

e-Newsletter  
November 2015

# Swiss Chamber of Commerce in Turkey



## PLATINUM PATRONS



## GOLDEN PATRONS



## SILVER PATRONS



## EVENT PATRONS





## Christina Bürgi Dellsperger

Head of Economic and Cultural Section at the  
Embassy of Switzerland to Turkey

### Dear Readers,

It is an extreme honour to address you in this editorial in my capacity as the new Economic and Cultural Counsellor at the Embassy of Switzerland in Ankara.

It is an extremely interesting and challenging time to work in Turkey, and I am very proud to have been confided to cultivate the good relations between our two countries. The ties are numerous, and I am particularly happy to assert that not only are there a multitude of Swiss companies established in Turkey, but also a very active Swiss Chamber of Commerce.

Based in Ankara, the main contact person for Swiss companies in Istanbul is our Consul General, Ms. Monika Schmutz Kirgöz, together with Swiss Business Hub Head Mehmet Yildirimli. But I assure you that I am happy to do everything to assist the Swiss Business Community from my side as well. I am looking forward to getting to know you around one of the future events of the Swiss Chamber of Commerce in Turkey. If you happen to be in Ankara, I would be more than pleased to meet with you.

Switzerland as well as Turkey recently had important parliamentary elections. The outcome will have significant consequences for the economy and business world, as well as currency fluctuations, which already have taken their tributes. However, I am very confident that the Swiss companies continue flourishing due to the uniqueness and quality of their products and the excellency of their services.

Yours sincerely,

Christina Bürgi Dellsperger



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## Interview with... **Mehmet Arda, Tuna Girsberger, Partner**

### **Mr Arda, tell us a little bit about your background.**

I was born in Ankara in 1955. After graduating from TED Ankara College I came to İstanbul to continue my education at Bosphorus University. After graduation from the university I began my career at İstanbul subsidiary of International Harvester, an American Company in automotive sector. Then I joined Eczacıbaşı Group where I hold different managerial positions for 12 years. After these professional years I continued to work for Eczacıbaşı Group Building Materials Division for another 5 years by doing my own job as their dealer. In 1997 I decided to continue my career again as a professional and joined Tuna Girsberger SpA, a joint venture between Girsberger Holding AG of Switzerland and Tuna Office Manufacturing and Trading Company of Turkey.

### **What kind of services does Tuna Girsberger offer?**

Tuna Girsberger produces high quality, ergonomic, functional office seating with a very high added value for offices.

### **How come you joined forces with your partner Girsberger Holding AG?**

The founder of our shareholder company Tuna Office and the Chairman of our Board of Directors Mr. Turan Tuna met Girsberger Company at Cologne Fair in 1989 and the relationship started between the two companies through importing Girsberger chairs to Turkey. The business develops so fast that both companies took the decision of establishing a joint venture to produce Girsberger office seating in Turkey. Accordingly in 1992, Tuna Girsberger Office Seating Manufacturing and Trading company is established with 50% shares of both companies.

Since 23 years Tuna Girsberger continues its operations very successfully in Turkey. If you consider that Girsberger Holding AG celebrated 125 years in 2014 and Tuna Office celebrated 44 years in the same year, the ongoing partnership really means something.

**In your opinion, what are the advantages of a Swiss-Turkish joint venture?**

I believe Swiss products are important added values for any market with their high quality values. If you consider that you may launch this high quality with a reasonable cost to the market this a big advantage. On the other hand Turkish companies are fast decision makers and can be more flexible in their operations. If you add the aggressiveness and the high potential in the market you reach your targets more efficiently. These are the main motives for our company since 23 years during which we increased our market share rapidly every year.

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

Turkey has the fastest growing economy when you compare mainly compare to Europe and other neighboring countries.

The growth in the construction sector during the recent years is remarkable. On the other hand the Office sector is changing very dynamically and the demand for A+ offices are increasing every year. The young and dynamic professionals demand for high quality, functional offices.

Ergonomic and design values are becoming more and more important. High quality, ergonomics, functionality and design are the main values of Girsberger chairs from the very first day we entered to the Turkish Market.

**What is the biggest challenge Tuna Girsberger is facing in Turkey?**

I believe the biggest challenge is the young generation and the dynamism they are bringing and will bring to the growth of our country.

Another challenge is the capabilities to use Turkey as a hub to expand our operations to other important countries.

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

Of course our number one priority is to increase our market share. We are also planning to expand our production portfolio in Turkey through bringing new knowhow.

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

Girsberger Holding AG decided to invest in Turkey 23 years ago in a market which most of the Swiss companies had no interest at that time.

I believe this was a very brave and remarkable decision. But today Turkey is one of their important markets and the only market in which they have a production company as a joint venture. I strongly hope that more Swiss companies invests in Turkey in the future.

# girsberger

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## Swiss Alumni Interview Elif Esgi, Arvato Bertelsmann

I started the primary school in Switzerland at 1989 and finished the high school in 1997. My family immigrated to Switzerland and I was born there and studied there.

I love the beautiful environment in Switzerland, the people and their culture. I felt like home at that time; the people welcomed me and were very kind to me. I had many friends in Switzerland too.

There is a big difference between the Swiss education system and Turkish education system. In Switzerland the education is focused on the practice and development of the student's personality, but in Turkey it is more literature oriented. There is a lack of practice. Also the Swiss students are more free to express themselves verse in Turkey, they are more conservative at this point.

The training system is much better and the quality of education is higher. I would strongly recommend the Turkish parents to send their children to a Swiss boarding school.

Firstly, they will be in a multinational environment and they will have the opportunity to gain more knowledge and foreign languages in a very simple way. They will meet extraordinary people and learn how to live in friendship with environment.

### Schools:

**Primarschulhaus, Menziken (primary school)**

**Menzo Schulhaus, Menziken (secondary school)**

## swissôtel THE BOSPHORUS ISTANBUL

**Swissôtel The Bosphorus, Istanbul is happy to announce the opening of Chalet Restaurant for the winter season on November 26. 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.



# EVENTS



## 17<sup>th</sup> September 2015, The Raffles Hotel Swiss Arbitration Seminar & Workshop

The Swiss Arbitration Association (ASA), in cooperation with the Swiss Chamber of Commerce in Turkey jointly organized a late afternoon "**Arbitration Seminar & Workshop**" at Raffles Hotel, Zorlu Center.

Distinguished Swiss Arbitrators spoke on interesting features of international arbitration in Switzerland and the strategic as well as practical considerations relevant for Turkish parties and lawyers. The presentations have been followed by three workshops that offered further insights on the basis of a mock case and provide ample opportunities for discussion with experienced practitioners.

More than 90 people attended the successful and very informative event.

For more information about Swiss Arbitration: [www.arbitration-ch.org](http://www.arbitration-ch.org)

To organise an arbitration hearing in Switzerland (or find hearing locations, interpreters, and court reporters):  
[www.swissarbitrationhub.com](http://www.swissarbitrationhub.com)



# EVENTS



## 18<sup>th</sup> September 2015, Istanbul Chamber of Industry ÜSIMP Meeting with Foreign Chambers

The Swiss Chamber of Commerce organized a meeting to introduce ÜSIMP (University Industry Collaboration Platform) to other foreign chambers of commerce and talked about the upcoming patent fair, taking place on November 11 and 12. SCCT President Doğan Taşkent emphasized the importance of this fair. More information on page 11.



# EVENTS



## 23<sup>rd</sup> October 2015, Kemerburgaz University German Education Fair

### Kemerburgaz University, 23rd October 2015, German language Education Fair

Both the Goethe Institut Istanbul and the Kemerburgaz University organized on the 23rd of October a German language Education Fair for young students in order to highlight the benefits of German for school life and for future career steps. Representatives from all three German speaking countries attended the event. SCCT Director Ms. Eda Hoşceylan and Deputy Consul General of Switzerland Mr. John Ruhoff both held an opening speech, underlining the importance of German in Switzerland and for Swiss companies located in Turkey. SCCT and the Consulate General distributed various Swiss related information material to the students through a small Swiss stand at the fair.



# EVENTS



DANIEL KÜNG

CEO  
SWITZERLAND GLOBAL ENTERPRISE

27<sup>th</sup>-30<sup>th</sup> October 2015, Zurich/Berne

## SCCT Zurich & Berne Business Trip



Visiting SCCT Member  
Theodora Foundation at  
Zurich Central Station



SCCT participating in  
Switzerland Global Enterprise -  
Impulse Event Europe in Zurich



Turkish National Day  
Celebration at the  
residence of the  
Ambassador of Turkey in  
Berne

# EVENTS

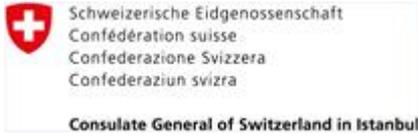


## 11<sup>th</sup>-12<sup>th</sup> November 2015, Harbiye Military Museum ÜSIMP Patent Fair

SCCT President Doğan Taşkent moderated two panels at ÜSIMP (University Industry Collaboration Platform) Patent Fair. Mr Tayfun Uğur, Board Member of the British Chamber of Commerce and Ms Elif Demircan, Executive Director of the American Business Forum in Turkey both joined a fruitful panel discussion about their members manufacturing and doing R&D in Turkey and the role of patents.

A second panel discussion with the Chambers of Industry of Istanbul, Ankara and Aegean Area gave insights into the process of creating ideas and turning them into patented products and brands ready to enter the global market.





prohelvetia



## Lectures in Istanbul und Izmir by Swiss author Roman Graf

In cooperation with the Culture Foundation Pro Helvetia and our Honorary Consulate in Izmir, the Consulate General has invited the famous writer Roman Graf from Canton Zurich, whose books are translated into Turkish, to hold a series of five lectures in Istanbul and Izmir. The only two public readings from his work "Herr Blanc" will take place in the Goethe Institutes Istanbul on December 9<sup>th</sup> at 8 p.m. and in Izmir on December 10<sup>th</sup> at 7:30 p.m. with Turkish consecutive translation. Each of the partners will receive a substantial set of contemporary literature books by Swiss authors donated by Pro Helvetia. You are most welcome to join us. Please check the website as follows:

[http://www.goethe.de/ins/tr/de/ist/ver.cfm?fuseaction=events.detail&event\\_id=20623218](http://www.goethe.de/ins/tr/de/ist/ver.cfm?fuseaction=events.detail&event_id=20623218)



## Screening of Swiss Documentary Film ThuleTuvalu in Istanbul and Ankara

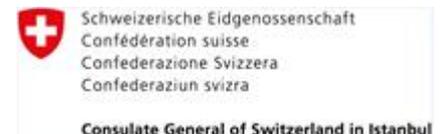
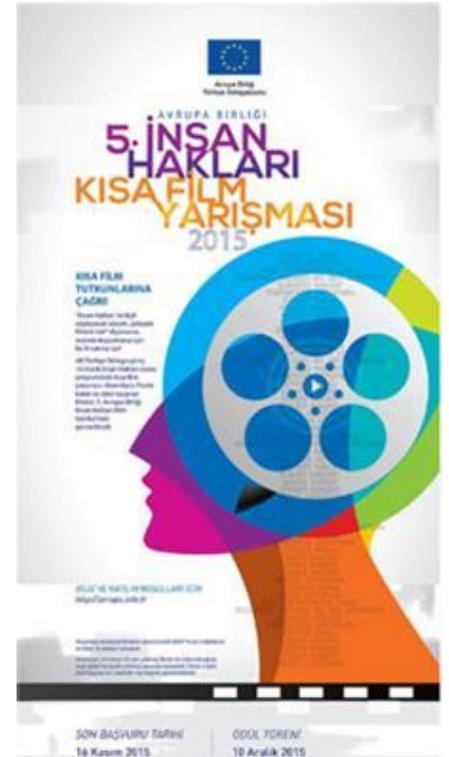
Two places at the edge of our planet are making headlines due to climate change: Thule, Greenland, because of record ice melts there; and Tuvalu, because this remote Pacific island nation is one of the first countries on the verge of sinking as a result of rising sea levels. Whereas for us the warming of the planet occurs almost solely in the media, it is changing the entire existence for the inhabitants of Thule and Tuvalu. The film portrays how they are forced to abandon their traditional way of life as they move towards an unknown future.

This Swiss film, which was chosen and sponsored by the Consulate General in Istanbul and the Embassy in Ankara, will be screened in cooperation with the European Delegation to Turkey within the framework of the 5th Edition of Human Rights Film Day as follows:



**Istanbul: in the Goethe Institute on  
12th December at 7 p.m.**

**Ankara: in the Buyulu Fener Cinema  
on 20th December at 5 p.m.**



SCHWEIZER HANDELSKAMMER IN DER TÜRKEI  
FEDERATION DE LA CHAMBRE DE COMMERCE SUISSE EN TURQUIE  
TR-CH  
CHAMBRE DE COMMERCE SUISSE EN TURQUIE  
SWISS CHAMBER OF COMMERCE IN TURKEY

**XI. Swiss Turkish Economic Forum**  
**“Invest in Switzerland:  
Become a Global Player”**

**Date** 09 December 2015  
**Venue** Swissôtel The Bosphorus, Istanbul

**SWITZERLAND  
GLOBAL  
ENTERPRISE**  
enabling new business

**Register  
now!**

#### PROGRAMME

- 09.00 - 09.30 Registration  
**Opening Speeches**  
09.30 - 09.35 • **Mr. Doğan Taşkent**  
Swiss Chamber of Commerce in Turkey, Chairman  
09.35 - 09.40 • **H. E. Walter Haffner**  
Ambassador of Switzerland

#### PART 1 Investment and Growth Opportunities in Switzerland: Opportunities in the Private Sector

- 09.40 - 10.05 • **Ms. Liv Minder**  
Director Investment Promotion, S-GE

#### PART 2 What are my opportunities at the axis of residency and relocation?

- 10.05 - 10.30 • **Mr. Stephan Staub**  
President of Swiss Turkish Business Council (STBC) and MIRABAUD & Cie SA Director  
10.30 - 10.50 Coffee Break

#### PANEL 1 Success Stories & Panel Discussion

- 10.50 - 11.30 Moderator: **Dr. Ali Çivi** Çivi & Partners Law Office



- **Mr. Görkem Serçe**  
General Director of AGS Medikal
- **Mr. Alexandre Coquoz**  
Associate Director of VENTURI Incubator Center
- **Mr. Maurice Danon**  
Partner of Leman Investment Corporation Trade & Finance Consultancy

#### PANEL 2 Overview of the Swiss/Turkish Tax & Banking System: Implications for Investors and Businesses

- 11.30 - 12.10 Moderator: **Mr. Alberto Lotti** CEO of Axion Swiss Bank SA



- **Mr. Cem Kösemen**  
Senior Vice President of Banque Lombard Odier & Cie SA
- **Mr. Ercan Duran**  
Managing Partner, Swisspath Consulting AG
- **Mr. Alp Göçmen**  
Attorney, Notary, Partner at Zwicky Windlin & Partner
- **Mr. Marco Passalia**  
General Manager of Lugano Commodity Trading Association

#### Closing Speech

- 12.10 - 12.20 • **Ms. Monika Schmutz Kırköz**  
Consul General of Switzerland in Istanbul  
12.20 - 13.30 Lunch & Networking

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## Swiss Railways plans to axe 900 jobs by 2020

**The state-owned rail network, Swiss Federal Railways, plans to cut 900 jobs as part of efforts to save at least CHF550 million (\$551.6 million) a year until 2020. It blames competition from road transport and a steep rise in costs in the railway sector.**

The efficiency measures announced on Thursday are part of a review of costs and services dubbed "RailFit20/30", aimed at making the company more competitive. However, definitive measures will only be finalised next summer after consultation with the firm McKinsey.

Swiss Railways said the job cuts were the result of rising costs associated with providing new services, expensive new infrastructure investments like the Zurich cross-city link, and additional maintenance work. It expects the cost of transporting passengers and goods by road to drop significantly in the medium to long-term, making it necessary to ensure that rail charges stay the same or increase only moderately. However, even more ambitious belt-tightening measures are in store post 2020, as the Swiss rail giant plans to save up to CHF1.75 billion every year by 2030.

"Additional job cuts might be necessary," it said in a statement.

The company added that as far as possible the reduction in posts will be achieved through natural fluctuations and retirements. At the end of 2014, the company employed 32,730 staff.

Source: swissinfo.ch and agencies

## Swiss pharmaceuticals

In Switzerland, the chemical and pharmaceutical industries generate about CHF79 billion (\$82 billion) in exports annually. The industry employs about 65,000 people in Switzerland, and 355,000 worldwide.

Roche, Novartis, Merck, Serono, Syngenta, Firmenich and Givaudan are the biggest players in the Swiss pharma industry today, though the total number of companies in the sector totals nearly 1,000. The pharmaceutical sector in Switzerland has grown particularly since 2000, after the financial crisis and restructuring of the 1990s. Exports went from CHF8 billion in 1990 to CHF64.1 billion in 2012.

Source: swissinfo.ch

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