



Türkiyede İsviçre Ticaret Odası Demeği
Swiss Chamber of Commerce in Turkey
Die Schweizer Handelskammer in der Türkei

e-Bulletin March 2013 Swiss Chamber of Commerce in Turkey



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TÜRKİYE'DE İSVİÇRE TİCARET ODASI DERNEĞİ
SCHWEIZER HANDELSKAMMER IN DER TÜRKEI
CHAMBRE DE COMMERCE SUISSE EN TURQUIE



Editorial

Ambassador of the Republic of Turkey
in Bern

Tanju Sümer

Dear Readers, Dear Friends,

I would like to thank the Swiss Chamber of Commerce in Turkey for the occasion to address the honorable members of the Chamber.

We have well established relations with Switzerland in every field, including trade and investment. We also believe, 2013 will provide us new opportunities to further and deepen our economic relations.

Turkey as one of the fastest growing economies in the world with a growth rate of 8.5% in 2011, is the 17th biggest economy in the world. Per capita income has tripled in the last decade from 3,492 US dollars to 14,400 US dollars. Together with the growing income level, the young population guarantees the demographic growth of Turkey at least until 2050.

A decade ago our exports were only 36 million dollars which reached 135 billion US dollars in 2011 and 152 billion US dollars in 2012.

We are happy to see our bilateral trade takes its fine share from this economic development. In 2012, Turkish exports to Switzerland rose by 43,2% and reached 2,1 billion CHF while our imports decreased by 14,2 % (4,3 billion CHF).

In line with its liberal economic policies, Turkey has signed a Free Trade Agreement with Switzerland (EFTA-1992), as well as with nineteen other countries. These, in addition to our Customs Union Agreement with the EU.

As for Foreign Direct Investment (FDI), since the wide-ranging reform process started a decade ago, Turkey has witnessed a considerable surge in the inflows of foreign direct investment.

In 2002, total amount of annual FDI flow into Turkey was 571 million US dollars. This figure rose spectacularly to over 19,5 billion US dollars in 2007, and in the aftermath of the global economic crisis, in 2011 it stabilized at the figure of 15.8 billion US dollars, while the total amount of inward FDI to Turkey in 2012 is estimated to be 13,5 billion US dollars.

I am pleased that Swiss investment has been and we hope will continue to be one of the main reasons of this remarkable improvement in our FDI inflows.

I believe we should promote and encourage increased direct Swiss investment in Turkey. As such, we had the opportunity to hold a conference on 'The New Investment Climate and The New Investment Incentive System in Turkey' on 10 December 2012 in Zurich to promote the new and bold incentives system, which aims to provide

added stimuli for both domestic and international investors in Turkey, since June 2012.

We expect that the new investment incentive system, together with the Avoidance of Double Taxation Agreement between Turkey and Switzerland which has entered into force on 1 January 2013, will make future Swiss investments in Turkey easier and even more attractive. I would also like to say that we are happy to hear OSEC has taken the decision to set up an office in Istanbul, Turkey.

In this respect, let me take this opportunity to invite all interested Swiss Companies to invest in Turkey and enjoy the benefits of the reinforced Turkish economy.

Allow me to end my words by thanking the Chairman of the Chamber Mr. Doğan Taşkent and the Chamber, for their efforts to further enhance the fruitful economic relations between Turkey and Switzerland. We, as the Embassy of the Republic of Turkey in Bern together with our Commercial Office, are ready to help the Chamber in every aspect of these efforts.

Tanju Sümer

Schweizerische Eidgenossenschaft
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“My main task is to help small and medium-sized enterprises from Switzerland and Liechtenstein to enter the market in Turkey.”



Interview with...

Name: Mehmet Yıldırım

Position title:

Local Trade Officer, Head of Local Office at Consulate General of Switzerland in Istanbul

Date of Birth: 24 December 1976

Place of Birth: Istanbul

Marital status: single

Education:

University of Lausanne, Stuttgart University, Ecole de Management de Lyon, HGK Academy of Art and Design - Basel, SDA Bocconi

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

Born in Istanbul, I moved with my family to Switzerland, Niederwil/St. Gallen when I was five years old. After commercial high school in St. Gallen, I did my BA in Engineering in Communications Management at the EIVD/HEC Lausanne and at Stuttgart University. I hold an MBA in International Management from SDA Bocconi-Milan, Ecole de Management de Lyon and SIMT Stuttgart. In order to observe the economy from another perspective, I expanded my creative horizon and graduated from HGK Academy of Art and Design in Basel with the Master of Arts degree in Design.

From 2002 to 2007, I worked at Ciba Specialty Chemicals in Basel, where I was in charge of Marketing and Sales Operations. After some years in the American coating company Valspar and a short experience at Audiophile hire GmbH in Zürich, I moved to Shanghai in 2010 and I was holding the position as Vice Director at swissnex China for 3 years. Swissnex China is an initiative of the Swiss State Secretariat for Education and Research of the Ministry of Home Affairs and the Swiss Ministry of Foreign Affairs. Their

goal is to fully exploit the potential of cooperation between Switzerland and the respective host countries in the fields of higher education, research, technology, innovation and culture and to promote Switzerland as one of the leading countries in those domains.

Congratulations on your new job! What was the key reason to take this position and what will be your main tasks?

Growing up as a Swiss-Turkish person, besides both country languages, culture and traditions, I am also familiar with the economic situations in both countries. I think this is an important requirement for this job and of course other conditions matched with my academic and professional profile.

The Local Trade Office is a joint initiative of the Consulate General between the Swiss Ministry of Foreign Affairs and the State Secretary for Economics (SECO/OSEC), started on 21st January 2013. One of my important tasks is to help small and medium-sized enterprises (SMEs) from Switzerland and Liechtenstein to enter the market in Turkey and to promote on-site Switzerland as a business location.

Turkey is one of the fastest growing countries in Europe, especially the middle class with a strong purchase demand. Similar to China, Turkey has shown a strong economic growth in the last 10 years. Nevertheless, there is still a lot of potential to invest and lacks where Switzerland can give support.

I look forward to being in a dynamic city and in a country with high potential to grow. It makes it very exciting for me to be responsible for SMEs from Switzerland and Liechtenstein entering or investing in Turkey. Conversely, I am also glad to assist Turkish companies, which want to make business in Switzerland. However, my major mission here in Turkey is to promote Swiss foreign trade.

Could you please shortly describe your impression of Turkey and the Turkish market so far?

As I already said, Turkey belongs to the fastest growing countries among the emerging economies and the 17th biggest economy in the world. According to economy experts, Turkey should achieve the government's goal to be one of the top ten economic areas of the world by 2023. The latest statistics speak for

themselves. According to IMF (International Monetary Foundation) and OECD, the economic growth in Turkey will increase up to 3.5-4% in 2013.

With the economic liberalization in the 80's, Turkey has set an important milestone for its rapid growth. A market and service orientated way of acting led to structural reforms such as privatization, reform of the banking sector, free trade agreements with foreign countries or double taxation agreement between Turkey and Switzerland. Furthermore, new laws facilitate the entrance of foreign companies into the Turkish market.

We must not forget that Turkey is not only struggling with government deficit, but also with legislation, inflation, unemployment and diversified market as well (cosmopolitan and agrarian).

What do you think, is Turkey going to be a trade hub for Switzerland in the near future?

I would say that it's not going to be, Turkey is already an important hub for Switzerland. All necessary conditions are met. If we look at the strong numbers of the Swiss companies which are in Turkey and also the requests and demands coming from Swiss companies, as well as from Turkish companies for cooperation, I think we can speak of an inevitable platform. Furthermore, if we look back at the important meetings and visits of our ministers as from Federal Council Mr Josef Schneider-Ammann or our State Secretary for Education and Research Mr Mauro Dell'Ambrogio and visits of Turkish Ministers in Switzerland, the remarkable relations between the two countries come clearer.

What future plans does Osec hold? What are your upcoming projects?

Osec has been commissioned by the Swiss government to gather the performance mandates of export, location and import promotion under one roof. Osec provides support to SMEs from Switzerland and Liechtenstein which are interested in exporting and linking companies, experts and organizations around the world.

My upcoming projects are first the opening of the Commercial Office in Istanbul in May 2013. In addition, an important aspect is also to strengthen my network among the Turkish-Swiss Business as well as political community.

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

It plays a very important role for Switzerland, Turkey, the Swiss community in Istanbul and of course for me as Local Trade Officer.

I did very good experiences in China cooperating with Swiss private and public organizations as Chamber of Commerce, Swiss Centre, swissnex, Swiss Embassy and Swiss Consulates. It's very important that we all work closely together in the host countries and I am know that we already work "hand in hand" here in Turkey. The Local Trade Office will work complementarily and strengthen each other. I am more than convinced that this synergy will help us to fulfill our mission here in Turkey and will give the best quality and services to our partners, clients and suppliers.

You are speaking incredibly many languages. Which ones? In which areas of a Local Trade Officer do you use them?

As many other Swiss people, I had the privilege to grow up in a multilingual environment. I speak Swiss German, German, English and French fluently. As a Local Trade Officer I am always in touch with people from different cantons. Talking to them in their mother tongue, gives them a more confidential impression

I also speak Italian and Spanish. And during my working experience in Shanghai, I tried to learn Chinese. I would say I speak "Taxi-Chinese". This how I call the basic Chinese, which helped me not to get lost in China.

Is there anything else you would like to say to our SCCT Bulletin readers?

First of all, I would like to thank the Swiss Chamber of Commerce for their warm welcome and for giving me the chance to introduce myself to the members. I will be pleased to assist them in any matter and any time and hope to meet them soon in one of the upcoming events of the Chamber. Thank you very much.

Mehmet Yildirimli

Local Trade Officer / Head of Commercial Office

Consulate General of Switzerland

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Memories from a Swiss Education

Name: Sara Adakan

Company:
Mag Architecture Studio Ltd.

School: Institut auf dem Rosenberg & EPF Lausanne

My Swiss education began in 1990, after finishing Junior High School in Istanbul. Continuing my high school studies in Switzerland was evident for me, as my mother is Swiss and I had spent most of my holidays there during my childhood. Nevertheless, finding myself in a boarding school was a real change and the beginning of a new life that would leave positive marks on me. The students were from all over the world and having international friends really widens my horizons. The classes had a low number of students, allowing the opportunity to ourselves, to share and discuss our opinions on any given subject. But probably the most important experience is the fact that I learned to stand on my own two feet: taking decisions and dealing with the consequences of my actions was a very efficient way to become responsible towards myself and towards others at a young age.

Later at the EPF in Lausanne, where I studied architecture, I found myself amongst very hard-working, disciplined, yet humble and down-to-earth students. The professors expected the highest performance which resulted in long hours of work, but for the Swiss, leisure is never far from

one's front door. In my experience, Switzerland in general, and particularly Lac Lemman and its vicinity, offers some spectacular nature and opportunities for wonderful excursions. If you enjoy culture, Switzerland has internationally acclaimed festivals, museums and exhibitions. Furthermore, Switzerland's central location makes it possible to explore other parts and cities of Europe. For instance, Paris is only a few hours from Lausanne, and you can easily change the landscape for a weekend without travelling long distances.

I spent some wonderful years in the Swiss-Romand region and it will always remain a very special place for me. However, my 12-month internship period in an architect bureau, which is required by the EPFL curriculum, was a year that left an indelible mark during my scholastic life in Switzerland. From the very first day as a trainee, I was treated as any other collaborator. The tasks and the responsibilities I was given certainly allowed me to make the most of my internship. But most importantly, I experienced how profoundly the Swiss believe in the quality of their education system and trust in their institutions.

Today, besides working together as an architect with my Swiss husband, I hold a post as a board member in a foundation that aims to support students by offering scholarships in Turkey. I often find myself comparing the Swiss and Turkish education systems. The most striking difference is that in Turkey there is a general opinion that private universities are better than public ones, supported by the misleading idea that the higher the costs are, the better the education is, whereas in Switzerland, it is the public universities that enter the top of international rankings.



EPF Lausanne Learning Center



WORKING FOR CHILDREN WORLDWIDE

UNICEF is the largest global organisation working specifically for children and their rights.

UNICEF works with families, communities and governments in more than 190 countries worldwide to help every child reach their full potential through long-term and emergency work on health care, education and protection for children at risk.

UNICEF raises funds through donations from individuals, organisations and companies.

UNICEF Turkish National Committee is a registered NGO raising funds and awareness to support UNICEF's work in the fields of child health, education and protection worldwide and in Turkey, in accordance with the UN Convention on the Rights of the Child. UNICEF Turkish National Committee focuses its work mainly in Pre-School Education and Primary Education.

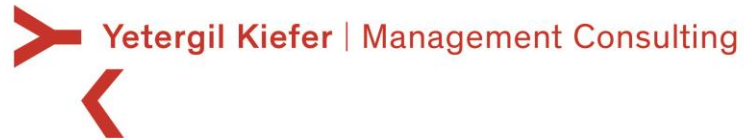
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The Swiss Chamber of Commerce in Turkey is a supporter of UNICEF





Special – Part 3

Doing Business in Turkey: HOW TO MAKE BUSINESS RELATIONSHIPS WITH TURKISH PARTNERS WORK

Important characteristics: pride, honour and saving face

Turks are proud, and honour has a special place in Turkish culture – in extreme cases manifesting itself in honour killings. Saving face is an essential part of both business and personal relationships. Communication suffers if a person's feeling of self-worth is injured, and not just in Turkey. In concrete terms this means you should never criticise anyone directly, especially not in front of subordinates. If someone is criticised in front of subordinates, they lose face and the business relationship is damaged. You should also avoid insisting or pressing for answers that put your partner under undue pressure. You have to be particularly careful now that so much correspondence takes place via e-mail with large numbers of people copied in. If an e-mail is sensitive, you're better off sending it only to the person affected. Of course the concept of saving face can lead to problems when you're working on a project, for example if a partner doesn't admit they haven't understood something (if they did so they would lose face). Expressing criticism can also create problems that would also occur if you don't criticise! It requires a certain amount of sensitivity to handle the business of saving face in practice.

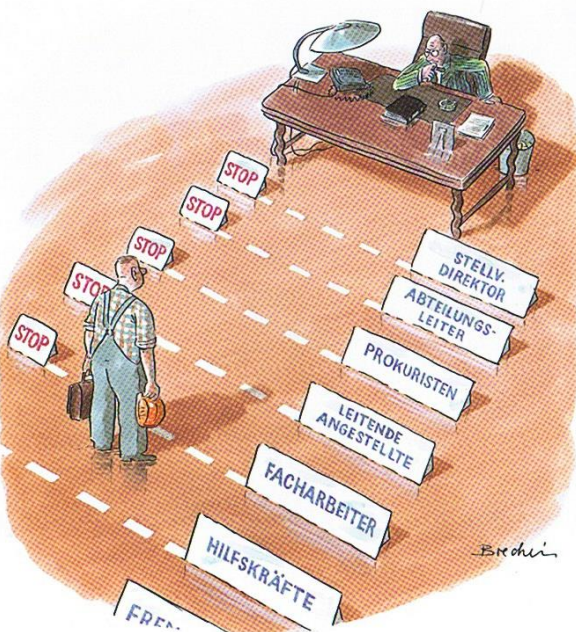
Important characteristics: respect and courtesy, hierarchical business culture

Turkish culture is formal. Courtesy and respect towards authorities, older people, those with a better education, and most of all higher-ranking people, are of the essence. The result is an omnipresent hierarchy in both society and business. It's important to note that rank always takes precedence over age and gender. A young woman with a higher grade at work is above an older man in the pecking order. This hierarchy is manifest everywhere: in seating arrangements, in people's style of communication, and in their gestures and facial expressions.

You're bound to have been to meetings where the room is dominated by the boss in his executive chair. Be prepared for situations where you're not ideally seated. It may be that you're sat on a lower chair than the boss, your Turkish negotiat-

ing counterpart, or maybe you're blinded by the sun. If the superior sits down or stands up, everyone else follows suit immediately. The way people communicate with their subordinates may be crude or paternalistic, but it will never be on the same level.

Decisionmaking is as hierarchical as the rest of business culture. Decisions are always made by owners, CEOs or managers. But it may be, especially in negotiations with large companies or government bodies, that you aren't dealing directly with the person making the decision. In this case, if you as a Swiss negotiator want the Turkish decisionmaker to come to the table you may have to send a higher-ranking person to the negotiations, even though a person lower down the hierarchy would have sufficient authority to make the decision. It's important to recognise who in the hierarchy is key to the negotiations or project you're involved in.



Communication style in Turkey

In Turkey, verbal communication is more important than written correspondence. The boss's handshake is enough. Communication is also indirect rather than direct, initially for reasons of courtesy, saving face, and the importance of not making direct criticism. As in Arab countries, in eastern Turkey "yes" means "maybe", and "inşallah" ("God willing") actually means "no". In western Turkey, by contrast, communication is more direct.

Business discussions and negotiations in particular can be very dynamic and intense, with communication suddenly becoming very expressive. It can be difficult for Swiss people to change gear like this. You start out polite and courteous, trying to build a personal relationship of trust, engaging in small talk, talking about yourself and how much you like Turkey, going out for meals, and getting to know each other. And all of a sudden your partner's vigorous and intense. Businesspeople from Western Europe should be prepared for this shift in style.

I know of a case where a furious Turkish negotiator left the table without saying a word because the Swiss team had failed to accommodate his price requirements. Another Swiss negotiator reports being bewildered and confused when, in a similar situation, his Turkish partner had seemed to crumble, saying "you cannot do this to me". Be prepared for the different styles of communication at different phases of the process: polite and indirect at first, and then dynamic, vigorous and expressive when negotiations or business discussions are taking place.

Non-verbal communication and body language are just as intense and expressive. People may get physically closer, and physical contact can become more intense. Remember this is *only* the case in an informal business setting. Meetings with government officials, for instance, are very formal. Physical closeness is also a sensitive issue if your counterpart is religious. A businessman would certainly not get too physically close to a woman with a headscarf. And he would only greet her with a handshake if this was initiated by the woman. But an Islamic business partner may also choose not to greet a woman with a handshake.

On the other hand if your business relationship is at an advanced stage you may greet by kissing – naturally this only happens among people of the same sex, but it includes men. The physical contact may also be much closer than Westerners would expect. For example a representative of a Swiss company reported how his Turkish partner put his arm around his shoulder when they were sitting close together in negotiation. In another example, following successful completion of a deal, a proud Turkish partner took a Swiss businessman by the hand and they went on a tour of the factory holding hands the entire time. Ultimately, however, it's up to you to decide how you want to deal with situations of this sort, how much closeness you're prepared to take, and how far you feel you can push your Turkish partner without causing him to lose face.



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News from Members

swiss**offices**
BUSINESS CENTERS

SwissOffices Business Centers

SwissOffices Business Centers is a Swiss -Turkish joint venture established in 2009, offering Serviced Office, Virtual Office and Meeting Room solutions with two business centers in Istanbul and three in Switzerland. SwissOffices Business Centers in İstanbul are located at Maya Center, Esentepe and at Yapi Kredi Plaza, Levent.

SwissOffices provides premium services to meet the office requirements of all size of local and international companies. We make our customers experience the satisfaction of working in a modern, flexible workspace with our internationally acquired know-how, our office buildings located at the most central spots, our well-trained personnel and our state of the art office equipment.

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For more information, please visit the website: www.swissoffices.com



News from Members



Zehnder Group Turkey

Zehnder Family entered business life with establishment of a mechanical workshop in Granichen, Switzerland, which had purpose of making home and office appliances repairment in 1989. In 1923, the sons, Walter and Robert produced for many years a high number of new light motorcycle as "Zehnderli" brand and this motorcycle, which was unsurpassed in mountain races, has been very successful for many years. In 1930, Robert Zehnder invented technic of production of steel pipe radiator "multicolumn", which has purpose of heating of indoor places. Unlike its competitors on the market this beautiful shaped cast radiator is lighter and has better thermal conductivity, is more economical, which its faster produce and dispatch, become more popular in the market. This product was named as "Charleston", which is name of famous dance. For over 80 years is still the most sold in our group and has become a timeless classic.

In 1952, the production of heating and cooling systems with radiant ceiling panels for large-volume places. In 1967, the first flat panel radiator production. The first towel radiators for bathrooms were produced in 1980. In 2001, the production of air-conditioning systems for comfortable houses. In 2006 the production of the heat pump, In 2007 the production of industrial places air cleaning systems and is always a pioneer in the HVAC industry and for indoor acclimatization its all kinds of systems and products has become the most preferred. A product or system is developed and produced on the basis of human health, human comfort, energy-efficiency. Zehnder Group has 15 production plants around the world, over 3000 employees and many awards for product design and innovation.

Zehnder Group is extremely focused on the subject of receiving a lot of awards in the competition about energy efficiency. Our Group is still working on with energy of a candle meeting the needs of a house.

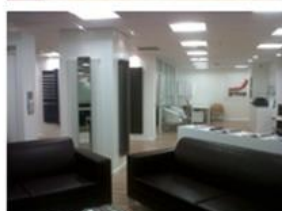
In 2005 Zehnder Group entered Turkey Market by being partner of Sanpan factories. In 2012 purchased whole of Factories and correspondingly, Group for selling of products and systems on the market in Turkey has established the Zehnder Group Turkey.

Zehnder Group Turkey has a purpose of sharing of experiences of groups, which are over 100 years experienced, in Turkey HVAC industry, also aims to make a positive contribution to our future and Turkey, which is dependent to foreign countries, by our energy systems.

With our energy efficient-comfortable-healthy and award-winning products in houses, trade buildings, industrial buildings privilege of Turkish people is our another goal. The slogan of Zehnder is "always around you".

Zehnder Group Turkey

Headquarter



Zehnder Radiant Ceiling Heating and Cooling Systems Implementation



News from



Since its founding in 1920 the Angst+Pfister Group has grown from a small local Zurich-based company into a globally operating enterprise with wholly owned subsidiaries in Switzerland, Germany, Austria, Italy, France, Belgium, the Netherlands, the Czech Republic and China. In each country a team of highly specialized application engineers focuses on providing the most effective solutions on-site, regardless of where our customers are in the design or production process.

The group's success has stemmed from its tireless striving to harness innovative and transformative ideas in order to provide customers with the best possible service and a decisive competitive advantage. Angst+Pfister's engineers have amassed expertise across a broad range of applications including sealing technology, fluid handling, engineering plastics, drive technology and antivibration solutions.

A core competency of Angst+Pfister is integrated supply chain management, ensuring their customers' business continuity while increasing their profitability. Angst+Pfister has enhanced the competitiveness of many industry leaders by improving their working capital across multiple global production facilities. Its centralized state-of-the-art logistics centre keeps over 100,000 items in stock and available within 48 hours anywhere in Europe.

International business is an integral part of Angst+Pfister's more than 90-year heritage; it leads to creative industry solutions and great innovations in collaboration with our customers. In keeping with our legacy, our goal is to forge a mutually successful future with our more than 60,000 customers by combining technical expertise and supply chain process efficiency with the traditional values of a solid Swiss company.

New presence in Turkey Since autumn 2012, Angst+Pfister acquired major shareholdings in two innovative and dynamic production and distribution partners: Laspar Sealings Solutions and Laspar Rubber Components & Development in Turkey.

Laspar Angst+Pfister Advanced Industrial Solutions A.S. located in Bursa is a clear leader in the industry, producing high quality anti-vibration parts with bonded rubber metal components as well as a wide range of sealing elements. The company is serving the leading companies in the areas of Automotive, Industrial Machinery, Marine Industry, Railway, Agriculture and Construction Equipment. Their specialized, experienced and dynamic employees are serving international leaders from across industries by designing engineering solutions to the highest technical and quality standards.

Additionally the Angst+Pfister Group has set up a distributorship for the Turkish MRO business with Laspar Trading and has entered into a cooperation agreement with the company SKY for extended production facilities.

These new fields of activity leverage the synergies of Angst+Pfister's technical engineering expertise and broad product portfolio with LASPAR's market presence in Turkey and their high-quality production platform which leads to tremendous advantages for the international customers both of Angst+Pfister and Laspar.

For more information about Angst+Pfister please visit www.angst-pfister.com

For more information about LASPAR please visit www.laspargroup.com

News from Members



ALLIANZ GROUP AND ALLIANZ TURKEY

As an international financial service company Allianz Group, with approximately 142,000 employees worldwide, offers 78 million customers worldwide products and solutions in insurance and asset management in more than 70 countries. Allianz Group ranked 1st in terms of operating profit in 2011, with 7.9 billion euros. In terms of revenues Allianz Group ranked 1st in the same year with 97.6 billion euros in life and non-life branches. Allianz Group's product portfolio includes a wide range of Property-Casualty and Life/Health insurance products for both private and corporate customers. Allianz starts out in 1890 as a transport and accident insurer yet by the beginning of 1920s, it already offers all the property insurance policies typical of the times. Allianz Life is established in 1922.

Allianz in Switzerland, with network of about 40 general agencies and numerous small agencies with well over 1,000 representatives ensure customer proximity in all parts of the country. Allianz Suisse is one of Switzerland's largest insurers in the Swiss market with the combination of Allianz (Switzerland), Berner and ELVIA (Allianz Global Assistance). Its range of services includes solutions in insurance, provision, and asset management, covering all private and business needs. About 3,800 employees ensure individual consultation, comprehensive risk management. Allianz Suisse ranks among the leaders in the private and business customer markets. Around 930,000 private customers and more than 100,000 small and middle-sized businesses trust in the competence of Allianz Suisse.

The history of Allianz presence in Turkey starts in 1988, by becoming partners to an insurance company well known in Turkey since 1923. The company was named Koç Allianz. In 2008, Allianz purchased majority of the shares from the Koç Group and started operating as "Allianz Sigorta A.Ş." in the non-life business and "Allianz Hayat ve Emeklilik A.Ş" in the life and pension business.

With 1.656.780 total customers as end of 2012, Allianz in Turkey is a major player in P&C, Life and Pension. End of 2012, there are 628 employees operating at the Allianz Headquarters in İstanbul and there are 2.194 Allianz agents throughout Turkey. Allianz in Turkey has 11 regional offices nationwide. Allianz Global Assistance (Mondial Assistance) and Euler Hermes operate also in Turkey, all headquarters located in İstanbul. Allianz in Turkey offers a wide range of products, an extensive network of contracted service providers and detailed policy coverage to many retail and corporate customers, totaling 1.66 mn. Among the many products the company offers to its retail clients, the most demanded products of the company are motor own damage, traffic insurance, health insurance and life & pension products.

As a leading corporate insurer and a global expert in risk management and customer protection, Allianz also provides exclusive risk settlement to Turkey's largest cooperation. One of the most preferred product by corporate clients is Directors & Officers Liability (D&O) which provides protection for the company directors and employees acting in managerial duties in respect of claims arising from actual or alleged misrepresentations, misleading statements, errors, omissions or any act that may lead to a managerial liability. Allianz Turkey offers D&O insurance solutions to many commercial and financial institutions.

Another product preferred mostly is Professional Indemnity (PI) which provides protection for losses arising from any actual or alleged failure of the professionals in performing their professional services. Allianz provides tailor made solutions for the professionals/industries including but not limited to the followings: Technology & Telecommunications, Lawyers, Architects & Engineers, Media & Multimedia, Accountants, and Auditors.

Group Personal Accident Policy (PA Insurance) provides coverage to the individuals and their families against the risks such as the death or permanent disability and medical expenses occurring as a result of an accident.

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Please contact applytcc@thy.com for more information.

Turkish Airlines daily 4 times Zurich - Istanbul
Zurich - Istanbul flights are already being operated as 3 frequencies per day,
the frequencies will be increased from 3 to 4 flights per day as of April 28, 2013.

07:40	TK1912	ZRH - IST	08:30	TK1907	IST - ZRH
11:30	TK1908	ZRH - IST	11:40	TK1913	IST - ZRH
14:40	TK1914	ZRH - IST	15:20	TK1909	IST - ZRH
18:20	TK1910	ZRH - IST	20:00	TK1911	IST - ZRH



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Culture & Art



MOM, AM I BARBARIAN?"

Curator of the 13th Istanbul Biennial Fulya Erdemci announced the title of the biennial, which will be held from 14 September to 10 November 2013 by the Istanbul Foundation for Culture and Arts (İKSİ) under the sponsorship of Koç Holding.

The title and conceptual framework of the 13th Istanbul Biennial was announced by its curator Fulya Erdemci on Tuesday, 8 January at a press meeting which was held at the Maçka Campus of Istanbul Technical University (İTÜ). Bige Örer, Director of the Istanbul Biennial, joined Fulya Erdemci as a speaker at the press meeting. Fulya Erdemci, who determined the title of the 13th Istanbul Biennial as "Mom, am I barbarian?" with a reference from poet Lale Mülür's book of the same title, explained the conceptual framework.

The 13th Istanbul Biennial will use public buildings which are left temporarily vacant by urban transformation as exhibition venues. These may include public buildings such as courthouses, schools, military structures or post offices, former transportation hubs like train stations, ex-industrial sites such as warehouses, dockyards as well as the very contested Taksim Square and Gezi Park. Furthermore, the hallmarks of current urbanism such as shopping malls, hotels and office-residential towers are being considered as sites for artistic interventions.

Additionally, as a part of 13th Istanbul Biennial events programme, a special selection of films will be screened at the 32nd Istanbul Film Festival to be held in 30 March – 14 April. The Istanbul Biennial film screening programme will articulate the concepts of barbarity, civic awakening and the city.



Photo: Fulya Erdemci, appointed curator of the 13th Istanbul Biennial



Business Seminar and New Year's Cocktail Reception

Date: 25th January, 2013

Location: Köksal Attorney Partnership Offices



The Swiss Chamber and Köksal Attorney Partnership hosted an informative event at their office in Levent. Att. Mehmet Köksal and Att. Burcu Polat gave an important lecture under the topic "Impacts of Amendments Made In Labour Safety and Union Legislation Over Business Life".

The seminar was followed by a New Year's Cocktail Reception with sparkling champagne and a copious buffet.

We would like to thank Köksal Attorney Partnership for their kind support and sponsorship.



Visit of Dokuz Eylül University in Izmir

Date: 31th January, 2013

Location: 9 Eylül University, İzmir



President of the Swiss Chamber of Commerce, Mr. Dogan Taskent and the Local Trade Officer at the Swiss Consulate in Istanbul, Mr. Mehmet Yildirimli, had the great pleasure to meet Prof. Dr. Murat Özgören, Vice Rector of Dokuz Eylül University, Doç. Dr. Adile Öniz, Department of Biophysics and Prof. Dr. Kemal Baysal, Director of Department of Biochemistry / Biomedical Advanced Research and Development Application and Research Center of Dokuz Eylül University in Izmir.

The purpose of the visit was an introduction of the Biomedical Technopark which has been established in the centre of the Dokuz Eylül University campus. Prof. Dr. Murat Özgören claimed to say that this technopark is the first established park, which is dedicated to the healthcare industry in Turkey. Therefore they expect and welcome international pharmaceutical companies from abroad. Due to the fact that Switzerland is famous for its biotech industry and technology Dokuz Eylül University's interest of cooperation with our country (Switzerland) is big.

Mr. Yildirimli said that the Technopark has been created on a land of 17 thousand sqm and facilitates beside R&D areas also biomedical laboratories. Mr. Taskent adds that the university campus also hosts the school of medicine which therewith provides biomedical R&D and clinical services.

Both gentlemen see this Technopark in Izmir as a potential facility for Swiss Biotech SMEs which look for new opportunities in Turkey.

Furthermore, during their visits at Dokuz Eylül University common conferences and seminars in various fields such as Nanotechnology or Clinical Drug Trials have been discussed.



Istanbul Trilogy by Swiss Photographer Charles Weber

Date: 06th February, 2013 – opening cocktail

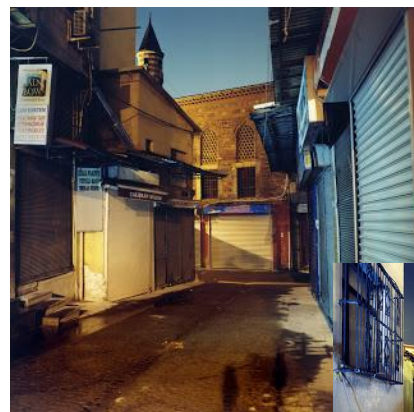
Location: Mimar Sinan University, Tophane

Supported by Mimar Sinan Güzel Sanatlar University and the Consulate General of Switzerland, the Swiss photographer Charles Weber presented his exposition "Istanbul Trilogy" between 7-27 February 2013 at Mimar Sinan University, Tophane.

Charles Weber represents almost unfamiliar visions of Istanbul streets in his photographs. Colorful, quiet, serene, peaceful and empty are obviously not usual images of Istanbul. In comparison to some other country or cities in the world, Istanbul sometimes is criticized to represent an urban portrait dominated by black and white. But, after all Charles Weber provides panoramas of Istanbul streets not only in daily lives, but in terms of urban space also so colorful and nearly in a tale atmosphere, which even old Istanbulites never witnessed.

Since a couple of years, Charles Weber travels to and in Istanbul in a traveler way and lives Istanbul like an Istanbulite. He took the pictures of streets, buildings, spaces, portraits of Istanbul. Pictures of streets in Istanbul visibly reflect two different approaches. On one hand, due to his familiarity with Istanbul, Charles Weber shows some of less known, lonely streets of Istanbul in desolate darkness of the night but in an unfamiliar lightscape and atmosphere.

On the other hand, he creates unexpected visions of Istanbul while he discovers the city to the corners with a curiosity of a traveler and romanticism of an European orientalist ready to be influenced. But anyway, Charles Weber apparently prefers a narrative approach not only satisfied with aesthetical concerns. This is an effort not only limited to a mere visualization but to understand and to narrate what it shows.





Cocktail Reception to bid farewell to H.E. Mr. Raimund Kunz and Ms. Chantal Kunz

Date: 18th February, 2013

Location: Mövenpick Hotel Istanbul, Skylounge

The Consulate General of Switzerland in Istanbul hosted a cocktail reception in order to bid farewell to H.E. Mr. Raimund Kunz and his wife Ms. Chantal Kunz.

Consul General Monika Schmutz Kirgöz expressed in her opening speech her deepest appreciation to Ambassador Kunz and thanked him for his support and contribution throughout the years. Mr. Kunz was appointed as Swiss Ambassador to Turkey in January 2009.

In his acceptance speech Ambassador Kunz praised the Swiss-Turkish cultural and business relations and said that they would be even stronger in the near future. He thanked the guests for attending the event and promised in the end: "I'll come back!"

Distinguished guests enjoyed together delicious appetizers that have been kindly offered by the General Manager of Mövenpick Hotel Istanbul, Mr Frank Reichenbach.

Special guests: Former Minister of Justice of Turkey, Selçuk Öztek, President of SOHRAM Yavuz Binbay from Diyarbakır, Honorary Consul of Chile in Istanbul, Haluk Sanver and Chief Rabbi, Izak Haleva



Event Calendar 2013

Type	Date	Subject
Innovation Series	April	Vocational Learning - University - Startup
		Government & University & Funding
		Corporate Innovation & Spin Offs
Swiss Expertise Series	19 March, Tuesday	Double Taxation Agreement CH-TR, Le Meridien Hotel
		Innovative Solutions for Construction Sector
	May	Swiss Arbitration Seminar
	a date between 06-10 May	Letter of Credits & Export Credits with Zürcher Kantonalbank
2013 Biennial - IKS	11 March, Monday	Project Presentation - Biental IKS & Luncheon for the Founding Members & Former Presidents, Four Seasons Bosphorus Hotel
		Swiss Artists, Cocktail Reception
		2013 Biennial IKS Seminar
	14 September	Opening Biennial
Forum	November	9th Swiss Turkish Economic Forum
Business Seminars	25 January, Friday	Köksal Attorney Partnership Seminar: "Impacts of amendments made in labour safety and union legislation over business life" & New Year Cocktail Reception
		Köksal Attorney Partnership Seminar
Sports & Social Events		Summer Family Event or Golf Event
	17 November, Sunday	Eurasia Marathon, Swiss Running Team
	December	End of the Year Cocktail Reception
Official Visits	31 January, Wednesday	Mr Taşkent and Mr Yıldırım visited 9 Eylül University, Technopark Meeting in İzmir
	11 February, Monday	YASED, Eda Akalın Hoşceylan and Mehmet Yıldırım
	12 February, Tuesday	Mr Taşkent attended Swiss - Turkish SME innovation cooperation with Swiss Federal Office for Professional Education and Technology & Swiss State Secretary for Education and Research in Ankara
	14 February, Thursday	ITO, Eda Akalın Hoşceylan and Mehmet Yıldırım
	20 February, Wednesday	ISO, Eda Akalın Hoşceylan and Mehmet Yıldırım
	22 February, Friday	TÜSİAD visit
		Companies
		Swiss Cham Visits
		Kanton/ Switzerland Visits
Interviews & Speeches	11 January, Friday	Dünya Gazetesi, Double Taxation Interview
		Interview with Mr Doğan Taşkent - Istanbul Post
		Capital or Forbes Magazine
	13 September, Friday	Jansen AG event: Mr Doğan Taşkent will give a presentation in Oberriet
		TV Channel
Sponsorships	1 August, Wednesday	Swiss National Day
	November	Swiss Food & Culture Festival
Board Meetings	17 January, Wednesday	Mövenpick Hotel Istanbul
	11 March, Monday	Four Seasons Hotel Istanbul

Announcement

Ev sahipliğinde



Sponsorluğuyla



Destekleriyle



DAVETİYE

Seminer

Türkiye -İsviçre

Çifte Vergilendirmeyi Önleme Anlaşması



Tarih: Salı, 19 Mart 2013

Yer: Le Meridien Hotel Istanbul Etiler, Atölye 01

LCV: info@tr-ch.org

Katılımınızı en geç 15 Mart Cuma gününe kadar bildirmenizi rica ederiz.

Program

15:30 – 16:00 Kayıt

16:00 – 16:30 Açılış Konuşmaları

- İsviçre Başkonsolosu, Monika Schmutz Kırköz
- İsviçre Ticaret Odası Başkanı, Doğan Taşkent
- IATI ve Türk Havayolları Temsilcileri
- Çivi & Partners Hukuk Ofisi Temsilcisi

Katılım ücreti

Üyeler: 80.- TL

Üye olmayanlar: 150.- TL

AKBANK ORTAKLAR

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Kredi kart ile ödeme yapılabilir

16:30 – 18:00 Seminer

- **Moderatör: Dr. iur. Ali Çivi, Avukat, Çivi & Partners Hukuk Bürosu (İstanbul) ve İsviçre-Türkiye Araştırmalar Vakfı (İsviçre)**
“İsviçre-Türkiye ÇVA'nın Genel İlkeleri ve Anlaşmanın İsviçre Bankalarının Hesap Gizliliğine Etkileri”
- **İic. iur. Marco Albrecht, Avukat ve Vergi Uzmanı, Basel-İsviçre**
“İsviçre-Türkiye ÇVA'nın Türk Yatırımcılara Sunduğu Olanaklar ve İsviçre'de Şirket Kuruluşu”
- **Feridun Güngör, Ernst & Young Uluslararası Vergi Bölümü Lideri**
“İsviçre-Türkiye ÇVA'nın Türkiye'deki İsviçreli Firmalara Getirdiği Yenilikler”
- **Prof. Dr. Billur Yaltı, Koç Üniversitesi Hukuk Fakültesi Öğretim Üyesi**
“Türkiye'nin Çifte Vergilendirme Anlaşmaları Kapsamında İsviçre-Türkiye ÇVA”

18:00 – 18:15 Kahve molası

18:15 – 18:45 Soru-Yanıt

18:45 – 20:00 Kokteyl

Not: Konuşmacılarımız Türkçe ve İngilizce sunum yapacaktır. Çeviri hizmeti olmayacaktır.

Business News

Easing of visa rules for members of Swiss Chamber of Commerce in Turkey – Starting from March 1st, 2013

In order to encourage bilateral trade relations between Switzerland and Turkey, the Consulate General of Switzerland in Istanbul is pleased to announce measures that will ease the visa procedure for members of the Swiss Chamber of Commerce in Turkey. The new rules apply for Swiss Chamber of Commerce members (and employees of member companies) who travel on business to Switzerland and have already stayed at least once in the Schengen Area.

Starting from March 1st, 2013, Swiss Chamber of Commerce members have the following advantages when applying for a business visa at the Consulate General of Switzerland in Istanbul:

- Quick buildup of long term multiple entry visa
- Quick handling of the application (usually the passport can be collected the next working day)
- Fewer supporting documents needed

For further information about the application process, please kindly find the newly created leaflet below. When submitting a visa application, members need to provide a letter of recommendation from the Swiss Chamber of Commerce in Turkey. To obtain this letter, please contact: info@tr-ch.org

BUSINESS VISA – FOR MEMBERS OF SWISS CHAMBER OF COMMERCE IN TURKEY

Information sheet about the visa procedure for members of the Swiss Chamber of Commerce in Turkey travelling for business purposes to Switzerland.

This information is not valid for applicants travelling for the first time to one of the Schengen member states. If you are a first-time traveller, please refer to the regular Business Visa information sheet.

REQUIRED DOCUMENTS AND GENERAL CONDITIONS:

- ☐ Letter of recommendation (original) issued by the Swiss Chamber of Commerce in Turkey
- ☐ One application form duly completed: in German, French, Italian, or English; personally signed by the applicant
- ☐ Valid passport. Must be valid for at least three months beyond the planned stay, containing at least two empty pages and been issued within the previous ten years.
- ☐ One copy of the applicant's passport: pages 1–4; last page; all pages showing extension of validity; all pages with previously obtained visas
- ☐ Two recent and identical, biometric passport-size pictures
- ☐ Visa application fee: EUR 60.- (TRY equivalence)
- ☐ Original and one copy of a travel / health insurance; minimum coverage EUR 30'000.- valid for all Schengen states for the whole period of the intended stay. The insurance policy must cover the costs for repatriation in case of disease, urgent medical expenses and/or hospitalization.
- ☐ Employer/Employee: Official letter of the employer with letterhead containing personal data of the employee/self-employed person, duration and purpose of visit, who is paying for travel expenses; SGK insurance entry document and SGK "hizmet dökümü" income statement covering the last three months (or similar); company registration in the Turkish chamber of commerce (copy); bulletin of the trade register (copy)
- ☐ Invitation letter of the company or organization in Switzerland mentioning full name of the invited person, purpose of stay, duration of stay and number of entries required

The Consulate General of Switzerland reserves the right to request additional documents and/or to summon the applicant for an interview.

Business News

Government's focus and support on Turkish R&D and innovation started to make waves

More and more companies are reconsidering their R&D strategies, Teknoparks efficiency become an important issue. The SCCT starts to see establishment of 'subject specific' Teknoparks. Those expertise clusters will create specific excellence areas, bring in investments and help to bring independent and loosely operating small companies to one place to create synergies and accelerate their growth through know-how concentration.

With strong collaboration of OSEC, the Swiss Consulate General in Istanbul and Embassy in Ankara, the Swiss Chamber of Commerce supports innovation related activities in Turkey by bringing Swiss expertise from Switzerland. As we know Switzerland is considered and reported as the most innovative and competitive country in the world. (GII 2012, WCI 2012). In February, the SCCT has visited 9 Eylül University in Izmir. Prof. Dr. Kemal Baysal - Head of R&D Center, and Prof. Dr. Murat Özgören – Vice Rector has very warmly welcomed Mr Doğan Taşkent. It was decided to organize a joint workshop where professors from various Turkish and Swiss universities will meet in Izmir to define R&D projects on Life Sciences.

In addition, two very important visitors from Switzerland came to Ankara: Mr. Bernhard Beutler from Federal Office for Professional Education and Technology and Mr. Florin Müller from State Secretariat for Education, Research and Innovation of the Swiss Government. The group visited TUBITAK, TEPAV, ODTU Teknokent, Bilkent Cyberpark and TTGV. Positive feedback was received from each meeting. The groups are ready to collaborate with Switzerland on technology transfer.

There are many opportunities to do knowledge transfer between the countries. One of the easiest is to bring it to SME levels where a short term benefit can also be seen. Next to university level seminars and workshops, industrial gathering, SCCT plans to match with Turkish and Swiss SMEs and/or R&D institutions to accelerate their product innovation. The Chamber is open to offer its services to bridge the communities.

A piece of Switzerland in Turkey

Switzerland is famous for winter sports and delicious fondue. Fortunately, there is place in Turkey which offers these two things all at once.

Swiss Chamber of Commerce Director Eda Akalın Hoşceylan spent a week-end at Kartalkaya and visited Ursula Yazıcı, owner of the Swiss Restaurant at KAYA Palazzo Ski & Mountain Resort.



News from Switzerland

DOĞTAŞ®

The raising voice of Turkish furniture: DOĞTAŞ

Doğtaş, which completed its 40th year in Turkish furniture sector, continues to carry the quality and design of Turkish furniture to various parts of the world with its "Exclusive" stores.

Having its roots in Çanakkale, Biga, Doğtaş today has developed into an international brand and makes difference in furniture sector thanks to its wide product range and the uniquely designed products manufactured at international quality standards.

Having introduced many innovations to the sector with respect to quality and design, Doğtaş has also such system certificates as TS, ISO 9000, E-1 and registered its quality through the Turquality Certificate obtained in 2008.

Selected as the most favorite company of the furniture sector in 'Turkey's Most Favorite Companies Survey' held by Capital in 2011 and 2012, Doğtaş continues to grow with its export to 65 countries and more than 200 stores in Turkey and abroad currently.

Doğtaş, keeping on its growth across the world rapidly, displays its products that bring the quality and design of Turkish furniture forward in its "Exclusive" concept store opened in Lonay - Lausanne district of Switzerland with the entrepreneur attitude of Adnan Demir and Huseyin Karagülle. Nurdan Bayraktar Golder, the Consul Genral of Turkey in Geneva, visited Doğtaş Exclusive on January 23.

Doğtaş, drawing near step by step to its target as "100 stores abroad" by the end of 2014, will start to serve with new stores in different regions of Switzerland in the coming days.



Photo: Adnan Demir, Consul General of Turkey in Geneva Mrs Nurdan Bayraktar Golder and Hüseyin Karagülle (from left to right)

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