

SCCT NEWSLETTER



Newsletter of the Swiss Chamber of Commerce in Türkiye

May 2023

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**SWISS CHAMBER
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IN TÜRKİYE**
Since 1984

Arpat Şenocak

President, Swiss Chamber of Commerce in Türkiye

Dear Members, Dear Readers,

It is a great pleasure for me to be writing these opening lines as the representative of the newly elected board of the Swiss Chamber of Commerce in Turkey.

Some of our members kindly handed over recently to newly elected members of the board of directors/auditors, thus contributing to a continuing regeneration of our institution. I am grateful to the previous board that brought active support to our Chamber and am looking forward to the upcoming term with our new team. We are all very enthusiastic to continue this journey and keep developing the trade and investment relationships between Switzerland and Turkey.

First and foremost, our thoughts are with the victims of the devastating earthquake that sadly hit a significant number of provinces earlier this year. Our Chamber and each of our members individually has been deploying important efforts to try to help the victims in the affected region and to coordinate the collection and delivery of clothing, equipment and supplies. We obviously plan on continuing our support over the next months and help on the social and economic reconstruction of the region.

The outcome of the May 2023 elections and the related evolution of Turkey's economic roadmap is another major development which will be closely followed by international investors. Turkey being an important market for Switzerland, its business community remains eager to create new synergies and opportunities to further enhance business cooperation. A major element building the strong historical ties between both countries is certainly the Lausanne Peace Treaty of 1923 which paved the way for the birth to the Republic of Turkey. No doubt that Turkey will be able to count once again on its deeply rooted bilateral relationship with Switzerland to solidly grow its economy.

As we proudly celebrate this year the 100th anniversary of the Republic, our Chamber is hoping for a successful future for Turkey's next century and commits on supporting further the strengthening of its economic bilateral relations.

In this context, our Chamber will remain focused on creating value in Turkey, with the continuous support and cooperation of our members, contributing to our common efforts.

I look forward to seeing you soon and wish all great success.

Sincerely yours,

Arpat Şenocak

President of the Swiss Chamber of Commerce in Turkey





K. Hakan Geyik

General Manager, mageba Türkiye

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

I graduated from Istanbul Technical University as a Civil Engineer in 1997 and worked in many areas in the construction sector, mainly in project management and executive positions for national and international companies, both in Türkiye and abroad.

In 2012, I joined mageba as General Manager of the newly set-up branch in Türkiye as part of a growing group of companies and have been leading it ever since. During this time we have supplied thousands of devices to many national and international landmark construction projects and continue our certified production of seismic isolators and load bearing devices in the company's local factory in Gebze.

Can you tell us about your company and your product groups?

mageba Group is a globally present specialist and manufacturer of high-end structural bearings, expansion joints as well as seismic protection devices and structural health monitoring systems. Our group operates in over 50 countries, with 17 owned subsidiaries and 5 production facilities. mageba Türkiye offers its products to the national and international market at competitive prices by bringing together the high Swiss quality with the best standards of service.

We summarize our products in four main groups:

- * Structural bearings
- * Expansion joints
- * Seismic protection devices
- Structural health monitoring

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

Taking into account Türkiye's increasing importance in the region, its geopolitical position and market dynamics, as well as its young, fast learning and experienced workforce, the foundation was laid for

mageba Türkiye to not only produce for domestic projects, but to become a production centre for both EMEA and the Caucasus. Türkiye's geographic proximity to these regions also ensures both time and cost savings in the transportation process. Since its foundation, mageba Türkiye exports 80% of its production to projects in many countries around the world such as Switzerland, EU, Gulf region, CIS, Mexico, Ecuador and many more.





Name us three extraordinary things about mageba Türkiye?

We are the world's experts for "Engineering Connections®". With our products we connect roadways, bridge parts, landscapes, continents and, last but not least, people.

With our expertise and our products, we also make infrastructures and buildings safer and more sustainable. The quality of the resources and solutions we use is our top priority.

Our team is young and enthusiastic and each member enjoys what he/she is doing. Everyone works hard to find solutions for difficult challenges, knowing that the solution will contribute to a better world.

What is the biggest challenge mageba Türkiye is facing in Türkiye?

The biggest challenge is always the tough price competition in the market and the entire region. As a global company with the mission to maintain the high level of quality in terms of materials and certifications, to supply every project around the world with products of the same quality and always aiming for continuous development through R&D, the price levels are extremely competitive.

Since we are also in one of the most earthquake prone regions in the world, a dynamic market with a huge potential for new infrastructure projects is attracting many suppliers from all around the world and also local producers start to emerge.

But where engineering excellence is required, mageba will always be the first choice and will certainly beat the price challenge.

What future plans does mageba Türkiye have and what are the upcoming projects?

Apart from becoming a production hub for the region, one of mageba's primary goals in Türkiye is to continue to have an active part in major highway and railway projects in the country and to continue to contribute to equip buildings with seismic isolators in earthquake-prone regions.

Especially the very sad and devastating earthquakes in Kahramanmaraş and the region have once again shown us how important it is to be prepared for such a phenomenon. At mageba, we have the required technology and knowledge and will progressively equip structures with seismic isolators, as we have done it in the past for the Yavuz Sultan Selim Bridge, the Osmangazi Bridge SAV, the Bursa Stadium, the Sakarya Maternity Hospital and so on.

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

For us, who have been a member of the Swiss Chamber of Commerce for over 10 years now, it is like a bridge between companies and individuals to exchange ideas and develop business activities. It also provides us networking opportunities as well as a connection to Turkish and Swiss government agencies to exchange our views or problems if necessary.

The SCCT team is always dedicated and has a high problem solving attitude, which deserves a huge thank you from our side.





Doç. Nihan Atalay MUSICIAN, FLUTIST

University: University of Lausanne
(Concert and Pedagogy Diplome)

University of Geneva
(Master of Arts (M.A.), Flut)

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

First of all I studied in Lausanne during 3 years from 2003 to 2006. After my master degree I moved to Geneva where I studied from 2006 to 2011 at the Conservatory of Geneva.

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

Before my studies in Switzerland I finished my bachelor degree in Lyon where I 've studied with famous flutist José Daniel Castellon. In this period my professor Mr. Castellon was playing at the Lausanne Chamber Music Orchestra in Switzerland as a soloist .He adviced me to continue my master degree at the Conservatory of Lausanne. I passed the entrance exam with succes and I studied two master degrees at the Music University of Lausanne.

Do you have any special memories?

Yes I do many special memories during my studies in Lausanne and Geneva. I had a great chance to meet Mr. Pierre Boulez who was the best conductor of 21 th century in Contemporary Music. I 've played in Lucerne Festival Orchestra with an international orchestra. I've also played in Geneva Chamber Orchestra for a long time and I tought at the Conservatory of Geneva.

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

In Switzerland, I discovered early music and decided to specialize in this area by attending the Department of Early Music at the Music University of Geneva, under the guide of Serge Saitta, and underwent further training at the Schola Cantorum Basiliensis with Marc Hantai. My excellent academic formation is proven by the number of awards and recognition I have earned throughout my years of study.

I thought the flute at the Geneva Conservatory, and throughout the years I 've been asked to collaborate with numerous orchestras and ensembles, both in Turkey and Europe. I participated in exchange and research projects with prestigious international institutions both in Turkey and abroad such as US, italie,France and Japan. My skills enable her to tackle a number of different repertoires: from contemporary to baroque played under the direction of Pierre Boulez, but also alongside prestigious names in the early music scene such as Florence Malgoire, Jonathan Rubin and Guido Balestracci.

I am often invited professor as well as creative and research projects in Europe and Japan.





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

It is very difficult to compare Swiss education to the Turkish one. I can say that in Switzerland professors and famous musicians around the world come to teach in Conservatories from every where. The musical level is very high and students are coming from Japan to Canada for having high quality of musical education. My colleagues from my flute classe and baroc music department are now international musicians too. We organize concerts and festivals and we play together. After having such a wonderful musical education we are all international musicians too.

Now I try to support my students to have the same education that I had during my studies in Switzerland.

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

The quality of the education I have received in Switzerland is world-class. The schools I studied at are very famous and respected institutions that are recognized all over the world.

I am very happy to work with valuable teachers . The fact that our school gave many internships and orchestral experiences to the students throughout my education provided me with great musical and pedagogical gains.

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

The education level is very high in Switzerland and it is very difficult to achieve it. The competition between foreign students is very high and children need full support and motivation. I recommend Turkish parents to support their children psychologically and give them all their attention.

Who were your music mentors? and what did you learn from them?

My first flute mentor was Professor Mükerrerem Berk who was one of the founders of İstanbul National Sypmmonic Orchestra, he was very galant and sophisticated man. He was very open minded and citizen of the world. Thanks to him I decided to continue my studies in France.

After moving in France my first French mentor was Mr. Frederic Berteletti. We practiced a lot about the sound, the flexibility, and position of body and flute. Mr. Jose-Daniel Castellon was my main mentor and I was in his classe several years. He was a very sensitive and emotional man, so when he was teaching and playing ,his music and his sound was coming very deeply from his heart. We were often all together with other students in the classe and our lessons were always very joyful and friendly. He taught me not only the flute and how to make music but also how to play with soul and the heart.

On the other hand I participated master-classes and work-shops with Philippe Bernold, Emmanuel Pahud, Sophie Cherrier, Michel Moragues, Vincent Lucas and Sandra Miller who taught me not only the flute technics but how to be a good musician. They taught me musical phrasing, colors and musicality. I multiplied my knowledge of contemporary music technics with Ms. Sophie Cherrier.

I had my first baroc flute from Mr. Serge Saitta in Geneva Conservatory. Thanks to him I discovered baroc music era and he taught me baroc flute with all details and subtily. He was an excellent professor with very deep knowledge about 17th and 18th century. He taught me almost the most important baroc chamber music repertory and baroc flute repertory.



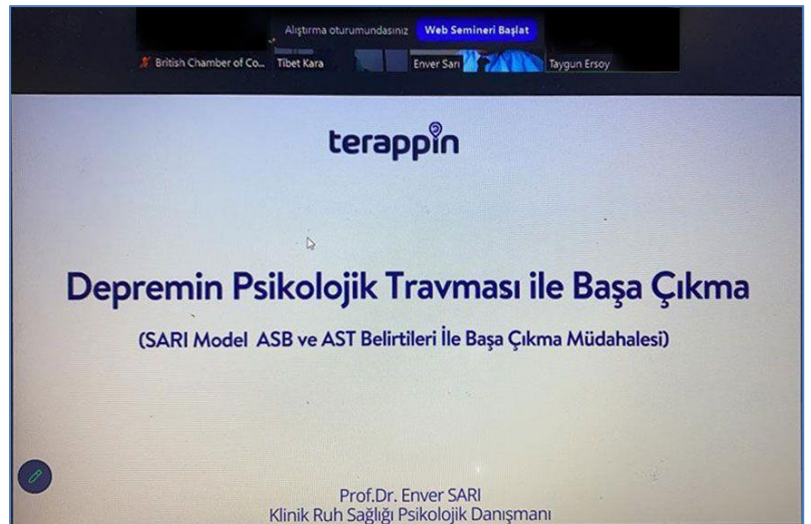
Trauma Psychology and Post-Earthquake Psychological First Aid

15th March 2023, Zoom Online
WEBINAR



The Bilateral Chambers of Commerce in Türkiye organized a successful webinar on «Trauma Psychology & Post-Earthquake Psychological First Aid.», sponsored by BCCT Member Assembly Buildings and Terappin .

The insightful and informative discussion was a collaborative effort that would not have been possible without the contributions of all those involved. Professor Dr. Enver SARI from Terappin shared his valuable knowledge and expertise on trauma psychology and post-disaster psychological first aid. His extensive experience and practical insights provided invaluable for all participants.





21st March 2023, Mandarin Oriental Bosphorus «Bi-annual Ordinary General Assembly Meeting»

The Bi-annual Ordinary General Assembly Meeting of SCCT was held!

The Bi-annual Ordinary General Assembly Meeting of the Swiss Chamber of Commerce in Türkiye (SCCT) was held on 21 March 2023 at Mandarin Oriental Bosphorus Istanbul.

The meeting began with a minute of silence to honour the victims of the devastating February 6 earthquakes in Türkiye. The current President Mr. Arpat Şenocak, the Board of Directors and the Board of Auditors were elected for a 2-year term.

The Consul General of Switzerland, Mr Julien Thöni, the Head of Economic and Cultural Affairs & Counsellor of Embassy of Switzerland in Türkiye, Ms Ariane Tinner and distinguished members of the Chamber attended the networking cocktail following the assembly, kindly sponsored by Mandarin Oriental Bosphorus Istanbul.



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Past Events



26th April 2023, Assembly | Ferko Signature, Istanbul «First Aid Training for Disaster»

After the devastating earthquake disaster, Türkiye's Bilateral Chambers of Commerce have been working together with great synergy to provide the necessary support to disaster areas, both locally and internationally, and they continue their work with the hope to see concrete reflections of our solidarity in the medium and long term as well as in the short term. A successful training was held with the presentation of Rescue Expert and Disaster Volunteer Coordinator Mr. Rezzak ELAZAT and the active participation of the members.

The event was sponsored by Assembly Building.

Japanese Earthquake Expert Mr Yoshinori MORIWAKI shared his valuable insights on Earthquake in Türkiye.



Past Events



02nd May 2023, Fairmont Quasar Istanbul
«Business Luncheon»

"2023 Kahramanmaraş Earthquakes and Lessons Learned Towards Building Resilient Cities with a Focus on Istanbul".

The Swiss Chamber of Commerce in Türkiye organized a Business Luncheon on "2023 Kahramanmaraş Earthquakes and Lessons Learned Towards Building Resilient Cities with a Focus on Istanbul«, sponsored by Fairmont Quasar Istanbul. SCCT Vice President, Mr. Batuhan Besler welcomed the guests with his opening speech. Distinguished speaker, Prof. Dr. Alper Ilki shared his valuable insights and answered the questions of the participants.



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Past Events



09th May 2023, Swiss Residence Istanbul
«School Promotion Event»

«St. Charles College & École Hôtelière de Lausanne School Promotion Event»



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The decision to place a child in a private school is an easy one. Finding a suitable school is a much more complex process. Switzerland's education system is one of the most advanced in the world. Switzerland is the go-to choice for many students and pupils looking to study internationally.

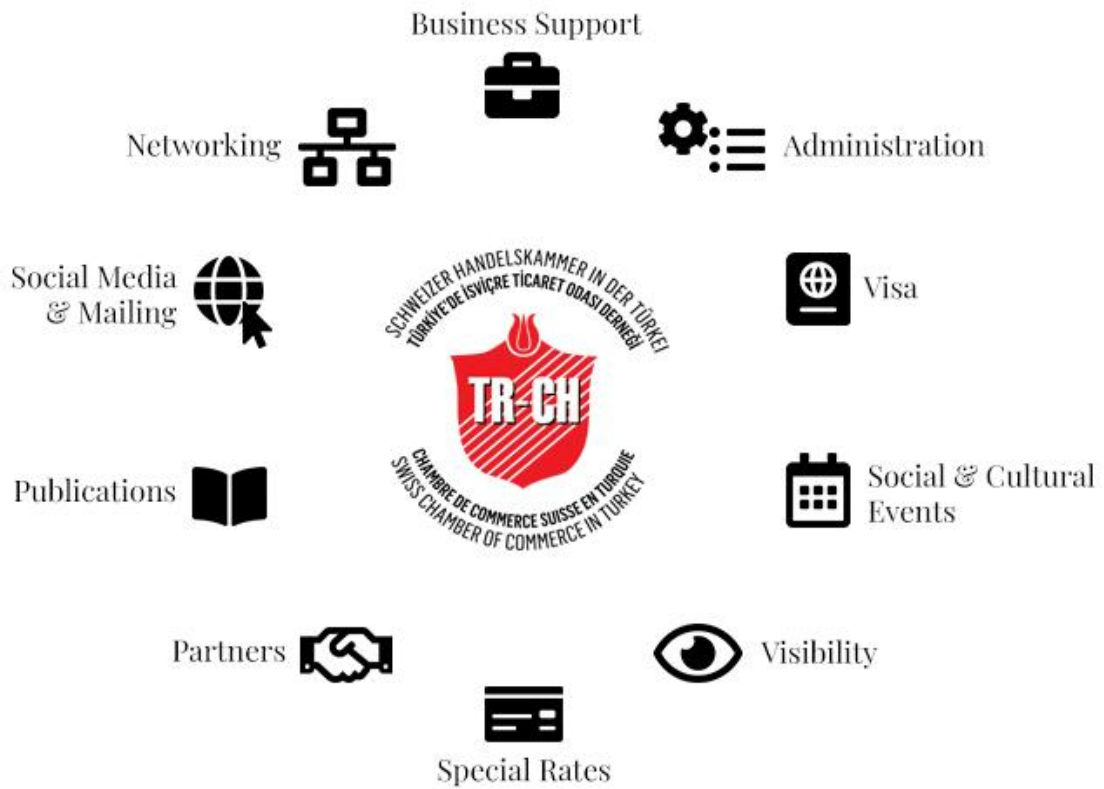
Swiss Business Hub Türkiye organized an education event for the prestigious Swiss Private Schools, Saint Charles Collège et Lycée and EHL (EHL Hospitality Business School) at the Swiss Residence in #Istanbul. The representatives of both schools, Carmen Kocher, Mark Silverstein and Arnold I. Szepesi hold amazing presentations and the Turkish parents gained a lot of useful information about the education system in Switzerland and the opportunities offered by these schools. There were even a few students among the participants who are trying to make the right decision for their future.



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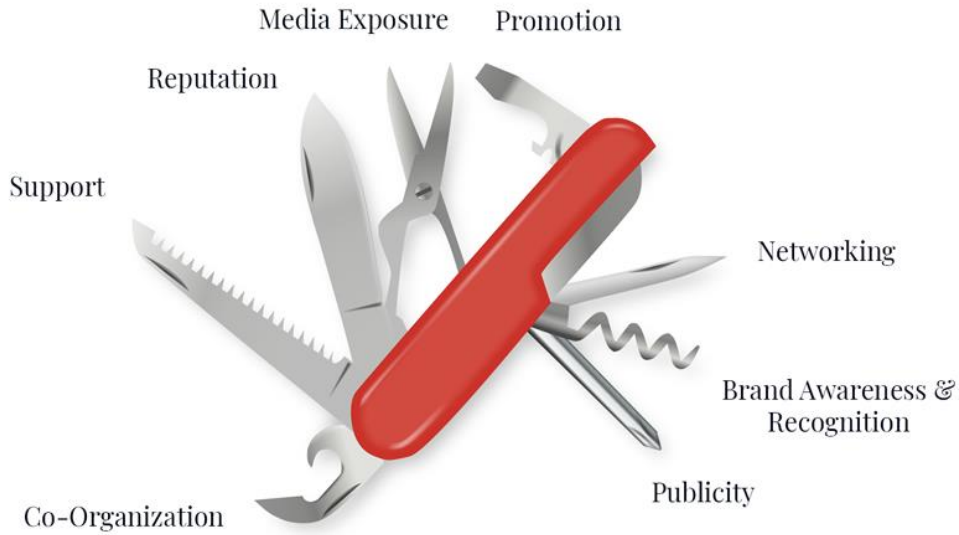




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Sponsorships gain increased visibility and support the Chamber.

The Swiss Chamber of Commerce in Türkiye offers numerous opportunities to enhance your business visibility through target marketing, event showcases and an improved online presence. Following sponsorships and advertising packages are available.



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