

e-Newsletter

May 2019

Swiss Chamber of Commerce in Turkey



PLATINUM PATRONS



GOLDEN PATRONS



indeks: konuşmacı ajansı



SILVER PATRONS



EVENT PATRONS





Nadin Hacerestunc

General Manager of SGS Turkey



Dear Members of Swiss Trade Chamber,

On behalf of SGS Turkey, it is an honour for me to welcome you the distinguished members of Swiss Chamber of Commerce in Turkey. SGS Turkey experiences the honour of being a member of the Chamber which we consider a privilege for many years.

As you probably know, SGS – a Swiss based organization – has a proven record of strong and the most preferred solution provider in service for all sectors. Being the leader in inspection, verification, testing and certification all around the globe, SGS has always adopted the principles of leadership and innovation since the foundation of the company back in 1878. SGS – having more than 2600 offices and laboratories worldwide in which over 97 thousand is employed – is a reference point when it comes to quality and accuracy. The company also provides ideal environment in creating new projects, monitoring the progress and delivering a level of outcome that supports you to discover a new world.

Concerning SGS in Turkey, since 1933 company is an exemplary establishment providing its services in the frame of international framework. SGS Turkey can be depicted as standing like a centenary sycamore. It is growing day by day, taking the roots deeper and deeper through investments and extended fields of expertise, building trust in the market, approaching its services by prioritizing independency, impartiality within global standards. With the help of big family of over 1200 employees, SGS Turkey carries onward its reliability through accuracy, occupational health and safety, quality, respect, sustainability and leadership.

I believe that SGS Turkey which I am a proud member since 2004 and the Managing Director by the beginning of 2019 shall continue to be the pioneer in the sector by its remarkable know-how, background and valuable dynamic energy. My top priority is to strengthen the confidence of our customers by performing accurate work in all fields we are active, to keep independency and impartiality at higher standards and to develop SGS quality culture with the participation of all our employees. We are focused to grow constantly as we walk to the future. We continue to serve beyond expectations of our customers and the society so that we provide our market leader services when you need to be sure.

With my kindest regards,

Nadin Hacerestunc

General Manager of SGS Turkey



Hassan Kadbi
CEO, Hapimag

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

I am 40 years old and I serve as CEO of Hapimag since November 2016. I learned the hospitality industry from scratch. At the age of 17, I started my first internship as a dishwasher at the Marriott Hotel in Beirut – for the first two weeks I was only allowed to polish the cutlery, only after that was I allowed to touch the plates. I later completed my degree in International Hospitality and Tourism Management and subsequently worked for various well-known international hotel chains such as Hilton and Concorde in Lebanon, Cyprus, Greece, Great Britain and Asia. I worked in various positions such as Communications Manager, Operations Manager and other executive positions. In 2005 I joined Hapimag as Resort Manager at the largest Hapimag resort in Bodrum (Turkey). I became then Area Manager for the resorts in Greece, Turkey and Morocco. In 2013 I assumed the position of Chief Resorts Officer and had the operational responsibility for all Hapimag resorts. At the beginning of November 2016 I became the CEO of Hapimag. I live in the greater Zurich area and in my free time I like sports, have a passion for cooking and enjoy the variety of gastronomy.

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

I love Turkey, and I am a great fan of Turkish people and their passion for hospitality. Some countries work hard on training the people who work in hospitality not only on technical skills but also customer service, or otherwise said “friendliness”; Turkish people do not need training in friendliness as I believe they are hospitable in their culture. Additionally, Turkey offers amazing experiences such history, culture, natural beauty, coastal resorts, gastronomy and much more. The Turkish market is a fast and dynamic market. When it comes to tourism, there is a great variety. There are destinations that cater for exclusive products and others for volume, so Turkey has something for everyone. I believe the potential of tourism in Turkey is not yet fully exploited, so the future is very



Name us three extraordinary things about Hapimag?

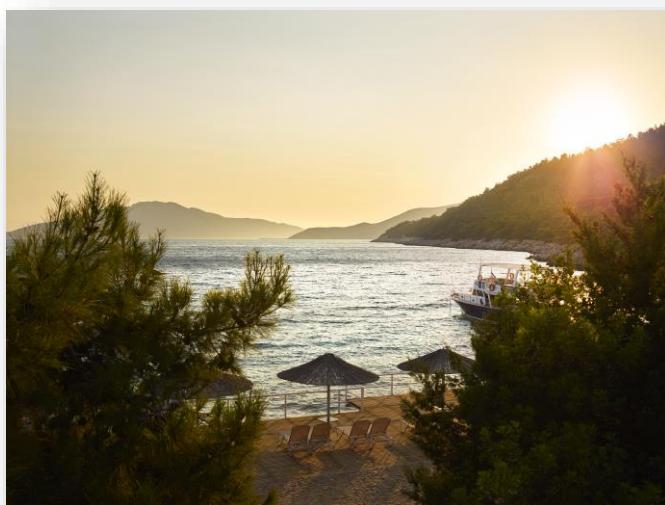
First: Hapimag has the real privilege of making people happy. That is our task and I think there is hardly a better one. Hospitality is our special strength, our business and our passion. Our guest satisfaction is at a high level, we measure it via different systems and multiple platforms.

Second: Hapimag is an extraordinary holiday concept. It is a sound alternative to owning your own holiday home. 125 000 shareholders and members form a sharing community and have access to around 60 resorts in 16 countries. They make it possible for each other to have a choice of resorts with holiday apartments and to use them individually for their holidays.

Third: Sharing und sustainability lies at the heart of our community. For more than 55 years, our community has been promoting the idea of sharing and caring. We believe that economic success and sustainability go hand in hand. As we try to make the world a better place, we run Hapimag with our hearts, not just our heads.

What is the biggest challenge Hapimag is facing in Turkey?

The topic here is mainly about non-city destinations like Bodrum. The biggest challenge for our resort and other destinations is accessibility. Even if there is an airport, the open flight periods are not coordinated with the season. We seek a better cooperation between business and politics in order to exploit the maximum potential for the tourism industry in Turkey. A second challenge is to improve the image of Turkey in the public eye, which is often framed wrong. The international media to show the many positive sides of this great country.



What are the gains?

Since the end of 2018 we see a strong comeback of tourism in Turkey. The Germans in particular are again spending more holidays in Turkey. Hapimag has almost 60 percent German customers and Bodrum is a large resort in a prime location. We expect an increase in the number of guests over the next few years and thus a higher level of awareness in the market for Hapimag and the resort.

What future does Hapimag hold and what are the upcoming projects?

We are currently facing a lot of challenges, as we are modernizing and digitizing our business model. Over the past 55 years we build up a strong community of travellers who enjoy a great holiday experience with excellent service quality. Today the so called "sharing economy" is a huge topic that reflects the original idea of Hapimag of a sustainable holiday concept where people invest together to share holiday resorts. As we believe that this trend continues, our future plans are about developing a digital community, where our customers have the possibility of sharing. We work on

improving our guest experience by using digital technology and provide a more individual service. Therefore we optimize our digital assets and implement a data-driven marketing strategy. Regarding our resort portfolio we look forward to the re-opening of our resort in London, after renovating Porto Heli (Greece) and opening up Cavallino-Treporti (Italy) last year.

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

Hospitality business is the business of happiness. Our job and the job of all colleagues in the tourism industry is to make people happy. So if companies want to increase productivity and satisfaction of their employees, they should give us a call.



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

The Chamber of Commerce builds bridges by bringing together the right companies in cultural, economic and political areas. As a member we benefit from the exchange with other Swiss or Turkish companies, but also from communication activities that increase brand awareness for Hapimag and Bodrum and of course from networking events, joint business trips and other activities.

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Erol Erten

Business Development Manager, Merko Dış Ticaret ve San. A.Ş.

University Bern

Mr Erten, during which time period have you gone to school in Switzerland?

I went to Berne in October 2001. during the aftermath of 9/11. Prior to that date I had been to Switzerland many times during holidays, mostly for skiing or visiting. When I look back now though, what I remember the most is the omnipresence of 9/11.

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

The biggest influence was my elder brother, who had started studying at University of Fribourg a year earlier. My aunt, living in Zurich also was a big factor. I guess both of these had given me and my family a sense of comfort and safety, on top of the well earned good reputation of education institutions in Switzerland.

Indeed my family already was more than familiar with Switzerland. Both of my aunts had studied at University of St.Gallen (they still call it "Hochschule", so you can guess what age they are :))

Do you have any special memories?

Contrary to many people who go to study in Switzerland, I already was proficient in German language by the time I arrived. It was surprising and kind of disappointing to realize, that it helped very little, to integrate in daily life, since people speak a very different dialect in Switzerland. I remember taking a course in "Bern-Deutsch" at Uni. It was a valuable lesson though, which later on enabled me to open many doors in Berne as well as other places I have lived after Uni, which is understand, that there is more to communication, than just "knowing a language". Even just listening to a song by Mani Matter, can tell you sometimes much more than years spent in Berne. Indeed it does take more than just speaking a language to communicate in a way, to be perceived as a stranger no more. I don't think I could have gotten a better grasp of this reality anywhere else, than in Switzerland.

It was this set of mind, which got me into a "Studentenverbindung", with the name "Berna Bernensis". In my third year of Uni, I was approached by friends, who already were members there and was a revelation of how even some of the most conservative parts of a society can open up to you, when you first open up to their culture. There is no doubt, that Berne is one of the liberal and open ones of the mentioned student organisations, nevertheless it conveys the essence of the old student culture and brotherhood ingrained in the central european culture, while being open and modernised.

Years after my departure from Switzerland in year 2013, the very first time I dropped by in Berne, only a phone call to a single person was enough to get a gathering of 10 people for lunch and a much overdue catch up with old friends. Indeed when I look back the most special memories are always the ones around these profound friendships.

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

As I mentioned, my arrival was in the aftermath of 9/11 and being raised in Turkey, a country where most of the people are muslim, the first few months were less pleasant than I had hoped. Especially University of Berne during that time, only had a small minority of students, coming from outside Kanton Berne, let alone from another country. Being foreign under such circumstances were completely different to what I had experienced, growing up in an increasingly cosmopolitan big city like Istanbul. Therefore I can say the beginning was challenging. Back then, during that time, you did receive odd looks from certain kinds of people, but I think it belongs to life experience and I do not think this is specific to Berne or Switzerland. I just happened to be on the receiving end there and then, just like many other people facing the very same thing in different places at different times.

However one of the benefits about being a student is, that you are being put in a basket with a lot of people, sharing common goals and facing common challenges. It does not take much, provided you are an open person, to form a group of friends and start exploring many things together. This way the challenges I have mentioned previously were overcome within a few months.

During the time of my studies I was being supported by my family, which was not the case for some of my colleagues, who had to work part time to pay tuition fees. That also was an eye opener. I have realized some privileges I had taken for granted until that point and learned to appreciate them. Today I think this certainly was one the important things, moulding my personality.

Another thing, we actually have forgotten in most places in Turkey is the opening hours of businesses, especially retailers. I remember thinking to myself: "yes, I remember this from my childhood in Istanbul", when I saw shops closing 6pm sharp and staying closed on Sundays.

One of the good things, you can experience living there, is the fact that it is so easy to be on time, which I always valued even as a student. Everything being on time, made your life a lot easier, when you are someone who does not like arriving late.

Describe briefly the Swiss education system in comparison to the Turkish one. What is so special about Swiss education? What do you appreciate most having studied in Switzerland?

I did not study at any Turkish University, so I cannot tell the difference between Turkish and Swiss University Education System. If we had done this interview last year I would not even be able to make a comparison between Swiss education system and any others at all but having started pursuing a MSc degree in Data Science in Edinburgh and completing 2 semesters, I believe I started to form some ideas on differences between the two.

I had found it incredibly convenient, how organised and structured the education system (and pretty much everything else) was in Switzerland. I am not sure if this is a benefit exactly but I had appreciated it a lot (and still do). Compared to what I had experienced during my BBA study, what I experience now is a lot more chaotic, which does require committing some of the energy to navigating, instead of just getting things done. I suppose the latter is more fit in terms of making someone ready for the life ahead but the former is definitely more convenient.

It is indeed something special, to be able to maintain high standards in general about so many things. The swiss system also requires this from their students as well. The standards of the input given to students is very high and precise and so is the expected the output.

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

Of course, everybody should decide for themselves but the way I see it, studying abroad in general has huge benefits. Today it has become a given, that a people speak multiple languages. Switzerland, being a multi cultural and lingual country, I believe is one of the best places, conveying this mind set. By the end of my studies I was regretting not having learned a new language, while it was relatively easy there. I am luck that I could spend long time in China, learning Chinese while working, so that feeling of remorse is gone.

The biggest benefit in my opinion however is the richness of ideas, views and opinions, in our increasingly bi-polarised world. Switzerland is definitely a part of western world but the notion of neutrality sets the stage for coexistence of many more different ideas and views. I believe it also was a valuable experience, to be exposed to more number of different perspectives to see and interpret (political, economic or social) events and happenings. Education in Switzerland therefore does provide an opportunity for a more open cultural development for young people.

EVENTS



27 March 2019, Radisson Blue Bosphorus Hotel, Istanbul Chamber Corner Event



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



EVENTS



16 April 2019, GIDE Loyrette Nouel, Istanbul Breakfast Seminar



The Swiss Chamber of Commerce in Turkey and Gide Loyrette Nouel jointly organized a Breakfast seminar on the

«SIDE BENEFITS IN BUSINESS LAW, REMOVAL OF THE SIDE BENEFITS, CHANGE OF THE SIDE BENEFITS AND ELECTIVE SIDE BENEFIT IMPLEMENTATION»

Partner of Özdirekcan Dündar Şenocak Attorney Partnership, Mr Ali Osman Ak presented the analysis of pros and cons under both methods

EVENTS



02 May 2019, Mövenpick Hotel Istanbul Sector Roundtable

As part of the Chamber's initiative to reinforce the cooperation with and among the Members, Swiss Chamber of Commerce in Turkey invited their members active in the construction/engineering/machinery sector to a luncheon meeting.

The luncheon was held at Mövepick Hotel Istanbul.





Save the Date

35 Years Anniversary Celebration

«Summer Cocktail Reception»

Venue: **Fairmont Quasar Istanbul**

Date: **19 June 2019**

Time: **19–24hrs**

Fairmont
QUASAR ISTANBUL



More information coming soon...

UPCOMING EVENTS

e-Newsletter May 2019
Swiss Chamber of Commerce in Turkey



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Consulate General of Switzerland
Swiss Business Hub Turkey

**SWITZERLAND
GLOBAL
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Save the Date



SWISS DAYS

September 20th - 22nd 2019
Yapı Kredi Bomontiada - Istanbul

**SWITZERLAND
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enabling new business



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[>>> Click here for more information...](#)

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The signs point to change. The rapidly growing population demands an ever increasing quantity of food with increasing quality and the Agricultural Industry tries to cultivate an efficient and yet resource-saving way to address this constant need. Penergetic International AG is a Swiss-based family-owned company that has been focused on making a positive contribution to address the future challenges for humans, animals and the environment.

That is why the company developed a method that offers a sustainable and intelligent approach to agriculture benefiting from the “biostimulation” technology. A technology that enables us to transfer selected active frequencies and characteristics to other carrier materials, which provides us with a product system that is used worldwide with a wide range of agricultural sectors, in an effort to help the optimal use of the natural resources. The company approach is based on values that represent respectful interaction with humans and nature, fairness and social relationships.

Since 2016 Penergetic products are also distributed in Turkish agricultural sector by Penergetic Türkiye to spread company's global vision to create a high-performing agriculture with low resource consumption; an agriculture in which, the natural potential is optimally used and future generations are considered from now.

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The globally operating Geberit Group is a European leader in the field of sanitary products. Geberit operates with a strong local presence in most European countries, providing unique added value when it comes to sanitary technology and bathroom ceramics.

The production network encompasses 29 production facilities, of which 6 are located overseas. The Group is headquartered in Rapperswil-Jona, Switzerland. With around 12,000 employees in around 50 countries, Geberit generated sales of CHF 3.1 billion in 2018. The Geberit shares are listed on the SIX Swiss Exchange and have been included in the SMI (Swiss Market Index) since 2012.

Şengün & Şengün ve Ortakları Avukatlık Bürosu

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ŞENGÜN & ŞENGÜN AND PARTNERS
LAW FIRM

Şengün & Şengün and Partners Law Firm was founded by Nedim Korhan Şengün, Attorney at Law, in the city of Istanbul in 1990. The firm provides high quality legal services to its clients pursuant to its experience and knowledge it has gained due to the work it has carried out in various fields of law since its foundation.

Şengün & Şengün and Partners Law Firm, which currently offers legal consultancy and advocacy services in a wide range of areas to many local and foreign clients while working together with its strong solution partners both throughout the country and abroad, aims to provide the most effective legal solutions to its clients in the most diligent way possible. The firm keeps close focus on national and international legal, political, economic and financial developments enabling its practices to remain up to date with the current state of affairs. An approach which prevents any argument arising out of abstract legal theories, enabling the firm to provide its clients the most practical and efficient legal solutions.

The firm also analyses the changing legal world with various in-house and external training practices and utilizes these practices in the settlement of legal problems. Having offices both in Istanbul and Izmir greatly contributes to its domestic practice by enabling the firm to follow up on reforms and innovation within the legal system of continental Europe alongside domestic legal changes through numerous professional memberships and conferences. The ever growing firm continues its client-oriented services by renewing its various practice areas without any concessions from its main philosophy on perfectionist legal consultation.

CONTACTS

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Raife Güzin Şengün
Can Hasan Acilioğlu
Gül Yanık

Number of lawyers: 15

LANGUAGES

English
French
Italian
Turkish
Arabic

MEMBER

IBA (International Bar Association)
International Association of Lawyers (UIA)



WE HAVE MOVED!

TAŞINDIK!



Yeni Adresimiz – Our New Address



Türkiye'de İsviçre Ticaret Odası Derneği

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