



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

e-Bulletin July 2013
Swiss Chamber of Commerce in Turkey



Interviews

Alexander Vyanos & René Kirchhofer	3
Gül Yanık	5

Events

Swiss Expertise Series	12
SGE Office Opening	13
State Secretary's visit	14
GÜLOR Wine Tasting	15
SCCT Summer Cocktail	16

News

Members	7-10
Culture & Art	11
Swiss News	18
Latest Members	19

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

President of SwissCham

Dr. iur. Urs Lustenberger

Dear Readers,

I am delighted to have been given the opportunity to write this editorial. As the President of the SwissCham I have the duty to further the economic ties between Switzerland and all other countries, to encourage the strengthening of contacts with foreign counterparts on any level and to promote the interest of member organizations like the Swiss Chamber of Commerce in Turkey.

With its incredible economic development of the past decade Turkey has positioned itself as one of the promising regions of current and future economic growth. I may not have to do anything to promote the interest of your organization or the interest of economic ties with Switzerland because Turkey has done it already and so convincingly that my words might not be needed anymore.

At all times Turkey was at one of the most important geographic crossroads of the world where the so-called East meets the West. Not surprisingly it has been the place of many battles for the riches of this world. The unique strategic position was sometimes a blessing and sometimes a curse for the region. Looking at the

most recent development, however, the position is becoming more and more of a blessing and Turkey's economy has found ways to prosper and grow at a speed seldom seen in the West. The steady increase of the GDP even during the past economic crisis fosters expectations of a continuing increase of the purchasing power. Gold-man Sachs sees Turkey as part of the "next Eleven".

The newest statistics (2011) reveal Swiss direct investments totaling CHF 2.5 billion and 600 Swiss Companies with residence in Turkey. Switzerland Global Enterprise (formerly known as Osec) took this development as reason to incorporate a new Swiss Business Hub in Istanbul this May to support small and medium enterprises in gaining access to the Turkish market.

The unique history and development of Turkey elates Switzerland. The early diplomatic work of the Swiss Government including the Lausanne Treaty, the Treaty of Montreux and not to be forgotten the adoption of the Swiss Civil Code with hardly any amendments has laid the foundation for the nowadays lived close relationship between the two states.

One of the strengths of Turkey, its high number of people below the age of 25 years, might have to take the blame for some of the negative headlines going around the world these days. These difficulties might just be another sign of the growing prosperity and its spread within the civil society that had beset almost any country with similar adjustment pains here and there.

I am convinced, however, that these pains will be overcome and that the prosperity of Turkey will not be affected by them in the long run. In closing, I wish that the parties to the current conflicts will find a peaceful way forward that will eventually form the bedrock of a vibrant and creative civil society benefitting economic growth and prosperity.

Warm Regards,

Dr. iur. Urs Lustenberger



Interview with...

Mr. Alexander Vayanos &

Mr. René Kirchhofer

Photo: left to right

René Kirchhofer, Sales Trade and Export Finance at Zürcher Kantonalbank

Claude Lauper, Head of Banks Emerging Markets at Zürcher Kantonalbank

Daniel Schär, Head of Financial Institutions Emerging Markets at Zürcher Kantonalbank

Alexander Vayanos, Regional Manager Turkey, Middle East and Africa at Zürcher Kantonalbank

René and Alex, please tell us more about your bank and its history

Zürcher Kantonalbank (ZKB) was established in Zurich in 1870 and had - similar to a number of Turkish banks - the mandate to support the development of the local industry and provide financial services to the population of the Canton of Zurich (a Canton is similar to a state). This man-date is still valid until today and has created a special connection between many small and medium-sized enterprises active in the greater area of Zurich and our institution.

Although times have changed since the days ZKB was founded, its original mandate is still valid until today and is one of the reasons why ZKB has a special connection to many small and medium-sized enterprises active in the greater area of Zurich. But of course, ZKB has expanded its customer reach and today, almost every of the large corporates in Switzerland banks with ZKB as well.

With total assets of over USD 164 bn, ZKB has become today the third largest bank in Switzerland. We are proud that the Bank has recently been rated by Global Finance as the third safest bank in the world and the safest universal bank in the world. Since we have been owned since our establishment by the Canton of Zurich, we have also been enjoying since then its full guarantee.

The main business fields of ZKB are commercial and retail banking, which it conducts through its network of 99 branches throughout the Canton of Zurich. In order to support our customers exporting to countries all over the world, we have currently four representative offices outside Switzerland, namely in Singapore, China, India and Brazil. In addition, ZKB can be proud of a widespread network of partner banks in many countries all over the globe, with which it is in contact to support our customers exporting Swiss quality products to almost every corner of this world.

Since when is ZKB active in Turkey and what are your activities in Turkey?

In fact, Turkey was the first "international" market for ZKB. Already in the early 70's, ZKB has been doing trade and export finance business with the Turkish banks. The reason for this was that ZKB was supporting its Swiss customers exporting mainly textile machinery to Turkey at that time.

Over the years, ZKB has substantially expanded its network of partners in Turkey to include almost all important Turkish banks in order to support our customers in their export activities to Turkey. In fact, Turkey has become one of the most important markets for ZKB, and we look forward to grow our business with Turkey further, with a focus on our core business in the international business activities, which is the trade and export finance. In addition to this, our activities with Turkish banks include Swiss Franc payments and selected treasury operations.

What is your impression on Turkey and the Turkish market?

Historically, Turkey and especially Istanbul have always been at the crossroads of the continents from East to West, from North to South. The country has always dealt with people from all over the world and this is one of their strengths till today and makes Turkish business people so successful.

If we talk about the Turkish banking market, and this is where we have most of our experience, then we agree that the Turkish Banking System and the Turkish banks are not only very professional and technically advanced, but also extremely business and solution oriented. Whilst in many countries, you only read that the customer is the center of your attention, we are of the opinion that in Turkey, this is really the case!

Last but not least we have always been very welcomed by Turkish people and this made us feel at home right from the beginning. When visiting Turkey, we never felt being on a business trip, but rather coming together with friends and family.

What is the biggest challenge ZKB is facing in Turkey?

Turkey is a very attractive market for a lot of banks, and we can clearly see that its importance will increase in the coming years. The competition for us is getting tougher especially as some banks are

focusing again more on traditional commercial banking business including trade and export finance, which is actually something ZKB has always been doing.

Our challenge for the future is to remain an important partner for the Turkish banks and to maintain - despite the fierce competition - the excellent relations with the Turkish Financial Institutions, which we are enjoying now.

Do you intent to establish a presence in Turkey?

For the time being, we are in a position to cover the relations with Financial Institutions in Turkey and the neighboring countries out of our Head Office in Zurich. However, Istanbul is becoming in our opinion more and more a business and banking hub not only for neighboring countries of Turkey, but for countries from Eastern Europe, Central Asia, Middle East and (North) Africa as well. Currently, we have no plans to open an office in Istanbul; however, we are following the developments closely.

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

We are one of the recent members of SCCT and are very happy that we have joined this very important Chamber. As ZKB, and on a personal level, we very much appreciate the extremely professional approach of the SCCT team and their support in organizing events with us and for us.

We very much value their excellent network opportunities in the market and to potential business partners, and therefore, we have decided to become a silver sponsor.

René Kirchhofer, born 1956 is the Head of Export Finance business at ZKB. He joined ZKB 1996 and is promoting ZKB's trade and export finance capabilities to the Swiss machinery exporters.

Alexander Vayanos, born 1965, is the Regional Manager at ZKB in charge of Turkey, Middle East and Africa. He joined ZKB 2008 and his main market is Turkey.

Both gentlemen combine 30 years of experience in doing business with Turkey and would not want to miss any moment of it.



Memories from a Swiss Education

Name: Gül Yanık

Company:
Gül Yanık Law Firm

School:
Université de Lausanne
(2010 -2012)

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

I studied in Switzerland between January 2010 and January 2012. First I did my LL.M on "International and European Commercial and Economic Law" and then I studied French language. I also worked in a Law firm for a summer.

Do you have any special memories?

Those two years in my life are full of memories. Two birthdays, a graduation, two Montreux Jazz Festivals, concerts and many moments which make me smile when I remember.

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

The best part of being in Lausanne was to be in a multicultural city. In subway, it is possible to hear all the languages. The best part living in Lausanne is to be by the Lake Geneva. With its stunning view one can feel like in heaven. Being in a city where you don't know anyone is difficult at the beginning. With all paperwork and application to permits, frankly speaking, the commune and the universities helped a lot.

Another benefit to be in Lausanne is being in the centre of Europe. It is easy to travel, so that it is possible to see even the small villages anywhere in Europe.

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

Principally, in Turkey the system is still developing in a positive way. When I was in law school, the system was very strict, the exams were closed book and it was more "law on theory". I and my colleagues experienced the real law system during our internships. Some faculties

are trying to change the system and focus on the practice, not only the theory. Specifically for law students this is very important.

In Switzerland, the system is more about the future of the student. Therefore, there were mock cases that we studied and it was very efficient. The exams were open book or take home, so that we had chance to analyze the issues first and then find a gateway. The professors are very helpful. We had chance to meet professionals who had already reached our goals and also we visited the places that some of us had dreamt to work, such as United Nations, European Commission, European Parliament, World Trade Organization, European Court of Human Rights, European Court of Justice, etc. In my opinion, Swiss system can be a model higher education system for Turkey.

What is so special about Swiss education?

Swiss Universities have their own approaches, histories, and research focus, as well as their language diversity. They all share a drive for quality in teaching and research with their Federal Institutions and the providence to foresee future necessities and defies. Therefore, most of the Swiss Universities are ranked among the best universities in the world.

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

Speaking for myself, if they want to study in Switzerland, they need to learn one of the official languages of Switzerland. Specifically speaking French or German is very important. The Swiss language schools are very successful and it is possible to learn the fundamentals of a language by living there. If they would like to study in a Swiss University, they can start to learn French or German in an early age.



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.

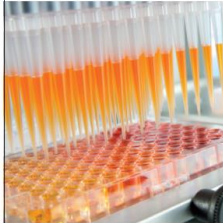
News from Members

Simple Operation



www.mt.com

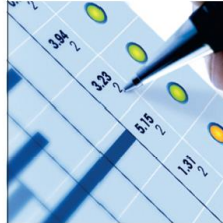
Seamless Workflows



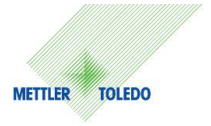
Safe Results



Solid Compliance



Sustainable Value



Smart Solutions
for a Better Lab

GLOBAL PRESENCE

METTLER TOLEDO is a global manufacturer and marketer of precision weighing and measuring instruments for use in laboratory, industrial and food retailing applications. The Company has strong worldwide leadership positions. A significant majority of our instrument sales are in segments in which we are the global leader. In addition to a broad product offering, we have one of the largest global sales and service organizations among precision instrument companies.

We focus on the high value-added segments of our markets by providing innovative instruments that often integrate various technologies including application-specific solutions for customers. We design our instruments not only to gather valuable data but also to facilitate the processing and transfer of this data into customers' management information systems.

With our own market organizations operating in most industrialized countries as well as selected partners in other regions, we are ready to serve customers well around the globe. In total our products and services are available in over 100 countries. Our geographically focused market organizations are responsible for all aspects of sales, service and support. Now we are in Altunizade - İstanbul, serving and supporting all the Turkish market directly with our own organization METTLER TOLEDO Türkiye.

With Strong Solutions

Lab instruments are such important tools that a powerful lab partner is a great asset, especially one with the R&D strength and knowledge to develop products that add true value to lab processes. METTLER TOLEDO boasts a truly global presence ready to serve you in even the most remote locations and providing application support and technical assistance wherever and whenever needed.

Large, highly experienced "Support Force"

We serve our customers worldwide with one of the largest sales and service networks in the industry. Over 5,000 factory-trained specialists in sales, application support and technical service are on-hand to assist you in increasing the efficiency, costeffectiveness, safety and reliability of your operational processes. The local teams are able to maintain close relationships with users, they have the flexibility to adapt support and service in line with different user requirements.

Continuous Innovation

Innovation means traditional research and development, but it goes beyond technology and involves all of our employees. METTLER TOLEDO has long been a leader in innovation –not only in products and services, but in the way we think about everything. Innovation is the art of finding answers before the question is asked. Our Company's culture centers on innovation. With a team of over 1000 scientists and engineers we spend considerably more than our peers on product development. Originally known as specialists for weighing, today we are a recognized leader in various technologies which translate into powerful lab solutions.



Smart Solutions For a Better Lab

METTLER TOLEDO instruments are known in laboratories all over the world for providing precise and accurate results. Buying one of our instruments, however, is more than a guarantee for accurate measurement results and a long instrument lifetime. In many cases our products help increase the efficiency and security of your work processes – with significant impacts on the effectiveness of your laboratory.

Simple Operation

Execute Titrations Tasks with One Click

The Titration Excellence Line is an important milestone in solutions for simple, efficient and secure titration. The unique One Click Titration provides intuitive and simple operation, maximizes efficiency and eliminates potential operator errors.

Seamless Processes

Efficient PCR Workflow with Liquidator 96

With Liquidator 96 manually pipette into 96 wells simultaneously and maximize your workflow without complicated programming. It is fast, accurate and efficient and suitable for many applications. Mobile and compact, Liquidator 96 can be used almost anywhere.

Sustainable Value

Ensuring Lasting Value with NewClassic Balances

NewClassic balances impress with precise results, easy cleaning and a design made to last helping you to deal with many business challenges. Swiss technology combined with Swiss precision and quality assist you in creating value for your operation.

Solid Compliance

Full Compliance Support with Good Measurement Practices

The Good Measurement Practices program proposes risk-based solutions for every step in the lifecycle of your laboratory equipment. The program provides you with tools supporting you in complying with the regulatory requirements of your industry.

Safe Results

Weighing Smallest Samples Reliably

METTLER TOLEDO changed the world of analytical balances. SmartSens, SmartGrid and SmartScreen – three innovations combined in a single balance – provide comprehensive weighing security. They offer maximum user protection, unparalleled measurement performance, data security and seamless traceability.

News from Members

Köklü Law Office

Başak Köklü Hellmüller is the Founder and Managing Partner of Köklü Law Office. She has nine years of professional experience advising international corporate clients on their cross-border transactions in Turkey, focusing on corporate law and commercial practice, an area in which she has built a reputation and expertise. She practiced as an associate lawyer in the corporate department of various leading Turkish business law firms and for the largest Satellite television provider in Turkey.

Başak, could you please introduce yourself and tell us what links you to Switzerland?

Başak Köklü: I am an attorney at law specializing in corporate and commercial practice. In 2008, I furthered my studies with a second Master of Law degree in International and European Economic and Commercial Law at the University of Lausanne. I founded Köklü Law Office in 2010, building upon my experience as a lawyer in Turkey and my international law studies in Switzerland. This paved the way for me to strengthen my business relationships with Swiss companies. I now commute between Switzerland and Turkey on a regular basis.

Could you tell us more about your law firm, and in particular about the services it provides to enterprises that wish to establish their business in Turkey?

Başak Köklü: Köklü Law Office is located in Izmir and provides nationwide and global high quality legal services to both individual and corporate clients. Our services include counseling and assistance for international and domestic transactions, with particular emphasis on commercial and corporate law. We have advised and continue to advise many European clients as well as multinational companies on their legal structure, IP and investments issues in various industries, ranging from manufacturing, trade, technology, energy, real estate and media.

You also counsel private individuals. What kind of assistance do you provide?

Başak Köklü: Services to private individuals concern mainly family law, inheritance law and real estate issues.

How can we contact you in case we need your help?

Başak Köklü: If you need personal counsel, contact us through our website www.koklulaw.com or at this number: + 90 533 342 7039. For general legal advice, we administrate a group on [LinkedIn](https://www.linkedin.com) named “Legal assistance for cross-border and domestic transactions in Turkey”, where anyone can ask questions free of charge.



News from Members



Press release

27.06.2013

Pöyry Energy AG, Pöyry Infra AG and pkag Paul Keller Ingenieure AG are merging to form Pöyry Switzerland Ltd.

On 1 July 2013, the three existing Pöyry divisions in Switzerland and their staff of around 500 employees will merge to form Pöyry Switzerland Ltd. By doing so, Pöyry seeks to harness synergies and combine competencies in order to expand its presence on the Swiss market thanks to a uniform brand. Pöyry will increase its workforce in all divisions.

Thanks to its previous acquisition of Electrowatt Engineering AG, followed by the takeover of pkag Paul Keller Ingenieure AG, Pöyry has also become one of the leading engineering companies in Switzerland. Projects such as the Gotthard base tunnel, the Zurich cross-city link, the Zurich western bypass, the Rheinfelden run-of-river plant and the Winterthur waste incineration plant bear testimony to the wealth of its expertise.

“There are more great projects awaiting us – now and in the future,” states Roland Keller, member of the Board of Directors and Country Manager for Switzerland at Pöyry Switzerland Ltd. “We intend to meet these challenges head-on with a strong company,” he continues to explain.

“At a national level, we are deriving renewed benefits from the closer collaboration between the energy and infrastructure divisions. Internationally, we are strengthening our brand by having the word ‘Switzerland’ in our new name as a sign of quality,” says Raffael Schubiger, member of the Board of Directors and Global Head of Thermal Power at Pöyry Switzerland Ltd., with conviction.

“Our clients will be the main beneficiaries of this merger. This combination of experience and skills will open up new horizons in the area of client service. It will therefore become even easier to utilise our know-how across different sectors in order to develop holistic solutions,” concludes Martin Bachmann, Executive Vice-President of Pöyry PLC and Chairman of the Board of Directors at Pöyry Switzerland Ltd.

For this reason, not only are all employees being retained, but the existing capacities are also being expanded.

About us:

Pöyry has been operating as a consultancy and engineering company for more than 100 years. With around 500 employees in Switzerland, the Group provides services in the areas of underground engineering, operational and safety equipment, water and the environment, hydropower, real estate, civil and structural engineering, rail systems and local public transport, thermal power, renewable energy and project management. Pöyry Switzerland Ltd. has offices in Zurich, Dübendorf, Bellinzona, Bern, Chur, Rotkreuz and Vevey. In total, the Pöyry Group employs some 6500 people globally.

Culture & Art

6th Istanbul Documentary Days – DOCUMENTARIST 2013

In light of the ongoing protests in Istanbul's Taksim, the Documentarist 6th Istanbul Documentary Days held a splendid closing ceremony in Gezi Park. While awards were presented, the award winners announced that they were in Gezi Park not only for the ceremony. The event was the only festival to hold an award ceremony in a place being occupied by protesters. In the closing ceremony, which was watched by thousands of people, the Johan van der Keuken New Talent Award was presented to the winner, which this year was **"Babam, Devrim ve Ben"** (My Father, Revolution and Me), the first movie by **Ufuk Emiroğlu**, who attended the festival from Switzerland.

Source: Hürriyet Daily News



Museum Haus Konstruktiv presents HOT SPOT ISTANBUL

HOT SPOT ISTANBUL at Museum Haus Konstruktiv is the first comprehensive exhibition of Turkish abstract, concrete, conceptual and contemporary art in Switzerland, with works from over sixty years: We present more than 80 works of 21 artists. The project's starting point is the development of Turkish abstract concrete painting since the end of the 1940s and the impact.

HOT SPOT ISTANBUL also includes an outdoor project. As part of the project "Gasträume" (Guest Rooms) 2013, the artist Ekrem Yalçındağ has realized an outdoor installation on the street Rennweg in Zurich. This is a result of cooperation between Museum Haus Konstruktiv and KiÖR, Zurich's work group for art in public spaces.

Source: hauskonstruktiv.ch





New SCCT event under Swiss Expertise Series: Swiss Export Insurance (SERV) covered financing*

Date: 14 May 2013

Location: İş Kuleleri, Levent-Istanbul

Zürcher Kantonalbank and Türkiye İş Bankası informed about "Facilitating the import of capital goods from Switzerland by medium & long term financing by benefiting from the coverage of SERV"

*SERV is the Export Credit Agency of Switzerland, similar to Germany's Hermes, France's Coface, US's US Eximbank etc.

The event, which was opened jointly by Mr. Yılmaz Ertürk, Deputy Chief Executive Officer of Türkiye İş Bankası, and Mrs. Monika Schmutz Kirgöz, Swiss Consul General, took place in the Head Office premises of Türkiye İş Bankası on 14 May 2013. The aim was to inform the participants about the steps to be taken so that they can benefit from the SERV coverage to finance their imports of capital goods from Switzerland. Türkiye İş Bankası and Zürcher Kantonalbank (see page 3) were pleased to share their expertise in SERV-business for the benefit of participants of the workshop.

Doğan Taşkent, Chairman of SCCT explained: „With this event, we were targeting Turkish companies importing capital goods from Switzerland and their financial advisors. So far, this has been mainly machineries, e.g. textile and food processing equipment etc., but it goes without saying that this financing tool is open to other sectors as well. There are huge investments coming up in Turkey also in other sectors such as infrastructure, airport equipment, transportation, solar energy, energy transmission, healthcare and medical equipment, and importers active in these sectors can all make use of above scheme as well. ”

The event was a great success and attracted many participants from a sizeable number of companies. On the occasion of this workshop, Mr. Mehmet Yıldırım, Head of Commercial Office at the Swiss Consulate in Istanbul, also had the chance to inform the participants about the upcoming office opening of Swiss Global Enterprise in Istanbul.

For future events of the SCCT, please kindly refer to our Event Calendar on page 17.

Zürcher Kantonalbank

Alexander Vayanos

Regional Manager Turkey, Middle East and Africa

Phone +41 44 292 87 42, Fax +41 44 292 87 94

Web: www.zkb.ch

E-Mail: alexander.vayanos@zkb.ch

Türkiye İş Bankası

Şenay Demiray

Assistant Manager

Phone: +90 212 316 28 49, Fax: +90 212 316 09 28

Web: www.isbank.com.tr

E-Mail: senay.demiray@isbank.com.tr



Switzerland Global Enterprise - Local Trade Office Opening

Date: 21 May, 2013

Location: Four Seasons Hotel, Beşiktaş

On 21 May 2013, Switzerland Global Enterprise (formerly Osec) – the official center of excellence for internationalisation – opened another Swiss export promotion support unit in Istanbul. One of the important tasks of this new branch office is to help small and medium-sized enterprises (SMEs) from Switzerland and Liechtenstein to enter the market in Turkey. Mehmet Yildirimli will manage the new branch office in Istanbul.

The new Swiss export promotion support unit, which will help SMEs from Switzerland and Liechtenstein to successfully break into Turkey, is integrated in the Swiss Consulate General in Istanbul.

Mehmet Yildirimli has been appointed to manage the unit. Working with Switzerland Global Enterprise's team in Switzerland, Mehmet Yildirimli will provide assistance and advice locally to export companies based in Switzerland and Liechtenstein, in particular, by providing business contacts and by supporting their expansion into Turkey. Daniel Küng, CEO of Switzerland Global Enterprise, formerly Osec, comments:

«Cultivating the market in Turkey is another part of Switzerland Global Enterprise's strategy to support the Swiss economy as it expands into promising growth markets by providing direct assistance on the ground. From a Swiss perspective Turkey is a major export destination with great potential. Turkey's role as a hub for business with North Africa, the Middle East and Asia is also of particular interest.

I'm pleased that, in cooperation with the Swiss Federal Department of Foreign Affairs, we'll be able to offer a supporting platform for exporting Swiss SMEs. »

Source: www.switzerland-ge.com

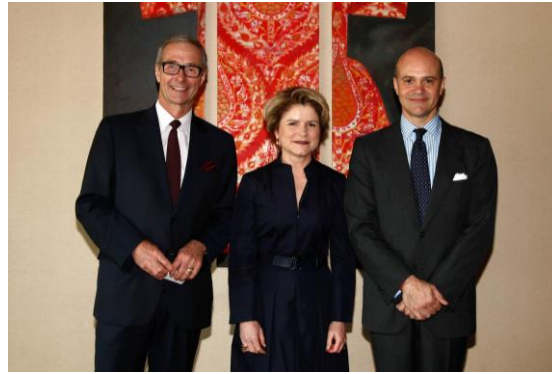




SCCT, DEIK & TÜSIAD meeting with the State Secretary and Switzerland Global Enterprise

Date: 22nd May, 2013

Location: Mövenpick Hotel Istanbul, Levent



The Consulate General of Switzerland, the Swiss Chamber of Commerce in Turkey, DEIK and TÜSIAD jointly organized a Cocktail Luncheon to welcome the Swiss State Secretary for Economic Affairs, **Ms Marie-Gabrielle Ineichen-Fleisch** and trade mission from Switzerland.

The Consul General of Switzerland to Istanbul, **Monika Schmutz Kirgöz** as well as distinguished guests attended the event.



GÜLOR Wine Tasting Event

Date: 28 May, 2013

Location: Mövenpick Hotel Istanbul, Levent

The Swiss Chamber of Commerce in Turkey organized a Wine Tasting Event with the exquisite wines of GÜLOR. Six different wines have been presented, combined with a delicious buffet kindly sponsored by Mövenpick Hotel Istanbul.

As SCCT is a supporter of UNICEF Turkey, 10% of the revenues that have been generated by the guests were donated to UNICEF Turkey.

Consul General of Switzerland Mrs Monika Schmutz Kirgöz and SCCT Board Members enjoyed a very informative and tasteful evening together with distinguished guests.





SCCT Summer Cocktail Reception

Date: 18 May, 2013

Location: Quasar Istanbul, Mecidiyeköy



SCCT organized jointly a Summer Cocktail Reception with its Platinum Sponsor Viatrans-Meydanbey at Quasar Istanbul. The event was a great success with more than 70 guests, who enjoyed not only refreshing drinks and delicious food, but also classical music performed by the Turkish cello quartet "Cellistanbul."

Event Calendar 2013

Month	Date	Subject	Type
July	not confirmed	Summer Boat Trip with SCCT Board Members	Social Event
August	1 August, Wednesday	Swiss National Day	Sponsorship
September	13 September, Friday	Jansen AG event: Mr Doğan Taşkent will give a presentation in Oberriet	Speeches & Interviews
	14 September, Saturday	Opening Istanbul Biennial	Social Event
	not confirmed	Köksal Attorney Partnership Seminar	Business Seminars
	not confirmed	Wine Tasting at Mövenpick Hotel	Social Event
	not confirmed	Business Luncheon with a high-profile speaker	Business Seminars
	not confirmed	Capital or Forbes Magazine	Speeches & Interviews
October	3 October, Thursday	DHL Switzerland: Mr Doğan Taşkent will give a presentation	Speeches & Interviews
	not confirmed	Vocational Learning - University - Startup	Swiss Innovation Series
	not confirmed	Swiss Arbitration Seminar and Cocktail (in Ankara)	Swiss Expertise Series
	not confirmed	TV Channel	Speeches & Interviews
November	not confirmed	Swiss Food & Culture Festival	Sponsorship
	17 November, Sunday	Eurasiamarathon	Social Event
	not confirmed	Event with ZKB (Mersin or Gaziantep)	Swiss Expertise Series
December	not confirmed	Luncheon with UBS	Swiss Expertise Series
	10 December, Tuesday	9th Swiss Turkish Economic Forum	Forum
	not confirmed	End of the Year Cocktail Reception	Social Event
Board Meetings	17 January, Wednesday	Mövenpick Hotel Istanbul	
	11 March, Monday	Four Seasons Hotel Istanbul	
	28 May, Tuesday	Mövenpick Hotel Istanbul	
	September		
	October		
	November		
	December		

News from Switzerland

Innovators get a leg up in the business world

For more than a decade, young Swiss entrepreneurs have benefited from training aimed at helping them get off on the right foot in the business world. With appropriate coaching, they can reach the market faster and avoid costly mistakes.

A pellet of dough in the top of the machine, press a button, and hey presto, a fresh, warm tortilla comes out the other side. If the founder of a Swiss start-up has his way, his innovation could be coming to a kitchen near you.

Carlo Ruiz is also one of 20 young entrepreneurs taking part this week in the Venture Leaders course in Boston. The aim is to provide them with tuition and business contacts in the United States.

“I expect to learn more about partnerships and about entrepreneurship on the East Coast,” Ruiz told swissinfo.ch. He also wants to network with what he calls the “right people” to test the market for his product and look towards raising funds.

The so-called Swiss national start-up team travelling to the US includes people who want to develop cheap prostheses for the developing world, cancer drugs or help farmers save money on their purchases through an online network.

Venture Leaders is organised by venturelab, which coaches young entrepreneurs in the technological industry and services. The setup, which is part of the Federal Commission for Technology and Innovation (CTI) start-up training programme, is designed to take ideas into the commercial realm according to Jordi Monserrat, head of venturelab in western Switzerland.

“People also need to learn how to sell themselves and their innovations at an early stage, even when they are not completely finished so they can adapt to the market,” he told swissinfo.ch. “We also help them realise that being an entrepreneur is a valid career option.”

Monserrat says potential entrepreneurs need to be drilled to understand the necessity of delivering in a timely manner, i.e. fast. They also have to learn to take risks as well as think big and international.

“The country only has eight million inhabitants, so the market is limited de facto,” he added. “Even so companies keep strong ties with Switzerland either for personal reasons or because of their links to the academic world.”

Source: swissinfo.ch

Latest Members

METTLER TOLEDO TURKEY

Contact: Temel Şefkatli
Address: Haluk Türksoy Sokak No:6 Zemin ve 1. Bodrum Kat 34662 Üsküdar
– İstanbul
Tel: +90 216 400 20 20
Fax: +90 216 400 20 29
Sector: Import/Export
Web: <http://www.mt.com>



MPS METAL

Contact: Cem Örs
Address: Dosb 5. Kisim D-5009 Sok. No: 1, 41455 Kocaeli
Tel: 0262 6489800
Fax: 0262 6489898
Sector: Packaging
Web: <http://www.mpsmetal.com.tr/>



ŞENGEL İNŞAAT LTD. ŞTİ.

Contact: Ahmet Miraç Şengel
Address: Turgut Özal Bulvarı Murat Sitesi A Blok No 1
Kuşadası AYDIN
Tel: 0256 618 1895
Fax: 0256 618 1910
Sector: Construction/Tourism
Web: <http://www.sengel.com.tr>



STAIGER, SCHWIND UND PARTNER AG

Contact: Yasemin Varel
Address: Genferstrasse 24
Postfach 2012, 8027 ZÜRICH
Tel: 0041 583 87 80 00
Fax: 0041 387 80 99
Sector: Law Companies
Web: <http://www.ssplaw.ch>

STAIGER, SCHWALD & PARTNER
RECHTSANWÄLTE

TTL TÜTÜN A.Ş.

Contact: Celal Hasan Umur
Address: 7093 Sk. No:18 Pınarbaşı Bornova / İZMİR
Tel: 0232 479 02 12
Fax: 0232 479 02 12
Sector: Tabacco

