

e-Newsletter
March 2018

Swiss Chamber of Commerce in Turkey



PLATINUM PATRONS



Schindler

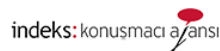


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GIDE LOYRETTE NOUËL



Beat Schmid

Deputy Consul General of Switzerland

Dear Friends from the Swiss Chamber of Commerce in Turkey,

First of all, I'd like to thank all of you, who I have already met, for the warm welcome I received here in Istanbul. After four exiting years in South China I have arrived last August at the Consulate General of Istanbul and took my new position here.

As I'm responsible, among other things, for the Cultural exchange between Switzerland and Turkey, I'm planning to bring and support different Artists, Films and Exhibitions to Istanbul and Turkey. The Cultural year has already started with a performance of Alexander Tuchacek, a resident artist from Zurich and a beautiful classical concert of the Zurich Chamber Orchestra in January. Followed in February by a Flamenco dance by Betina Sulzer and just one day later a dance performance by Mélissa Guex and later in the month a classical concert performed by Festival Strings Lucerne.

The month of March is like every year the month of the Francophonie! There will be a funky Jazz performance by Bconnected from Lausanne and a wonderful Swiss movie named WinWin. But all this is not happening in Istanbul only, we are travelling to Izmir and Ankara as well (details you find further down in this newsletter).

In March as well, the world is celebrating the World women's Day. This year, two events are planned: First a panel discussion in cooperation with the Swiss-Turkish Chamber of Commerce on March 6 followed on the actual World women's Day March 8 an evening of women's songs at the Austrian Culture Forum performed by Maria Gessler.

I'm particularly proud as well to bring in June one of our latest cultural "exports" to Turkey. The Swiss German writer Lukas Bärfuss will read his latest book at the Goethe Institute in Istanbul and Ankara and will have a lively discussion with the students at the philology faculty at the Istanbul University in June.

It is planned as well to revive the Swiss Festival in Istanbul in late autumn. After a first edition in September 2014, the Swiss Festival had to pause for various reasons for the last few years. The festival will showcase Swiss quality and innovations, this year with the working title "Food and Agriculture". During the Swiss Festival we'll have seminars, workshops, food tasting, concerts and exhibitions and I'm sure that we'll get the Swiss Festival running for the coming years in autumn with the great support of you all.

There is more to come and of course, I'm very much looking forward as well to work together with you in your future cultural projects and events where I can.

Now I'm wishing you a very successful year of the Dog that has started in February.

Your Sinceraly,

Beat Schmid

Deputy Consul General of Switzerland



BUILDING TRUST



Bora Yıldırım

SIKA TURKEY

Head of Middle East

Head of Target Market Waterproofing – Europe,
Middle East and Africa (EMEA)

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

I joined Sika Turkey in the year 2000 as Sales & Marketing deputy manager having a responsibility for the distribution sales channel as well as the export markets which were mainly the CIS countries. In the year 2006 all marketing and sales activities have been consistently channelled via new Business Units, targeted at the four most important customer groups, “Distribution”, “Contractors”, “Concrete” and “Industry” and I was appointed as the Business Unit Manager for the “Distribution”. After 2 years I was promoted to a regional position in Sika’s global organization. I took over the responsibility of the Distribution Business Unit in IMEA Region (India, Middle East and Africa) as a Regional Business Unit Manager. It was a great opportunity for me to experience a global business environment and doing business with so many different markets as well as cultures. Then in the year 2009 I was appointed as the General Manager of Sika Turkey. Recently in 2018, I was appointed as Area Manager Middle East which consists of 20 countries and 14 Sika companies. As a second hat I’ll be responsible for waterproofing target market in our EMEA (Europe, Middle East and Africa) region which consists of 60 countries as the Regional Target Market Manager Waterproofing. It is a great honour for me to lead such a valuable organization and the group of employees in a global company like Sika.

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

Turkey is a big country which has a strong growth potential and offers a huge and still often untapped market potential for several products and services. Moreover being springboard to neighbouring markets make Turkey ideal for investment. Markets in the Middle East, North Africa, Caucasus and Central Asian Republics can easily be accessed through Turkey and the opportunity is tremendous.

Name us three extraordinary things about SWISS?

Innovativeness, perfectionism and consistency which I think that creates the real difference in the business life.

What is the biggest challenge SWISS is facing in Turkey?

Nothing specially for Swiss. I believe there are the typical challenges which are valid for most of the companies in the market is also valid for Swiss.

What are the gains?

Huge potential which is supported by the big and young population as well as the geographical location.

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

In line with our global strategy, we want to create a profitable growth which is driven by organic as well as inorganic growth. We have seven target markets (product groups) in which our target is to be unbeatable no. 1 in the Turkish market.

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

I would like to wish all the best of success for your members and readers for 2018.

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

It is a great pleasure for us to be a member of such an association in which we can have an easy access to the information and experience that our organization needs. Sharing experiences and easily learning from the others through a very valuable network is very important. I would like to take this opportunity to thank to the management team of SCCT for their valuable efforts which creates a positive impact to our business lives.



Alessandro Cavassi

CLARIANT TURKEY

Country Head of Clariant Turkey,
Region Head of Middle East & Africa (MEA), BU Masterbatches

Mr. Cavassi, can you tell us a little bit about Clariant and your background?

Clariant AG is a global specialty chemicals company based in Switzerland. Clariant was formed in 1995 as a spin off from the chemical company Sandoz, which was itself established in Basel in 1886. Based on its long history and global network, Clariant offers unique products, applications, sustainability, innovation and expertise to the Turkish chemicals market. We have been in the Turkish market for more than two decades now; 2018 marks Clariant Turkey's 23rd year. Since January 2018, I have been serving as the new Country Head of Clariant Turkey. After graduating from Bocconi University in 1983, I started to work at Hewlett-Packard Italy. In 1986, I joined Clariant as controller and then served as Head of Business Unit Leather for more than 15 years. Before moving to Turkey, I was based in Milano, Italy as the Head of Site Management South/West, RBL Europe, BU Masterbatches. Currently, I am the Country Head of Clariant Turkey as well as serving as the Head of region MEA, BU Masterbatches.

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

Turkey plays a very important role in Clariant's global growth and Clariant's global commitment to growth and innovation, creativity and entrepreneurship, sustainability and value creation, thrives successfully in Turkey. With its growing economy and young population, I am amazed by the opportunities that this country can serve. The energy, business potential and cultural diversity is motivating and its dynamism is comparable to that found in Asia and the Middle East. Looking beyond our global traditional clients, we are thrilled to experience expanding relations and business scale with our local customers in Turkey.



What are the prominent activities of Clariant in Turkey?

Our focus is on market segments like Personal and Home Care, Construction, Packaging, Consumer Goods, Healthcare, Transportation and Food which offer higher growth rates due to trends of growing middle class income, mobility and urbanization. Especially in Turkey, Our Business Units (BU) are Pigments, Functional Minerals (FM), Additives, Oil & Mining Services (OMS), Industrial & Consumer Specialties (ICS) and Masterbatches (MB).



What future plans does your company hold and what are your business priorities?

Clariant has been growing in the Turkish market and we would like to keep this positive trend throughout 2018. In addition, one of our main business priorities is to increase our export sales which will also contribute to Turkey's economic growth as well. Our expectation from 2018 and our ambition as Clariant is to support and be part of Turkey's ambition to further deliver advanced chemical industry capability, through knowledge transfer, best practices and sustainable investment. Clariant intend to keep on improving the market presence and generate additional growth through a sustained focus on innovation, creativity and entrepreneurship.

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

The Turkish chemical industry has grown substantially in the last 30 years and this has transformed Turkey into a key location for the industry. This growth has also contributed to the overall growth within the Turkish economy linked with many other industries, and it reflects the advancements the Turkish economy achieved in the last few decades. There is a young and interactive population that pushes Turkey forward. Turkish chemicals and chemical products market have shown strong growth in the recent years, and Clariant is committed to accelerate this growth and is happy to be part of this commitment. We strongly believe that Turkey has a big potential and the chemical sector will be one of the key industry's to support the growth.

**What role does the Swiss Chamber of Commerce play in Clariant's businesses?**

Clariant Turkey joined the Swiss Chamber in 1995 and I hope to continue to strengthen as well as deepen our engagement with the Chamber. I strongly believe that a successful business is built upon a number of pillars, inclusive of the relationships it cultivates. Having a close relationship with the Chamber will certainly be an asset for our company and it will help us to face with new risk factors with its deep knowledge and expertise in Turkish market.



EVENTS



22 February 2018, Aila Fairmont Quasar, Istanbul Chamber Corner Event



Deutsch-Türkische
Industrie- und Handelskammer
Alman-Türk
Ticaret ve Sanayi Odası



BRITISH
CHAMBER OF
COMMERCE
TURKEY 1887



ADVANTAGE
AUSTRIA **WKO**

The Swiss (SCCT), German (AHK), Austrian (WKO) and British (BCCT) Chambers of Commerce jointly organized a Chamber Corner Event at **Aila Fairmont Quasar Istanbul**. The afterwork reception was a good networking opportunity of all members who attended.



Fairmont
QUASAR ISTANBUL



06 March 2018, Pera Palace Hotel, Istanbul «Being an Efficient & High Impact Woman»



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Consulate General of Switzerland in Istanbul

The Swiss Chamber of Commerce in Turkey organized an event under the title "Being an Efficient and High Impact Woman" in cooperation with the Consulate General of Switzerland to celebrate and discuss "March 8 - International Women's Day".

The event was held at Pera Palace Hotel, Istanbul.

The purpose was to focus on women of all ages and walks of life, from mothers to working women, businesswomen, academics and artists, and discuss their efficiency in today's world.

All around the world, woman entrepreneurs have built dynamic and growing businesses in a variety of industries and sectors. These women encourage future generations to think big and overcome barriers in order to achieve success.

The SCCT Vice President, Ms Müriyel Hayirel and the Consul General of Switzerland to Turkey, Ms Nathalie Marti welcomed the guests with their opening speeches.

The prominent and leading writer, Metin Hara, made a brief speech titled "For a Better World" focusing on Kindness - Trust - Energy.

The panel, which was moderated by the Journalist and Writer, Ms Yaprak Özer, came together with women that have left their mark on social life: Demet Sabancı Çetindoğan, Aslı Elif Tanuğur Samancı, Prof. Dr. Gülşen Altuğ, Ayşe Ören and Gülden Aydın.



Participants had the chance to listen to their success stories and asked questions.

Opening Speeches:

Ms Müriyel Hayirel, Vice President of Swiss Chamber of Commerce in Turkey

Ms Nathalie Marti, Consul General of Switzerland

Mr Metin Hara, Speaker, Writer

Panel Discussion

Moderator: **Ms Yaprak Özer**

Founder, Indeks Content Communication Consultancy (Journalist, Writer)

Panelists: **Ms Demet Sabancı Çetindoğan**

Vice President, Board Directors of DEMSA Group and President, High Advisory Council of TİKAD - Turkish Businesswoman Association

Ms Aslı Elif Tanuğur Samancı

General Manager and Co-Founder of SBS

Prof. Dr. Gülşen Altuğ

Professor / Marine Microbiologist in the Department of Marine Biology of the Faculty of Aquatic Science at Istanbul University

Ms Ayşe Ören

DesignArt Founder, Interior Architect

Ms Gülden Aydın

Journalist, Hürriyet Newspaper





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Consulate General of Switzerland in Istanbul

World women's Day March 8: Song Recital by Maria Gessler Woman seen in songs thru time

The Consulate General of Switzerland together with the Austrian Cultural Centre is organizing on the occasion of the World women's Day on March 8 a Song Recital by Maria Gessler.

The Swiss soprano singer Maria Gessler will perform together with David Serebryanik at the Piano an evening full of songs. The change of the image of women in the last 200 years will be the red line thru the Recital. At the beginning of the program is Robert Schumann's song cycle "Frauenliebe und Leben" Op.42 where the image of women was still very submissive. Followed by Gustav Mahler's songs "aus dem Knaben Wunderhorn", where the image has developed towards a more fantastic and romantic person. Then Manuel de Falla's "Siete Canciones populares" folk songs. A Simple, very pure sensations and poetic form of our Distinguish today's feelings, in essence, but very close to today's "loving and suffering image. In the last song group by Kurt Weill we finally reach the "modern woman". This also means "modern everyday life" such as a situation in the Café, dreams of a kitchen girl or who describes many stages of life "Saga of Jenny", in which we as women for long stretches to realize.

The recital is free of charge and will take place at the Austrian Culture Forum, Köybaşı Cad. No.44, Yeniköy, 34464 İstanbul on March 8 at 19.30. To register for the Recital, please follow this link:

<https://goo.gl/forms/izpd7AM4xxqOirEz1>.





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Consulate General of Switzerland in Istanbul

Swiss Jazz Band Bconnected in Istanbul and Izmir



The Consulate General of Switzerland in Istanbul and the Honorary Consulate of Switzerland in Izmir with the kind support of Swiss Cultural Foundation Pro Helvetia are delighted to inform that the Swiss Jazz Band Bconnected will perform in Istanbul on the occasion of the Francophonie at Lycée Français Saint Benoît on March 12th and in Izmir for the Izmir European Jazz Festival at the AASSM concert hall (Ahmet Adnan Saygun Sanat Merkezi) on March 13th.

Bconnected was founded in 1994 by Swiss guitarist Eugene Montenero and has, throughout the years, managed to preserve a strong identity with roots in Jazz and an open mind towards the wide world of music. After 21 years, bconnected remains a perpetually evolving project. The release of the 8th album "Magical Mystery World"(feat. very special guest Billy Cobham and Guillaume Perret) in 2013 confirmed the strong will to move towards new musical horizons. The 8 albums produced within the past of two decade, demonstrate a beautiful regularity. During the same time the band has toured in Asia (China, Thailand and South Korea), played concerts in the Czech Republic, Austria and France and at prestigious Festivals and venues such as the Montreux Jazz Festival, Tabarka Jazz Festival, Willisau Jazz Festival, Dimajazz of Constantine Algeria, Jazz Parade Fribourg, Pattaya Music Festival, Shanghai Grand Theater, Shanghai Jazz Week Festival, International Festival of the Arts Kunming, Dance & Music Festival Bangkok, Hong-Kong International Jazz Festival, JZ Music Festival Shanghai, Beijing Nine Gates Jazz Festival, Backstage Live Jazz Club Hong-Kong and many more.

For more information and/or ticket sales please visit:

- concert in Istanbul: <https://www.sb.k12.tr/fr/concert-de-jazz-bconnected-twenty-tour/>

- concert in Izmir: Izmir Foundation for Culture, Arts and Education <http://www.iksev.org/tr/caz-festivali/program>



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Consulate General of Switzerland in Istanbul

Swiss Movie “Win Win” directed by Claudio Tonetti, screenings in Ankara, Istanbul and Izmir

REVIVEZ LA FOLLE AVENTURE DE 15 MISS CHINOISES DANS LE JURA



Within the framework of the Francophonie, the Embassy of Switzerland, the Consulate General of Switzerland in Istanbul and the Honorary Consulate of Switzerland in Izmir in cooperation with the French Cultural Institute Turkey will screen the Swiss film "Win Win" by director Claudio Tonetti.

The story is about two friends – Paul Girard, the “people’s mayor” of Delémont who has his sights set on a national career and Liu, a Chinese watchmaker living in the Jura – who decide to organise the semi-finals of the Miss China competition in Switzerland. Paul is hoping this original, media-hyped project will help him acquire the image his party has been refusing him: that of future deputy. Liu, meanwhile, hopes to open the Chinese market to luxury watches. Instead of the heroes’ welcome they were anticipating in bringing the women to the touristic Meccas of Switzerland, the two partners are met with resistance from the political milieu and indifference from their sponsors.

Screenings will be:

- in Izmir at French Cultural Institute (Cumhuriyet Blv. No: 152) on March 14th at 7 pm
<http://www.ifturquie.org/etkinlikler/film-win-win-frankofoni-haftasi/?lang=fr>
- in Ankara at Cagdas Sanatlar Merkezi (Kennedy cad. No:4, Kavaklıdere) on March 22nd at 7 pm
<http://www.ifturquie.org/etkinlikler/journees-des-films-francophones/>
- in Istanbul at French Cultural Institute (Istiklal Cad. No:4 Taksim) on March 22nd at 7:15 pm
<http://www.ifturquie.org/etkinlikler/win-win/>

For registration and further information please click on the appropriate link.



AILA STYLE BREAKFAST IS ON!

Aila; where best of Turkish food with a twist of the chef meets the Spice Library and elegant ambiance, now starts a special Turkish breakfast with products of geographical origin from all over Turkey.

Chef Umut Karakuş interprets the favorites of Turkish cuisine innovatively, combining them with colorful plates that are a feast to the eye and impeccable service to make Aila moments memorable for all guests.

Many of its ingredients with geographical origins, Aila turns the most traditional of tastes into a unique gastronomic experience while reflecting the joy of the never sleeping Istanbul and its transforming energy from day time to great night vibes.

Now Aila is starting a special Turkish breakfast - Breakfast a la Aila - as of March 11th; every 2nd and 4th Sunday of the month.

For guests who prefer plated service to open buffet brunches, there are dozens of unique ingredients, real tastes of Anatolia from cheeses to olives, home-made sugar free jams to egg and pastry varieties and regional specialties like salted yoghurt.

Chef Umut Karakuş, with a Le Cordon Bleu Le Grand diploma, does not forget to use the restaurant's Spice Library to enhance this special breakfast concept; he serves Bodrum olives with sumac, Antakya olives with orange zest powder while green olives are filled with pistachios.

The price of the Aila breakfast is 85 TL per person with additional a la carte options like eggs with warm hummus, open bread toast, three colored omelet - spinach, plain or turnip - to add on if required.

Let's meet on March 11th, between 11.2 pm to enjoy the real tastes of Turkey at this exclusive breakfast.



**Address: Garden Floor – Fairmont Quasar Istanbul,
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fairmont.com/istanbul**

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Funding the visits of Sevgi Doktorlari to children, is entirely based on the kind support of donors and partners. If you consider becoming a partner with us, we would be glad to work collaboratively in order to support hospitalized children in Turkey.

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