

e-Newsletter
July 2019

Swiss Chamber of Commerce in Turkey



PLATINUM PATRONS



GOLDEN PATRONS



SILVER PATRONS



EVENT PATRONS





HAPPY SWISS NATIONAL DAY

1st August
Celebrating Switzerland





Yılmaz Yıldız

CEO, Zurich Insurance Turkey

Dear Members of Swiss Chamber of Commerce,

As CEO of Zurich Turkey, it is my honour to welcome you, the distinguished members of Swiss Chamber of Commerce in Turkey. Zurich Insurance Turkey experiences the honour of being a member of the Chamber which we consider a privilege for many years.

Zurich Insurance Group, leading Swiss insurer across the world, entered Turkey's high-potential non-life market in 2008 with an acquisition. Since then, we have invested over \$500m in the sector. Through a very effective restructuring program that was launched in 2013, our performance has become a huge success story. Based on the latest market results, we are the most profitable company among international players in Turkey's non-life market. Our strategy of focusing on bancassurance and partnerships plays key role in this best-in-class performance. We reach almost 9 million customers across 2,000 points of distribution. We have almost 10 percent market share in bancassurance in the lines of businesses we are strategically active in.

Besides financial success, delivering the best customer experience is at the heart of our strategy. We define 'customer' in two ways: 'external customers' as our end-customers and distribution bank partners, while 'internal customers' as our employees. We measure happiness of both external and internal customers with our Net Promoter Score (NPS) system. Since the beginning of our restructuring program in 2013, NPS for our external customers almost tripled, as we actively listen to our customers and take proactive measures to deliver the best experience. Turkey's most popular online customer request communication platform, Sikayetvar, recognises us as the best insurer in Achievement in Customer Excellence Awards since 2017. As our internal customers, we give equal importance to the happiness of our employees as well, and we aim to help them achieve their best. Since 2013, our employee engagement scores almost doubled, which made us the best amongst other Zurich Group markets and a global best practice. Zurich Turkey qualified as a "Great Place to Work" after a very competitive process.

Actively listening to customers is not the only reason behind our excellence in customer satisfaction. We are the pioneer in Turkish market to offer innovative new generation products and services to our customers. As one example, our new cyber insurance proposition for individuals and small businesses provides coverage for cyber risks and helps customers protect their critical information through the free anti-virus and web radar services that we provide together with the product. Likewise, our new SME insurance provides a one-stop shop opportunity for SMEs, and is a unique insurance package in the market.





Yılmaz Yıldız

CEO, Zurich Insurance Turkey

As Zurich Turkey, we use technology to continuously innovate in our processes as well. Through the use of artificial intelligence and cutting-edge redesign technologies, we are able to make claim payments in as short as two days. Further, we deliver almost all policies to retail customers digitally via SMS, and we have recently developed a new mobile interface, from which our customers can access the assistance services as well as claim information services with just one click.

Since we strongly believe that business is not only about making profits, we strive to carry out corporate social responsibility (CSR) projects. We focus primarily on women and children, as the best form of “insurance for the society” is their wellbeing and empowerment. We have recently started a six-year CSR project together with Zurich Insurance Group Foundation: In collaboration with the Ministry of National Education and the Turkish Education Association, we help train female teachers in rural areas to become role models and social entrepreneurs. We aim to reach 1,000 teachers, more than 30,000 students and 150,000 family members by the 100th anniversary of Turkish Republic in 2023.

Zurich Turkey performance in the last 5 years also show that despite economic cycles that may impact Turkey negatively from time to time, with the right strategy, leadership and team, Turkey can be a great country to invest and to conduct business. Going forward, with our 150 years of insurance know-how and global expertise, we will continue to offer the very best to our customers, providing them with the confidence that they are being well looked after.

I look very much forward to meeting you at the occasion of our next gatherings.

Sincerely yours,

Yılmaz Yıldız

CEO, Zurich Insurance Turkey



Eda Hoşceylan

Director, Swiss Chamber of Commerce in Turkey

Ms Hoşceylan, could you briefly tell us about Swiss Days'19?

The Swiss Days '19 will be organized for the first time in Istanbul at Yapı Kredi Bomontiada between 20-22 September by the Swiss Business Hub Turkey and the Swiss Chamber of Commerce in Turkey (SCCT) in close collaboration with the Consulate General of Switzerland in Istanbul, and Switzerland Global Enterprise.

Our aim is to promote Switzerland and Swiss companies; Swiss brands, technology, food, agriculture, luxury goods, education, health, culture and more.

Switzerland has once more been named the 'best country' in the world according to the annual Best Countries report. It stands out for its low unemployment rate, skilled labour force, and stable and prosperous economy. In addition to that, it is also recognized worldwide as one of the best countries for building a business with high levels of entrepreneurship and good 'global citizenship'. That explains also why it is the most innovative country in the world with its political stability, investment security, innovation centers, tech incubators etc. Not to mention that Switzerland has some of the very best universities in the world.

So, we wanted to promote the "Swissness" and raise awareness of Swiss products during the Swiss Days in Istanbul.

I think it will be an event with surprises and various opportunities for everyone! We will organize different workshops and seminars, there will be music performance, movie screenings and exhibitor booths. A VIP Gala Dinner as well as our yearly Swiss Turkish Economic Forum, which we conduct every year, won't be missed. What is very important is that this event shall not be only for adults but also for kids. We will have various private schools from Switzerland joining us as well as different activities for the youngsters.



How did this idea come out?

As I have mentioned above, our Chamber and Swiss Business Hub Turkey want to provide a unique platform to promote Switzerland and Swiss companies and signalize that Switzerland is more than chocolate, cheese, and mountains. From this point of view, we decided to organize such a mini expo called Swiss Days. We are working on the project since September last year.

The reason why we are organizing Swiss Days at YapıKrediBomontiada has another story and connection with Switzerland. Bomonti took its name from the brewery where the Swiss Bomonti family built the brewery in 1892. We have talked to various organizations, also to Sisli Municipality, if there are any documents in their archives which give us more inside about the bomonti factory and the family which has built in 19th century during the ottoman's time. What we definitely know is that Bomonti Brewery gave the name for an important district in Istanbul.



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**SWITZERLAND
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Yasemin Öztürk

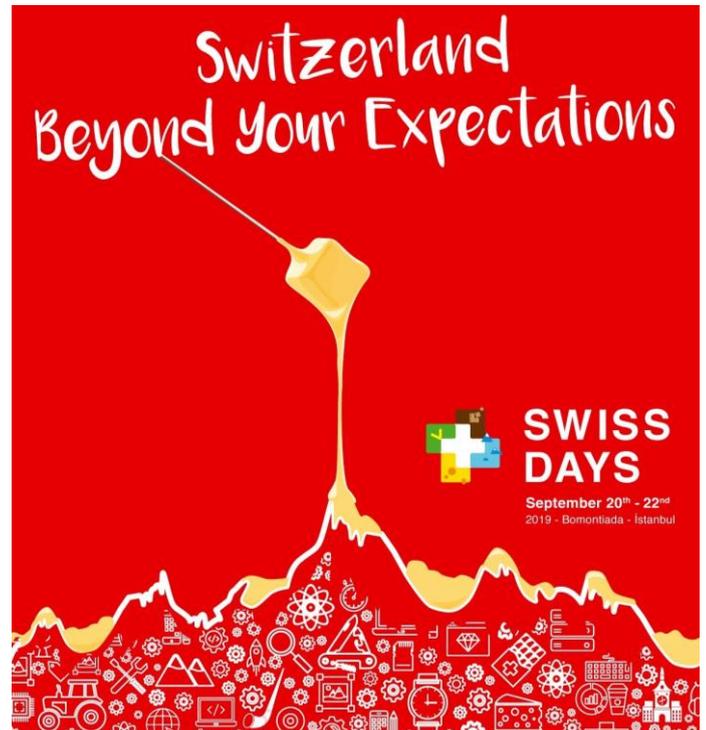
Local Trade Officer, Swiss Business Hub Turkey

Ms Öztürk, why do you think people should come to this festival?

Everybody who is interested in Switzerland and wants to get to know more about Switzerland, its brands and services is invited to join this festival. We want to present Switzerland as a country full of diverse possibilities.

This festival will last three days and will offer something for everybody. Starting with a various amount of booths where visitors can obtain information about the participating Swiss companies. The difference hereby is that this festival is not a common 'exhibition' event. It is not only business-driven, it will be more dynamic, interactive and entertaining. We aim to provide a communicative platform between exhibitors, partners and visitors.

There are going to be cultural activities, workshops and exclusive seminars as well as activities for children which will underline the diverse character of this three day event!



Is this a private event or can anybody participate?

This event is open to the public, especially the outdoor area of the bomontiada. There is no entrance fee. Our main target is to reach as many people as possible. Therefore we decided not to charge any entrance fee. Different chambers, organizations as well as schools & universities support and promote our festival to reach visitors with different backgrounds. We do not aim to focus on a certain group of participants and welcome everybody who is interested in Switzerland in any direction.

What does this festival offers to its guests?

This festival provides a unique experience for its participants and visitors. Various Swiss companies join with a booth at bomontiada. Visitors are invited to get into touch with these companies by dropping by. At the same time Swiss companies get the chance to get directly into contact with potential customers and clients.

As Eda Hanım already mentioned before, different companies from different sectors will participate. Sectors who are joining are among others Food & Agriculture, education, health, luxury goods and hotel industry.

However, this event shall not be for business only but also for the taste as well as for the ears. We will have some chefs (i.e. from Swissôtel or Mövenpick) who will show their skills. Furthermore, we will invite some musicians and DJ's coming from Switzerland and playing during those 3 days. A classical Swiss instrument is the so-called alphorn. Some alphorn players will be around and will create the right Swiss sound.



Image: <https://www.swissinfo.ch>

In addition, Radio Rundfunk.fm, one of the top radio channels in Switzerland, will be online 24 hours and will ensure a good atmosphere in cooperation with the Turkish radio station Radio 2019. Throughout the Swiss Days festival people get the chance to listen to different dj performances. During daylight hours and in the evenings. There will be some children activities as well, e.g. the Theodora Foundation will organize face painting sessions and balloon games. And of course we have planned some other surprises throughout this festival.



<https://tr.theodora.org>



How can people learn more about Swiss Days'19 or ask their questions?

People can learn more about the Swiss Days by visiting the website of the Swiss Chamber of Commerce in Turkey. There they can find all information regarding the Swiss Days. This website will be regularly updated including program, media releases, photos etc. Of course, if the interested visitors have specific questions, we are always pleased to help and give further information. Our mail adress is ist.sbhturkey@eda.admin.ch.



SWISS DAYS PROGRAMME



EVENTS



19 June 2019, Fairmont Quasar Hotel Istanbul Summer Cocktail Reception



In celebration of the 35th anniversary, the Swiss Chamber of Commerce in Turkey organized this year's Summer Cocktail Reception on June 19th, 2019 on the 26th Floor of Fairmont Quasar Istanbul Residences, kindly sponsored by Fairmont Quasar Istanbul.

SCCT President Mr Arpat Şenocak and the Education & Scholarships Group Manager of TEV (Turkish Education Foundation), Mr Mustafa Mert Önen welcomed the guests with their opening speeches.

TEVİTÖL Güher Süher Pekinel Polyphonic Choir spiced up the event with their a capella performance. All Proceeds has been donated to The Turkish Educational Foundation (TEV).

More than 150 guests participated the event.

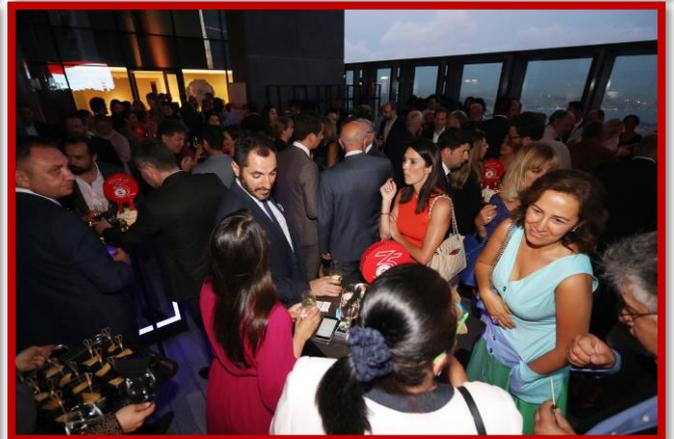




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[Photo Gallery](#)



EVENTS



03 July 2019, Le Méridien Otel-Etiler (L'Eclipse Bar), Istanbul Chamber Corner Event

The International Chambers of Commerce and Trade Offices in Turkey jointly organized a network event at Le Méridien Otel-Etiler, which offered excellent opportunities to meet high-profile business people and network with Members of the participating organisations. More than 200 members participated the event.





10th 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 2019 edition in Istanbul, which was hosted by the Consul General, Ms Nathalie Marti, was held in the garden of the Swissôtel The Bosphorus on 10th 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.





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Save the Date



SWISS DAYS

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

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enabling new business



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SWISS DAYS PROGRAMME



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Çırağan Palace
Kempinski

İSTANBUL

Welcome to the only Ottoman Imperial Palace and Hotel on the Bosphorus

With its splendid style, superb location, fascinating views and spacious green gardens with palm trees Çırağan Palace Kempinski Istanbul offers a resort ambience in the heart of the city and reflects the ultimate luxury and glamour of a genuine Ottoman Palace.

Çırağan Palace Kempinski offers the perfect combination of the renowned Turkish hospitality, luxury and personalized services in an enchanting and mystical city where east meets west, history meets contemporary.

Located in the city centre between the districts of Beşiktaş and Ortaköy; the property is near to Istanbul's business districts, the luxury and trendy shopping areas and the main historic and cultural attractions of the city. With an excellent location is right on the Bosphorus, Çırağan Palace Kempinski is the only hotel in Turkey accessible in three ways; by car, yacht or helicopter.

Combining the architectural grandeur of the palace with the modern comfort of five-star luxury hotel, Çırağan Palace Kempinski offers

a wonderful and unforgettable stay for both the leisure and business travelers.

The property has 310 rooms, including 279 rooms and 20 suites in the main hotel building, and 11 suites in the imperial palace. Guests staying in the palace suites, including the Sultan Suite, one of the biggest in Europe with a fancy living room with a dining area for 12, two unique designed bedrooms and an astonishing marble bathroom with gold plated & crystal bathtub faucets, enjoy 24-hour private butler service and absolute privacy, including a private entrance and a lounge.

The hotel's restaurants & bars, all with a balcony or terrace overlooking the Bosphorus, offer a blissful culinary experience from the best Ottoman cuisine to international classics.

The newest opening The 47 offers special recipe cocktails and live DJ music to crown an exceptional night right by the Bosphorus.



Çırağan Palace Kempinski

ISTANBUL



Located on the first floor of the historical Çırağan Palace, the award-winning Tuğra Restaurant & Lounge offers the ultimate Ottoman dining experience.

With its relaxing ambiance surrounded by palm trees, the Laledan Restaurant offers a rich variety of breakfast classics every morning and its fabulous sunday brunch buffet contains more than 300 varieties of 80 % organic flavors. For lunch & dinner, an international a la carté menu showcases fresh seasonal and local products.

With its superb location right by the Bosphorus complemented by a wide terrace, the Gazebo Lounge is the favorite place of İstanbul to enjoy delicious pastries, cakes and chocolates until midnight and the best Afternoon Tea in town from 15:00 to 17:00, served on a special three-tier stand.

Surrounded by palm trees and brimming with refreshing breeze of the Bosphorus, chic bar Le Fumoir & its summer extension Pavilion offer flavourful cocktails at the evening hours, after a hectic day.

Çırağan Palace Kempinski İstanbul is regarded as the city's most distinguished event venue, and frequently hosts prestigious government

summits, high profile meetings & congresses, or extravagant weddings & social events that create memories to remember for a life time.

Whether you envision a day of pure romance, a reception of opulent luxury, or an intimate celebration with family and friends, Çırağan Palace is an unrivalled setting for fairy tale wedding celebrations.

Each of its 19 function venues offer true luxury and sophisticated comfort, along with natural light and advanced technology that combines to create flawless event experiences, from 10 to 2500 people.

Managed by Sanitas, the luxurious Spa at Çırağan Palace Kempinski İstanbul offers an enticing menu of rejuvenating treatments along with an authentic Turkish bath (Hammam) where you can enjoy a traditional Turkish massage and bath. Additional recreation options include a fully-equipped fitness centre, whirlpool, indoor swimming pool, sauna and steam rooms. Guests can enjoy the heated outdoor infinity pool whole year, which gives you the feeling of floating on the Bosphorus.



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