVENTS

## Chamber Corner Networking Event

Raffles Istanbul Long Bar

21 November 2018 • 19:00 - 22:00



AmCham • Turkey  
American Business Forum in Turkey



## 21 November 2018, Raffles Hotel Istanbul Chamber Corner Event



The International Chambers of Commerce and Trade Offices in Turkey jointly organized a network event at Raffles Istanbul, which offered excellent opportunities to meet high-profile business people and network with Members of the participating organisations.



AmCham • Turkey  
American Business Forum in Turkey



# EVENTS



## 05 December 2018, Chalet – Swissôtel The Bosphorus, Istanbul Christmas Cocktail



The Swiss Chamber of Commerce in Turkey and the Swiss Business Hub Turkey jointly organized a Christmas Charity Cocktail for its members and distinguished guests. SCCT President Mr Arpat Şenocak and Swiss Business Hub Turkey Director Mr Mehmet Yıldırımılı held the opening speech and started the joyful event.

Whilst enjoying delicious food and music, our guests had the chance to win high-quality gifts from our sponsors at a lucky draw. All the proceeds of the lucky draw have been donated to «*Make a Wish*» Turkey. (further details continued on the next pages)



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SWITZERLAND  
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Building new business



Please click [here](#) for event album...



## About Bir Dilek Tut/ Make-A-Wish®Türkiye

### General information

Bir Dilek Tut/Make-A-Wish Türkiye is a professional volunteer organization.

It grants the wishes of children and young people aged 3 to 18 with life-threatening illnesses, giving them hope and strength during a very traumatic treatment process. Bir Dilek Tut/ Make-A-Wish®Türkiye is part of Make-A-Wish Foundation® International, the world's largest wish granting organization. The foundation does not receive any government grants and is entirely dependent on donations.

### Our mission

Bir Dilek Tut/ Make-A-Wish®Türkiye is a charity with one single purpose: granting wishes of children with life-threatening medical conditions. It is about passion, expertise, trust and fairness. Our wishes are about magic, hope, smiles and memories. We aim to change the world, one wish at a time!

### More than 3.400 wishes!

Bir Dilek Tut/ Make-A-Wish®Türkiye has granted 3.400 wishes since its establishment in 2000. This is the result of the dedication of our 200 volunteers and the support of our donors and sponsors.

### The power of wishes

Bir Dilek Tut/ Make-A-Wish®Türkiye makes dearest wishes come true. It helps the children to feel stronger, more energetic & more able to battle their illnesses. We believe that a wish experience can be a game-changer. It inspires us to grant wishes that changes the lives of the children we serve.

The power of a wish transcends the wish child and impacts the family and the community, we call this the ripple effect.

The Wish Journey is designed to aid physical and emotional healing through building strong positive experiences, applying principles of positive psychology. An essential complement to the medical process, it also provides laughter, fun, and creates amazing memories that continue to inspire confidence and strength long after the wish has been granted.

### A focus on the child

Bir Dilek Tut/ Make-A-Wish®Türkiye is an expert in wish granting; that's what we do, each and every day. We believe few things can be more important than giving a seriously ill child the chance to have their wish come true; bringing hope and happiness back into their lives!



An example of a wish: Enes, 5,5 years old, suffering from immune deficiency, wishes for a remote-controlled car: <https://www.youtube.com/watch?v=VPwRQN5wCQA&t=1s>

How do we design and execute wishes:

<https://www.youtube.com/watch?v=E9xE0PCDBCQ&t=1s>

## Wish Challenge: A Team-Building Activity with Bir Dilek Tut/Make-A-Wish®Türkiye

When we design a unique Wish Journey for a Wish Child, we work with companies by providing them with a Team-Building Module. We ask the help of the corporate employees to use their creativity and their personal networks to design wishes that would create the biggest positive impact on the recovery process of our wish children. The participants design the Wish Journey, decide on a work distribution and then grant the wish accordingly, with help from our experienced volunteers.

While taking part in this team-building activity, participants realize that they can create an incredible amount of support for the Wish Children, when they work together with their co-workers.



Here are some examples of the companies that we've collaborated with through a Wish Challenge:



### Here are the steps of the Wish Challenge:

1. Training: What does having their dearest wish granted mean for the Wish Child and their family? How do we create wishes that would create the biggest positive impact?
2. Sharing essential info: Who are the Wish Children whose wishes will be designed? What do we know about their hobbies, likes&dislikes, dearest wishes and dreams?
3. Group work (in 2 stages): With supervision from our team, in groups of maximum 10 people, participants use their creativity and their personal networks to design unique wishes for the wish children
4. Group presentations: In 5 minute- presentations, each group reports back on the resources they were able find, the details of the Wish Journey they planned, how they plan to execute the Wish Granting Day, who will be responsible for which part, etc.
5. Feedback and closing

This training module is followed by participants granting the wish they designed, in collaboration with our office team and experienced volunteers.

To watch an example: <https://www.youtube.com/watch?v=k4prVBqVmZQ>

**Please contact us and help make wishes come true!**

**More information: Bir Dilek Tut/ Make-A-Wish®Türkiye**

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Consulate General of Switzerland in Istanbul

## The Foreigners of the Oscars at Istanbul Modern Cinema! Swiss Movie "Eldorado" by Markus Imhoof



In cooperation with the Consulate General of Switzerland, Istanbul Modern will show the Swiss film *Eldorado* nominated for this year's Oscar Academy Awards. In this documentary, Markus Imhoof combines his personal history with Europe's failure to cope with the refugee crisis. The director looks at the current situation through memories of his childhood friendship with Giovanna, an Italian girl his parents took in during World War II, and how their friendship was torn apart by global politics. In the documentary, we see the difficult living conditions of migrants travelling by boat to Europe from Libya and placed in camps from where some escape to work as labourers in tomato fields, in a struggle to make ends meet. *Eldorado* is a striking production that examines not only the displacement of people, but also the moral bankruptcy of profit-making practices.

The screening will take place at Istanbul Museum of Modern Art on January, Thursday 24 at 13.00.

For admittance fee and further details please check:

[https://www.istanbulmodern.org/en/visit/visiting-hours-and-admission\\_52.html](https://www.istanbulmodern.org/en/visit/visiting-hours-and-admission_52.html)

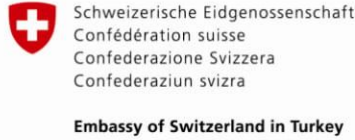
(Please note that Istanbul Modern has moved to its temporary space in Beyoğlu: Asmalımescit Mahallesi, Meşrutiyet Caddesi, No: 99, 34430 Beyoğlu – Istanbul)

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The Heads of the Economic and Commercial Sections of the

Embassy of Switzerland, Mrs. Christina Bürgi Dellsperger  
German Embassy, Mr. Friedo Sielemann  
Austrian Embassy, Mr. Christian Maier

jointly invite the members of the Swiss, German and Austrian business communities to our

## 3C Business Lunch

with

**Guest speaker**

**Mr. Cavit Yantac**  
**Software Engineering Manager**  
**Microsoft Global Commercial Software Engineering**

on

***“Blockchain: Real Life Scenarios in Government and Commercial Sector”***

in cooperation with the Swiss Chamber of Commerce in Turkey



and

the Blockchain Türkiye Platform



**Date:** Wednesday, 6<sup>th</sup> February 2019 | 12:00 – 14:00

**Place:** Mövenpick Hotel Ankara | Beştepeler Mah. Yaşam Cad. No.1 Söğütözü

Mövenpick Hotel offers a special price for the lunch menu of **TL90.00** (incl.VAT).  
Alcoholic drinks are not included.

Please confirm your participation by e-mail **until 4<sup>th</sup> February** to [arzu.oeztas@eda.admin.ch](mailto:arzu.oeztas@eda.admin.ch).



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