



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

e-Bulletin May 2013
Swiss Chamber of Commerce in Turkey



Interviews

Haydar Özkan	3
Irene Hiltbrunner & Ömer Faruk Albayrak	5
Ahmet Kutalmış Türkeş	6

Events

Founding Members	16
Luncheon & Biennial	17
Double Taxation	18
Welcome to HE Mr Walter Haffner	18

News

Members	10-14
Culture & Art	15
Swiss News	21
Latest Members	22

PLATINUM PATRONS



GOLDEN PATRONS



SILVER PATRONS



EVENT PATRONS





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



Editorial

Ambassador of Switzerland to Turkey

Walter Haffner

Merhaba!

I would like to thank the Swiss Chamber of Commerce for hosting me in this edition of its Newsletter. It is a great pleasure for me to reach the Swiss-Turkish business community for the first time in my early weeks in Turkey through your channel.

I am very glad to be back in yet another very dynamic Mediterranean country after my four-year tour of duty in Israel, which was followed by a short stay in Latvia, a country with cold winters and warm hearted people. Out of personal and professional interest, I have been observing Turkey, its culture, history, society, politics and – of course - its breath taking economic development, for quite some time. Now I am here, eager to learn more and, above all, to contribute to our bilateral relations.

As member of the G20 and as an important ally for NATO and Europe, Turkey is widely acknowledged to be a very important global and regional player. Politically, Turkey plays a key role in its neighborhood and in the whole region. Economically it is a very dynamic, fast growing and regionally expanding stakeholder. Culturally it is recognized as one of the cradles of civilization.

This year Turkey will celebrate the 90th anniversary of the Lausanne Treaty, one of the most important cornerstones in the establishment of the Turkish Republic. I am proud that my country contributed to the building of new Turkey and I trust that we will continue to use our strong ties to further enhance our relations and raise them to new levels.

Switzerland is eager to continue on the path of constructive dialogue and collaboration, strengthening the political, economic and cultural ties with Turkey. It is good to observe that the mutual confidence between the two countries has been deepening in recent years. There are an increasing number of contacts – including high level visits in both directions - between public officials and private sector representatives. Our bilateral political and economic relations stand on strong grounds.

With my Embassy in Ankara and the Consulate General in Istanbul, the network of our Honorary Consuls across Turkey, the new Antenna of Switzerland Global Enterprise (formerly OSEC) and the Swiss Chamber of Commerce in Turkey, we have excellent tools and an experienced and motivated staff to further improve the bilateral economic exchange and

knowledge transfer and to serve our customers in Switzerland and Turkey.

As Mark Twain said: *“Synergy is the bonus that is achieved when things work together harmoniously”*. I am happy to feel that we all have the right spirit and the necessary competence to achieve this goal.

From the day of our arrival, myself and my wife Tamar were very warmly greeted and received by everybody we met in Ankara and we truly enjoy the proverbial Turkish hospitality. We already feel at home here thanks to your warm welcome.

I look forward to meeting you soon on different occasions in different places and to work together with you in the coming years.

Warm regards,

Walter Haffner



“Quasar Istanbul offers you life in all its colors.”



Interview with...

Name: Haydar Özkan

Position title:
Chairman of Joint Venture
Viatrans-Meydanbey

Date of Birth:
16.09.1969

Place of Birth:
Ankara

Marital status:
Married, two daughters

University:
Hacettepe University (BA)
Yeditepe University (MBA)

Mr Özkan, before we talk about your exciting project, please tell us a little bit about your background.

I began my career in 1991, to be specialized in the fields of luxury property development, international partnerships, relations with major investment groups as well as international policy making, trade and transport facilitation.

Representing an international investment group since 2005, I have an active role in development and implementation of fundamental investment strategies in the Turkish real estate market, which represents a dynamic and sophisticated economy in the developing world.

As, Vice President of Viatrans Gayrimenkul Geliştirme, Kiralama ve Ticaret A.Ş., which was registered in 2008 as a 100% Swiss capital real estate development company in Turkey, and Chairman of Viatrans AS – Meydanbey Joint Venture which carries out a major mixed use project, Quasar Istanbul that has an investment value of more than CHF 500 million, I undertake to grow and manage our Quasar brand and its real estate development projects with the commitment and ultimate goal of creativity a very exciting

global brand for both Switzerland and Turkey in the real estate business, globally. I hold an MBA degree. I am married and have two daughters.

Can you briefly describe how the joint venture between Viatrans and Meydanbey came into existence?

Quasar is a brand of Viatrans AS, a 100% Swiss capital company registered in Turkey. Quasar Istanbul is developed by Viatrans AS - Meydanbey Joint Venture, which is 97% owned by Viatrans AS. JV has the right to develop and sell the project based on 50-50% sales revenue sharing model.

Your company has recently announced a new development in Istanbul, the Quasar Istanbul complex in the heart of Mecidiyeköy. What can we expect? What will it feature?

In Quasar Istanbul, the Viatrans AS-Meydanbey Joint Venture intends to offer a selected, well-known, new destination to Istanbul residents and visitors by accomplishing a multi-branded, multifunctional and mixed-use luxury real estate project located within Istanbul central trade region and which basically aims at

offering a privileged lifestyle to its members and its region, integral with surrounding urban texture, and respectful to history, culture and nature.

Quasar Istanbul, which is a mixed use project, consist of the Quasar Residences, the Fairmont Quasar Istanbul Hotel, the Fairmont Residences Quasar Istanbul, Fairmont Offices Quasar Istanbul, the old liqueur factory — which will be re-launched as a cultural, art, and fashion center, will be offering a one-of-a-kind experience in Istanbul. Under the project, the old liqueur factory, which was designed by the French architect Robert Mallet-Stevens in 1930 (the only structure designed by the architect outside of France), is going to be reconstructed while keeping its historical significance and architectural elements intact.

Quasar Istanbul, a project by architect Emre Arolat, will consist of the Fairmont Hotel and the residences section of the Quasar in two towers. The Quasar Residences, which will provide its residents with 5-star comfort, is being designed by Marcel Wanders, an interior designer who has earned a reputation for his extraordinary designs. The Dutch designer, who created a dream world to provide

Quasar's residents with exclusive privileges, will also be creating custom designs for them. What's more, the Quasar Residences will house private floor gardens also designed by Marcel Wanders that will cover a total area of 5,789 square meters. These will provide its residents with a unique combination of nature and luxury. Fairmont Hotels to open its first hotel in Turkey with Quasar Istanbul.

Fairmont Hotels & Resorts, a world-renowned 5-star luxury hotel and residence chain that operates 66 hotels in 20 countries around the world, is going to open its first hotel in Turkey with Quasar Istanbul. The new hotel, to be opened by Fairmont Hotels & Resorts at Quasar Istanbul, is going to have 210 rooms. The hotel chain, which is a newcomer to the Turkish market, has vast experience in residence management and a strong reputation as a global brand. This is first time the Fairmont brand will open offices anywhere in the world, offices that have been developed for those who want to enjoy the comfort and service of a 5-star hotel at their workplace. The Fairmont Hotel Tower will have the exclusive opportunity to have their home or offices designed and furnished by Wilson Associates. For years, Wilson Associates has been chosen by industry peers as most perfected for work in the field of hospitality design and is a thirty time winner of the prestigious international hotel and motel association's gold key award for excellence in hospitality.

Quasar Istanbul is centrally located in the Şişli region of Istanbul, situated in the heart of Istanbul's city centre, business district, and major shopping areas. It is considered one of the most prestigious and well-established locations in Istanbul, offering high-end luxuri-

ous hospitality services within proximity of financial services, medical and educational facilities.

In comparison to other residences and luxury retail stores in Istanbul, what will be the main difference that Quasar Istanbul will offer its guests?

Quasar Istanbul is a result that escapes the clichés of so-called luxury. It is about the pursuit of luxury beyond luxury. It is a reflection of the culture of excellence, which delivers the timelessness. Quasar Istanbul is a concentration on quality rather than quantity. It is about chasing a dream, not a standard. Quasar Istanbul is a form of tangible luxury enriched, deepened and completed with spiritual luxury. It presents you a tailor-made excellence in life, comfortable times with your loved ones and simply the happiness and love. Quasar Istanbul is waiting here for you with its 257 apartments, 58 offices, specially designed floor gardens, wine cellars of firebrick, personalized safe-deposit boxes, luxurious hotel and prestigious office spaces, its helicopter pad and many other Quasar privileges... The color of peace and quiet is green, and it becomes more beautiful when joined with the symbol of eternity that is blue. The symbol of passion, red, finds its real power in the purity and clarity that is white. Quasar Istanbul offers you life in all its colors and its treasured values lie not only in the environment but in social life, culture and fashion. This is most aptly represented in the DGNB certificate, one of the most prestigious sustainable green building certifications in the world. Quasar has everything to make you feel special and privileged when you go shopping. Everything that will offer you an exclusive and perfect life experience has been thought of at Quasar, and you will get more than you've ever ex-

pected faster than you've ever dreamed.

The old liquor factory will become a culture and arts center. Can you tell us more about that?

The ancient liqueur factory was commissioned by the Turkish government to Robert Mallet Stevens in 1930s as the first alcohol production facility in modern Turkey and today, is the only Mallet Stevens design built outside France. Robert Mallet Stevens is one of the most famous architects of France between two world wars. Liqueur Factory will host international art exhibition and fashion shows as well as provide an exclusive venue for a magic mix of high class business dinners, liqueur, haute couture and luxury shopping experience.

When it is scheduled to open?

Quasar Istanbul project will be finished in the end of 2015.

Do have other projects in the near future?

Our main objective is complete the Quasar Istanbul, which is first and precious project for our company. Quasar Istanbul is centrally located in the Şişli region of Istanbul, situated in the heart of Istanbul, business district, and major shopping areas. Our next projects will have the same location feature because there are 3 principles for great success in the real estate projects, location, location, and yet again the location.

Contact:

Haydar Özkan
info@viatrans.com.tr
 Tel: 0850 288 40 00



Success Story of...

Ömer Faruk Albayrak
(Managing Partner)

Irène Hiltbrunner
(Managing Partner)

Company:
SwissOffices Istanbul

Once upon a day....

Faruk Albayrak was managing an architecture and construction company until 2008. As he has always many ideas spinning in his mind, he was looking for synergies for his company and discovered the Business Center industry. He thought: "Well, I have just to find a partner with the necessary know how and willing to invest in Turkey."

Incidentally, he attended a conference given by Mr. Alpaslan Korkmaz who was at that time leading ISPAT (Investment Support and Promotion Agency of Turkey). At the end of the conference he met him and asked him whether he knew somebody working in the Business Center industry. Before working for ISPAT, Mr. Korkmaz was directing the Economic Promotion of Neuchâtel in Switzerland. Within his large network, he knew an entrepreneur who was owner of 3 Business Centers in Switzerland. So he gave Mr Faruk the entrepreneur's contact details... and a few hours later he already contacted:

Irène Hiltbrunner, a Swiss lady who was running real estate companies in Switzerland and in Spain, as well as 3 Business Centers in Switzerland. From her childhood she had a rebel character, realizing ideas which nobody would even imagine to realize. When she heard about a business opportunity in Istanbul, she began to dream of "Thousand and One Nights", Byzance, Constantinople, great cultures, where Europe and Asia meet...the city of 2 continents, Lokum and Pide, Topkapi and Yerebatan Sarayi...all ingredients for a spicy business. Irène took a plane and they met in Istanbul a few days later.

Faruk had already prepared a business plan, organized a limousine with driver, a map showing the best locations in the business areas where to set up a Business Center and during 2 days they journeyed through Istanbul, from one Plaza to the other, eating in Turkish restaurants at the Bosphorus, exchanging ideas and past experiences...talking and talking until morning hours as if they would know each other since many, many years. Actually they shared the same vision and the same values: Respect, Harmony, Sustainability, and Passion for Business. They decided to unite their competencies and experiences: SwissOffices Business Centers was founded in 2009 and started its activities at Maya Akar Center in Sisli with 23 serviced and equipped offices. In 2012 SwissOffices opened a new Center at Yapi Kredi Plaza in Levent with 33 serviced and equipped offices.

What is a SwissOffices Business Center?

The ideal place for companies in need of immediate equipped and serviced offices with meeting rooms, business and coffee lounges, multilingual staff executing the administrative work. SwissOffices Business Centers are fully furnished with modern furniture and state of the art IT and Telecommunications equipment that enables companies to move in and start working instantly.

What is a virtual office?

The ideal service for start-up companies and individuals working on an independent basis to run their business smoothly and professionally without the costs of a full-time physical office. Virtual Office gives companies opportunity to establish their presence in Istanbul with a phone number answered by a dedicated receptionist, prestigious business address and access to office and meeting room facilities.

Why SwissOffices?

Tic Tac , Tic Tac...this is how it works at SwissOffices: Best trained and committed multilingual staff members, dynamic management on site and available 24/7 for the clients, Swiss quality, Swiss Excellency, Swiss exactitude and Oriental hospitality in a wonderful 5-Star environment.

The story continues: SwissOffices is looking for new locations such as Ankara, Izmir and other Turkish cities, as well as in the Middle East: www.swissoffices.com



Memories from a Swiss Education

Name: Ahmet Kutalmış Türkes

Company:
Turkish Grand National Assembly- Deputy of Istanbul

School:
Webster University, Geneva
(1998 -1999)

I have studied Economics at Webster University in Geneva, between 1998 September and 1999 June. Despite it seems a short period of time, there has been a unique, effective experience for me both academically and socially.

Switzerland, especially Geneva is one of the most attractive and beautiful location among the other cities in Europe according to me. First of all, ultimate view and nature of lake Lemman beautifies the city. I used to visit nearest cities Lausanne and Montreux frequently and sometimes Lugano near the Italian border and the magnificent lake Como. We also used to ski in Gstaad when we had time with friends. Going for a walk and spending time in the old town of Geneva were one of my favorite activities.

The Webster University is an American Institute, which has campuses all over the world. We had four quarters in an academic year. This is a sort of academic calendar, which students get their courses for two months for each quarter. At the end of each quarter we had a break for one week. Due to this academic calendar, students were able to take more courses within a short time period.

I had the chance to meet and socialize with many international students from different nationalities. I had the opportunity to establish strong and wonderful friendships and had unforgettable moments in Geneva. To interact with many international cultures in the dream city Geneva was an absolute unique experience. This experience made us understand the world and world heritage, more im-

portantly, helped to observe common values, emotions and perspectives of the people from all over the world.

Universities in Switzerland have a common characteristic of having international academicians, students and researchers, which makes an efficient combination for a learning environment within the comfortable cities to accommodate. This is an adequate reason to be famous for Swiss education.



Photo: Webster University, Geneva Campus



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



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.

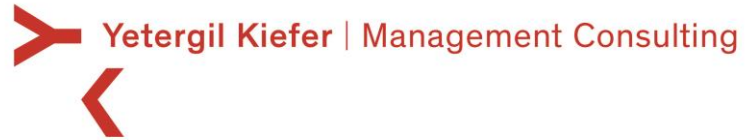
UNICEF raises funds through donations from individuals, organisations and companies.

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.

WE NEED YOU IN HELPING CHILDREN!

It is possible to give every child a good start in life. UNICEF can ensure that every child grows and develops to their full, human potential.

If you would like more information about UNICEF projects & fundraising opportunities please contact **Mrs Safer Taşkent** 0212 252 52 22 or mail to staskent@unicefturk.org so that UNICEF can come and visit you in your office.

**Special – Part 4**

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

Tough negotiators

The Turks are renowned for being good, hard-nosed negotiators. Negotiations with Turkish counterparts are tough and can go on for a long time, with new, unforeseen circumstances often cropping up as things proceed. This is another area where Western European business partners have to master the shift from being friendly, indirect and polite – something that may be easier for Germans than for the Swiss. You're doomed to failure if you embark on negotiations still in pleasant, polite mode. Negotiating is a passion for the Turks. Anything's possible, from outbursts of rage to warm embraces. It's important to stay calm and avoid jeopardising the relationship you've built up with a fit of bad temper. "Pazarlık", the dynamic haggling that goes on at the bazaar, may also be evident in business negotiations. One Swiss businessman I know says that "selling always means acting like you're at the bazaar." At the bazaar you name a price, the trader throws up his hands in mock disgust, claiming he'd have to close his stall if he sold for prices like that, and then names a higher price. After one or more rounds you walk away because you haven't been able to agree. The trader calls you back. Negotiations continue, and you finally agree on a price. But do you know when the price has reached the trader's pain threshold? It's when he gets grumpy and surly. If the trader's cheerful, maybe even throwing in something for free, you know you've definitely paid too much. Now back to our business negotiations. It really can have elements of bazaar-style wheeling and dealing. I know of a Swiss who was waiting for his flight back home after negotiations had been broken off when he got a phone call inviting him back to the table. After several more days, negotiations closed with a positive outcome.

Given Turkey's hierarchical business culture, it's important to know exactly who you're negotiating with. Does your counterpart have the same status as you and the necessary decision-making powers? You shouldn't commit yourself without knowing the position of the person who's actually making the decision.

Price

Price is an important component of negotiations. "Price is always the main problem when you're negotiating a contract." People will always expect a reduction in price, so your initial demand should leave room for negotiation. But you have to carefully assess how much of a reduction you should give. I know of one Turkish customer who broke off negotiations and left the table because his Swiss counterpart gave him too much of a discount in the first round. You can be fairly sure what was going through the Turk's mind: "We're doing business, not haggling at the bazaar." But not offering any discount at all can also lead to the breakdown of negotiations. You're expected to be accommodating without giving an unrealistic reduction. Remember that if you're selling Swiss quality and Swiss precision, it's certainly possible to justify higher prices with the argument that if you want Swiss quality, you have to pay for it. So in negotiations you should be careful not to start too low, and not act submissive.

Criteria for choosing a partner

If you're looking to expand your business in Turkey, set up your own distribution organisation or establish a joint venture, it's crucial to choose the right partner. Your partner should know something about the industry and be familiar with the local market and business mechanisms, and if required he should also be aware of how the relevant government bodies function. His position, presence and status in the marketplace are key. To get an idea of this, take a look at the distribution structures he has in place and his regional reach. If your partner doesn't have an adequate network or status, he may not be able to make sufficient inroads into the Turkish market. A frequent problem for Swiss companies with Turkish distribution partners is that they fail to make any real progress in terms of penetrating the market and harnessing the potential that exists. They may be able to sell to existing customers, but the customer base doesn't grow. Another important factor is whether the Turkish partner is motivated and interested in the foreign product you're offering him. Is the Swiss product only one of many products he sells? It's also important to choose a dynamic partner. In such a large market you need someone with the necessary punch and drive to survive and develop the business, rather than a lethargic sort who's too easily satisfied. The financial arrangements are also crucial to the partnership: the relationship will suffer if your Turkish partner has to settle for financial compensation that's too far below his expectations, and in the worst case he may end up setting up parallel structures and selling a competing product.

If the partnership goes further and you start manufacturing in Turkey, you may experience problems with the local management and communication style and the level of motivation among the workforce. You also have to keep an eye on the quality of production or the service delivered by your partner, as well as on technological competitiveness. For example if you're exporting machinery, you may find that components are having to be replaced more frequently because of a lack of know-how and maintenance. This is where training comes in. Project and team development, quality and risk management are also key ingredients.

I'd like to finish with a short quiz from the ZDF "Benimm Show" hosted by famous German TV personality Thomas Gottschalk (aired on 3 April 2004). Turkish friends invite you to their home. What should you avoid doing? Turning up in shorts, bringing flowers, admiring a vase on the mantelpiece, or asking your hostess where the toilet is? If you have problems answering these or any other questions, please don't hesitate to contact me. On this note I'd like to wish you successful and enjoyable business dealings in Turkey!



Dr. Devrim Yetergil Kiefer

Yetergil Kiefer | Management Consulting

info@yetergil-kiefer.ch

www.yetergil-kiefer.ch

News from Members



UNION BANCAIRE PRIVÉE

UNION BANCAIRE PRIVÉE, UBP SA

Specializing in wealth management for private and institutional clients, Union Bancaire Privée (UBP) is one of the largest and best-capitalized Swiss private banks. Commitment, passion and entrepreneurial spirit lie at the heart of the Bank's client relations and drive UBP to develop tailor-made, innovative investment solutions aimed at creating lasting value for its clients.

By serving a limited number of clients, UBP's private bankers develop long-term relationships, built on trust and discretion. Through this closeness, the Bank's relationship managers strive not only to respond to, but indeed to anticipate their clients' needs.

UBP provides its clients with insightful investment ideas in a rigorously transparent and unbiased manner. Moreover, close interaction between Private Banking and Investment Management enables private clients to access market-leading investment solutions and advice, often reserved for the institutional clientele.

UBP offers various management mandates and types of advice, adapted to each of its clients' specific requirements, objectives and risk profiles. Amongst those, UBP offers wealth and estate planning services that are put together, through a network of renowned partners, to cover all major events in clients' lives and those of their family.

UBP also sets itself apart by the quality of its investment teams, as well as by the reputation of its carefully-selected, third-party fund managers. Our products rank among the best investment tools on the market and many have regularly received awards from independent bodies.

With assets under management of USD 87 billion, a professional workforce of 1,300 and a presence in twenty locations worldwide, UBP combines global expertise with local know-how. Specific teams are responsible for specific geographical regions, enabling the Bank to optimize proximity and cultural sensitivity. The Bank's clients can thus choose their best-suited booking centers throughout the world and rely on local management teams.

A photograph of three professionals (two men and one woman) in business attire standing in a modern office setting with a glass facade. A green banner is overlaid at the top of the image with the text 'COMMITTED TO YOU' in white capital letters.

COMMITTED TO YOU

News from Members

Develioglu & Dag

Develioglu & Dag was founded by Mr. Halit Develioglu, Attorney at Law, in 1953. Today Mrs. Yonca Dag and Mr. Dr. Üner Dag, Attorneys at Law, managed the Law firm, which is located in Nisantasi, the commercial center of Istanbul.

Develioglu & Dag is a German-, English – and Turkish speaking Law Firm, which offers among Turkish clients mainly German, Swiss and Austrian companies legal consultancy and legal guidance. The main law sector includes Company Law, Banking and Finance Law, Capital Markets Law, Competition Law, Privation Law, Energy Law, Contract Law, Telecommunications Law, Intellectual Property Law, Tax Law, Transport Law, Labour and Social Securities Law, Insolvency and Bankruptcy Law, Law of Property, Law of Inheritance and Project Financing.

The legal service includes for example company formation of foreign companies in turkey, the investment of foreign companies in Turkish companies in Turkey, subscribing shares from Turkish companies, arrangement of the shareholders' meetings, modification of the articles of association or constitutions, enhancement or decrease of the share capital, arrangement of contracts or directives, commencement of actions and conduct of enforcement measures.

Mr. Dr. Uner Dag, Attorney at Law, studied at the University of Istanbul and got the Law Master's Degree in Private Law (LL.M). After that he obtained his doctorate at the Johann Wolfgang Goethe University in Frankfurt. Dr. Dag is also Associate Professor for Commercial Law at the Marmara University, Faculty of Business Administration in Istanbul.

Mrs. Yonca Dag, Attorney at Law, studied also at the University of Istanbul and worked for a few law companies in Germany in the past.

Our partner office in Düsseldorf is managed by Dr. Murat Ugur Aksoy, Attorney at Law, who also studied at the University of Istanbul. Dr. Aksoy obtained his doctorate at the Rheinische Friedrich-Wilhelms-University in Bonn and is licensed Attorney at Law in Istanbul and Düsseldorf. Furthermore he is Associate Professor for European Law at Yeditepe University, Faculty of Law in Istanbul.

Further Attorneys at Law are Mr. Cengiz Karanfil, who studied at the Dokuz Eylül University in Izmir and is licensed in Istanbul, Mr. Birtan Kamil, who studied at Bahcesehir University in Istanbul and worked as Apprentice to Law at Postacioglu Law Firm in Istanbul, Mrs. Sebnem Baydar Kara, who studied at Westfaelische-Wilhelmsuniversitatet in Münster, Germany and carried out her traineeship (Apprentice to Law) in Dortmund and Istanbul; Mrs. Sule Arslan, Apprentice to Law, who studied at the University of Istanbul and Mrs. Ahu Özgey, who is the Assistant of the office.

Develioglu & Dag also collaborates for many years on various projects with Hövel & Partner in Frankfurt, Aksoy & Partner in Düsseldorf, Mösch & Partner in Munich, Frey & Partner in Zurich and Gruber & Partner in Vienna.

As well as being catalogued in "The German Speaking Attorneys List" by the German Consulate General Istanbul, Develioglu & Dag also is a member of the Turkish-German Chamber of Commerce.



News from Members



Hergüner Bilgen Özeke Attorney Partnership

Founded in 1989, Hergüner is a full service law firm in Turkey with major international clientele, with its head office in Istanbul, together with its other working premises in Ankara and İzmir. We draw upon the individual domestic and international experience of our professional staff, specializing in three main practice groups: Finance & Projects, Corporate, and Dispute Resolution.

Our Corporate group brings together attorneys who are skilled and experienced in both transactional and non-transactional work, covering the full spectrum of industrial sectors, providing advice on the daily corporate needs of companies in Turkey, which includes drafting board resolutions, holding general assemblies and obtaining various licenses and permits, as well as drafting all types of contracts. In addition, Hergüner advises on various consumer law issues across a wide range of sectors, from labeling to data protection.

Hergüner is well-known both locally and internationally for its expertise in mergers and acquisitions. Since 2000, the Firm has been involved in the majority of significant deals in Turkey, encompassing a broad range of undertakings, including transactions for listed companies, sales of minority or majority stakes in listed and privately held companies, sales through competitive multi-party processes, enforcement/privatization sales by public authorities and asset sales, as well as mergers and spin-off transactions in almost every major economic sector, including regulated industries.

Our Finance & Projects team has been the local legal counsel for numerous multinational financial institutions and banks in connection with banking and finance transactions in Turkey, which represents one of the firm's core practice areas. In recent years, the firm has also acted as either as sole legal counsel or co-counsel, for a number of leading finance corporations in connection with their multi-billion dollar financing projects. In the area of energy and project financing, Hergüner is among Turkey's leading law firms in terms of deals completed, and was instrumental in the evolution of the energy industry from its earliest days of liberalization in the early 1990's, representing various local and international companies. Hergüner has also rendered legal advice in connection with a number of significant greenfield investments in the banking and finance industry.

The Firm advises various BOT, BO and TOR companies, as well as new entrants, in the electricity market, and has exclusive experience in every phase of power plant development.

Hergüner has been heavily involved in providing legal assistance in numerous renewable energy related projects, and has extensive experience in the distribution of utility services and infrastructure projects, such as bridges, roads, ports, and airports.

The Dispute Resolution group includes experienced civil and criminal litigators with backgrounds in a wide range of areas, including white collar crime, intellectual property and administrative law, as well as international arbitration. The group has an experienced litigation and arbitration team, and represents a number of Turkish and international companies in various legal actions involving all kinds of commercial disputes, collection of receivables, debt restructuring, real estate and execution procedures.

Having represented several banks, the Firm has a confident team of lawyers experienced in disputes arising from banking transactions. The Firm's lawyers have also handled numerous lawsuits concerning employment contracts and several claims filed by labor unions, and have attended negotiations regarding collective bargaining.

Our team is currently comprised of approximately 90 fee earners, most of whom have completed their education abroad, and approximately 45 support personnel, making it one of the largest law firms in Turkey. Our members have diverse professional backgrounds, including lawyers with international practice experience, and former experts of various regulatory authorities, such as the Competition Board and are capable in providing services in English, French, German and Chinese.

News from Members



AMAC AEROSPACE TURKEY A.Ş.

AMAC Aerospace was founded in Basel, Switzerland in 2007 on sound aviation knowledge, experience and expertise. Since our founding, we've been working hard to become the world's leading providers of private, VIP and corporate aviation services.

AMAC's three state-of-the-art hangars stationed in the heart of Europe at Switzerland's EuroAirport Basel-Mulhouse comfortably accommodate multiple narrow and wide-body aircraft, Boeing B747s, B787s, Airbus A330s and an Airbus A380 as well as smaller business jets of every type. AMAC boasts an overall hangar floor footprint of 21,200m² and workshop space totalling 5,300m².

AMAC offers corporate and private aircraft maintenance (MRO) and refurbishment and completion services, as well as aircraft management and charter operations on a wide range of jets from Gulfstreams to Boeing 777s, Airbus 330/340s. AMAC is structured to expertly address your every maintenance need from heavy maintenance checks and inspections to aircraft on ground (AOG), modifications to major overhauls, avionics repairs to installations and upgrades.

Up to now, AMAC delivered VVIP completion projects of A320, A319CJ and B777-200 as well as several refurbishment and maintenance projects on business jets and narrow/wide-body aircraft and are currently undergoing completion projects on an A319CJ, B777-300 and a B747-8i. Today AMAC Aerospace hires more than 550 employees including design, production and maintenance engineers, technicians, experts and consultancy to address any of your aviation requirements.

AMAC Aerospace is also proud to be the exclusive Middle East Sales Distributor of the Pilatus PC12-NG. Pilatus PC-12NG airplane is a very diverse aircraft which operates on a single turboprop turbine engine, with a seating plan for 6 & 8 passengers VIP with a cargo hold at the aft of the aircraft. The versatility of this aircraft make it the strongest reason for acquisition as it has multi terrain landing capabilities (short take-off and landings on unqualified fields), the cheapest operating costs versus other turboprop and jet aircraft, easy parts for maintenance or replacements, largest cabin of its class versus its direct competition, and can be operated using VFR instead of IFR. Also the PC-12 is able to achieve a maximum 2500 km range at 6 pax VIP configuration. In addition to the VIP version, the PC-12 is very successful option for various missions like Air Taxi, Air Ambulance, Intelligence / Surveillance / Reconnaissance (ISR) and very reliable aircraft as Cargo version, all with low cost operation.

AMAC Aerospace Turkey has been founded in the Istanbul Ataturk Airport to support Pilatus PC-12 maintenance in Turkey and Middle East area as Pilatus Authorized Service Center. AMAC Turkey has a 1500 m² hangar space with generous office and shop areas and is fully operational under the European Union EASA Part-145 and the Turkish Civil Aviation Authority SHY-145 approval as of April 2013. The available Core Aviation Services of AMAC Turkey include line and base maintenance; defect rectification & AOG Support; accomplishment of airworthiness reviews and certificates; AD/SB assessment; development of maintenance and reliability programmes; planning of scheduled maintenance activities; management of modification and repairs; out-sourced engineering tasks and services and pre-buy inspections. AMAC Turkey is currently evaluating other jet types to expand its current service range and capability list by the end of 2013.

Whether you're an individual aircraft owner or a corporation with simultaneous global demands, as AMAC Aerospace, we're committed to meeting your aviation needs worldwide with the devotion to the pursuit of "excellence in business aviation".

AMAC Aerospace Switzerland AG

Henric Petri-Strasse 35
4051 Basel, Switzerland
Tel +41 58 310 31 31
Fax +41 58 310 31 35
info@amacaerospace.com

AMAC Aerospace Turkey A.Ş.

Dünya Ticaret Merkezi, A2 Blok, Kat: 11, No:352
34149 Yeşilköy/İstanbul
Tel +90 212 463 03 00
Fax +90 212 465 82 82
info-turkey@amacaerospace.com



For more information please visit the website: www.amacaerospace.com

News from Members



Nurdeniz Tuncer Law Firm

The Nurdeniz Tuncer Law Firm is a private legal consultancy operating in Kadıköy on the Anatolian side and Beşiktaş on the European side of Istanbul. The firm was founded by Nurdeniz Tuncer who has been working as a private practicing attorney in Istanbul since 2004. Nurdeniz graduated from the Istanbul University Faculty of Law in 2001 and has received various certificates in the US.

Our firm specializes in commercial and financial law and services. Our assistance is available 24/7 in English and Turkish. No matter what the time zone difference is, or where you are in the world, you can rest assured that you will be able to get prompt service from our team when you need it. Here at the Nurdeniz Tuncer Law Firm we help foreign and Turkish clients navigate the legal and financial proceedings of Turkey without frustrating confusion or uncertainty. We are prepared to represent and serve a variety of clients in financial consulting and commercial and contract law.

The team here at the Nurdeniz Tuncer Law Firm is ready to assist you in any financial proceedings you will be concerned with in the future or are currently involved in. We can help you expand your business into Turkey, sell your company, or deal with Turkey's tax law. We have a great deal of experience in financial consulting, and can assist you in mergers, acquisitions, financing, project finance, stock offerings, loans and lending, and any other local or cross-border financial transactions.

In addition to these financial consulting services we can help you deal with any other legal issues or business needs related to your industry locally and internationally, and are able to give counsel in construction, real estate, customs, energy law, Organized Industry Zones legislation, intellectual property law, dispute resolution, privatizations, unfair competition and antitrust actions, and other areas of commercial law.

We are equally comfortable with domestic and international proceedings. Whether you are a large company or an individual we can help you be successful here in Turkey and we want to represent you. We offer an unprecedented level of personal support and attention, with our firm you can sleep easy knowing that we are working for you and are available for any questions or concerns you have.

Culture & Art

“Hotel de Rive” at International Puppet Festival in Istanbul

Puppet, marionette and shadow theatre was big in Ottoman times, but is rarely performed today. This festival is an opportunity to witness this almost forgotten art, with around a dozen shows by Turkish and international companies at the Kenter Theatre and various other venues. Most plays are silent and suitable for children and adults.

Istanbul will host puppet theater companies from 15 countries from May 8-19 as it marks the 16th edition of its annual international puppetry festival.

With well-known Turkish shadow theater artist Cengiz Özek as its artistic director, the Istanbul International Puppet Festival will feature a rich program covering both modern and traditional puppetry techniques and ranging in style from marionettes to shadow theater plays, the Anatolia news agency reported on Thursday.

Companies from the United Kingdom, Spain, Italy, Mexico, Bulgaria, the Czech Republic, the Netherlands and Greece will present around 30 performances throughout the festival, which will mark its opening with a gala performance of a **German-French-Swiss co-production called “Hotel de Rive” on May 10** at the French Cultural Center in Taksim.

“Hotel de Rive” is a coproduction between Figuren Theater Tübingen, compagnie Bagages de sable and Theater Stadelhofen Zürich. The production is inspired by Giacometti's sculptures, drawings and texts to create a visual poem on its own. His work is the starting point, like trails, which leads to a new place. An invisible place appears where visual and performing arts unite with literature.





Luncheon to honor SCCT Founding Members and former Presidents & IKSU Istanbul Biennial presentation

Date: 11th March, 2013

Location: Four Seasons Hotel, Beşiktaş



The SCCT was founded in 1984 and has developed into one of the key players for the improvement of commercial relations between Switzerland and Turkey. To celebrate the 29th year of our establishment, the SCCT organized a prestigious luncheon honoring Founding Members and Former Presidents.

Guest speaker Bige Örer presented the IKSU Istanbul Biennial and its two Swiss Artists participating.

The event was sponsored by IWC Schaffhausen, which exhibited the arts of commerce, expression and finest Swiss watchmaking.

SCCT Founding Members: Mehmet Adakan, Mehmet Evren Artam, Dr. Kamuran Atakan, Bülent Eczacıbaşı, Hans-Peter Minder, Dr. Edgar Poffet, Karaca Taşkent, Temiz Üstün, Reşat Zincirkıran

SCCT Presidents: Dr. Edgar Poffet, Ertuğrul Hataylı, Raymond Bilger, Vedat Kirişçi, Ümit Özeflatun



Double Taxation Seminar & Cocktail Reception

Date: 19th March, 2013

Location: Le Meridien Hotel, Etiler



The SCCT organised a seminar about the Double Taxation Agreement between Turkey and Switzerland on March 19 at Le Meridien Hotel in Etiler. Round 80 people came to listen to the distinguished speakers **Dr. iur. Ali Çivi**, **Feridun Güngör (Ernst & Young)**, **Prof. Dr. Billur Yaltı (Koç University)** and **Marco Albrecht (Albrecht & Riedo Law Firm)**.

The event was sponsored by **IATI**, **Turkish Airlines** and **Novartis** and was supported by **Çivi & Partners Law Firm**. After informative presentations and a discussion part, the guests had excellent networking opportunities at the cocktail reception on the roof of the hotel.



Cocktail Reception to welcome H.E. Mr. Walter Haffner and Mrs. Tamar Almagor Haffner

Date: 16th April, 2013

Location: Swiss Residence, Levent

Consul General of Switzerland Mrs. Monika Schmutz Kirgöz and Mr. Yıldırım Kirgöz invited distinguished guests and friends to their residence to celebrate the arrival of the newly appointed Ambassador of Switzerland Mr Walter Haffner and his lovely wife Mrs. Tamar Almagor Haffner.

After a very warm welcome speech of the Consul General, Ambassador Haffner addressed a few words to the guests, expressing his happiness to get to know the Swiss-Turkish Community in Istanbul.

The evening was spiced up by an overly delicious catering by Mövenpick Hotel Istanbul.



Event Calendar 2013

Month	Date	Subject	Type
January	11 January, Friday	Dünya Gazetesi, Double Taxation Interview	Speeches & Interviews
	25 January, Friday	Köksal Attorney Partnership Seminar: "Impacts of amendments made in labour safety and union legislation over business life" & New Year Cocktail Reception	Business Seminars
	31 January, Wednesday	Mr Taşkent and Mr Yıldırım visited 9 Eylül University, Technopark Meeting in İzmir	Official Visits
February	11 February, Monday	YASED, Eda Akalın Hoşceylan and Mehmet Yıldırım	Official Visits
	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	Official Visits
	14 February, Thursday	ITO, Eda Akalın Hoşceylan and Mehmet Yıldırım	Official Visits
	20 February, Wednesday	ISO visit, Eda Akalın Hoşceylan and Mehmet Yıldırım	Official Visits
March	11 March, Monday	Project Presentation - Bienal IKSU & Luncheon for the Founding Members & Former Presidents, Four Seasons Bosphorus Hotel	Cultural Event
	19 March, Tuesday	Double Taxation Agreement CH-TR, Le Meridien Hotel	Swiss Expertise Series
April		TUSKON, TÜSİAD, MÜSİAD visits	Official Visits
May	14 May, Tuesday	Letter of Credits & Export Credits with ZKB and İşbankası	Swiss Expertise Series
	not confirmed	Wine Tasting at Mövenpick Hotel	Social Event
June	not confirmed	Event with Viatrans A.Ş.	Social Event
	not confirmed	Vocational Learning - University - Startup	Swiss Innovation Series
	not confirmed	Swiss Arbitration Seminar and Cocktail	Swiss Expertise Series
	not confirmed	Swiss Artists, Cocktail Reception	Cultural Event
August	1 August, Wednesday	Swiss National Day	Sponsorship
September	14 September, Saturday	Opening Istanbul Biennial	Social Event
	13 September, Friday	Jansen AG event: Mr Doğan Taşkent will give a presentation in Oberriet	Speeches & Interviews
	not confirmed	Wine Tasting at Mövenpick Hotel	Social Event
	not confirmed	Capital or Forbes Magazine	Speeches & Interviews
October	not confirmed	Köksal Attorney Partnership Seminar	Business Seminars
	not confirmed	TV Channel	Speeches & Interviews
November	November	Swiss Food & Culture Festival	Sponsorship
	not confirmed	Government & University & Funding	Swiss Innovation Series
	not confirmed	Innovative Solutions for Construction Sector	Swiss Expertise Series
	17 November, Sunday	Eurasiamarathon	Social Event
December	not confirmed	Luncheon with UBS	Swiss Expertise Series
	not confirmed	9th Swiss Turkish Economic Forum	Forum
	not confirmed	End of the Year Cocktail Reception	Social Event

Announcement

Book Launch YAŞAM GERÇEKLERİ written by Ahmet Sarıdereli – SARTRADE TİCARET SANAYİ VE TURİZM A.Ş.

"Dear Readers,

Subject book indicating plainly my biography and all good and bad cases I had to face and the way of my personal efforts to solve all critical cases in the way to satisfy all concerned.

This book also indicates during my childhood by hearing daily difficulties of my family to study and to choose best way and subject to earn money to help my family.

Therefore reading parties of my subject book they can see and evaluate each case I had to face and the way of my solving which resulted my success in my all social and business life.

Accordingly it is a good training for reading parties and teach them the way of solving of any difficult position they may face also to discover the way to success in their social and business life.

Therefore there are also my rules as a key for successions of readers.

That's why I'm strongly recommending all concern to read my book carefully and deeply study the nature of difficulties and most serious cases I had to face and the way of my thinking to solve each in the best way.

Please kindly be advised." **Ahmet Sarıdereli**



News from Switzerland

Five Swiss companies among global top 250

Swiss food and drinks multinational Nestlé is the fourth-largest consumer products company in the world, according to a report by professional services firm Deloitte.

Four other Swiss companies – Richemont (74), Swatch (104), Rolex (153) and Emmi (246) – appeared in the sixth annual “Global Powers of Consumer Products”, which identifies the 250 largest consumer products companies. For the first time, the top three spots were filled by companies from the electronic products sector. For the fifth consecutive year, Samsung retained its number one position, followed by Apple, which has climbed 21 spots in five years to rank second. Panasonic remained third. According to the latest report, published on Wednesday, the world’s 250 largest such companies grew by seven per cent in the fiscal year 2011 despite global economic uncertainty, with total sales exceeding \$3 trillion (CHF2.8 trillion), up from \$2.82 trillion in 2010. Additionally, the report found that the ten largest consumer products companies reported combined sales of \$846 billion.

“The global economy has witnessed several challenges including inflation, the euro crisis and natural disasters. Healthy consumer product sales are an indicator that growth in many developing economies is more than offsetting adverse conditions in many developed economies,” said Howard da Silva, head of consumer business for Deloitte in Switzerland. “For the coming years, this means the industry should see some continued growth, but disproportionately coming from developing markets.”

Source: swissinfo.ch

Switzerland Global Enterprise — Osec’s new brand presence

Osec will appear exclusively under the brand Switzerland Global Enterprise from now on. The new brand name is designed to convey performance and purpose to customers with even greater effectiveness via a uniform, self-explanatory presence. Further aims of the new brand are to make better use of the synergies between the various government mandates and to combine strengths and save costs by means of one common umbrella brand. The new presence was presented for the first time at this year’s Forum for Swiss Foreign Trade and Investment.

Up till now, the three mandates of export promotion, import promotion and promoting Switzerland as a business location, which Osec was commissioned with by the Swiss government, have been provided under several brands. These brands, which previously operated on their own, are now unified under the umbrella brand Switzerland Global Enterprise, which enables a uniform, clear perception. Unifying the presence of Osec, SIPPO and Switzerland Trade & Investment Promotion at home and abroad under the new brand name Switzerland Global Enterprise further enhances the positioning and profiling of Switzerland as a business location, Swiss companies and the enterprise itself. Daniel Küng, CEO of Osec, says of the new presence:

«Implementing the new brand is a necessary and wise investment in promoting internationalization. A uniform umbrella brand also enables improved synergies between the individual mandates of Swiss foreign trade promotion, as well as saving on costs. A further advantage is that the new brand is self-explanatory, which was not the case with the single brands used up till now.»

Source: ge-switzerland.com

Latest Members

AMAC AEROSPACE TURKEY

Contact: Atilla Güney
Address: Istanbul Dünya Ticaret Merkezi, A2 Blok KAT 11 No 352, 34149
Yesilköy/ Bakirköy / İSTANBUL
Tel: 0212 463 0300
Fax: 0212 465 8282
Sector: Aviation
Web: <http://www.amacaerospace.com>

AMAC AEROSPACE

BARRY CALLEBAUT TURKEY

Contact: Ali Serdar Tülek
Address: Havaalani Kavsagi EGS Park Bloklari B1 Blok No 341 TR-34149 Yesilköy
/ İSTANBUL
Tel: 0212 465 76 35
Fax: 0212 465 76 30
Sector: Food Cooperations
Web: <http://www.barry-callebaut.com>

BARRY CALLEBAUT

FUCHS KİMYEVİ MAD. İÇ VE DIŞ TİC. VE MÜM. LTD.ŞTİ.

Contact: Oskar Fuchs
Address: Salih Tozan Sokak Yavuz Apt.no:7- 3 Gayrettepe/İSTANBUL
Tel: 00 90 212 356 81 54
Fax: 00 90 212 217 34 47
Sector: Chemicals
Web: <http://www.fuchs.com.tr>

fuchs

ISE GROUP

Contact: Gökyar Karşit
Address: Rumeli Cad. No: 78/7 Nişantaşı 34363 İstanbul / Türkiye
Tel: +90 212 343 20 58
Fax: +90 212 343 20 59
Sector: Education
Web: <http://www.iseworld.org/>

iseWORLD international
student exchange
programs

KOKLU LAW FIRM

Contact: Başak Köklü Hellmüller
Address: Mansuroğlu Mah. Ege Sun Plaza No 1 B Blok
Kat 5 Daire 545 Bayraklı /İZMİR
Tel: 0232 462 33 73
Fax: 0232 462 33 73
Sector: Law Companies
Web: <http://www.koklulaw.com>

KÖKLÜ
LAW OFFICE

Latest Members

NOTUS PORTFÖY YÖNETİMİ A.Ş.

Contact: Naim Koçer
Address: Astoria Kempinski Residence, Büyükdere Cad. No 127 B 1306, 34394 Sisli / İSTANBUL
Tel: 0212 215 22 78
Fax: 0212 215 22 94
Sector: Consultancy Services
Web: <http://www.notuspy.com>



NURDENİZ TUNÇER HUKUK BÜROSU

Contact: Nurdeniz Tunçer
Address: Rihtim Cad. Rasimpasa Mah. Nemlizade Sok. Karakuyu Apt. K: 3 D: 7 Kadıköy / İSTANBUL
Tel: +90 (216) 450 56 27
Fax: +90 (216) 348 15 15
Sector: Law Companies
Web: <http://www.nurdeniztuncer.av.tr>



SKALA DENETİM

Contact: Tugba Aytoglu
Address: Büyükdere Caddesi Gazi Güçnar Sok. Uygur Apt No:102/5 34002 Besiktas / İSTANBUL
Tel: +90 (212)2881944
Fax: +90 (212)2732643
Sector: Consultancy Services
Web: <http://www.skaladenetim.com>



ZÜRİCH SİGORTA A.Ş.

Contact: Yılmaz Yıldız
Address: Meclis-i Mebusan Cad. 47/6, 34427 Fındıklı / İSTANBUL
Tel: +90 212 393 16 00
Sector: Insurance
Web: <http://www.zurichsigorta.com.tr>

