

e-Newsletter
September
2015



Swiss Chamber of Commerce in Turkey

PLATINUM PATRONS



GOLDEN PATRONS



SILVER PATRONS



EVENT PATRONS





Eda Akalın Hoşceylan

Director of the Swiss Chamber
of Commerce in Turkey

Dear Readers,

I am delighted to have the opportunity to write the editorial of this e-Newsletter.

After a long summer break, our Chamber is ready for another productive term that will start in September.

The Swiss Chamber of Commerce in Turkey (SCCT) aims to create an environment of ideas and sharing, where members can learn from each other and from the very best leaders and authorities, inside and outside Turkey. The SCCT entertains close contact with the Consulate General of Switzerland, Embassy of Switzerland, Swiss Business Hub Turkey and other Government offices, as well as Swiss and Turkish organizations. Our events are always a great opportunity to network with new business people. There are almost 30 events every year.

The SCCT has been organizing the Swiss-Turkish Economic Forum every year since 2005. The Swiss-Turkish Economic Forum is based on important and current topics for the development of trade relations between the two countries' SME's.

This year we will organize XI. Swiss Turkish Economic Forum: "Invest in Switzerland: Become a Global Player" on 09th December 2015 at Swissôtel The Bosphorus, Istanbul.

Switzerland remains the most stable county in Europe and attractive location for foreigners. It is stable, politically and economically and offers a variety of investment options. Investment and Growth Opportunities in Switzerland: Opportunities in the Private Sector will be discussed during the Forum.

Registering a company in Switzerland, relocation, opportunities for acquiring residency permit, overview of the Swiss/Turkish tax & banking system will be explained in detail by the qualified experts and authorities. So, please SAVE THE DATE in order not to miss this important opportunity and "Become a Global Player".

We have also great news: Ready for the winter season, our new platinum sponsor Swissôtel The Bosphorus will open the new decorated Chalet Restaurant. Have a look on page 8 and learn more about the Fondue tradition of Switzerland.

Thank you for your support to the Swiss Chamber of Commerce in Turkey. We have been serving the business community since 1984 and will continue for many years.

Sincerely yours,

Eda Akalın Hoşceylan



Interview with...

Bozkurt Atabek, Mövenpick Hotel Istanbul General Manager

Mr.Bozkurt, tell us a little bit about your background?

After graduating from Dokuz Eylul University my hospitality career started at Phaselis Princess in Kemer in 1988 as bartender. In 1992, I started working at The Marmara Hotel Istanbul which helped me to gain experience at front office, reservation and sales departments. In 1999, I moved to USA and served as Assistant Front Office Manager in Savannah Marriott Riverfront Hotel and continued as Front Office Manager at Richmond Marriott West, Rooms Division Manager at Evansville Airport Marriott and Director of Operations at Melville Marriott Long Island. In 2004, I was promoted as General Manager at Islandia Marriott Long Island and in 2006, I was awarded as the “General Manager of the Year”. My career continued as General Manager at Saddle Brook Marriott, Hilton Crystal City and Avalon Fort Greene. In 2014, I returned to Istanbul and worked at Marti Istanbul Hotel as General Manager.

What’s your impression of Turkey and Turkish market so far?

Turkish hotel sector is thriving. As one of the world's most popular destinations, Istanbul presents around 500 accommodation properties with tourism operation license from Ministry of Culture and Tourism Turkey, as of June 2015, and more are under development which is a higher figure than any of its regional competitors. Istanbul has been the ambition of international brands for a long time and nearly all new developments would begin and end here. However, with the help of our country’s growing economy, the attention has shifted to developing regional cities, coastal locations, such as Samsun. In 2014 Turkey was the sixth most-visited country globally according to data compiled by the World Tourism Organization (UNWTO). With its sea, sand, sun and historical and natural wonders, Turkey is becoming more and more popular and preferred destination globally.

Name us three extraordinary things about your company?

As Mövenpick Hotels and Resorts, we are passionate about the high quality service standards, culinary satisfaction and sustainable environments. We believe all these things should be served with a personal touch. We encourage our team members to act in an entrepreneurial way. We let them search and be creative so that they will be able to find ways to impress our customers. We believe in the “Wow Factor” in hospitality. For me “Wow Factor” represents a top quality food and beverage services and facilities, cherishing care, trust in our guest relations and going the extra mile to provide a warm and personal touch. At our hotel we follow this philosophy and continue to add new products to exceed our guests’ expectations with highly personalised services.

What is the biggest challenge Mövenpick Hotel is facing in Turkey?

I don’t believe what Mövenpick Hotel is facing does any different than what my colleagues in the hospitality sector is facing. Main challenge is always the same wherever you are in the world. To find and employ the right team members with the same passion and dedication for the service industry. It is important your team to adopt the company’s vision.

What future plans does your company hold?

We are deeply committed to meeting the needs of frequent business travellers. Our dedication to get the job done perfectly has won us a number of national and international awards. We are located in the heart of this fabulous city, Istanbul, which is may be the most vibrant city in the world. This gives us an edge as well. What we are doing is to harness the potential of the city, combine it with our own insight and passion for detail so that we will be able to add value by enhancing the guest experience. We would like to continue to set the trends, exceed our guests’ expectations and write success stories together with my team.

What are your upcoming projects?

Mövenpick Hotels & Resorts is one of the largest hotel groups to commit to Green Globe Certification for all properties worldwide. In order to become more sustainable, we need to work together and develop smart solutions. Our aim is to reduce and optimise its consumption through the use of basic measures, such as energy efficient lighting, water consumption reduction and a better management of waste and chemical use. With Swiss heritage and values at our heart, we would like to continue celebrating practices that demonstrate our environmental responsibilities. We also earned Greening Hotels certificate from Turob and our Green Star certificate from Ministry of Culture and Tourism is on the way.

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

Representing a Swiss company, it has been very important for us to have Swiss Chamber as our supporter. Their mission of being a trade connection and communication center between Turkey and Switzerland and also between Swiss companies in Turkey have a huge importance for us. It is valuable to have relations with other Swiss companies. And I would like to thank Swiss Chamber of Commerce for doing an excellent job.





Swiss Alumni Ceren Ercengiz, 7-70, Owner

Right after my high school graduation, I started my studies in Switzerland. I was turning 19 when I arrived in Switzerland, it was probably the best choice for me to move to Montreux.

At first, I decided to study gastronomy and I was looking for a culinary school around Europe. I found some schools in London and Barcelona but when I shared this with my parents they already found a solution for my education.

One of my father's friend told him about GLION Institute of Higher Education. It was not a culinary school that I was expecting, although it was a hospitality management school. First I was shocked but later when they explain things everything became more clear. I was going there to learn hospitality management and now I am thankful for this idea.

For the hotel and restaurant management the system was simple, you need to be disciplined all the time and the school rules were easy to obey,

you just need to follow the instructions. I gained so many friends from different countries and so much experience in hotel and restaurant management.

The most special memory was the day I was coming back to Turkey from Switzerland, almost all of my friends from school came with me to the airport to send me off, I think this one touched me the most. I was the happiest person by the time.

I recommend Swiss boarding school because it has one of the best education systems in the world, the top notch schools are in Switzerland, the nature is breathtaking, Swiss people are kind and caring and the food is amazing, I wish I could take the time back and study again.

School: Glion Institute of Higher Education
Place: Montreux



Oerlikon Balzers Turkey

The first coating centre in Turkey was built in Bursa, the most important industry site and traffic hub 90 km south of Istanbul. Well-known mechanical engineering and vehicle construction companies as well as metal processing enterprises are located in Bursa, such as BOSCH and Renault who manufacture in the immediate vicinity.

Oerlikon Balzers is the world's leading supplier of PVD coatings, which significantly improve the performance and durability of precision components as well as tools for the metal and plastics processing industries. These coatings marketed under the BALINIT® brand name, are extremely thin and exceptionally hard. They significantly reduce friction and wear. Oerlikon Balzers also develops processes, manufactures and sells systems and production facilities, and offers contract coating services through a dynamically growing network that currently encompasses more than 70 coating centres in Europe, the Americas and Asia. Oerlikon Balzers is a business unit of the Swiss Oerlikon Group, one of the world's leading makers of industrial solutions and cutting-edge technology in textile production, thin film coating, propulsion, precision and vacuum technology.





Rubbertec

Rubbertec's aim is to occupy a significant position on the European market in the area of innovative material technology within the recycling of waste rubber within the next few years.

In order to reach this aim, Rubbertec has assembled a team of specialists and strategic partners to compete in a rapidly expanding market. A team that is familiar with the specific market conditions due to longstanding experience in the industry. In their thinking and acting, all staff members are bound to the corporate objectives.

The performance goals and ideals of Rubbertec are the pioneering of high-tech solutions on a high level of quality, a competitive edge through science and technics, a customer-oriented provision of services as well as a simple and viable application of these new technologies.

With innovative products, attractive services and a committed, competent and reliable team of employees Rubbertec wants to build a future-oriented company that creates lasting values for customers, partners and shareholders and that will contribute considerably to the environment.

Asphalt technology with recycled rubber has been an interesting research and application field for approximately 40 years. Especially in the USA and in Canada. In various projects new material technologies, products and applications for interstates, highways, and regional roads have been successfully tested and introduced.

Rubbertec ranks among the leading technology companies in Europe in the field of manufacture of rubber-asphalt granulates.

Test results in various European countries clearly show, that this new generation of surfaces has clear advantages compared to previous products based on polymer bitumen. Particularly so regarding working life, safety and cost effectiveness of these asphalts and most notably under extreme weather or loading conditions. It is therefore proven, that this new surface technology reduces susceptibility to the formation of cracks.

As an important product innovation for surfacing motorways and other traffic areas, this technology stands out for its durability, improved safety, better grip and marked noise reduction. But it also makes an essential contribution to worldwide environmental protection by recycling waste rubber.

Rubbertec offers complete solutions for the road-building of the future with innovative products and the ensuing practical application in traditional road construction. Thereby economical and ecological requirements are being ideally met at the same time.

swissôtel THE BOSPHORUS ISTANBUL

Swissôtel The Bosphorus, Istanbul is happy to announce the opening of Chalet Restaurant as of last week of November for the winter season. It is one of the most popular restaurants in Istanbul with its cozy atmosphere, warm presentation and delicious Swiss flavors.

Fascinated by the 100 year-old Chalet which is decorated with authentic objects and warm colors, the guests will have a wonderful experience with a romantic fireplace light, sharing nature of the fondue – a Swiss tradition - and a wide selection of wine. The Chalet Restaurant presents the fondue tradition that emerged in the 18th century in Switzerland, by harmonizing it with today's flavors. It also offers a feast of taste with "Cheese fondue" served with Vacherin Fribourgeois and Gruyere cheese types and dry wine or meat fondue "Fondue Chinoise" served with cold sauces like salsa and tartar. And the chocolate fondue prepared as a dessert is hard to resist.



ALPHAZIRKEL



Message from Chairman Andreas E. Mach

Dear readers,

Cross border exchange of ideas and experiences is the most enriching form of communication and leads to great new ideas and profitable business opportunities.

This is why ALPHAZIRKEL has been successful as the leading German-speaking platform for family entrepreneurs since 2005. For many years we have been reaching out with German, Swiss and Austrian family entrepreneurs to selected countries and regions like Turkey, India, Brazil, China and the Middle East to foster the exchange of experience between family entrepreneurs around the globe.

ALPHAZIRKEL is a private non-profit initiative from family entrepreneurs for family entrepreneurs. At ALPHAZIRKEL guests and delegates won't listen to presentations by professors or advisors but rather listen to family entrepreneurs who discuss issues and challenges with others usually on topics related to the biggest challenge of the family entrepreneur: how to keep the family business successful for generations. With our entrepreneurs' discussions in Munich, Zurich, Salzburg and Bolzano we have been making a contribution to decision making in family enterprises, who face a generation change or a shareholder conflict. With our Turkish Germany Family Entrepreneur Summit, held annually in Istanbul and our Berlin Family Entrepreneur Think Tank we have created two discussion formats in English to connect German, Swiss and Austrian family entrepreneurs with entrepreneurs from around the globe.

We like family entrepreneurs to be storytellers about their families and companies and want to hear what made them successful, how they became international and how they secured a smooth transition into the next generation is.

We are very grateful to our International Family Entrepreneur Board and our sponsors for making this all possible so successfully. We hope to reach out more and more to family entrepreneurs who can participate in our network and benefit from exchanging views and experiences with entrepreneurs from different countries, cultures, and industries.

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EVENTS



30th July 2015, Swissôtel The Bosphorus Swiss National Day Celebration

The Consul General hosts the National Day celebration in Swissôtel The Bosphorus

The Swiss National Day celebration is a yearly event, which is inspired by the date of the Federal Charter of 1st August 1291, when three Alpine cantons swore the oath of confederation, an action which later came to be regarded as the foundation of Switzerland. It is celebrated by Swiss representations all around the world. The 2015 edition in Istanbul, which was hosted by the Consul General, Monika Schmutz Kirgöz, was held in the garden of the Swissôtel The Bosphorus on 30th July, drawing hundreds of Swiss, Turks, Diplomats and friends of Switzerland alike. The celebration featured a typical Swiss buffet as well as a live Alpenhorn-Player and dance music by a DJ.

The Swiss Chamber of Commerce in Turkey is proud to have been a sponsor of this cultural and unique event.



Month	Date	Event	Organizer	Type
September	17 September	Swiss Arbitration Event	SCCT/ASA	Swiss Expertise Series
	18 September	ÜSIMP meeting with foreign Chambers	SCCT	Business Events
October	21 October	Seminar with UBP in Ankara	SCCT	Swiss Expertise Series
	23 October	Education Fair	Goethe Institute	Forum / Fair / Summit
November	5 November	"Investing in Switzerland" at the Swiss Embassy Residence in Ankara	SBH	Business Events
	tbc	Construction Law Event with Fribourg University	SCCT	Swiss Expertise Series
December	09 December	XI Swiss Turkish Economic Forum	SCCT	Forum / Fair / Summit
	15 December	End of the Year Cocktail Reception	SCCT/SBH	Social Event

prohelvetia

PROTOCINEMA

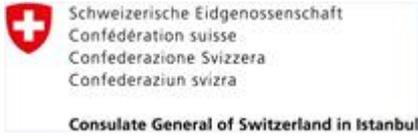
Works by Swiss based artist Latifa Echakhch in conjunction with Istanbul Biennale, Mumhane Cd. 28, Karaköy, from August 31st to September 31st

In conjunction with the Istanbul 2015 Biennale, Pro Helvetia is sponsoring an exhibition of works by Latifa Echakhch titled "All those moments will be lost in time, like tears in rain". The exhibition includes two videos, one made in Istanbul, and a new floor work, in a forgotten building in the center of the Karaköy port neighborhood. This selection of works touches on temporality, loss of young people and hope in this world that became a platform of departure for a war. The new video "Waiting for Dolphins 2015", was made by the side of the Bosphorus, at the approximate place where Echakhch saw a group dolphins sailing and jumping in the water during a previous visit. The floor installation, inspired by Chinese calligraphers in public parks, is of a text written with a long-handled brush and water directly on the floor. Echakhch's second video is titled "Jadid", Arabic for "new". The name is taken from Al Jadid, a port city on the Moroccan shore where these images were taken. Local youngsters play at dive jumping from fortified walls, jumping one by one in succession for hours on end (see pictures below). Open Wed - Sat noon - 6:00 pm.

Location: Mumhane Cd. 28, Karaköy, Istanbul (around the corner from Karaköy Lokantası)
<http://www.protocinema.org/>.

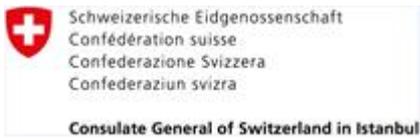


Latifa Echakhch, *Jadid*, 2014, courtesy: kamel mennour, Paris; Dvir Gallery, Tel Aviv; kaufmann repetto, Milano; Galerie Eva Presenhuber, Zurich, Protocinema, Istanbul



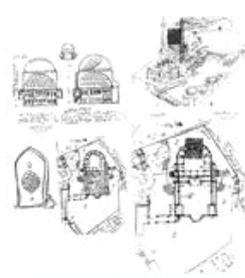
Fotoistanbul: Exhibition of Swiss photographer Robert Frank from October 9th until November 8th

The Consulate General is sponsoring the exhibition of Swiss photographer Robert Frank within the framework of Fotoistanbul <http://fotoistanbul.org/>. Frank is one of the pre-eminent figures of twentieth century photography whose work had a significant influence on photographers of his own and subsequent generations. With his method of sequencing and composing pictures to intuitive series beyond the traditional photographic essay, he developed a new way of expression within the medium of photography with so far unknown intensity. Born in Zurich, in 1924, to a Jewish family, Frank started his career with a photography apprenticeship in Switzerland. Frank travelled widely, touring South America and Europe. The way he arranged the pictures he had taken in Peru, Paris, London, Spain and Wales – reminiscent of diary entries rather than of travelogues – were the beginning of a new language of photographic narration. The exhibition can be visited from 9:00 to 6:00 pm every day. Address: Orphanage on Palanga Cad., up the hill from Ortaköy's main Commercial Street.

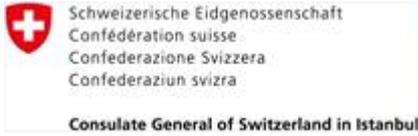


Memories of Le Corbusier, on the footsteps of the Swiss Master, on October 5th, Round Table at Bilgi University, Faculty of Architecture, 14.00-18.00

Le Corbusier, one of the most influential architects of the twentieth century, was born 1887 in the Swiss town of La Chaux-de-Fonds. Not following the typical architectural education of his time, he travelled for training to the south and east of the Mediterranean Sea where he made a personal and alternative “Grand Tour”, during which especially one country influenced his creativity: Turkey in its last years of the Ottoman Empire. In 1911, when he was only 24, he arrived in Constantinople where he stayed for several weeks. He carefully noted and sketched in his famous booklet, “Voyage d’Orient”, many Ottoman buildings, ranging from big mosques of Mimar Sinan to small unknown timber houses in secondary streets of the historic Peninsula. It was here that he concluded his journey of initiation to architecture, it was here he became an architect. The Consulate General is sponsoring this event with the participation of Prof. Bruno Reichlin from the Polytechnic of Zurich. The event will also include a tour for students with tutors around the city on the footsteps of Le Corbusier as well as an exhibition of student sketch books.

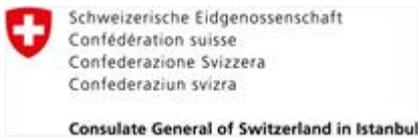


Sketches by Le Corbusier of Constantinople 1911



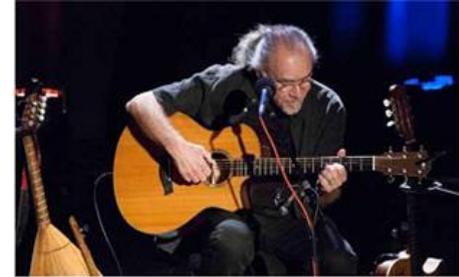
Swiss participation at European Day of languages in Beyoğlu on October 3rd

As in the past years, the Consulate General will be participating with a national stand in the European Day of Languages to be held on the 3rd of October at the Beyoğlu Municipal Youth Centre between 12 am and 6 pm. Organized by EUNIC, the European intercultural platform for academic and cultural exchange, the event aims to familiarize the Turkish public with the cultural richness of our European languages through various activities such as quizzes, taster courses and music. A total of 12 European countries will be represented at the fair.



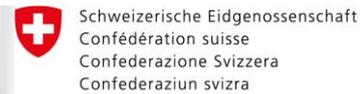
Marco Zappa, Ticino participation at the Italian language Festival on October 23rd at the Italian Cultural Institute

The Consulate General has invited the famous singer/songwriter “cantautore” from the Canton of Ticino, Marco Zappa and his band to play on Friday, 23rd of October at 7:30 pm at the Italian Cultural Institute in Istanbul <http://www.marcozappa.ch/eng/>. The entrance to the concert, which is within the framework of the Italian language week, is free. You are welcome to join us and to listen to authentic music from our most southerly Canton.



Swiss classical pianist Oliver Schnyder, concert on 16th of October in Izmir together with 'the Izmir State Symphony Orchestra

The Honorary Consulate of Switzerland in Izmir has invited the world famous Swiss classical pianist Oliver Schnyder to give a recital on 16th of October together with the Izmir State Symphony Orchestra. Oliver Schnyder is invited to the most important concert halls and music festivals of the world and he is also referred to as "Swiss star of the keys" by the international press. The Aargauer Zeitung called him "A pianist who unhurriedly played himself into the top league, causing quite a stir" and the Süddeutsche Zeitung "a musical sensation". Don't miss this opportunity!





UNION BANCAIRE PRIVÉE

SAVE THE DATE

“Common Reporting Standard”

Automatic Exchange of Information

Date: 21st October 2015, 14.30 - 18.00 hrs

Venue: Mövenpick Hotel Ankara

More information coming soon...



SAVE THE DATE

XI. Swiss Turkish Economic Forum

“Invest in Switzerland: Become a Global Player”

Date: 9th December 2015, 9.00 - 13.30 hrs

Venue: Swissotel The Bosphorus, Istanbul

More information coming soon...

swissôtel THE BOSPHORUS
ISTANBUL

Tighter rules for 'Made in Switzerland' label by 2017

Despite opposition from business associations, the Swiss cabinet approved the "Swissness legislation" that aims to tighten rules over the use of the "Made in Switzerland" designation as well as the Swiss cross.

Arguments from Swiss businesses that it would hurt competitiveness of their products because of the strong franc did not stop the cabinet from approving the Swissness legislation passed by parliament on June 13, 2013. The legislation which comes into force from January 1, 2017 clearly spells out the conditions under which businesses can claim their products as being Swiss made.

Agricultural produce of plant and animal origin (including milk and milk products) need to be 100% domestic in order to use the Swiss label while for food products 80% of the raw material must be sourced within Switzerland. The legislation also allows exceptions in certain cases where raw material is sourced from the border zones of Pays de Gex and the Haute Savoie region. Other border zones will count only if they have been managed by Swiss farmers since January 2014.

Water was a bone of contention, as the government did not want a scenario where companies could simply add Swiss water to their recipe and call the final product Swiss. However, Swiss brewers would not be in a position to produce "Swiss beer" if water is not taken into account. As a compromise, it was decided that Swiss water would count towards Swissness only if it confers essential characteristics of the product and is not used for dilution.

Special provisions have also been made for products like coffee and dark chocolate where the ingredients are not available in Switzerland. For such products, companies will be allowed to claim Swiss origin provided they are completely processed in Switzerland. Milk chocolate on the other hand must fulfill conditions for indigenous raw materials (Swiss milk) to claim Swiss origin.

Industrial goods can claim to be made in Switzerland if at least 60% of the production costs are realised in the country. There will also be the possibility of registering non-agricultural "geographical indications of source" in a new register such as "Genève" for watches or "Valais" for mineral water.

Swiss businesses are not obliged to adopt the made in Switzerland label but those that do must meet the conditions laid down by the new legislation.

Watch industry

The Swiss cabinet is also examining a proposal submitted by the Federation of the Swiss Watch Industry to tighten rules regarding the use of the word "Swiss" by watch brands. The watch industry association doesn't just want 60% of the production costs to be realised in the country but is also demanding that the technical development of the watch and the watch movement must also be done in Switzerland to merit a Swiss label.

Source: swissinfo.ch

Smaller Swiss private banks expected to perish

Nearly a quarter of private banks in Switzerland are expected to either be taken over by larger rivals or collapse altogether in the next few years, according to a report by KPMG and the University of St Gallen.

The gap between profitable banks and failing peers has grown in the last year, the annual report concludes. Smaller banks are worst affected because they lack the financial clout to cope with regulatory and technological developments or the scale to push onshore into growing markets such as Asia or the United States.

Larger banks were better able to cope with the effects of the strong franc thanks to sophisticated foreign exchange hedging mechanisms that smaller rivals could not afford to match.

Furthermore, despite many banks changing chief executive officers (12 last year), they still lack a clear strategic plan of how to turn around their business in an environment of low risk appetite by investors and rock bottom interest rates.

The number of private banks based in Switzerland has declined from 181 in 2006 to 130 at the last count, according to the study. The authors believe that 30 of the remaining banks face a bleak future and will most likely not survive.

The number of takeovers involving private banks stalled in the first half of 2015 compared to last year. But the report believes that buyers are simply waiting for prospective targets to shed their tax evasion legacy issues with the United States during an ongoing non-prosecution resolution scheme.

Tax deal crucial

The KPMG/University of St Gallen study looked at 91 private banks in Switzerland but the study did not include big hitters UBS and Credit Suisse in its research. The number of loss making institutions declined between 2013 (39%) and 2014 (28.6%), which was attributed to the US-Swiss non-prosecution deal easing the need for banks to put aside large sums of cash to cover potential criminal action in the US.

However, a third of surveyed banks admitted that their performance had declined last year and 21% reported that they had only just achieved stability. Banks in these two brackets lost nearly CHF18 billion (\$19 billion) in client asset outflows while those that reported increased strength saw net inflows of CHF25 billion.

“In general, many banks still appear to be undecided on which path to choose,” said Christian Hintermann, head of advisory financial services at KPMG Switzerland. “However, they don’t have much time left to make the necessary changes. We can expect the face of the industry to change significantly over the coming years.”

Source: swissinfo.ch

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