

# e-Newsletter

## January 2015

# Swiss Chamber of Commerce in Turkey



### PLATINUM PATRONS



### GOLDEN PATRONS



### SILVER PATRONS



### EVENT PATRONS





## Michel Probst

Minister for the Economy and Cooperation of the Republic and Canton of Jura (Switzerland)



### Dear Readers,

In my role as Minister for the Economy and Cooperation of the Republic and Canton of Jura (Switzerland), it gives me great pleasure to speak directly to readers of the 'Swiss Chamber of Commerce in Turkey' newsletter.

The department which I have been managing since 2007 is one of the five departments of the government of the Canton of Jura (Switzerland). My primary responsibilities are economic development policy, employment policy, tourism development, agricultural policy and cooperation policy.

The Canton Jura is situated in the northwest of Switzerland. It possesses a border with France and is very close to the German border. The Canton Jura has a long industrial tradition and excels in sectors such as watchmaking, microtechnology, machine-tool or automation. Jura economy deploys today also in new fields of activities such as life sciences or cleantech.

A few years ago, as part of its economic development strategy, my department introduced an economic mission programme in high development potential countries with which the Swiss Confederation or ETFA (European Free Trade Association) had established free trade agreements. The aim of these projects was to strengthen economic relations between our countries.

In 2014, we organised our economic mission to Turkey. I was accompanied by our Economic Development delegate and 19 entrepreneurs from Jura. The aim of the economic mission was to enable company bosses from Jura to meet their Turkish counterparts in order to explore common interests and opportunities with a view to establishing commercial relationships.

The programme was rich and varied. It notably included visits to companies in a range of sectors at sites in Ankara, Bursa and Istanbul. Meetings were held with some economic organisations (ISPAT, chambers of commerce) and we visited the METU Technopark. An official reception was held at the Embassy of Switzerland in Ankara attended by the ambassador, Mr Walter Haffner, and the Swiss-Turkey Chamber of Commerce helped us to meet Swiss companies based in Turkey so that we could share in their experience. A seminar entitled 'How to do business in Turkey' was organised by the Swiss Business Hub of Istanbul. Some interesting contacts were established during this time. We very much hope that this visit will lead to some new business relationships between Turkey and companies in the canton of Jura.

It was a fascinating trip. We noted the dynamism of the country's businesses. In order to meet the challenges of the country's economic and social development, projects in the field of infrastructure, education, tourism and commerce are particularly ambitious and have been allocated substantial resources in support of their goals. All of these factors will contribute to Turkey's long-term economic development.

Yours sincerely,  
Michel Probst



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## Interview with... Güniz Atış Azrak

**Mrs Azrak, tell us a little bit about your background.**

After graduating from Üsküdar American Academy, I attended to Marmara University and received my BA Degree in Journalism & Public Relations and Master's Degree in Marketing and Promotions. My academic background helped to advance my career by providing me the necessary educational groundwork to excel in marketing.

I decided to take a role in the hospitality /tourism industry and began working at Ramada Hotel as Banqueting Coordinator.

I then continued my career path in Sales and Marketing and worked at Hilton, Movenpick, Polat Renaissance and Conrad.

Then, I became the opening General Manager of Ajia Hotel and Crowne Plaza Old City Istanbul.

With my knowledge in 'Building Management' as well as 'Sales and Marketing', I have been offered the COO Position of Istanbul Modern, the first private museum to organize modern and contemporary art exhibitions in Turkey and worked there for approximately 7 years. And since

2013, I have been working as the CEO of İstanbul Lütfi Kırdar – ICEC, the very first international convention center in Turkey.

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

The Turkish economy has shown remarkable performance with its steady growth over the last decade. İstanbul plays a significant role in this growth . Talking about Congress Sector, according to ICCA (International Congress and Convention Association) and ICVB (İstanbul Convention & Visitors Bureau), İstanbul is within the top 10 Congress Destinations in 2010 and the city has become 'World's Number 1 Congress Destination' with more than 500 delegates in 2011, 2012 and 2013.

**Name us three extraordinary things about your company?**

Well, the most important of all, will be İstanbul Lütfi Kırdar – ICEC's being the very first international

convention and exhibition center in Turkey. The venue has been rendering its services to its guests since 1996 with its experienced staff, up to date technologic infrastructure and with catering options from Turkish and world cuisines; for hosting all kinds of organizations from conventions to fairs, from concerts to exhibitions.

Then, I would say the 'location' : İstanbul Lütfi Kırdar – ICEC is in the heart of the Congress Valley. In a metropolitan city as Istanbul, it is very significant to have an 'easy reach' from everywhere as well as the variety of lodging facilities and different center of attentions such as shopping, art galleries etc.

I also would add the unique set up of the company as well as the very experienced team. İstanbul Lütfi Kırdar – ICEC, is governed by UKTAŞ which has 150 partners, including Republic of Turkey Ministry of Culture and Tourism, Turkish Travel Agents Foundation (TURSAV) and Turkish Travel Agents Association (TÜRSAB) and also the leading companies of the tourism sector and prominent names of the sector which in the meanwhile provides a strong bounds with the clients.

## **What is the biggest challenge ICEC is facing in Turkey?**

I actually would prefer to call this an 'opportunity' rather than 'challenge'. Being the very first Congress and Convention Center of the country, we become the role-model and set the standards of the sector and in order to continue to be the role-model, we need to closely follow up the new requirements and trends of the sector and adopt accordingly. To adapt to the changes can sometimes be challenging, however, as this is always for better, I would prefer to call this an opportunity.

## **What are the gains?**

To successfully host more than 5000 events, over 7 million visitors from 192 different countries in 18 years is the gain for sure.

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

İstanbul Lütfi Kırdar – ICEC's future plans are directly related to our vision which is to be recognized as the

preferred business, conference and convention venue in Istanbul for various sized events.

In addition to this, we are going to expand the digitalism in our venue by implementing the project called "The Global Convention Center of the Digital Era: ICEC" supported by The Istanbul Development Agency (ISTKA).

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

I have been in the Chamber for almost a year and would say not only a great networking opportunity, but also with the events organized, provides to widen the horizons in the business and gives the opportunity to learn about the insights of the other sectors.



## How come you went to Switzerland?

After my parents graduated from University they moved to Switzerland in 1978 and opened their own dental practice. I was born, grew up and studied in Switzerland.

## During which time period have you gone to university in Switzerland?

I went to the University of Zürich medical school dentistry during the years 2001-2007. Right after my graduation in 2007 I continued as an assistant doctor at the surgical department of the university for two years. This was a great time period working/teaching students and being able to participate in the ongoing research projects at that time. Parallel to that I was doing my doctoral thesis under the guidance of Prof. Christoph Mörgeli again at Zürich University. Later on I specialized on aesthetic dentistry and got a masters in orthodontics at the University of Cologne.

## Do you have any special memories?

Studying in Switzerland is a multicultural experience since you have students and teachers from all parts of Switzerland speaking German, French and Italian, you actually get to speak all the different languages you have learned in High School.

A very funny memory I have of my first clinical year at university was while I was assisting a surgeon pulling out a wisdom tooth. The surgeon just had pulled out the tooth and was telling the patient not to swallow, in that very moment the patient swallowed the wisdom tooth and everybody started to laugh, the patient as well.

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

A very particular thing I liked most about the education system at university in my section was that the classes were kept small -only 35-40 people, which enables every individual to have a unique and efficient education with a personal tutor.

**Name: Dr.med.dent. Selin DIZDAR**

**School: University of Zürich, Medical School Dentistry**

**Year: 2001-2007**

**Contact: [www.swisscenterdent.com](http://www.swisscenterdent.com)**

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

In Switzerland the cantons are responsible for the educational services (Kindergarten, schools, universities) and education may vary significantly between cantons. Some cantons for example start to teach the first foreign language at fourth grade, while others start at seventh grade. So moving between cantons can turn into a nightmare for a child. The education system also differs that in Switzerland most children go to public schools. Private schools are considered (since the education at the public schools is excellent) unnecessarily expensive and people tend to think that the students of private schools didn't make it at the public schools.

In Turkey there is more pressure on the kids to make it to a university level whereas in Switzerland children choose to go to secondary school or start an apprenticeship (which does not lead to a university level).

## What is so special about Swiss education?

What I most appreciated about the Swiss education system is the very open, interconnected, multilingual and very conscious of a children's psychology mind set of the teachers that are actually educating and are presenting the first link of the education chain. The prosperity of the country enables you no matter what you are studying to have the best and contemporary infrastructure and equipment in your field.

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

Switzerland claims to have one of the world's best education systems approved by several institutions. Therefore and also regarding my personal experience I definitely would recommend parents who want to send their children to Switzerland, that their child has a certain base of the languages spoken in Switzerland to be able to build on that and enjoys winter sports such as snowboarding and skiing.

## OKTAR & OKTAR Law Firm

**OKTAR & OKTAR** is a law firm serving in the international area since 1989. The team is providing legal services to clients by aiming to reach the best result with the notion of work based on knowledge, experience and high performance.

As a specialized law firm on the area of Intellectual Property Rights, **OKTAR & OKTAR** has a significant practice in prosecution and litigation relating to Intellectual Property matters, such as application, oppositions, renewals etc. before Turkish Patent Institute, as well as in counterfeit, copyright, trademark infringement and unfair competition issues before criminal and civil courts in Turkey.

Within the criminal law, commercial crimes are one of the main practice areas of **OKTAR & OKTAR**. They consult and represent the clients in Court proceedings throughout Turkey.

### Contact

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Web : [www.oktaroktar.com](http://www.oktaroktar.com)

## Nurdeniz Tuncer Law Firm

The Guide Dog Association of Turkey has just been established. with a population of over 76 million people and no guide dogs, there was a real need for this service in our country.

A member of our chamber, Att. Nurdeniz Tuncer has been the initiator for the establishment of the first guide dog association in Turkey. She is being helped by her friend and guide dog user Maggie Moore, who is the wife of the British ambassador to Turkey. Culturally, Turkey does not have a strong dog culture and Maggie has been able to raise awareness of the valuable role of guide dogs and become an ambassador in her own right. At the association we ensure that the guide dog user and the guide dog build a strong bond and are comfortable with each other. We believe that will be able change the lives of visually impaired men and women by enabling greater mobility.

### Contact:

Instagram: <http://instagram.com/rehberkopekler>

Twitter: <https://twitter.com/rehberkopekler>

Facebook: <https://www.facebook.com/>

Web: <http://rehberkopeklerdernegi.org/en/>



## Swiss Centerdent AG, Zorlu AVM



In April 2011 Zürich Sihlcity CENTERDENT dental centre in Zürich Sihlcity has been opened, one of the most prestigious shopping centres in Switzerland. Everything in one centre: "shop and feel better looking and healthier at the same time" is the motto. Everything concentrated under one roof makes for efficiency and creates complementary synergies.

The focus of the dental practice's team is the customer, not just with his/her teeth and mouth, but as a unique individual. Another of the centre's maxims is: "Your smile - our centre", expressing the aim and the path Dr. Selin Dizdar (proprietor and dentist in charge) and her team pursue, which is to focus on the customers, their wishes, their dreams and fears, and to treat everyone the way we all want to be treated. The centre combines the demands of the more modern society with the traditions of a dentist. The practice offers the entire spectrum of dentistry with state-of-the-art technology, striving to create a practice climate that is beneficial, soothing and inviting.

The CENTERDENT dental centre is now planning to offer the concept of shopping and at the same time feeling well, healthy and good-looking to customers at the Zorlu shopping centre in Istanbul from late November 2014.

The SWISS CENTERDENT in Zorlu Istanbul is being inaugurated on 29 November 2014. Swiss dentistry 365 days a year is now available in Istanbul.

Contact: <http://swisscenterdent.com>



## V-ZUG



### V-ZUG VALENTINE'S DAY

Etiler Flagship Store,  
Tuesday, 10 February 2015, 19.00 - 22.30



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#### Menü:

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A handwritten signature in blue ink, appearing to read "Sedef".

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## Emir Hotels



Emir Hotels Chairman of the board, Arslan Zeki Demirci entered tourism in 1987 with his son Ahmet Demirci, when he came from his hometown Zonguldak and rented the Karaelmas Hotel , having a capacity of 70 rooms. With the building of Emirhan Hotel in 1989, the era of a hotel chain above world standards, began. In 1993, with Emirhan Side Güneşi and Emirhan Hotel, having 187 rooms in total, the high quality service concept was still continuing.

In the first period of 2000, Emir Hotels, aiming to be the leader of the tourism sector with rented hotel complexes, included the first 5,5 stars hotel of the region, which was started to be built in 2004 and opened in 2004: Xanthe Resort &SPA, having a capacity of 243 beds. The road to success continued with Sensimar Side Resort with 236 rooms, receiving the first guests in 2009.

Arslan Zeki Demirci, who lost his life in 2012, handed over the reins of the company to his son, Emir Hotels Chairman of the board, Ahmet Demirci, to his grandson , Zeki Emir Demirci (**Honorary Consul of Switzerland in Antalya**), Vice President and Chief Executive Officer, to his daughter-in-law, Demet Demirci, member of the board, and to his wife, Güler Demirci, member of the board.

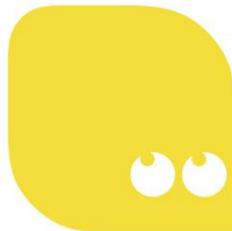
With **Sensimar Side Resort & SPA**, an upper segment concept of the world leading tour operator TUI, and in 2014 with The Sense Deluxe Hotel with a capacity of 374 rooms, which brought to the region a new understanding of quality and developed within few months to a feast of the eye in the region, Emir Hotels is, with 2000 beds, still the leading hotel chain brand of the region.

Additionally, Emir Hotels is on its way being the leader in sports tourism with the heated, all-purpose swimming pool covering an area of 50m2 in the **Xanthe Resort &Spa** hotel complex, and with the sports complex 800m away from the hotels and including 10 soccer courts. 1/3 of the accommodations regarding sports tourism are made in the own hotels.

Permanent guest satisfaction, professional management, innovative ideas, disciplined and systematic approach, with a young and dynamic team and an operation principle compatible with Turkish hospitality, supporting the Turkish economy, the participation of the staff and the strength it receives from them, Emir Hotels has, led by the vision and mission of Arslan Zeki Demirci, the aim to be mentioned with quality and trust.



## Lemonade



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# EVENTS



## 5 November 2014, Mövenpick Hotel Istanbul Luncheon for the delegation visit of Canton Jura

The Swiss Chamber of Commerce in Turkey, the Swiss Business Hub Turkey and Mövenpick Hotel Istanbul jointly organized a luncheon on the occasion of the visit of the Canton Jura delegation with the honorable attendance of

**Ms Monika Schmutz Kırgöz, Consul General of Switzerland, and Mr. Michel Probst, Minister of the Department of Economy and Cooperation of the Canton Jura**

### Speakers:

Mr Mehmetçik Kalay, HILTI General Manager Turkey and Central Asia

Mr Serhan Gök, Head of EMEA Equities, UBS Wealth Management Chief Investment Office



# EVENTS



## 10 December 2014, ARI İTÜ Teknokent X. Swiss Turkish Economic Forum



The X. Swiss Turkish Economic Forum «Can Family Businesses Innovate?» was successfully held at ARI İTÜ Teknokent.

The forum started with the opening speeches of ARI İTÜ Teknokent General Manager, Mr Kenan Çolpan; Chairman of the Swiss Chamber of Commerce in Turkey, Mr Doğan Taşkent; and Swiss Ambassador to Turkey H.E. Walter Haffner.

It was more than interesting to listen to Prince Rudolph von Liechtenstein and Denise Kenyon-Rouvinez on family businesses in the first part, followed by a fruitful panel discussion with both Swiss and Turkish members of family businesses.

The conference ended with the closing speech of Consul General of Switzerland, Ms Monika Schmutz Kıröz.

Overall there has been a good participation, reaching 80 attendees. Top executives and managers from companies, Universities as well as Governmental institutions and associations concerning innovation and members of the Swiss Chamber of Commerce in Turkey participated in the Forum. See programme on next page.



## X. Swiss Turkish Economic Forum

# Can Family Businesses Innovate?

**Date** 10th December 2014  
**Venue** ITÜ ARI Teknokent, ITÜ Ayazağa Kampüsü, Koru Yolu ARI 3 Binası,  
 No: 1101, 34469 Maslak, İstanbul

### PROGRAMME

**ITUARI TEKNOKENT**  
 ADVANCED RESEARCH AND INNOVATION

#### Registration

#### Opening Speeches

- Kenan Çolpan  
 ITÜ ARI TEKNOKENT, General Manager
- Doğan Taskent  
 Swiss Chamber of Commerce in Turkey, Chairman
- H. E. Walter Haffner  
 Ambassador of Switzerland

### PART 1

### CAN FAMILY BUSINESSES INNOVATE?

09.20 - 11.00

 **ATABAY**  
 KİMYA SANAYİ VE TİCARET A.Ş.

- His Highness Prince Rudolf von Liechtenstein  
 Prince of Liechtenstein
- Prof. Dr. Nihat Erdoğmus  
 International Trade And Management, Istanbul Sehir University, Chair
- Dr. Denise Kenyon-Rouvinez  
 IMD Global Family Business Center, Co-Director

11.00 - 11.30

Coffee Break

### PART 2

### BEST PRACTICES in INNOVATIVE FAMILY COMPANIES

#### PANEL

11.30 - 12.45 Moderator: **Ali Özgenç**  
 Managing Partner of Algoritma Business Consulting


- Thomas Simmler  
 Alfa Klebstoffe AG, CEO and Owner
- Cem Tüfekçi  
 Traçım Cement, Board Member, Executive Operations
- Selale Zaim  
 Inci Holding Family Office, Director
- Closing Speech**
- Monika Schmutz Kırgöz  
 Consul General of Switzerland in Istanbul

12.45 - 13.00

Lunch

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# EVENTS



## 16 December 2014, Mövenpick Hotel Istanbul End of the Year Cocktail Reception

What a great pleasure to celebrate the end of a successful year together with the distinguished members and friends of the SCCT!

Thanks to a beautifully decorated location at Mövenpick Hotel Istanbul, excellent food and best service, the “End of the Year Cocktail Reception” was an unforgettable event.

More than 60 participants attended the cocktail reception.

  
**MÖVENPICK**  
Hotel Istanbul



# EVENTS



## 16 January 2015, Cercle d'Orient / Büyük Külüp Panel on Swiss-Turkish Relations



The Consulate General of Switzerland organized a panel discussion with the distinguished speakers

- *Consul General of Switzerland, Ms Monika Schmutz Kırgöz*
- *Head of Swiss Business Hub Turkey, Mr Mehmet Yıldırımlı*
- *SCCT President, Mr Doğan Taşkent and*
- *CEO of ABB, Mr Sami Sevinç.*

The panelists answered the audience's questions on trade relations and economic situations of both countries. The event was hosted by Cercle d'Orient/ Büyük Külüp.



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Consulate General of Switzerland in Istanbul



## Swiss Desk at the Education Orientation Day in the Lycée Saint Benoit

Together with other countries represented in Istanbul, the Consulate General of Switzerland participated in an Education Fair held for the students of the Lycée Saint Benoit at their premises on December 16<sup>th</sup>. During the three hour fair, which was visited by hundreds of youngsters from the school, the Consulate General was able to stimulate interest in our university system, explaining the advantages of a Swiss education. Our thanks go to the Lycée for the kind invitation.



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get natural.

## Visit of a Switzerland Tourism delegation to Ankara and Istanbul

In line with its strategy of considering Turkey a priority market, Switzerland Tourism visited Ankara and Istanbul between January 19th and 23rd. The delegation of this annual promotional tour consisted of a number of Swiss associates such as destinations, hotels and service providers whereas it was combined in Istanbul with EMITT, the Eastern Mediterranean International Travel & Tourism Exhibition. Both the Embassy and the Consulate General supported this visit, holding well attended receptions at the residences of the Ambassador in Ankara and the Consul General in Istanbul where the delegation members were able to present their products and services to Turkish journalists and tourism professionals alike. The following delegates were represented: Switzerland Tourism, Interlaken Tourism, Basel Tourism, THY – Euroairport Basel, THY - Airport Geneva, Lufthansa/Swiss International Airlines, Kempinski Grand Hotel les Bains St. Moritz, Swiss Quality Hotels International, Hotel Warwick Geneva and Jungfrau Railways.



## EMIR HOTELS

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Fax: +90-242-763-02-43  
Sector: Tourism  
Web: <http://www.emirhanhotels.com>



## SWISS CENTERDENT AG

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