

e-Newsletter  
March 2015

# Swiss Chamber of Commerce in Turkey



## PLATINUM PATRONS



## GOLDEN PATRONS



## SILVER PATRONS



## EVENT PATRONS





## Felix Allemann

Chairman and Managing Director of Nestlé Turkey

### Dear Readers,

As Chairman and Managing Director of Nestlé in Turkey, it is my pleasure to contribute an editorial for the Newsletter of the Swiss Chamber of Commerce in Turkey.

Let me briefly introduce myself: Recently, I was appointed as the Chairman and Managing Director of Nestlé Turkey. I started my career at Nestlé 27 years ago, for an international career in Switzerland. A couple of months later, I was transferred to Brazil where I worked in various positions in Marketing and Sales. In 1993, I was promoted and transferred to the position of Marketing Manager for the Confectionery Business in Nestlé Chile. After 3 years, I became responsible for sales in addition to marketing of the same business platform with the added category of pet food. In 1999, I returned to Switzerland as Operations Manager at headquarters in Vevey. Between 2001 and 2005 I joined the GLOBE (Global Business Excellence) team, responsible for Generating Demand and then for the creation and leadership of the Globe Center in Zone Americas.

In 2005, I was appointed as the CEO of Nestlé Venezuela and 6 years later, I was transferred to Nestlé in Argentina as CEO of Plata Region, including Argentina, Paraguay and Uruguay.

After 25 years of experience in South America, it's a pleasure for me to be transferred to this dynamic and promising market, here in Turkey. With its young population, dynamism and location, Turkey has a strategic importance for Nestlé globally and offers great opportunities for us to grow and invest. As a Swiss company, Nestlé has been in this country for more than 100 years and made great contributions to the development of the Turkish food industry and Turkish consumers' tastes over the years. Yet, I am convinced that there is still great potential to grow our business even more and make our emotional bond with our Turkish consumers each time stronger. I am prepared and motivated to unlock further opportunities with my great team and to contribute to the success of Nestlé in Turkey and the economic development of this great country.

Sincerely yours,

Felix Allemann



**Name:** Dr. iur. Ali Çivi

**Company:** Çivi & Partners Law Office  
(Istanbul) and Advokatürbüro Albrecht & Riedo (Basel)

**Schools:** University of Basel, Faculty of Law,  
University of Fribourg, Faculty of Law  
**Year:** 1989-2004

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

For the first time I went to Switzerland in 1989 to study my doctorate after completing my legal internship in İzmir. Soon after, respectively I have took all my equivalence courses in University of Basel to get my bachelor's degree and then started to study my doctorate in University of Fribourg.

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

It is more than normal for a lawyer who completed its bachelor's degree in Law in Turkey and desires to learn jurisprudence thoroughly to crown its studies in Switzerland whereas may find the origins of the Turkish rules and regulations such as Turkish Code of Obligations and Turkish Civil Code. However beyond these reasons, the sincere moral supports of my wife and my family was crucial for me to decide to settle in Switzerland.

## **Do you have any special memories?**

I am always impressed by the libraries in Switzerland. Limitless varieties and countless numbers of publications and books in libraries give the students a great chance to access these resources. Even in the University libraries, there are hundreds of thousands books. I had great and exciting experiences in the libraries where I consider them as the most special memories in my life in Switzerland.

## **As far as we know, you maintain your legal activities and studies both in Turkey and in Switzerland. Please tell us more about your experience of having two different lives in two different countries?**

Firstly, in order to work in such intensive tempo between two countries, you have to love both your country and the law. It is not easy as it seems to spend your life both in Turkey and in Switzerland and to maintain your business without any delay or problem.

I am preserving my legal activities and studies under Albrecht & Riedo Law Firm in Switzerland and under Çivi & Partner Law Firm in Turkey. Besides my intensive working tempo, I am also participating as the vice chairman of the board of The Research Foundation Switzerland-Turkey ("RFST"). I consider it as a duty to take responsibility in both social and legal relations between these two countries whilst I am continuing my legal career. On the other hand as one of the founders of the RFST, I am trying to show my best effort particularly for the academic activities of the foundation.

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

It is the necessity of the consciousness of citizenship and the profession of law, to serve your citizens if you are performing your legal activities in a foreign country. That's why I have specifically decided to concentrate on the recognition and enforcement of the international court decisions in the early in my career whereas a Turkish citizen may most probably face in Switzerland. I am also heavily involving in the arbitration process. In today's world where the trading activities growing globally, canalized me to expertise in financial areas of law. Therefore I am conducting my legal activities particularly in law of banking, corporate law, law of taxation, commercial law and law of contracts.

My daily legal practices show me how beneficial and advantageous were my education which I had in Swiss Universities and the experiences I have gained in Switzerland.

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

Investing in a human being is a social agreement in Switzerland. Therewith the quality of the education system has reached highest standards. Starting from the pre-school period to University age, no concessions made on quality and on discipline. Also variety in the education system is at the highest level. At this juncture the vocational education and training becomes prominent.



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To train the personnel for the most suitable positions to the business world is one of the most important educational parameters of Switzerland. Also the multilingualism is one of the indispensable factors of the Swiss educational system.

On the other hand, Turkey showed significant progress in education system for the past years. Compared to last decades the quality improved prominently but of course it will take some time to resolve some of the problems coming from the past. The government should pay more attention to the vocational education and training.

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

One of the most impressive side that I would like to put emphasis on for the Swiss education is discipline. Moreover it also incites and encourages you to analytical thinking, to retrace to the source of information and to gain experience regarding the general practice. Switzerland makes the difference from the other countries by having one of the largest legal resources in all around the world. It is inevitable to perform remarkable studies for the people having such various resources. The enthusiasm to read, of course plays a vital role to reveal such great studies.

As a natural consequence, the lawyers become fully equipped and well supported vocationally. Accordingly, the students can providently enter into their business life.

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

I suggest to the parents, who are determined to and having the intention to send their children to study abroad, to send their children to study in Switzerland without any hesitation.

As a father who is prioritizing his children's education life, I am providing the opportunity for my children to study in Switzerland. The degrees or the diplomas to be received in Switzerland would be a life time educational attainment for my children.

In my humble opinion, I may suggest two things to the candidates whose intention is study in Switzerland; firstly an intensive language training and secondly to learn analytical thinking.

**As the founder of the Çivi & Partners Law Firm in Istanbul, could you please tell us briefly about your firm and your working areas?**

One of my main purpose is to lead a dynamic lawyer team having a broad vision and eager to adapt in both national and international cases. Of course it is not my intention to found a law firm which engages in ordinary and daily routine cases, it is my sole expectation to become the "legal brand" of Turkey which my country feels the deficiency of most. The young and dynamic structure of my country, enhances the possibility to reach my primary goal. We are participating particularly in corporate law, law of contracts and aviation law with an enthusiastic team which loves to study law. Also we are providing legal consultancy to many companies involving in various areas of business in multi languages. Our Istanbul office works coordinately with our Switzerland office.





## AMC Metalcraft

AMC International Alfa Metalcraft Corp. AG engages in the research, development, manufacture, and sale of cooking and serveware units. Its products include multi cooking systems, mobile cooking surfaces for kitchen and leisure, soft and turbo rapid cooking lids, vacuum pumps and lids, sieve units, serving bowls and platters, combi bowls, inserts, and grater-shredder-slicer inserts. The company also offers ovals, Chinese woks, grill pans, frying pans, cans, long-handled pans and dome lids, knife sets, and bio cleaners. AMC International Alfa Metalcraft Corp. AG serves customers through distributors and sales consultants. In addition, it provides educational and training programs for nutrition specialists; and cookery meetings and nutritional advisory services. The company was founded in 1966 and is headquartered in Rotkreuz, Switzerland. It has production facilities in Italy, Spain, and India, as well as sales operations in Europe, America, Asia, Africa, and Australia.

### Company Background

«**Eat better. Live better.** is the credo of our brand AMC. We are market leaders in the field of premium stainless steel cookware and are committed worldwide to healthy and enjoyable cooking as well as top-notch counselling of our customers. Longstanding experience, innovative strength and pioneering spirit as well as the culture of healthy delight are our strengths. The AMC group has own companies and production centres in over 30 countries across 5 continents. More than 15 million customers and 18,000 employees trust in the quality of AMC. Discover for yourself the fascinating culture of healthy taste!»



## YILDIZ

### MARKETING AND SOFT BEVERAGE INDUSTRY TRADE LIMITED COMPANY HISTORY

Our company was established in 1974 and continues to the present day commercial activities since 1989 Limited title. By expanding its activities outside Istanbul since 1998, the date of establishment until the dynamic in all studies have paid attention to stable and sustainable growth through innovative approaches.

Our company is in many parts of our country in the FMCG sector, the major brands of the market leaders in the world (Philip Morris, Efes Pilsen, Coca-Cola and Meyer) makes the distributorship. This world trust framework needed for our company while serving the brand always give quality service, which aims to contribute to the development of the sector, success-oriented visionary perspective, 600 employees, 300 vehicle fleet, 38 000 m2 warehouse, offices and work areas, 67 million TL capital of the company and is continuing on the path.



## FRITZ STUDER AG

In 1912 Fritz Studer established a small mechanical workshop in Steffisburg (CH). As he had no grinding machine for machining precise parts, the young company director promptly built his own. With this he laid the foundation stone for a very successful history. Today, STUDER is the world number one for complex grinding processes, employs around 800 people and has a turnover of more than CHF 200 Million.

Fritz Studer AG produces standard machines and individual system solutions for high precision cylindrical grinding of small to medium-sized work pieces. The customers belong mostly to the Machine Tool, Tool-and-Die, Automotive, Aerospace, Pneumatic/Hydraulics, Electronics, Medical, Watch Industries and contract production. As market and technology leader with approximately 22.000 machines delivered worldwide for universal, external, internal as well as form grinding applications, STUDER stands for precision and quality over the past decades. Its products and services include hardware, software and a wide range of services in the pre- and after-sales in Swiss quality. With a complete customized solution for every grinding task, the customer also benefits from the knowledge and expertise in relation to the grinding process. STUDER has 100 years of experience in the development and manufacture of precision cylindrical grinding machines.

STUDER belongs to the UNITED GRINDING Group, which is part of the global Körber Group. The UNITED GRINDING Group is the world's leading supplier of machines for hard fine machining. With its eight strong corporate brands (STUDER, SCHAUDT, MIKROSA, WALTER, EWAG, MÄGERLE, BLOHM, JUNG) the group has the most extensive application knowledge, product portfolio and range of services in the market.

Since 2001 STUDER has worked together with (representative) Form Makina A.S. in Turkey. Since then, STUDER could deliver over 150 machines in Turkey.

### Innovations and pioneer work

- 1936 STUDER develops the worldwide first hydraulic controlled grinding machine
- 1965 Hydrodynamic spindle bearings set all-time record in terms of precision
- 1976 STUDER develops and patents the Granitan® machine bed which has been improved over the years and now forms the basis of all STUDER cylindrical grinding machines
- 1977 STUDER develops the first CNC controlled cylindrical grinding machine worldwide
- 1990 Axially-parallel thread grinding with STUDER thread software
- 1985 Tailstock with automatic cylindricity adjustment
- 1993 Automatic B-axis with a resolution of 1/10'000°
- 2002 High speed grinding (HSG) of ceramic materials (e.g. silicium carbide)
- 2004 Advanced programming software StuderGRIND (now with technology calculator)
- 2004 With the S12, STUDER launches the worldwide fastest and most precise production cylindrical grinding machine
- 2005 STUDER launches the combined machining center S242 for cylindrical grinding and hard turning
- 2011 STUDER launches the CNC universal cylindrical grinding machine S41, a world first with StuderGuide® and linear drives
- 2013 STUDER brings the S11 to the market, the smallest machine in the portfolio
- 2014 STUDER launches the S141, a universal internal cylindrical grinding machine with the absolute latest technology

### The Art of Grinding.

Grinding is an art, which STUDER perfects in its own way and that with production tolerances in the Nano range.

# EVENTS



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## 19 February 2015, Hilton Bomonti Chamber Corner Event



For the second time, the Swiss Chamber jointly organized a networking cocktail event with the German and Austrian Chamber of Commerce. This time AlumniTurk joined the event as host. AlumniTurk is a private online community that connects Turkish Alumni around the globe who have received at least a Bachelors, Masters, Doctorate, or Post-Doctorate degree from a University abroad.



The cocktail took place at Hilton Bomonti on February 19th. It was a great opportunity to get in touch with (german-speaking) professionals from different sectors.



# EVENTS



## 27 February 2015, The Sofa Hotel, Nişantaşı Swiss Innovation Series



Within the context of the “Swiss Innovation Series”, the Swiss Chamber of Commerce in Turkey and MIT EF Turkey jointly organized a conference on:

**“Turkish Biomedicine Infrastructure: Gaps, needs and recommendations”**

### Speakers

**Prof. Banu Onaral**, H.H. Sun Professor and Director of the School of Biomedical Engineering, Science and Health Systems, Drexel University

**Prof. Dr. Cengizhan Öztürk**, Institute of Biomedical Engineering, Boğaziçi University

Both speakers informed the participants about their endeavors in the World of Biomedicine and shared their thoughts on the challenges facing Turkish Biotech Industry.





prohelvetia



## Exhibition “Spectrography” at Anadolu Kültür A.S./Depo, Istanbul, beginning on March 14th until April 15th

In cooperation with the Swiss Cultural Foundation, Pro Helvetia, Anadolu Kültür A.S./Depo is showing “Spectrography” which is a collective exhibition by Anna Barseghian, Stefan Kristensen and Uriel Orlow. It is the result of an intense dialogue between the artists on the memory and the wounds of Armenian history as well as of a common trip to Southeastern Turkey, to the area of Van and Moosh. The exhibition features video installations and photographic works with sound explorations of a haunted territory. What emerges is a particular, personal memory belonging nevertheless to history.



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## Exhibition “The Swiss Touch in Landscape Architecture” at Istanbul Technical University (Taşkışla Campus), beginning on March 19<sup>th</sup> until April 5<sup>th</sup>

With the courtesy of Pro Helvetia, in cooperation with Istanbul Technical University and in the presence of curator Prof. Michael Jakob from EPFL Lausanne, the Consulate General is proud to present “The Swiss Touch in Landscape Architecture”. Parks, brownfield sites, recreation areas along canalized rivers: Landscape architecture shapes our living spaces decisively and yet is barely noticed. Switzerland played a key role in 20<sup>th</sup> century landscape architecture and continues to shape current developments. In a digital touring exhibition conceived by Prof. Jakob, the exhibition brings the stakeholders clearly into focus, showcasing representative examples of current Swiss landscape architecture. We are inviting the public to come and acquaint themselves with the quality, variety and complexity of this field of work. The show opens on March 19<sup>th</sup> at the Istanbul ITÜ (Taşkışla Campus) at 5 p.m. The two photos below illustrate the works of architects Herzog and De Meuron from Basel as well as the late Le Corbusier who was one of the most significant and influential architects of the 20<sup>th</sup> century.





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İZMİR KÜLTÜR SANAT VE EĞİTİM VAKFI  
İZMİR FOUNDATION FOR CULTURE ARTS AND EDUCATION



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Consulate of Switzerland in izmir

## Jazz Concert with Swiss WHO Trio of Michel Windisch in Izmir March 21st

Izmir's Foundation for Culture, Arts and Education organizes the city's annual European Jazz festival. Being a showcase of European cultural cooperation and focused on the continent's jazz scene, the festival brings together artists from several European countries and from different musical backgrounds. The Ahmed Adnan Saygun Centre of Arts, the location for the festival, is a new structure comprising of concert halls with impressive acoustic plans and modern exhibitions spaces. Throughout the two weeks of the festival, the infrastructure is carefully employed by the organizers not only for concerts, but also discussions and poster and photo exhibitions, all revolving around Jazz. In cooperation with the Consulate General, the Honorary Consulate in Izmir has invited the famous Swiss Jazz WHO Trio of Michel Windisch to perform at the festival. They will have the honour to hold the closing concert on March 21<sup>st</sup> at 8:30 p.m. Please see also <http://www.iksev.org/en/caz-festivali/program>.



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INSTITUT  
FRANÇAIS  
İZMİR



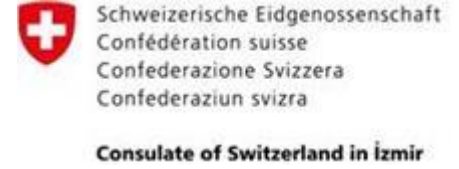
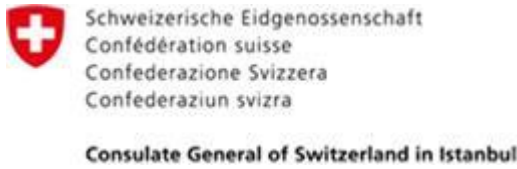
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Consulate of Switzerland in izmir

## Francophonie: Screening of the Swiss Movie "Longwave" in the presence of Swiss director Lionel Baier in Istanbul and Izmir, March 23rd

It is April 1974 and two leading reporters for Swiss radio are sent to Portugal to investigate Switzerland's aid to poor countries. The projects financed by Switzerland prove to be calamitous and the workers' revolution that suddenly breaks out doesn't help, obliging the heroes to disregard first the radio's management, and then their own codes of conduct. The Consulate General is screening the Movie at the French Faculty of the Istanbul University as well as at the French Institute of Izmir on March 23rd. Lionel Baier has been invited to Turkey and will introduce the movie on both occasions and will be available for questions. Please see also: [http://www.swissfilms.ch/en/film\\_search/filmdetails/-/id\\_film/2146547457](http://www.swissfilms.ch/en/film_search/filmdetails/-/id_film/2146547457)





## Switzerland is “Partner Country” of Turkey Innovation Week, March 19th - 20th at Swissôtel Büyük Efes in Izmir

Having been conducted since 2012 under the auspices of the Turkish Exporters' Assembly and the Aegean Exporters' Association, Turkey Innovation Week attracts tens of thousands of visitors by means of interesting and comprehensive themes that include design, technology, innovation, R&D as well as science, marketing, arts and sports. It is thus an honour that Switzerland has been chosen this year as “Partner Country”, with Honorary Consul Hasan Umur delivering a speech during the opening ceremony. Amongst the internationally acclaimed high level speakers, two Swiss Experts will have an opportunity to address the numerous participants on March 19<sup>th</sup>: Mr. Michel Hueter, Curator of Design Prize Switzerland <http://www.designpreis.ch/?pageID=491&lng=en> as well as the well-known Swiss architect Mr. Andreas Vogler <http://www.andreasvogler.com/about/>. In addition to this, the Consulate General, the Honorary Consulate together with Swiss Business Hub Turkey will be present at the fair with a Swiss national stand, showcasing the many facets of Switzerland.





## EGE UNIVERSITY Research and INNOVATION ECOSYSTEM



**EGE UNIVERSITY SCIENCE AND TECHNOLOGY CENTRE (EBILTEM – TTO)** was established in 1994, aiming to strengthen R&D activities and foster university-industry collaboration. Throughout the years it has evolved into a one-stop-shop delivering the whole range of technology transfer services. Today it provides comprehensive services as the official Technology Transfer Office of Ege University, a 60 year-old State University with 60,000 students and over 3,000 researchers. It ranks among the top five Universities in Turkey with respect to its publications, patent disclosures and commercialization of results. Today it has a number of practices which are completely innovative and unique in Turkey, such as its industrial relations, approach to EU projects, special programmes for students, etc.

Within this ecosystem of R&D and Innovation, EBILTEM-TTO has been playing a pivotal role in increasing the innovation capacity in the Aegean region and in building bridges between the academia and industry, institutionalizing University-Industry collaboration. It does so by, utilizing the infrastructure and specialised human resources of Ege University, adopting international best practices to the local situations, advising SMEs on issues such as research, IPR, innovation management, new investments and strengthening the ties between universities and businesses.

It fosters an environment facilitating the interchange of ideas between academia and industry, leading the commercialisation of RTD results at national and international platforms. It has agreements with national/regional organisations which are key players in the Turkish Research and Innovation Platform. It also plays an active role in sponsoring and/or attending national and international boards and policy group meetings for the development of regulatory and other state policies.

EBILTEM-TTO's wide spectrum of activities can be grouped under the following main headings:

- Raising awareness for R&D and innovation in the business and academic world,
- Providing information and easy access to national and international funds for R&D and innovation,
- Coordinating or participating in EU Framework programmes to improve the competitiveness of the regional industries in internal and global markets,
- Catalyzing joint university-industry projects through contracted research,
- Providing IPR consultancy services,
- Facilitating commercialization of research results through licensing and establishment of university spin-off's,
- Fostering international business and technology partnerships through its contacts with global R&D&I networks
- Initiating in regional clusters and developing regional innovation strategies.

EBILTEM-TTO has become a regionally and nationally renowned prestigious Centre and has been accepted as a unique model for Academia & Business interface organization in Turkey by realizing 239 Transnational Technology Transfers and business and research cooperations between Turkish and European SMEs since 2004; facilitating 4750 meetings between 1745 Turkish SMEs and EU Companies in 152 international technology matching events and eventually, leading to 56 Million Euro added value to the regional economy, creating new employment for 320. In 2012, EBILTEM-TTO has been accredited as a national best practice and was awarded a-ten year support by the Scientific and Technological Research Council of Turkey (TUBİTAK) to expand its existing Technology Transfer activities.

**ideEGE - EGE UNIVERSITY TECHNOLOGY DEVELOPMENT ZONE (TECHNOPARK)** is the final addition to the broad spectrum of R&D assets of the University. Its mission and vision statements were defined through 3 search conferences conducted by the participation of different key players namely, Industrialists, Academia and Opinion leaders.

It is spread over 83,000 square meters, located at the heart of the Campus literally next to the subway station and the student shopping centre, at close proximity to a vast industrial hinterland.

Based on the fact that 75% of all projects, 95 of all invention disclosures and 98 of all patents are in the area of "Life Sciences and Health" in Ege University, ideEGE Technology Development Zone primarily focuses on this specific theme. Its main motto is "work together and learn together". It will build on its strengths and endeavour to create synergies with its stakeholders, to create an added value at regional and national levels.

ideEGE aims to exploit the academic expertise and excellent research infrastructure of Ege University, together with its numerous reach labs conducting a large number of very specialized R&D services including 160 accredited tests. Unique Pilot scale production and Clinical Research facilities available at twelve different academic units will provide an opportunity for the companies to further develop their proof of concepts. Utilising the expert services of EBILTEM-TTO and reaping the benefits of its 20 year-experience, ideEGE Technology Development Zone is eager to make a difference in the Innovation Ecosystem of Izmir as its name applies: "Izmir's Developing Ecosystem"-ideEGE.

ideEGE's first building, İNCİ ("Pearl" Building), was inaugurated in October, by a ceremony where 13 Board Members signed the corporation charter of the Managerial Company ideEGE A.Ş. in which Ege University Rectorate is the sole shareholder. İNCİ is a miniature of what ideEGE will be when its development is completed, comprising of 3.500 square meter indoor space, 17 offices, a Pre- incubation Maker space, Glass-master workshop, Chemistry/ Microbiology Laboratories, Conference Room, Meeting areas and Social zones. Coupled with its proximity to banks, restaurants, sports facilities, logistic and transportation services at the centre of Turkey's fourth oldest university, it is a unique centre of attraction for entrepreneurs and innovators.

ideEGE Technology Development Zone started its activities with its first tenants in January 2015. As a result of this first call for project proposals launched in September, the R&D projects of 14 companies were selected among 31 applicants through a very competitive evaluation by independent evaluators. Out of the 14 Companies, 6 are academic spin-outs. The sectoral distribution is; 4 Biotechnology, 4 Medical Technology, 3 IT, 2 Machinery and 1 Material Science Projects.

ideEGE Technology Development Zone is being further planned with a sophisticated concept design that supports open innovation, smart and eco-innovative architectural approach, enforced by a vision "to make a difference".



#### ideEGE Teknoloji Geliştirme Bölgesi

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