



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

e-Bulletin November 2013

Swiss Chamber of Commerce in Turkey



Interviews

Beat Sommer	3
Zeynep Erden Özkol	5

Events

Joint Chamber Event	13
Forum at Jansen AG	14
Swiss Arbitration Event	15
Event Calender 2013	16

News

Members	9
Education	10-11
Culture & Art	12
Swiss News	20
Latest Members	21

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

Head of International Relations Division,
State Secretariat for Education, Research
and Innovation (SERI)

Ambassador Mauro Moruzzi

Dear Reader,

Switzerland is famous for its excellent cheese and chocolate, but it has also established itself as an appealing and preferred location for education, research and innovation (ERI). Our innovation performance is recognized to be world class and several Swiss universities are ranked among the best 200 universities worldwide every year. Swiss researchers' performance is impressive, demonstrating the highest publication rate per capita among OECD countries.

Moreover, the impact of these publications lies well above the worldwide average and is second only to the USA. Switzerland also has a unique vocational education and training system that enjoys a very high reputation among the population and especially among employers. By offering a dual-track model that combines part-time work-based learning at a company and studies at a vocational school and thereby connecting practice with theory, young apprentices get an on-the-job education that teaches them very specific skills needed in the labour market. This system is one of the key reasons why Switzerland has one of the lowest youth unemployment rates in Europe.

Switzerland is eager to maintain its high ERI standards and has declared this policy sector a top priority. In the 2013-2016 period,

Switzerland strives to satisfy the demand for a skilled workforce, to consolidate the high level of grant funding awarded to research and innovation on a competitive basis, and to further strengthen its competitive position worldwide. Strong international cooperation is a crucial element to achieve these goals. Switzerland thus seeks to strengthen and expand its international networks.

I am very pleased to see that Swiss researchers actively cooperate with Turkish colleagues using national funding instruments such as those offered by the Swiss National Science Foundation and the Turkish Tübitak, as well as funding provided through competitive programmes of the European Union such as the Seventh European Framework Programme (FP7).

I look forward to seeing this relation develop in 2014, with the launch of the successor programme, Horizon 2020, in which both Switzerland and Turkey will participate.

Cooperation between Switzerland and Turkey has further been strengthened in recent years in the field of innovation through the European network EUREKA. At a meeting in Ankara in March 2012, the Turkish Minister of Science, Industry and Technology, Nihat Ergün and Federal Councillor Johann N. Schneider-Ammann confirmed their intention to continue the close co-

operation between the two countries within EUREKA. As a follow-up to the meeting, a number of encounters took place between Turkish officials and the State Secretariat for Education, Research and Innovation. In this context, a delegation of Turkish businesses representatives has travelled to Switzerland in the beginning of November 2013 to meet potential Swiss partners for bilateral R&D projects in the fields of ICT and Manufacturing.

I am confident that the continued collaboration between Swiss and Turkish partners, be it within the Horizon 2020 framework, the EUREKA network or through other means, will further deepen the relations between our two countries.

Yours faithfully,

Ambassador Mauro Moruzzi

For more information about the Swiss Education System, please click [here](#).

Kindly note that the Swiss State Secretariat for Education, Research and Innovation is not responsible for private boarding schools in Switzerland and therefore it cannot guarantee that the diplomas and titles delivered will be recognized.



Interview with...

Name: Beat Sommer

Position title:
Head of School
Lyceum Alpinum Zuoz

Date of Birth:
1st September 1957

Place of Birth:
Zurich, Switzerland

Marital status:
Married, two children

University:
University of Zurich

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

I was born in 1957 in Zurich and graduated from the Gymnasium Freudenberg with the Matura before going on to complete my studies with a Master's Degree in English and Romance Languages at the University of Zurich. Following various periods abroad, several years of teaching at the Kantonsschule Rämibühl in Zurich and a brief time in the human resources department of a major Swiss bank, I was appointed Senior Teacher of English at the Swiss School in São Paulo, Brazil. In 1991, together with my wife Ursula, I took over as Head of the Girls' Boarding House at the Lyceum Alpinum Zuoz, and later also had the function as coordinator of the then three boarding houses. In addition, I was also Senior Teacher of English and French. In January 1998 I was appointed Head of Freies Gymnasium Zurich with full responsibility for the pedagogical, operational and financial management of the school.

After seven years at Freies Gymnasium Zurich, I was appointed Head of Lyceum Alpinum Zuoz on 1 January 2005 by the school's board of directors.

Please briefly describe your school's history.

The Lyceum Alpinum Zuoz was founded in 1904 as a private boarding school for boys by five visionary men from the Engadin. The school is located in a small village near St. Moritz in the southeastern corner of Switzerland. It developed as an international school which committed itself not only to knowledge and learning, but also to physical exercise and sports. This led to the motto which is still valid today: "mens sana in corpore sano". In 1921, the Lyceum Alpinum was granted the right to conduct state examinations and in 1930 the first German Abitur examinations were conducted, which are still offered today. In the late twenties, the legendary sports teacher Gordon Spencer intro-

duced Games based on the English public school model, a tradition that has remained to this day. After almost 90 years the school turned co-educational in 1991 and admitted girls to the boarding house. In 1997 the Lyceum Alpinum was given permission to conduct examinations for the International Baccalaureate Diploma. In 2008 the school was accredited by the Council of International Schools. Today, around 200 boarding and 90 day students from 30 different nations attend grades 7 to 12.

What is so special about Swiss education offered at Lyceum Alpinum Zuoz?

Switzerland offers high quality education in a safe and healthy environment where students can thrive and develop into mature and responsible young people. For more than 100 years, the values of tolerance, fairness and respect for community have remained at the heart of the education offered by the Lyceum Al-

pinum. Our philosophy is founded on tradition and innovation and finds its true expression in the Spirit of Zuoz, inspired by the sporting ethos of the Lyceum Alpinum, which attaches supreme importance to tolerance, respect, fair play, commitment and life-long learning. We expect our students to learn and live by those values in the classroom, boarding house and on the sports field.

What is the vision of Lyceum Alpinum Zuoz?

Our students should receive an education which promotes intellectual, physical and emotional balance. In our thriving international school community young people from the Engadin and from around the world can build the foundations for fulfilling and purposeful lives. As an ideologically independent school, we are guided by the values of individual creative endeavour, integrity and reliability. Inspired by the traditions of the Spirit of Zuoz, our students develop the knowledge and skills needed to succeed as global citizens in a changing world.

Which activities do you offer international pupils?

Besides the Swiss Matura, German Abitur and International Baccalaureate (IB), which each provide a rigorous and challenging academic programme, our international students can pursue a rich variety of extracurricular activities:

Student-led initiatives include the Forum Alpinum, the Student Organisation, the Model United Nations programme as well as a debating society.

Environmental and development projects have led our students to Romania, Argentina and Namibia, raising environmental, as well as social and economic awareness.

Community Service is a crucial element of school life and the Creativity – Action – Service (CAS) programme within the IB realises many ideals of the Spirit of Zuoz.

Over 25 sports teams represent the school in 12 different sports offered at the Lyceum Alpinum. School teams compete in local, regional and international tournaments. The concepts of fair play, team spirit and commitment are fundamental to the Spirit of Zuoz and they form an integral part of sports at school team and recreational level. Most notably, the school's ice-hockey team has won the national championships seven times in the last nine years.

The Arts Programme has been particularly vibrant thanks to the two school choirs, the school's own Shakespeare Company and English Theatre Group, two school bands, student journalism & excellent visual arts programmes offered in all curricula.

International experiences abound at the Lyceum Alpinum: the sport teams regularly travel abroad for tournaments and exchanges, while the unique geographical position (one hour from

both Austria and Italy) provides a constant stimulus for our students.

Does your Boarding School have any upcoming projects?

We are currently working on introducing a "English as a Second Language Programme" with a full-time programme of classes designed to provide students with the English knowledge and skills necessary for full integration into the school's pre-IB programme.

The President of the Swiss Chamber of Commerce graduated from Zuoz. How many students from Turkey apply yearly?

Each year, a group of about 3 to 4 students from Turkey apply to our school. As our prospective students go through challenging assessments, we cannot accept every applicant. We currently have 2 Turkish students at our school.



Eidgenössische Technische Hochschule Zürich
Swiss Federal Institute of Technology Zurich



Memories from a Swiss Education

Name:

Zeynep Erden Özkol, PhD

Working place:

ETH Zurich (Swiss Federal Institute of Technology Zurich)
Senior Researcher and Lecturer at the Chair of Strategic Management and Innovation

School:

ETH Zurich (since 2006)

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

I came to Switzerland for my PhD education in 2006 and since then I have been living in Zurich. In 2010 I received my PhD in management science from ETH Zurich. Then I have continued to work as a senior researcher and lecturer at the Chair of Strategic Management and Innovation. I am still working at ETH Zurich and my research focus is on knowledge creation and innovation in the pharmaceutical industry.

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

My decision to go to Switzerland was shaped during my master studies. I studied industrial engineering at Middle East Technical University in Ankara and then did my master studies in production engineering at RWTH Aachen in Germany. After my master degree I started to search for a PhD program in which I could combine the technical knowledge that I gained during my engineering studies with managerial insights. ETH Zurich was the ideal place for this purpose because it was one of the most prestigious universities in the world with a very high reputation in the engineering field and it was offering PhD positions at the Department of Management, Technology, and Economics. Of course being grown up with the stories of Heidi from Maienfeld, the discoveries of Swiss scientists, and the beautiful pictures of Switzerland on the wall calendars, I found the idea of living in Switzerland also very appealing. After getting the acceptance for the PhD position I moved directly from Germany to Switzerland.

Do you have any special memories?

I have many special memories from my PhD study period. That time period was challenging but I had lots of fun and gained variety of experiences. I started to live in a dormitory where students from many different countries and cultures were living. The work environment was also multi-cultural. I had friends and colleagues from Switzerland, Norway, Sweden, Greece, Germany, Korea, Italy, France, Singapore, China etc. This gave me the opportunity to discover new world views, customs, work habits, and even recipes. As a person who never had sushi in Turkey before, I started to make sushi at home.

I had my first surprise about Switzerland when I realized that I could hardly understand the spoken German in Zurich. After learning and practicing German for a couple of years, I thought it would be an easy transition in terms of language. Indeed, at the end it was the case, because Zurich was such a cosmopolitan city that almost everyone could speak English. I also had some surprising experiences at work. Both in Turkey and Germany there was always a hierarchical distance with my professors and me. The first time I met my professor at ETH Zurich he suggested me to call him with his first name. I was shocked but then realized that hierarchical position was not at all emphasized in daily work life. Instead the professors built their authority based on their expertise and knowledge. There were some exceptions, but most professors had a very friendly approach to all students at both PhD and Master level. I liked it a lot.

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

The life in Zurich was very enjoyable. Located in the heart of Europe, Zurich offered many opportunities for professional, cultural, and outdoor activities. In my leisure time I tried to spend as much time as I could in the nature. I went to hiking, learned skiing, and visited the cities of Switzerland. I especially liked the fact that one could see many different regions with different cultures, languages, and landscapes within one particular country. It was also possible to attend to cultural activities from many different countries. For instance, I could not have the opportunity to listen to Fazil Say in Turkey but could go to his concert in Zurich.

The biggest challenge in Zurich was related to finding an accommodation. I had lived during most of my bachelor and master study time in dormitories so I wanted to have my own apartment during my PhD period. Yet, not only were the rents quite high in Zurich for a student income, but also the demand for renting was so high that it was very hard to find an apartment at the beginning. I was extremely surprised when I figured out that for applying to an apartment I had to prepare an application folder including an application letter, my CV, and a reference letter from my boss besides other official documents. I realized that finding an apartment could be as difficult as finding a job in Zurich.

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

It has been a long time since I started to live in Europe. Probably the current education system in Turkey might be much different than what I experienced during my bachelor studies. My comments might be a bit biased; therefore I suggest you to interpret with caution:

I observed two big differences between the Swiss and Turkish education systems. The biggest difference is the freedom of course selections that the students in the Swiss system have. Both at master and PhD levels, students are allowed to decide on their own which courses they will take. Of course, there are certain rules that the students are supposed to follow such as the number of credits they need to collect or the number of courses that they

need to take from different specialization areas. But the micro decisions about which particular courses to choose are left to the students.

The second difference is the link to the practice. The first thing I realized at ETH Zurich when I started to take and teach courses was the intensive link between teaching, research, and practice. The lectures first provided the theoretical background and then mostly explained the application of the theory in research and practice. The practical examples were chosen from recent business activities and developments. The students were not supposed to memorise the formulas, or the frameworks, but instead had to learn how to interpret and apply them in different situations. This was much different than what I experienced both in Turkey and Germany.

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

Besides the freedom and the close link between teaching, research, and practice, I really liked the fact that the universities provide enough funding and resources for research and teaching. Particularly at PhD level, students can attend to many prestigious international conferences, summer schools, and workshops; access to any necessary equipment, journals and data for research; and access to very big libraries within the university and the city. In addition, there are worldwide famous professors that one can consult or collaborate with. This is an incredible opportunity for a PhD student.

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

It would be much easier for the children to become adapted to the Swiss daily life if they can speak at least one of the official languages of Switzerland and English. I would recommend the parents to send their children to Swiss language schools during their summer holidays and make sure that the children do not only learn language but also get involved in different sport and cultural activities. This would foster the children's motivation to come back to Switzerland for studying.



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.

Dining room. Living room. Bedroom. Legroom.

Is it possible that a flight can be over too soon? In SWISS Business, it's possible. You'll enjoy Swiss cuisine, great entertainment and then a fully flat bed on our intercontinental flights. For twice daily nonstop flights from Istanbul to Zurich and connections to 70 destinations you can contact your travel agent, call our service centre 0212 354 99 19 or visit swiss.com



Award winning:
SWISS Business with
fully flat bed

News from Members



STUCKY Ltd., Engineering and Consultancy Services

MASTERING WATER AND ENERGY

Established in 1926, Stucky is an international leader in the field of large dams with over one hundred major realized projects in its portfolio, in particular double-curvature arch dams and concrete gravity dams.

With its headquarters in Renens (Switzerland), Stucky is active in several countries, with offices and branches in the following countries: Albania, Algeria, Germany, Austria, Bulgaria, Georgia, India, Myanmar, Nigeria, Peru, Portugal, Czech Republic, Serbia, Turkey, Thailand and Tajikistan. **Stucky Ltd. has been working in Turkey since 1998 and it's branch office Stucky Teknik Ltd. is active since 2009.**

Since 2013 Stucky become part of the Gruner group, Switzerland's largest engineering company, with a staff of over 1,200 employees, including 300 specialists from hydropower.

The company is able to cover all the services necessary for a hydroelectric project. Stucky works on the basis of an organization focused on projects and provides consulting, engineering and project management from design to implementation.

Our engineers and technicians work in multidisciplinary teams to cover all services associated with hydropower:

- > Civil engineering
- > Numerical modeling, instrumentation and structural monitoring
- > Mechanical and electrical engineering
- > Geotechnics, geology and rock mechanics
- > Applied hydraulics
- > Hydrology
- > Economic, environmental and social studies
- > Project development and project management

Stucky holds the following certifications:

- > System ISO 9001:2008 Quality management
- > ISO 14001:2004 Environmental Management System
- > OHSAS 18001:2007 Health and Safety Management System

As part of its quality control system, Stucky implements for each project a quality management system and a technical committee of the project. The main objectives are to ensure the quality, prevent risks, address multidisciplinary issues and promote the exchange of ideas and experiences between experts and engineers working on the project.

Our Code of Ethics is included in our Quality Management since 2008. It requires Stucky and his staff to implement and comply with the following fundamental principles:

- > Professional integrity
- > Quality of services and quality management system
- > Sustainable development, social and environmental responsibility
- > Personal responsibility and accountability
- > Compliance with laws

Our range of services covers:

- > Pre-feasibility / Feasibility studies / Masterplan
- > Preliminary design
- > Tender design / Final design
- > Tender documents and contractual assistance
- > Construction drawings / Detailed design
- > Work supervision
- > Project review / Approval
- > Specialized studies / Technical assistance
- > Due Diligence / Independent expertise



Contact Details:

Mr. Mehmet Bozbeyli – Branch Manager & Operations Coordinator

Stucky Teknik Ltd Cevizlidere Cad. 1239 Sok. No2/1 Balgat, TR-Ankara, phone +90 312 287 12 01, fax + 90 312 287 60 23, Info-STUCKY-Ankara@stucky.ch

Gruner AG Gellertstrasse 55, CH-4020 Bâle, Switzerland, phone + 41 21 637 15 13, fax + 41 21 637 15

Stucky Ltd Rue du Lac 33, CH-1020 Renens, Switzerland, phone + 41 21 637 15 13, fax + 41 21 637 15 08, stucky@stucky.ch

Stucky Balkans d.o.o. Bulevar Mihajla Pupina 10b/II, SR-11000 Belgrade, phone +381 11 311 05 11, fax +381 11 311 05 15, infoStuckyBalkans@stucky.ch

Stucky Caucasus Ltd 11, Apakidze Str., 7th Floor, GE-Tbilisi, 0160, phone/fax +995 322 25 0601, phone/fax +995 322 25 0651, stuckyCaucasus@stucky.ch

Education

The Swiss Education System

The Swiss education system comprises the following educational levels:

- + pre-school
- + primary school level
- + Lower-secondary education
- + upper-secondary education: vocational education and training (VET) and general education schools (Baccalaureate schools and upper-secondary specialised schools)
- + tertiary level education: tertiary level B professional education and training (PET) outside tertiary level A institutions (Federal PET Diploma Examinations, Advanced Federal PET Diploma Examinations and PET colleges) and tertiary level A institutions (universities, universities of applied sciences and universities of teacher education)
- + continuing education and training (CET)

The main responsibility for the education system resides with the 26 cantons: the cantons are responsible for the education system wherever the Federal Constitution does not stipulate that the Confederation is responsible. The responsibilities of the Confederation apply to post-compulsory education: with regard to Baccalaureate schools, vocational and professional education and training, and tertiary level A institutions, the Confederation and the cantons are partners, sharing responsibility for the public education system. The municipalities perform various tasks, particularly regarding compulsory education and pre-school.

Cantonal structures: Each canton has its own school and education legislation. The cantonal government is in charge of the strategic governance and administration of education. Each canton's government includes a minister of education, who is responsible for education (and often for sport and culture as well) and presides over the cantonal department of education. The departments of education perform executive and administrative tasks. They are subdivided into sub-departments or offices (e.g. compulsory education office, VET/PET office, office for university education). In various cantons, an additional council of education acts as an advisory or decision-making committee and solely addresses issues regarding schooling and education. The cantons coordinate issues which require a joint solution.

Federal structures: Since 1 January 2013 all matters relating to education, research and innovation at federal level have been brought together in the Federal Department of Economic Affairs, Education and Research EAER, formerly the Federal Department of Economic Affairs FDEA. The State Secretariat for Education and Research SER has been moved from the FDHA and have been combined with the Federal Office for Professional Education and Technology OPET to form the State Secretariat for Education, Research and Innovation SERI in this new department. The SERI is the federal government's specialised agency for national and international matters concerning education, research and innovation policy.

Official higher education institution: According with the Swiss law on publicly financed Swiss Universities and the body CRUS,[1] there are 12 general higher education institutions in Switzerland (10 cantonal universities and two federal institutes of technology plus a number of specialized universities):

- + *University of Basel (Basel), German-speaking*
- + *University of Bern (Bern), German-speaking*
- + *University of Fribourg (Fribourg), French- and German-speaking*
- + *University of Geneva (Geneva), French-speaking*
- + *University of Neuchâtel (Neuchâtel), French-speaking*
- + *University of Lausanne (Lausanne), French-speaking*
- + *University of Lucerne (Lucerne), German-speaking*
- + *University of Lugano (Lugano), Italian/English-speaking*
- + *University of St. Gallen (HSG) (St. Gallen), German/English-speaking*
- + *University of Zurich (Zürich), German-speaking*
- + *Swiss Federal Institute of Technology Lausanne (Lausanne), French-speaking*
- + *Swiss Federal Institute of Technology Zurich (Zurich), German/English-speaking*

Source: <http://swisseducation.educa.ch/en/node/126142>

Education

The 2013 Academic Ranking of World Universities (ARWU) was released by the Center for World-Class Universities at Shanghai Jiao Tong University. Starting from a decade ago, ARWU has been presenting the world Top 500 universities annually based on transparent methodology and reliable data. It has been recognized as the precursor of global university rankings and the most trustworthy one.

In Continental Europe, **ETH Zurich (20th) in Switzerland** takes first place and it becomes the first university in this region listed among the world Top 20 in the history of ARWU.

Academic Ranking of World Universities 2013 - Switzerland

World Rank	Institutions	National Rank
20	Swiss Federal Institute of Technology Zurich	1
60	University of Zurich	2
69	University of Geneva	3
83	University of Basel	4
101-150	Swiss Federal Institute of Technology of Lausanne	5
151-200	University of Bern	6
201-300	University of Lausanne	7

Source: <http://www.shanghairanking.com/index.html>

Culture & Art

Swiss Day at Istanbul Design Week

Istanbul Design Week is gathering under the one roof, the world's leading fashion and industrial designers and creative business sector with latest trends projects.

The major design event in the country, IDW hosts a well-prepared programme every year in Turkey. Visitors experienced intense design days with symposiums, workshops and conferences at this connection point for creative ideas from different disciplines of Design. Istanbul Design Week is a week dedicated to design, a showcase for designers, a business opportunity for companies to present their products and activities to an international audience.

Since 2005, Istanbul Design Week was primarily organized on the main exhibition area, The Old Galata Bridge. But this year moved to Kucuk Ciftlik Park Macka.

Istanbul Design Week 2013 dates are between **27th November to 01st December**, event doors will open after 11.00 am in the morning to 07.00 pm in the evening. You can buy your entrance ticket in the venue entrance.

SWISS DESIGN DAY on 30th November 2013

Programme

14.00 WORKSHOP – YOUNG PROFOSINALS BY ATOLYE İSTANBUL

18.00 Alfredo Häberli

19.00 Swiss Designer Conference

20.00 Swiss Cocktail Party





Joint Chamber Event by the British Chamber of Commerce in Turkey

Date: 08th October, 2013

Location: The Sofa Hotel, Nişantaşı

For the first time in Istanbul, the BCCT brought to Turkey a new networking initiative in order to launch in joint collaboration with the international Chambers and Consulates in Istanbul, and get Back 2 Business.

The partners were the British, French, Swiss, American Chambers and British, Swiss, Argentina, Holland, Belgium Consulates and our Turkish partners DEiK & GYIAD.

The evening offered interactive experience, brought together the élite business community and celebrated the vibrant international presence we have in Istanbul.





Forum „Partner bei Jansen“

Date: 13-14 October, 2013

Location: Oberriet, Switzerland

SCCT Chairman of the Board Mr Doğan Taşkent attended the forum “Partner bei Jansen”, which has been organised by Jansen AG in Oberriet, Switzerland.

Jansen is highly successful in the fields of building systems, solar, steel tubes and plastics – with products that represent Swiss quality, innovation, durability and energy efficiency. Jansen will also continue to inspire its customers and business partners with innovative solutions and first-class service in the future.





Introduction to Arbitration in Switzerland

Date: 22nd October, 2013

Location: Mövenpick Hotel, Ankara

Within the Swiss Expertise Series, the Swiss Chamber of Commerce in Turkey and Swiss Arbitration Association (ASA) jointly organized the late afternoon seminar “Introduction to Arbitration in Switzerland” at Mövenpick Hotel Ankara.

After a very informative presentation and active discussion on how and why to arbitrate in Switzerland, the guests joined a fruitful networking cocktail reception. More than 70 participants attended the event.

For further information about Swiss Arbitration, please kindly contact info@tr-ch.org and ask for brochures.



Event Calendar 2013

Month	Date	Subject	Organizer	Type
September	12 September	CRUS Swiss University Event	Consulate General	Social Event
	13 September, Friday	Jansen AG event: Mr Doğan Taşkent will give a presentation in Oberriet	Jansen AG	Speeches & Interviews
	17 September, Tuesday	Köksal Attorney Partnership Seminar: "Impacts of amendments made in labour safety and union legislation over business life"	SCCT	Business Events
October	8 October, Tuesday	Joint Chamber Event with BCCT, Sofa Hotel	BCCT	Business Events
	22 October, Tuesday	Swiss Arbitration Seminar and Cocktail in Ankara	SCCT	Swiss Expertise Series
	29 October, Wednesday	Mr Doğan Taşkent will give a presentation in Zurich	Ingenious Switzerland	Speeches & Interviews
	30 October, Thursday	DHL Switzerland: Mr Doğan Taşkent will give a presentation in Zurich	DHL Schweiz	Speeches & Interviews
November	11 November, Monday	Luncheon about Science Heroes	SCCT	Social Event
	17 November, Sunday	Eurasiamarathon		Social Event
	18 November, Monday	Event with ZKB (Gaziantep)	SCCT	Swiss Expertise Series
December	10 December, Tuesday	9th Swiss Turkish Economic Forum	SCCT	Forum
	not confirmed	End of the Year Cocktail Reception	SCCT	Social Event
Board Meetings	17 January, Wednesday	Mövenpick Hotel Istanbul		
	11 March, Monday	Four Seasons Hotel Istanbul		
	28 May, Tuesday	Mövenpick Hotel Istanbul		
	24 September, Tuesday	Mövenpick Hotel Istanbul		
	11 November, Monday	Mövenpick Hotel Istanbul		
	December			

Announcement



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



DIŞ EKONOMİK İLİŞKİLER KURULU
FOREIGN ECONOMIC RELATIONS BOARD



GAZİANTEP CHAMBER OF COMMERCE



Zürcher
Kantonalbank



“Ways to facilitate the import of capital goods by utilising medium & long term financing with a special focus on Switzerland”

Date: Monday, 18h November 2013

Venue: Gaziantep Chamber of Commerce, İncilipınar Mah. No:16 Sk. 27020,
Gaziantep Ticaret Odası Hizmet Kompleksi Şehitkamil\Gaziantep

Time: 09.30–13.00 hrs Seminar, 13.00-14.30 hrs Lunch Reception

RSVP: info@tr-ch.org - until 12th November 2013

Programme

- 09.30 Registration of participants
- 10.00 **Opening Speeches** by Mr.Doğan Taşkent, DEİK/Turkish-Swiss Business Council Deputy Chairman and President of SCCT, Mr. Eyüp Bartık, Gaziantep CoC President, Mr. Mehmet Yıldırım, Switzerland Global Enterprise
- 10.15 **Remarks** by Ms. Feza Tan, Assistant General Manager of Corporate and Commercial Banking of Yapı Kredi
- 10.30 **Introduction / Presentation of Zürcher Kantonalbank** by Mr. Alexander Vayanos, Regional Manager Turkey, Middle East and Africa
- 10.45 **Leasing an alternatif way of investment Finance** by Mr. Fatih Torun, Sales Assistant General Manager, Yapı Kredi Leasing
- 11.15 Coffee break
- 11.30 **SERV Financing as an alternative way of financing the import of capital goods (with emphasis on Swiss capital goods)** by Mr. René Kirchhofer, Head of Export Finance at Zürcher Kantonalbank
- 12.15 **Requirements and important points for guarantees under SERV Loans** by Ms. Katya Arıkan Torus, Structured Trade Finance Manager, Yapı Kredi
- 12:30 **Financing Alternatives and Cash Management products for medium to large scale commercial clients for their investment or working capital loan and receivable management purposes** by Ömer Gürcan Köseoğlu, Cash Management & Trade Finance & Structured Trade Finance Director
- 13.00 Lunch

Note: English/Turkish simultaneous interpretation will be provided

Relevant sectors:

- Machinery ■ Textile Machinery ■ Energy (inc. Solar Energy) ■ Medical Equipment / Hospital
- Infrastructure (inc. Trains / Airports) ■ Food Processing

Announcement



TÜRKİYE'DE İSVİÇRE TİCARET ODASI DERNEĞİ
SCHWEIZER HANDELSKAMMER IN DER TÜRKIEI
CHAMBRE DE COMMERCE SUISSE EN TURQUIE
SWISS CHAMBER OF COMMERCE IN TURKEY

IX. Swiss Turkish Economic Forum

“Innovation through Clustering”

Date 10th December 2013 **Venue** TOBB Conference Hall
TOBB Plaza, Harman Sokak, No: 10 34394 Esentepe/Şişli/ İstanbul

“Innovation clusters” are groupings of independent undertakings - innovative start-ups, small, medium and large undertakings as well as research organizations - operating in a particular sector and region, and designed to stimulate innovative activity by promoting intensive interactions, sharing of facilities and exchange of knowledge and expertise and by contributing effectively to technology transfer, networking and information dissemination among the undertakings in the cluster.

It is now broadly affirmed that strong clusters foster innovation through dense knowledge flows and spillovers; strengthen entrepreneurship by boosting new enterprise formation and start-up survival; enhance productivity, income-levels, and employment growth in industries; and positively influence regional economic performance. Switzerland has performed commendably in fostering innovation through clusters, and its efforts in the field of Life Sciences - particularly in biotech and medical technologies - clearly demonstrate the benefits of clustering, where accelerated innovation in Switzerland has been distinctly visible.

In the meantime, among Turkey's 2023 targets is the development of products in high technology focus areas via the creation of a strong research and development infrastructure. The biomedical sector has been declared to be one of the priority areas for this, and imperative steps are currently being undertaken in medical technology and biotechnology sectors.

This Forum, in cooperation with the Swiss Chamber of Commerce in Turkey and Foreign Economic Relations Board (DEİK), will bring together representatives from Government, Universities, Technoparks, and Medical Technology and Industry players & SME's from Switzerland and Turkey to discuss innovation clusters, with a focus on medical technology and biotechnology. Sharing of knowledge, experience and resources between Switzerland and Turkey will support Turkey's progress toward its 2023 goals and strengthen trade ties between the two countries.

Details:

There will be simultaneous interpretation in Turkish and English. Capacity being limited, pre-registrations will be accepted on a "first-come, first-served" basis.

Participation fee: 50 TL
Türkiye'de İsviçre Ticaret Odası Derneği
Akbank Ortaklar Şubesi
IBAN: TR36 0004 6006 9288 8000 106318

RSVP: info@tr-ch.org by Friday, 6th December 2013

SAVE THE DATE... for an important Forum for Turkey & Switzerland in December!

News from Switzerland

The Huffington Post | By Carolyn Gregoire Posted: 10/07/2013

Why Switzerland Has Some Of The Happiest, Healthiest Citizens In The World

Switzerland is home to one of the world's most thriving economies and also one of the happiest populations on the globe. So what's the Swiss secret sauce? The tiny, landlocked central European country is known for investing in its people. In fact, according to the World Economic Forum's 2013 Human Capital Report, Switzerland invests more in the health, education and talent of its people than any other country in the world.

"Switzerland is a very small country with a small population, and it actually has very few natural resources," Saadia Zahidi, Senior Director of the World Economic Forum, tells The Huffington Post. "The biggest resource it does have is people, and that's what it's been investing in for quite some time. It's led to an economy that is competitive, highly innovative, and has adopted technology fast."

Leveraging the skills and talents of its people is key to the future of any country or institution, and will determine how prepared a country is to face the demands of a competitive global economy, the WEF Human Capital Report explains. WEF's comprehensive index examined 51 indicators to determine how various countries invest in their people, and how they're leveraging those investments in terms of productivity and a robust economy.

"Countries that invest in human capital end up getting returns in terms of economic growth," says Zahidi. "And then countries that have that economic growth are able to reinvest further in human capital. So you have this virtuous cycle that's established."

Human capital is a function of four pillars: health and wellness, education, work and employment, and what WEF calls an "enabling environment," which includes factors like legal framework and infrastructure that allow for returns on human capital. Switzerland topped the index by generating high scores across the four pillars, coming in first in the health and wellness and workforce and employment categories, second for enabling environment and fourth in education -- which goes a long way in explaining the success of the Swiss economy.

Here are five things Switzerland can teach the rest of the world about creating a robust economy and a healthy, happy population by investing in its people.

They have excellent health care.

When it comes to health and wellness -- taking into account longevity, infant mortality, the general state of physical and mental health of the population, and quality of healthcare -- the Index places the Swiss in the number-one spot. Thanks to the Santésuisse system, the Swiss have the lowest government spending on health care in the developed world -- and some of the healthiest citizens.

"The Swiss have universal coverage, the healthiest population in the Western Hemisphere, and a government that spends a mere 2.7 percent of GDP on health care: about a third of what ours spends," writes Forbes's Avik Roy. "The Swiss system isn't perfectly transposable onto the United States, but it is vastly superior. And the Swiss do it with a top federal income tax rate of only 11.5 percent, compared to 35 percent in the U.S. of A."

Switzerland has the eighth-lowest rate of depression in the world, which may have a sizeable impact on the workforce and economy. Depression is ranked as the leading cause of disability worldwide, and according to World Health Organization estimates, mental health illnesses costs developed countries 3-4 percent of annual GNP. There is one area, however, where significant improvement is needed: Switzerland came in 64th out of 122 countries in terms of stress levels.

continues**They invest in top-notch education.**

According to the OECD Better Life Index, 86 percent of adults aged 25-64 in Switzerland have earned the equivalent of a high school degree, which is higher than the global OECD average of 74 percent, and the Swiss also have higher average test scores in literacy, math and science.

"Not all rich countries have what has been rated by business leaders as very high-quality education," Zahidi explains. "If you look at Switzerland, the quality of management schools is number-one in the world, the quality of math and science education is number-five in the world, and the quality of primary schools is also number-one. For Internet access in schools, they're number seven in the world."

They care about talent and innovation.

Switzerland comes in first in the world for innovation, on-the-job staff training, attracting talent from elsewhere, *and* for government-provided training. The Swiss are number two for pay being relating to productivity, and number-three for retaining their own talent, according to the Index.

"They've created the right environment for people to start their own businesses," says Zahidi. "And for their intellectual and physical property to be protected."

Case in point: 99 percent of the Swiss economy is comprised of SMEs (small and medium-sized enterprises), which also represent 75 percent of the workforce.

They've created an environment where people can thrive.

In addition to investing in their human capital, the Swiss have created a system that allows people and companies to leverage that capital. This includes ease of transportation and Internet connectivity.

The Swiss Institute for Management Development explains the Swiss have followed the "golden rules of competitiveness." As Stéphane Garelli of the Institute told The New York Times in May, these rules are: "Manufacture, diversify, export, invest in infrastructure, educate, support small and medium enterprises, enforce fiscal discipline, and above all maintain social cohesion."

The World Economic Forum's goal is to bring the lessons of what the Swiss do well to other nations to promote better investment in human capital globally.

"Each country's story is somewhat unique and there are learnings to be had across various countries," says Zahidi. "For us, the next step is going to be, can we try to have cross-country learning? Are there best practices in certain countries that can be transferred to others?"

Latest Members

BSI BANK ISTANBUL

Contact: Tuna Ibrahimzadeh
Address: Süzer Plaza Asterocagi Cad No 6, Kat 21 Daire 2107 Elmadag /
İSTANBUL
Tel: 0212 2449042
Fax: 0212 2135650
Sector: Banking
Web: <http://www.bsibank.com>



KARDEX DEPOLAMA SISTEMLERİ LTD. STİ

Contact: Emre Yenil
Address: 19 Mayıs Mah. Inonu Cad. Seylan Is Merkezi NO 83/3, Kozyatagi Kadiköy
/ İSTANBUL
Tel: 0216 386 8256
Fax: 0216 386 85 69
Sector: Import Export
Web: <http://www.kardex.com.tr>



LASFALT LASTİK ASFALT SAN. İÇ VE DİS TIC. LTD.STİ.

Contact: Salim Yanci
Address: Çamlık mah. Cahit Zarıfıođlu cad. G-204 sk No:2, Nergis Sitesi Villa 17 /
İSTANBUL
Tel: +90 216 646 46 14
Fax: +90 216 646 46 15
Sector: Construction and Construction Materials
Web: <http://www.lasfalt.com.tr>

STUCKY TEKNİK MÜH. MÜS. LTD. STİ.

Contact: Mehmet Bozbeyli
Address: Cevizlidere Cad. 1239 Sok No: 2/1 Balgat 06520 / ANKARA
Tel: 0312 287 1201
Fax: 0312 286 26 23
Sector: Engineering/Machinery
Web: <http://www.stucky.ch>

