



THE SWISS CHAMBER OF COMMERCE IN TURKEY

NEWSLETTER

2012 – MARCH 2016



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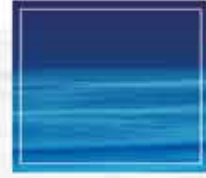


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Türkiye ve İsviçre arasındaki ticaret bağlantısı



Türkiye'de İsviçre Ticaret Odası Derneği, sağladığı imkânlarla İsviçre firmalarının Türkiye'dünyasıyla entegre olarak yeni iş fırsatları yaratılmasında ve yeni yatırımların doğmasında etkin rol oynar.

Derneğimiz 1984'ten beri İstanbul'da faaliyet gösteren ve kâr amacı gütmeyen bir kuruluştur. Üyeleri ve Yönetim Kurulu her iki ülkenin önde gelen önemli ticari bağlantılarına sahiptir. 26 kanton ve 81 ilde profesyonel hizmet veriyoruz.



Türkiye'de İsviçre Ticaret Odası Derneği
Mecidiyeköy Yolu Cad. Polat Celil Ağa İş Hanı
No:11 D:45 Mecidiyeköy İSTANBUL

Tel: 00 90 212 211 1435 Fax: 00 90 212 211 1436
E-mail: info@tr-ch.org Web: www.tr-ch.org
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Mentorumu çıldırtmanın yolları

- Önerilerini reddederek • Sorularımı sosyal medyadan sorarak
- Görüşmek istediğinde “vaktimin olmadığını” söyleyerek • Lak lak yaparak • Tüyolarını dikkate almayarak • Negatif görünerek
 - Ağzım bozuk konuşarak • Onun üretmesini bekleyerek
- Sorumluluktan kaçarak • Kankam olmasını isteyerek • Yanında kendimi överek • Maddi konular açarak • Ona “usta” diyerek
- Sürekli sorular sorarak • Geleceği düşünmeden hareket ederek
- Alacağım kıyafeti bile ona sorarak • Boş konuşarak • Ona sürekli bir şeyler ısmarlayarak • Hep yardım elini uzatmasını bekleyerek
 - Anlattıklarını not almayarak • Hedefimi bir cümleyle değil 5 paragrafla anlatarak • Sürekli kişisel sorunlarımdan bahsederek
 - Onun fikirlerini kendi fikirlerim gibi başkasına aktararak
 - Memleket meselelerinden konu açarak • Bıkkın ve güvensiz görünerek • Sürekli “aynen” diyerek • Zamanını çalarak • Nereden giyindiğini öğrenmeye çalışarak • Fikirlerini sorgulayarak
- “Bu konuda ciddi misiniz?” diye sorarak • Sosyal medya hesabında benden bahsetmesini isteyerek • Beni övmesini söyleyerek
 - Saç modelim hakkında fikrini sorarak • “Müsait değilim” diyerek toplantı taleplerini reddederek • “Patron, müdür, başkan” gibi sahte samimiyet ifadelerini her cümlemin başına koyarak • Her sabah soluğu onun yanında alarak • Kendimle özdeşleştirmeye çalışarak
 - Gecenin bir vakti bile ulaşmaya çalışarak...

Bize uzun zaman dayanabildiğin için teşekkürler Doğan Taşkent!



İTÜÇEKİRDEK

ERKEN AŞAMA
KULUÇKA MERKEZİ

Teşekkürler Doğan Taşkent

"Doğan Taşkent, birlikte çalıştığı, tanıdığı, tanıştığı herkese, her durumda destek vermekten çekinmeyen, durumlara ve olaylara özgün bakış açısıyla yaratıcı çözümler getirebilen bir uzmanlık kaynağıdır. Vazgeçilmez bir yol arkadaşı ve her şartta güvenilir bir dosttur."

Deniz Tunçalp
İTÜ ARI Teknokent, CMO

"Sevgili dostum Doğan Taşkent, nezaketi, zarafeti, yapmacıksız içtenliği, ayırimsız herkese açık gönül kapısı ve elbette derin mühendislik ve finans bilgisi ile girişimcilerin ağabeyi ve ekosistemin asil beyefendisidir."

Kenan Çolpan,
İTÜ ARI Teknokent, CEO

"Büyük resmi çok iyi gözlemliyor, medikal sektöre yakınlığından dolayı bize iletişim kanalları sağlama konusunda çok önemli fırsatlar sağladı."

VIVOSENS
İTÜ Çekirdek Girişimcisi

"Destekleyici ve motive edici konuşmalarıyla bizi de heyecanına ortak etti ve girişimimiz için her zaman yeni ufuklar açtı."

MİHMANDAR
İTÜ Çekirdek Girişimcisi

"Yalnızca bir mentor gibi görüşme yapmaz, aksine girişiminizi kendi girişimi gibi sahiplenir ve ilerletmek ister. Bu nedenle çok vericidir. Girişimcilerin gelişmesi ve yeteneklerine uygun gelecek planlamasında da rol üstlenir."

USTAMDAN
İTÜ Çekirdek Girişimcisi



H.E. Walter Haffner
Ambassador of Switzerland to Turkey

Dear President, Dogan Bey,

Dear members of the Swiss Chamber of Commerce,

The Swiss Chamber of Commerce here in Turkey is very active, which makes me proud. It brings together Swiss and Turkish business people, bridging the two communities to the benefit of everybody.

The continued presence of associations like chambers of commerce outside of Switzerland is based on voluntary and special efforts of people who believe wholeheartedly in the Swiss values. They show the necessary fondness, dedication, perseverance and vision. I have gladly observed that the Swiss Chamber of Commerce in Turkey has all these qualities. I also believe that the Chamber should not be a circle just for business encounters but also a family where people can exchange their cultural values and establish long lasting friendships. I think our Chamber fulfils this mission successfully.

I would like to thank in particular Mr. Dogan Taskent who accepted the presidency four years ago. During his leadership, the chamber has flourished, increased its visibility and achieved many remarkable successes. I have always appreciated his dynamism and professionalism. I hope and trust he will remain an active member of the Chamber even after handing over the flag to his successor.

May the new President perform successfully and with the same passion. You may rest assured that my Embassy and the Consulate General in Istanbul, as the Swiss representations in Turkey, are by your side and at your disposal to further enhance the relations between the business communities of our two countries, Turkey and Switzerland.

All the best to the outgoing president, Dogan Bey, and welcome and best of luck to his successor!

Respectfully,
H.E. Walter Haffner



Monika Schmutz Kirgöz

Consul General of Switzerland



Dogan Bey, esteemed President,

Dear Board-Members and dear Members of the Swiss Chamber of Commerce,

For more than four years (yes, longer than the outstanding, sadly now outgoing Presidency of our dear Dogan Taskent) have I had the pleasure to work together with the Swiss Chamber of Commerce in Turkey. Yes, it was indeed a pleasure, but also an honour. A formidably fruitful collaboration: and a cooperation that flatters us. Would the SCCT be a hotel, it would be rated as the most luxurious small boutique hotel in the World. And I am not exaggerating because size isn't everything. For with a small but dynamically professional team and a board of very high standing personalities, our retiring President positioned the Chamber over the last 4 years among the most active ones in Turkey.

We successfully promoted Swiss values, we oriented potential investors, we furthermore underlined over and over again, that Innovation and R&D were not only a Swiss speciality, but fundamental for the sustainability of the Turkish economic boom. We brought Swiss and Turkish Businessmen and women together, building many bridges actively in countless fields. Education, academic cooperation, arts, culture, transborder gastronomy, finance, start-ups, Swiss luxury industry, to name just a few.

Many high level political delegations from Switzerland were received and briefed by the Chamber. Dogan Bey

and his devoted gender-balanced board were always there to explain the Turkish economic landscape to Ministers, Parliamentarians, State-Secretaries and many more dignitaries however at the same time never forgetting the ordinary businessmen who always received the best possible service.

All this should not be taken for granted. Beyond the efficient and outstanding working-relationship that the SCCT fosters with our Embassy in Ankara, the Consulate and the Swiss Business Hub in Istanbul there is a friendship based on trust as well as on the conviction, that together we are stronger.

And we have proven to be mighty. "L'Union fait la force" as we would say so accurately in French.

So let me thank Dogan Bey for this unique experience, this excellent spirit of cooperation by pulling in the same direction in the pursuit of a common goal!

Dogan, you were an unforgettable President in as much as working with you was simply enriching and a joy.

Hence how glad am I that we will still be able to continue to count on you with all your experience, wisdom and selfless dedication through another function within the board. I conclude by stating that you deserve the highest possible recognition. And I thank you ladies and gentlemen for your attention.

Monika Schmutz Kirgöz



Doğan Taşkent

President
Swiss Chamber of Commerce in Turkey

Dear Members and Friends,

As my term as the President of the Swiss Chamber of Commerce in Turkey ends in March 2016, I would like to take this opportunity to share with you my personal thoughts and impressions.

Education and living 10 years in Switzerland as a teenager shaped me a lot. As time passes, I respect the 'Swissness' more and more. In some respect, I am even more stringent than many Swiss I know. The Swiss Chamber of Commerce was a platform for me to share that view with my local environment.

We started our journey four years ago based on three main concepts: (1) gender equality, (2) cooperation and (3) respect to knowledge and know-how.

The team corresponding the Board and the supporting professional team was very critical to execute. SCCT has been governed by a gender balanced board during my presidency. The board size has been increased from 7 to 20 members, simply giving main and substitute members same voting rights. We are not afraid to discuss things openly. And that creates intellectual discussions with clear vision for execution, when you compose the board with smart, educated and diverse personalities and professionals.

A true open and transparent communication with the Consulate General of Switzerland, Embassy of Switzerland, Switzerland Global Enterprise and Swiss Business Hub Turkey shared vision among all the entities. Our common desire for success enabled us to operate in a highly efficient and effective manner.

Over the last four years, we have increased the number of members from 80 to over 180, conducted and co-organized 100 events, hosted every year Swiss government delegations, visited various Chambers of Commerce in Anatolia, gave speeches on how to do business in Turkey in various platforms, signed various academic collaboration treaties, and published reference papers on Turkish biotech ecosystem, innovation in family businesses and investment opportunities in Switzerland. Needless to say that our budget has doubled during that period and every financial period was closed without any problems.

Knowledge and know-how combined with moral values makes the difference. Switzerland is a great role model in that respect to Turkey: innovation (Global Innovation Index #1), competitiveness using know-how (Global Competitiveness Index #1), freedom of press (World Freedom of Press Index #20), democracy (World Democracy Index #6), human development (Human Development Index #3) and education (World Education Index #3).

During the last four years, we focused mainly on innovation and competitiveness, but in each of our events, we tried to emphasize the importance of all the above mentioned concepts, which describe Swissness.

Please allow me to thank everyone, who joined and supported our Chamber during my presidency. I am convinced that the new term will bring great benefits, fruitful actions and innovative decisions to the Swiss-Turkish business community.

**Yours sincerely,
Doğan Taşkent**



Eda Hoşceylan
Director
Swiss Chamber of Commerce in Turkey



Dear Readers,

Since 1984, the 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. Our Chamber 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. The goal of the SCCT is to strengthen business and trade relationships between the two countries and to enhance the opportunity to establish new business and personal contacts for its members.

Mission: *Our mission is to represent Swiss, Turkish companies and promote trade and investment flows between Switzerland and Turkey.*

Vision: *Our vision is to be the organisation of choice for our members and Swiss & Turkish community.*

The objective:

- *To organise networking events for its members in Turkey*
- *To bring Swiss know-how to Turkey*

- *To further improve Swiss image in Turkey*
- *To bridge the two countries on business, sciences and art.*

Our events are always a great opportunity to network with new business people. There are almost 30 events every year. Through workshops and seminars we aim to show Switzerland's innovation and information structure, value-added product development and transfer of knowledge. The Swiss Chamber of Commerce in Turkey (SCCT) has been organizing the Swiss-Turkish Economic Forum every year since 2005. SCCT's flagship seminar The Swiss-Turkish Economic Forum is based on important and current topics for the development of trade relations between the two countries' SME's.

I also would like to take this opportunity to thank our President Doğan Taşkent for his support and visions he brought to our Chamber. Our success during the last four years is mainly credited to his passionate efforts and not to forget to his excellent role as an ambassador for "Swissness" in Turkey.

Kind Regards,
Eda Hoşceylan



Mehmet Yildirimli
Head of Swiss Business Hub Turkey

The Swiss Business Hub Turkey (SBH Turkey), which has been opened since May 2013, has the concentration of two fields; Export promotion and Location promotion. In terms of Export promotion, the SBH Turkey supports small and medium-sized enterprises from Switzerland and Liechtenstein to discover and identify opportunities for selling products and services as well as to expand their activities in Turkey. In terms of Location promotion, the SBH Turkey is targeting to assist and consult Turkish companies interested in establishing business in and with Switzerland by providing basic information, connecting with the right partners and looking for the right location within the country.

We as the SBH Turkey can look back on fruitful three years and this also thanks to our local partners the Swiss Chamber of Commerce in Turkey (SCCT).

Within three active years, we have conducted various

projects in different sectors in cooperation with the SCCT, i.e. hosting of business delegation visits, networking dinners with high-ranked business people, Fact Finding Missions, social activities as well as courtesy visits. As a Swiss-Turkish family, as I always may say, we try to support each other in all possible projects and activities. Furthermore, our recipe within the family is to keep the communication transparent and open.

The existence and support of the SCCT is as crucial as the services we are offering.

Herewith, on behalf of SBH Turkey, I would like to thank the SCCT and its board members for their openness, professionalism as well as their trust into us.

**Yours sincerely,
Mehmet Yildirimli**



ETIHAD AIRWAYS LÜKS HAVAYOLU SEYAHATİNİN TANIMINI DEĞİŞTİRİYOR

Dünyanın en lüks kabini The Residence by Etihad™

Etihad Airways'ın filosundaki A380'ler, havacılık dünyasında çığır açan yenilikleri ve bir ilk niteliği taşıyan üç odalı lüks The Residence by Etihad™ kabini ile ön plana çıkıyor. Yaklaşık 12 m2 alana sahip Etihad Rezidans kabini oturma odası ve duş bölmesinin yanı sıra çift kişilik yatağın olduğu bir odadan oluşuyor.

Devrim niteliğinde uçak: B787 Dreamliner

Etihad Airways'ın devrim niteliğindeki yeni B787 uçağında 28 Business Studio ile 271 akıllı ekonomik koltuk yer alıyor. Her biri doğrudan koridor çıkışına sahip olan Business Studio kabinlerinde, 2 metre boyunda bir yatağa dönüşebilen koltuklar ile 18 inç ekranlı TV ve gürültü engelleyici kulaklıklar bulunuyor. Akıllı ekonomik koltuklar ise "sabit kanatlı" koltuk

Son yıllarda konfor ve lüksün ön plana çıktığı havacılık sektöründe tüm şirketler konuklarına en iyi hizmeti sunmak istiyor. Bu konuda en iddialı olan şirketlerin başında ise Birleşik Arap Emirlikleri'nin ulusal havayolu şirketi Etihad Airways geliyor. Etihad Airways, filosundaki A380 ve B787 Dreamliner uçaklarının konsepti ile lüks seyahati yeniden tanımlıyor.



başlığı, ayarlanabilir bel desteği ve 11,1 inç ekranlı kişisel ekranı ile konforlu bir seyahat sunuyor. B787 Dreamliner, 1 Ağustos 2016'dan itibaren İstanbul – Abu Dabi hattında uçuş gerçekleştirmeye başlayacak.

Uçak içi eğlence sistemine yeni bir boyut

Etihad Airways, gökyüzünde yeni nesil yüksek çözünürlüklü ekranlar ile gelişmiş oyun seçeneklerinin yanı sıra mobil ve wi-fi internet bağlantısı da sunuyor. Son teknoloji Panasonic eX3 uçak içi eğlence sistem ile Etihad Airways, konuklarına 750 saatten fazla maksimum eğlence vaat ediyor.

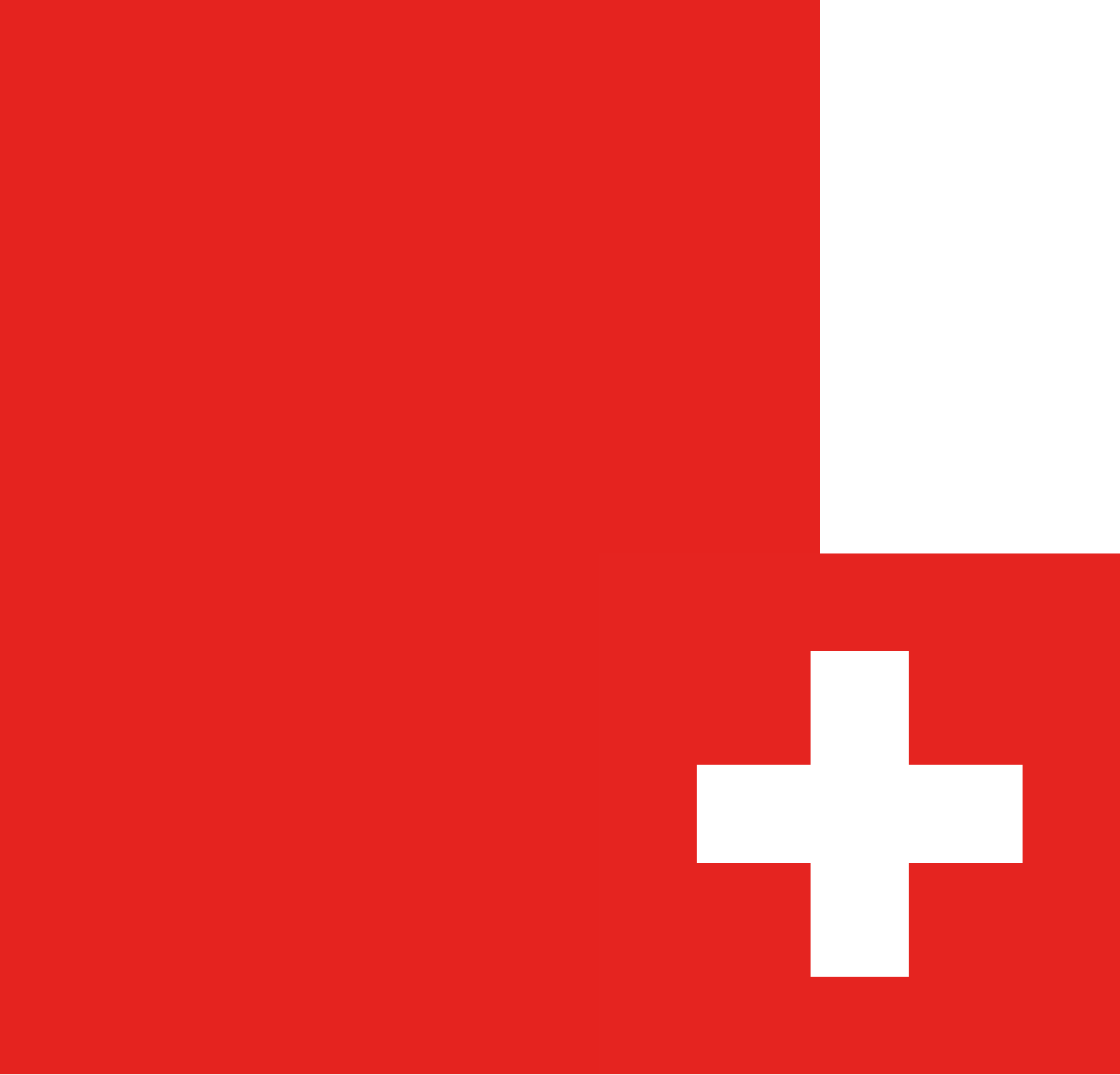
Etihad Regional ortaklığı

Etihad Havayolları, İsviçreli taşıyıcı Darwin Havayolları'nın %33,3 hissesini satın alarak ilk markalı bölgesel operasyonunu başlatmış ve küresel havacılıkta kademe atlamıştır. Darwin Havayolları tarafından işletilen yeni Avrupa markası 'Etihad Regional', İsviçre'nin Cenevre kentindeki ana merkezinden aralarında Floransa, Roma, Valensiya ve Marsilya'nın yer aldığı Avrupa'daki 15 uçuş noktasına yıl boyunca uçuş düzenlemektedir.

Ekonomi ve Premium Ekonomi olmak üzere iki sınıf ile hizmet vermekte olan Etihad Regional uçuşlarında misafirler ayrıca Etihad Guest sadakat programı özelliklerinden de faydalanabilmektedirler.







E V E N T S



EVENTS



Summer Cocktail Prolonge with ASTAŞ Holding

30th May 2012, at 18:30 hrs **Terrace of Astaş Lounge at Astoria**

With more than 200 distinguished guests, the Swiss Chamber of Commerce in Turkey and ASTAŞ Holding hosted together a successful event at the beautiful terrace of Astaş Holding at Astoria. Fresh cocktails and finest Sushi created the perfect atmosphere for networking and interesting business conversations. The Swiss Chamber of Commerce in Turkey would like to thank Astaş Holding for sponsoring this unique event.



Conference Luncheon: "Turkey & Emerging Markets"

20th June 2012, at 12.00 hrs **Mövenpick Hotel, Levent-Istanbul**

Dr. Reinhard Cluse, Head of Emerging EMEA Economics of UBS London, was the guest of honour and speaker at the event hosted by UBS and the Swiss Chamber. The presentation topic was "Turkey & Emerging Markets".

The Chamber's events, which are a forum for exchanging ideas and opinions, gave again excellent opportunities for contacting and meeting with other business professionals.

ZKB hosts event for Swiss companies active in Turkey

14th June 2012, at 18:30 hrs **Feriye, Ortaköy-Istanbul**

On the occasion of the visit of Dr. Philipp Halbherr, Member of the Executive Board and General Manager of Corporate and Investment Banking, and Mr. Christoph Theler, Head of Financial Institutions and Multinationals, to Istanbul, Zürcher Kantonalbank, the latest member of SCCT, hosted in close co-operation with the SCCT a wonderful evening reception at Feriye Lokantasi in Ortaköy. The event was attended by 20 guests including guest of honour, Swiss Consul General Mrs. Monika Schmutz Kirgöz. Other guests included board members of the SCCT as well as representatives of various Swiss companies active in Turkey and last but not least, Mrs. Esra Babacan, Economic and Commercial Assistant of the Consulate General of Switzerland in Istanbul.

The small circle of guests was ideal to have an active discussion and lively interaction amongst all participants about the impressive progress of the Turkish economy and the positive environment of Swiss companies operating in the country, whilst enjoying a rich variety of local food and a refreshing breeze on the shore of the Bosphorus. (Source: ZKB)



2012



Business Breakfast Conference at KÖKSAL

28th June 2012, at 08.30 hrs

Köksal Attorney Partnership, Levent-Istanbul

The Swiss Chamber and Köksal Attorney Partnership hosted an informative event at their office in Levent. After a copious breakfast, Att. Mehmet Köksal, Att. Aslı Döker and Att. Berrak Barutçu gave an important lecture under the topic "Developments related to Capital Companies in the framework of the New Turkish Commercial Code Acquisition of Real Property for Legal and Real Persons New Incentive System".

The City Council of Sursee visited Istanbul

28th June – 1st July 2012

Kanyon – Konyalı Restaurant

Sursee is a regional centre of economy, education, culture and sports of the Canton of Lucerne situated in the heart of Switzerland. The City Council of Sursee chose for his yearly culture trip in 2012 Istanbul. The Consul General of Switzerland, Mrs Monika Schmutz Kirgöz, invited us for a conversation in here office in Istanbul. Mrs Liliane Varani Perrenoud (Vice-Consul) and Mrs Esra Babacan (Economic and Commercial Assistant) gave us a lot and very interesting information about Istanbul and Turkey.

Following we met also the President of Swiss Chamber of Commerce, Mr Dogan Taskent.

We thank everybody for the interesting contacts and information. We are now able to understand the life and economy of Turkey better. For all these conversations we are grateful and hope to have in the future more contacts with Turkey.

Written by the City Council of Sursee



Business Breakfast at KÖKSAL

18th September 2012 Köksal Attorney Partnership Office

The Swiss Chamber and Köksal Attorney Partnership hosted an informative event at their office in Levent. After a copious breakfast, Att. Mehmet Köksal, Att. Aslı Döker, Att. Selin Beceni and Att. Zeynep Unlu gave an important lecture under the topic "Significant Amendments Brought By The New Code of Obligations and The Problems Emerged In Practice".

We would like to thank Köksal Attorney Partnership for their kind support and sponsorship.





EVENTS

Neuchâtel Trade Mission visits Istanbul

4th October 2012 **Ulus 29**

The SCCT and Swiss Consul General of Switzerland Ms. Monika Schmutz Kirgöz joined a dinner at Ulus 29 with the Trade Mission of Neuchâtel. The SCCT further would like to thank the speakers: Mr Alpaslan Korkmaz & Mr Nail Turker (Association of Machinery Manufacturers)



Golf & BBQ Social Event at KGCC

23rd September 2012 **Kemer Golf & Country Club (KGCC)**

The members of SCCT spent a sunny afternoon on September 23 at Kemer Golf & Country Club.

Delicious BBQ, finest Mövenpick ice cream, aromatic Nespresso coffee and Lindt chocolates were enjoyed by all guests. SCCT also thanks HDI for their kind gifts.

The successful event ended with an exciting putting competition, which was won by the Swiss Consul General's son Maximilian Schmutz Kirgöz, Florian Köppel and Daniel Szabo from the Swiss Consulate General.

Introduction to Arbitration in Switzerland

9th October 2012 **Hilton ParkSA, Maçka – Istanbul**

What do we know about arbitration in Switzerland? In order to answer this question, SCCT, the Swiss Arbitration Association and DEIK organized together a late afternoon seminar at Hilton ParkSA. After a very informative presentation and active discussion, the guests joined the networking cocktail on the terrace of the Hilton ParkSA. More than 90 participants attended the event.



"Mini-Event" about Turkey by Osec

9th October 2012 **Zurich – Osec**

On 9th October 2012 Osec hosted a successful event on Turkey that was attended by over 60 participants. This event focused primarily on

business opportunities in the machinery and railway sector. In this context Mrs. Sevdâ Kayhan Yilmaz (Executive Member of the Turkish Machinery Promotion Group) presented the Turkish machinery industry and showcased crossborder co-operation possibilities and opportunities for Swiss SMEs. Nazım Bükülmez (Deputy Head of Research, Planning and Coordination Department of the Turkish railway company TCDD) presented the impressive investments for the next 20 years. The participants were highly satisfied with the event and some of them subsequently discussed their concrete export plans in detail with the Osec Country Consultant Alberto Silini and Commercial Attaché Levent Duruan (Swiss Embassy in Ankara). The presentation by Dogan Taskent (President of the Chamber of Commerce) is particularly worth mentioning. He explained the services provided by the Chamber of Commerce and emphasized the excellent cooperation between the chamber, the embassy, general consulate and Osec (with a future local Swiss Business Hub in Istanbul).

(Source: Osec)



Dialog Institut: "Turkey – the growing economy of Europe"

17th October 2012 [University of Zurich](#)

On 17th October 2012, the Dialog Institut has organized a panel discussion in Zurich about Turkey's growing economy. Turkey looks back to an economic boom during the last ten years. In spite of the adverse conditions in Europe, its economy is still growing. The referents agreed about the strengths and weaknesses of Turkey. Its prospects include the young population, the geo-strategic position, the upcoming Anatolian elite, the political and economic opening to the MENA-states and the popularity with the Arabic countries. Turkey's weak points are the dependence to capital inflow from abroad, the bad exploitation of its work-force, the missing diversification and the black economy.

Doğan Taşkent, the president of the Swiss Chamber of Commerce in Turkey, mentioned the practical difficulties which exists for Swiss companies in Turkey – for example the legal impediments and the discrepancy concerning the working culture. He exemplified that in the last years, Turkey had made great progress in production and marketing. Now its objective must be to focus on innovations. This is one of Switzerland's strengths Turkey could learn from. With the aid of the Swiss know-how Turkey could raise its products to High technology.
(Source: Dialog Institut)

2012



Swiss Food and Culture Festival

6th November 2012

[Swissotel the Bosphorus, Chalet](#)

Tête de moine and chocolate were just a few of many delicious Swiss specialities which has been presented on the Swiss Food and Culture Festival at Swissotel the Bosphorus, Châlet. After a warm welcoming speech of Consul General Mrs Monika Schmutz Kırköz, SCCT Chairman Doğan Taşkent took part at the traditional cheese cutting ceremony together with the other event sponsors. The music act "Swissters" created the right Swiss atmosphere that all guests have fully enjoyed.





EVENTS



Swiss Running Team at Eurasiamarathon 2012

11th November 2012 **Eurasia**

The Swiss Running Team participated in the Eurasiamarathon 2012 for a good cause and joined forces with the runners of "Make a Wish Türkiye". Swiss Consul General Mrs Monika Schmutz Kirgöz invited all runners to a After-Marathon-Dinner at her residence in the evening.

Swiss Running Team 2012

Ivo Gasser	42km
Monika Schmutz Kirgöz	15km
Doğan Taşkent	15km
Frank Reichenbach	15km
Seda Türkyılmaz	15km
Florian Köppel	8km
Nazan Çalık	8km
Ralph Steinegger	8 km



Swiss Architects at Istanbul Technical University

27th November 2012 **Istanbul Technical University**

Swiss architects and engineers enjoy an excellent reputation not only due to their advanced technical knowledge and their inventiveness designers, but also due to their serious concern for sustainable buildings. Monika Schmutz Kirgöz, the Consul General of Switzerland, honored the presence of two famous and outstanding Swiss architects, Prof. Daniel Kündig and Christian Müller.



End of the Year Cocktail Reception

7th December 2012 **Mövenpick Hotel Istanbul, BarAdoX**

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.



2012



Swiss Time in Istanbul

21-23rd December 2012 **Lütfi Kırdar Convention Center, Harbiye**

23 elite Swiss watch brands have been presented for three days in the exhibition "Swiss Time in Istanbul" in order to enhance the awareness of Swiss watches in Turkish Market. Through several attractive themes, the organization created a strong public interest and boosted the positive attitude towards Swiss watchmaking Industry, which should lead to increase market penetration of Swiss watches in Turkey. With the support of the Consulate General of Switzerland, the Federation of the Swiss Watch Industry and the Swiss Chamber of Commerce in Turkey, "Swiss Time in Istanbul" became a fruitful event.



"Swiss Street": Transforming Abdi İpekçi Street into an exploration of Swissness

22nd December 2012 **Abdi İpekçi Street, Nişantaşı**

The "Swiss Street" was inaugurated by the Mayor of Şişli, Mr. Mustafa Sarigül, the Director of Emerging Markets and Special Projects of Switzerland Tourism, Mr. Federico Sommaruga and the Consul General of Switzerland, Ms. Monika Schmutz Kirgöz.

Generously sponsored by Mövenpick Hotel Istanbul, Lindt & Sprüngli and Nestlé, the "Swiss Street" was a lovely event open to the public. Chocolate fondue, Swiss cheese and a giant portion of warmest Swiss hospitality made everyone forget about the freezing temperatures.





EVENTS



Business Seminar and New Year's Cocktail Reception

25th January 2013 Köksal Attorney Partnership Offices

The Swiss Chamber and Köksal Attorney Partnership hosted an informative event at their office in Levent. Att. Mehmet Köksal and Att. Burcu Polat gave an important lecture under the topic "Impacts of Amendments Made In Labour Safety and Union Legislation Over Business Life".

The seminar was followed by a New Year's Cocktail Reception with sparkling champagne and a copious buffet. We would like to thank Köksal Attorney Partnership for their kind support and sponsorship.



Cocktail Reception to bid farewell to H.E. Mr. Raimund Kunz and Ms. Chantal Kunz

18th February 2013

Mövenpick Hotel Istanbul, Skylounge

The Consulate General of Switzerland in Istanbul hosted a cocktail reception in order to bid farewell to H.E. Mr. Raimund Kunz and his wife Ms. Chantal Kunz.

Consul General Monika Schmutz Kirgöz expressed in her opening speech her deepest appreciation to Ambassador Kunz and thanked him for his support and contribution

throughout the years. Mr. Kunz was appointed as Swiss Ambassador to Turkey in January 2009. In his acceptance speech Ambassador Kunz praised the Swiss-Turkish cultural and business relations and said that they would be even stronger in the near future. He thanked the guests for attending the event and promised in the end: "I'll come back!"

Visit of Dokuz Eylül University in Izmir

31st January 2013 9 Eylül University, Izmir

President of the Swiss Chamber of Commerce, Mr. Dogan Taskent and the Local Trade Officer at the Swiss Consulate in Istanbul, Mr. Mehmet Yildirimli, had the great pleasure to meet Prof. Dr. Murat Özgören, Vice Rector of Dokuz Eylül University, Doç. Dr. Adile Öñiz, Department of Biophysics and Prof. Dr. Kemal Baysal, Director of Department of Biochemistry / Biomedical Advanced Research and Development Application and Research Center of Dokuz Eylül University in Izmir.

The purpose of the visit was an introduction of the Biomedical Technopark which has been established in the centre of the Dokuz Eylül University campus. Prof. Dr. Murat Özgören claimed to say that this technopark is the first established park, which is dedicated to the healthcare industry in Turkey. Therefore they expect and welcome international pharmaceutical companies from abroad. Due to the fact that Switzerland is famous for its biotech industry and technology Dokuz Eylül University's interest of cooperation with our country (Switzerland) is big. Mr. Yildirimli said that the Technopark has been created on a land of 17 thousand sqm and facilitates beside R&D areas also biomedical laboratories. Mr. Taskent adds that the university campus also hosts the school of medicine which therewith provides biomedical R&D and clinical services.

Both gentlemen see this Technopark in Izmir as a potential facility for Swiss Biotech SMEs which look for new opportunities in Turkey. Furthermore, during their visits at Dokuz Eylül University common conferences and seminars in various fields such as Nanotechnology or Clinical Drug Trials have been discussed.



2013

Luncheon to honor SCCT Founding Members and former Presidents & IKSv Istanbul Biennial presentation

11th March 2013 **Four Seasons Hotel, Beşiktaş**

The SCCT was founded in 1984 and has developed into one of the key players for the improvement of commercial relations between Switzerland and Turkey. To celebrate the 29th year of our establishment, the SCCT organized a prestigious luncheon honoring Founding Members and Former Presidents. Guest speaker Bige Örer presented the IKSv Istanbul Biennial and its two Swiss Artists participating.

The event was sponsored by IWC Schaffhausen, which exhibited the arts of commerce, expression and finest Swiss watchmaking. SCCT Founding Members: Mehmet Adakan, Mehmet Evren Artam, Dr. Kamuran Atakan, Bülent Eczacıbaşı, Hans-Peter Minder, Dr. Edgar Poffet, Karaca Taşkent, Temiz Üstün, Reşat Zincirkıran SCCT Presidents: Dr. Edgar Poffet, Ertuğrul Hataylı, Raymond Bilger, Vedat Kirişçi, Ümit Özeflatun



Double Taxation Seminar & Cocktail Reception

19th March 2013 **Le Meridien Hotel, Etiler**

The SCCT organised a seminar about the Double Taxation Agreement between Turkey and Switzerland on March 19 at Le Meridien Hotel in Etiler. Round 80 people came to listen to the distinguished speakers Dr. iur. Ali Çivi, Feridun Güngör (Ernst & Young), Prof. Dr. Billur Yaltı (Koç University) and Marco Albrecht (Albrecht & Riedo Law Firm).

The event was sponsored by IATI, Turkish Airlines and Novartis and was supported by Çivi & Partners Law Firm. After informative presentations and a discussion part, the guests had excellent networking opportunities at the cocktail reception on the roof of the hotel.



Cocktail Reception to welcome H.E. Mr. Walter Haffner and Mrs. Tamar Almagor Haffner

16th April 2013 **Swiss Residence, Levent**



Consul General of Switzerland Mrs. Monika Schmutz Kırköz and Mr. Yıldırım Kırköz invited distinguished guests and friends to their residence to celebrate the arrival of the newly appointed Ambassador of Switzerland Mr Walter Haffner and his lovely wife Mrs. Tamar Almagor Haffner.

After a very warm welcome speech of the Consul General, Ambassador Haffner addressed a few words to the guests, expressing his happiness to get to know the Swiss-Turkish Community in Istanbul.

The evening was spiced up by an overly delicious catering by Mövenpick Hotel Istanbul.



EVENTS



SCCT, DEIK & TÜSIAD meeting with the State Secretary and Switzerland Global Enterprise

22nd May 2013 Mövenpick Hotel Istanbul, Levent

The Consulate General of Switzerland, the Swiss Chamber of Commerce in Turkey, DEIK and TÜSIAD jointly organized a Cocktail Luncheon to welcome the Swiss State Secretary for Economic Affairs, Ms Marie-Gabrielle Ineichen-Fleisch and trade mission from Switzerland.

The Consul General of Switzerland to Istanbul, Monika Schmutz Kirgöz as well as distinguished guests attended the event.



SCCT Summer Cocktail Reception

18th May 2013- Quasar Istanbul, Mecidiyeköy

SCCT organized jointly a Summer Cocktail Reception with its Platinum Sponsor Viatrans-Meydanbey at Quasar Istanbul. The event was a great success with more than 70 guests, who enjoyed not only refreshing drinks and delicious food, but also classical music performed by the Turkish cello quartet "Cellistanbul."



New SCCT event under Swiss Expertise Series: Swiss Export Insurance (SERV) covered financing*

14th May 2013 İş Kuleleri, Levent-Istanbul

Zürcher Kantonalbank and Türkiye İş Bankası informed about "Facilitating the import of capital goods from Switzerland by medium & long term financing by benefiting from the coverage of SERV"

**SERV is the Export Credit Agency of Switzerland, similar to Germany's Hermes, France's Coface, US's US Eximbank etc.*

The event, which was opened jointly by Mr. Yılmaz Ertürk, Deputy Chief Executive Officer of Türkiye İş Bankası, and Mrs. Monika Schmutz Kirgöz, Swiss Consul General, took place in the Head Office premises of Türkiye İş Bankası on 14 May 2013. The aim was to inform the participants about the steps to be taken so that they can benefit from the SERV coverage to finance their imports of capital goods from Switzerland. Türkiye İş Bankası and Zürcher Kantonalbank (see page 3) were pleased to share their expertise in SERV-business for the benefit of participants of the workshop.

Doğan Taşkent, Chairman of SCCT explained: "With this event, we were targeting Turkish companies importing capital goods from Switzerland and their financial advisors. So far, this has been mainly machineries, e.g. textile and food processing equipment etc., but it goes without saying that this financing tool is open to other sectors as well. There are huge investments coming up in Turkey also in other sectors such as infrastructure, airport equipment, transportation, solar energy, energy transmission, healthcare and medical equipment, and importers active in these sectors can all make use of above scheme as well."

The event was a great success and attracted many participants from a sizeable number of companies. On the occasion of this workshop, Mr. Mehmet Yıldırım, Head of Commercial Office at the Swiss Consulate in Istanbul, also had the chance to inform the participants about the upcoming office opening of Swiss Global Enterprise in Istanbul.

2013



Switzerland Global Enterprise - Local Trade Office Opening

21st May 2013 **Four Seasons Hotel, Beşiktaş**

On 21 May 2013, Switzerland Global Enterprise (formerly Osec) – the official center of excellence for internationalisation – opened another Swiss export promotion support unit in Istanbul. One of the important tasks of this new branch office is to help small and medium-sized enterprises (SMEs) from Switzerland and Liechtenstein to enter the market in Turkey. Mehmet Yildirimli will manage the new branch office in Istanbul.

The new Swiss export promotion support unit, which will help SMEs from Switzerland and Liechtenstein to successfully break into Turkey, is integrated in the Swiss Consulate General in Istanbul. Mehmet Yildirimli has been appointed to manage the unit. Working with Switzerland Global Enterprise's team in Switzerland, Mehmet Yildirimli will provide assistance and advice locally to export companies based

in Switzerland and Liechtenstein, in particular, by providing business contacts and by supporting their expansion into Turkey. Daniel Küng, CEO of Switzerland Global Enterprise, formerly Osec, comments:

"Cultivating the market in Turkey is another part of Switzerland Global Enterprise's strategy to support the Swiss economy as it expands into promising growth markets by providing direct assistance on the ground. From a Swiss perspective Turkey is a major export destination with great potential. Turkey's role as a hub for business with North Africa, the Middle East and Asia is also of particular interest. I'm pleased that, in cooperation with the Swiss Federal Department of Foreign Affairs, we'll be able to offer a supporting platform for exporting Swiss SMEs."

Source: www.switzerland-ge.com



GÜLOR Wine Tasting Event

28th May 2013 **Mövenpick Hotel Istanbul, Levent**

The Swiss Chamber of Commerce in Turkey organized a Wine Tasting Event with the exquisite wines of GÜLOR. Six different wines have been presented, combined with a delicious buffet kindly sponsored by Mövenpick Hotel Istanbul.

As SCCT is a supporter of UNICEF Turkey, 10% of the revenues that have been generated by the guests were donated to UNICEF Turkey.

Consul General of Switzerland Mrs Monika Schmutz Kirgöz and SCCT Board Members enjoyed a very informative and tasteful evening together with distinguished guests.



Back 2 Business Networking

08th October 2013 **The Sofa Hotel, Nişantaşı**

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

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

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



EVENTS



Forum "Partner bei Jansen"

13th-14th October 2013 Oberriet, Switzerland

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

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

End of the Year Cocktail Reception

17th December 2013 Mövenpick Hotel Istanbul

It was 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 80 participants attended the cocktail reception.

Special thanks to SCCT Secretary General and Mövenpick Hotel Istanbul General Manager Mr Frank Reichenbach, who generously sponsored the cocktail reception.



Introduction to Arbitration in Switzerland

22nd October 2013 Mövenpick Hotel, Ankara

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

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

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





New SCCT event under Swiss Expertise Series: Swiss Export Insurance (SERV) covered financing*

18th November 2013 **Gaziantep Chamber of Commerce**

The event, which was opened jointly by Mr. Dogan Taskent, Chairman of SCCT, Mr. Eyüp Bartık, President of the Gaziantep Chamber of Commerce, Mr. Mehmet Yildirimli, Switzerland Global Enterprise Istanbul, and Ms. Feza Tan, Assistant General Manager in charge of Corporate and Commercial Banking of Yapı Kredi, took place at the premises of the Gaziantep Chamber of Commerce Building. Being the third event of the Swiss expertise series and the second with Zürcher Kantonalbank, the aim was to inform the industrial companies located in South East Anatolia about the steps to be taken so that they can benefit from the SERV coverage to finance their imports of capital goods from Switzerland. Yapı Kredi, Yapı Kredi Leasing and Zürcher Kantonalbank, being amongst the leading institutions

in this area in Turkey and Switzerland respectively, were pleased to share their longstanding expertise in SERV-business for the benefit of participants of the workshop.

Doğan Taşkent explained: "With this event, we were targeting Turkish companies importing capital goods from Switzerland and their financial advisors. So far, this has been mainly machineries, e.g. textile and food processing equipment etc., but it goes without saying that this financing tool is open to other sectors as well. There are huge investments coming up in Turkey also in other sectors such as infrastructure, airport equipment, transportation, solar energy, energy transmission, healthcare and medical equipment, and importers active in these sectors can all make use of above scheme as well."

The event was a great success and attracted many participants from a sizeable number of companies, and all involved parties look forward to organizing a similar event in another important Turkish city soon. Yapı Kredi is amongst the largest financial institutions in Turkey and a joint venture between Turkish leading conglomerate Koç Holding and one of the biggest banking groups in Europe, UniCredit. Zürcher Kantonalbank is the third largest bank in Switzerland and fully owned by the Canton of Zurich. For further information you may visit www.yapikredi.com.tr and www.tr-ch.org/files/NewsletterJuly2013.pdf

***SERV is the Export Credit Agency of Switzerland, similar to Germany's Hermes, France's Coface, US's US Eximbank etc.**



EVENTS



Business Breakfast Seminar: Turkish Competition Law

18th February 2014 Gide Loyrette Nouel, Istanbul-Levent

The Swiss Chamber of Commerce in Turkey has organized a Breakfast Seminar with the cooperation of its member Gide Loyrette Nouel. The aim of this seminar was to present to our attending members the main rules and principles of the Turkish Competition Law, with a special emphasis on Anticompetitive Agreements and Concerted Practices between competitors.

The seminar was introduced by the Consul General of Switzerland in Istanbul Ms. Monika Schmutz-Kirgöz and Board member Mr. Arpat Şenocak. Detailed presentation of this topic was then delivered by Att. Alev Bayraktar Yılanlıoğlu, lawyer at Özdirekcan Bilgiç Dündar Avukatlık Ortaklığı (corresponding law firm of Gide Loyrette Nouel in Turkey).

SCCT members very much enjoyed this informative presentation, which will be followed in the coming weeks by another presentation organized in cooperation with Gide Loyrette Nouel, this time focusing on "trademark protection and infringement of intellectual property rights".

"Unleashing potential: Diversity at work, life and culture"

19th February 2014 Mövenpick Hotel Istanbul, Istanbul-4.Levent

The Swiss Chamber of Commerce in Turkey and TurkishWIN organized a business cocktail reception "Unleashing potential: Diversity at work, life and culture" at Mövenpick Hotel Istanbul on February 19, 2014.

Our inspiring speakers shared their insights:

Monika Schmutz Kirgöz, Consul General of Switzerland, gave tips and tricks for women from Sheryl Sandberg's book Lean In with colorful and striking examples from her life.

Leyla Alaton, Alarko Holding Board Member, discussed how women and men have to find balance at home as well as at work to realize their own potential Bilge Demirköz, Faculty Member and Researcher at METU/CERN, shared her journey as a scientist and fascinated us with her patience and passion for her Alpha Magnetic Spectrometer project which was installed on the International Space Station in 2011.

Nihan Atalay, Flutist, gave us a short recital.

Melek Pulatkonak, Founder and Curator of Turkish Women's International Network (TurkishWIN) stressed the importance of women networks, introduced TurkishWIN and asked for help to launch the Zurich chapter of TurkishWIN.

A great majority of the attractive crowd in Skyline Club Lounge at Mövenpick Hotel Istanbul, 78%, were women. Inspirational exchanges and networking followed and concluded this successful event.





CEMS and Koç MIM students visited ABB

21st February 2014 ABB, Istanbul-Kartal

15 students from CEMS Turkey and KOÇ Master's in International Management visited the production facilities of ABB and had the chance to meet ABB CEO Mr Sami Sevinç. SCCT president Mr Doğan Taşkent participated also in this event and personally welcomed the students.

Annual General Meeting 2014

26th March 2014

Mövenpick Hotel Istanbul,
4. Levent

President Doğan Taşkent will continue his presidency at the Swiss Chamber of Commerce until March 2016.



Swiss Innovation Series: Biotechnology

14th April 2014 Moroğlu Arseven, Beyoğlu

As part of the "Swiss Innovation Series", the Swiss Chamber of Commerce in Turkey jointly organized with MIT EF Turkey a seminar regarding Biotechnology on 14 April 2014. The meeting was hosted by Moroğlu Arseven. The Series aimed to support the climate of innovation and success between the two countries, as well as analyze structures and key elements which contribute to this success. More than 25 participants from the biotechnology sector attended and took actively part in a fruitful round table.



Two experts in the biotechnology sector gave presentations during the seminar: Dr. Christopher Hentschel, Partner at Ulysses Advisory Group, U.K., and former Chief Scientific Officer at Bio Istanbul - "Policy Successes and Failures in the Biosciences 1972-2014" Prof. Dr. Murat Özgören, Vice Rector at Dokuz Eylül University, İzmir - "2014 - What to do next, how to create critical mass?"

2014



Swiss Innovation Series: Biotechnology

3rd April 2014 Bahçeşehir University, Beşiktaş

Seedstars World, the Swiss Chamber of Commerce in Turkey, the Consulate General of Switzerland and Aktifbank jointly organized a reception which took place at the Bahçeşehir University right after the winner of the Istanbul competition had been announced. This was a good opportunity for attendees to meet with the different ventures that pitched during the competition, as well as the winner and other key players of the Istanbul entrepreneurial ecosystem.

About Seedstars

Seedstars World is a Swiss initiative that travels to emerging markets and fast-growing entrepreneurial ecosystems to organize competitions and find the best Technology startups. In 2013 Seedstars World traveled to 20 cities around the world and brought 20 entrepreneurs from around the world to meet European investors in Geneva. In 2014, the competition will make startups compete in 30 cities around the world. Istanbul is the kick-off event of the 2014 tour around the world.



EVENTS



Breakfast Business Seminar: Protection of Intellectual and Industrial Property Rights in Turkey

17th April 2014 Gide Loyrette Nouel, Levent

The Swiss Chamber of Commerce in Turkey has organized a Breakfast Seminar with the cooperation of its member Gide Loyrette Nouel. The aim of this seminar was to present to attending members the characteristic features of Intellectual Property (IP) Rights and the overall protection of IP Rights under Turkish legislation relating to copyrights, trademarks, designs, patents and utility models.

The seminar was introduced by the Deputy Consul General of Switzerland in Istanbul Mr. John Ruhoff and Board member Mr. Arpat Şenocak. Detailed presentation of this topic was then delivered by Att. Esra Dündar Loiseau, partner at Özdirekcan Bilgiç Dündar Avukatlık Ortaklığı (corresponding law firm of Gide Loyrette Nouel in Turkey) and Att. Aysun Yiğit Chevillard, associate with the same firm.

SCCT members very much enjoyed this informative presentation, which will be followed in the coming weeks by another presentation organized in cooperation with Gide Loyrette Nouel.

SCCT & UNICEF Turkey "Children's Day"

27th April 2014 Mövenpick Hotel Istanbul, 4. Levent

The Swiss Chamber of Commerce in Turkey jointly organized with UNICEF Turkey a "Children's Festival" on 27 April 2014, Sunday, at the Mövenpick Hotel Istanbul where children from 6 to 12 will had the chance to participate in exciting workshops such as chocolate making course, robot designing or t-shirt painting and also enjoyed a delicious lunch. Best of all, the proceeds obtained from the event have been donated to UNICEF Turkey for Pre-School Education Project. Sedef Avcı, Pascal Nouma, Deniz Berdan and Wilma Elles participated in the event as special guests.

Summer Welcoming Cocktail Reception at Halas Yacht

16th June 2014 M/S Halas 71 Yacht

The Swiss Chamber of Commerce in Turkey organized a Summer Welcoming Reception on Halas Yacht, kindly sponsored by IWC Schaffhausen. Consul General of Switzerland Ms Monika Schmutz Kirgöz and distinguished guests enjoyed the Bosphorus, live music, finest buffet and refreshing drinks which have been generously sponsored by Marjinal Porter Novelli. One of the guests had the chance to win an IWC Aquatimer watch at the end of the trip.



Canton Ticino Delegation Visit

28th-29th April 2014

DEIK, ABB Kartal, Swiss Residence

The Consulate General of Switzerland, Swiss Business Hub Turkey, DEIK and the Swiss Chamber of Commerce in Turkey jointly organized B2B-meetings for the delegation from Canton Ticino. Turkish companies had the chance to meet President Doğan Taşkent will continue his presidency at the Swiss Chamber of Commerce until March 2016. Swiss firms from the sectors Medical, Banking, Machinery and Project Management. An excursion to ABB in Kartal and a Cocktail Reception at Deputy Consul General Mr John Ruhoff's residence were part of the program.



Chamber Corner Event

1st October 2014 **Hilton ParkSA, Maçka**

The German-Turkish Chamber of Commerce and Industry, the Swiss Chamber of Commerce in Turkey and Advantage Austria jointly organized a fruitful networking event, which was addressed to German speaking business people.

Head of the Swiss Business Hub Turkey, Mr Mehmet Yıldırım, Head of Advantage Austria, Mr Marco Garcia and Secretary General of the German-Turkish Chamber of Commerce and Industry, Mr Jan Nöther welcomed the guests with a short opening speech.

More than 70 people attended the event.



Swiss Innovation Series

17th September 2014 **Moroğlu Arseven, Beyoğlu**

Within the context of the "Swiss Innovation Series", the Swiss Chamber of Commerce in Turkey organized the seminar "Sustainable Innovation and Innovation for Sustainability", kindly sponsored by Moroğlu Arseven and Mövenpick Hotel Istanbul.

The distinguished speakers Prof. Dr. Claudio Boer, Senior Advisor of Swissnex China & Vice President of SUPSI and Engur Rutkay, CEO of Junior Achievement Turkey (Genç Başarı) talked about Human Factor, Human Capital and Education for innovation and also discuss how innovation can help establish a sustainable world and society.

Students of Zurich University of Applied Sciences, School of Management and Law- International Executive Master Business Administration (IEMBA) also attended the event.



2014



XI. Technology Awards

21st May 2014 **CVK Park Bosphorus Hotel, Taksim**

SCCT President Doğan Taşkent attended the XI. Technology Awards, organized by the Scientific and Technological Research Council of Turkey (TUBITAK), Technology Development Foundation of Turkey (TTGV), Turkish Industry and Business Association (TUSIAD).

SCCT Board Member and General Manager of İTÜ Arı Teknokent Mr Kenan Çolpan joined the awarding as well.



Swiss Arbitration Conference

21st May 2014 **Ceylan InterContinental Hotel, Taksim**

The Swiss Chamber's Arbitration Institution, in cooperation with the Swiss Chamber of Commerce in Turkey organized the late afternoon seminar "The Swiss Rules of International Arbitration" at Ceylan InterContinental Istanbul. Deputy Consul General Mr John Ruhoff welcomed all guests by giving an opening speech. Distinguished Turkish and Swiss Arbitrators spoke on interesting features of the Swiss Rules, the experiences made in Swiss Rules proceedings and the enforcement of awards in Turkey. The presentations have been followed by four workshops that offered further insights on the use of the Swiss Rules and provided ample opportunities of discussing them with experienced practitioners. More than 70 participants joined the networking cocktail in the end of the event.



EVENTS

Luncheon for the delegation visit of Canton Jura

5th November 2014

Mövenpick Hotel Istanbul



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 Kirgöz, 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



Back 2 Business - Joint International Trade Networking

22nd October 2014 İş Kuleleri, Levent

SCCT participated in "Back 2 Business", which is a networking cocktail reception that aims to providing the opportunity to meet with representatives of local and international businesses, diplomatic missions, international Chambers of Commerce and Trade Offices based in Turkey — paving the way for participants to connect with the international business community and to receive key insight into investment & business opportunities available in Turkey and overseas.

Business professionals from both the international and local business communities got together on the 41st Floor of the İşbank Headquarter Towers in Levent, with stunning 360 degree views of Istanbul.

Special guest was award winning motivational business growth speaker Mr Roger Harrop, ranked in the top 10 of management and strategy speakers worldwide.

End of the Year Cocktail Reception

16th December 2014 Mövenpick Hotel Istanbul

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.



Swiss Festival

26th October 2014

Dream Design Factory,
Hasköy

It finally happened! Swiss Festival at the Old Hat Factory in Hasköy With the logistical/financial support of Swiss companies in Istanbul and under the patronage of the Consulate General as well as the SCCT, this first multidisciplinary Swiss Festival in Turkey took place in October on the shores of the Golden Horn. The venue, a historical, artistically tuned up building, belonging to the organizing company "Dream Design Factory" turned out to be an ideal location for artistically showcasing Switzerland. The highly professional event which contained a combination of kids' entertainment, historical exhibition on chocolate, traditional (Alphorn and Schwyzerörgeli) as well as contemporary music and various dance performances with interactive workshops and, last but not least, freely flowing ice cream, coffee and chocolates amounted to a rare treat for everyone who attended. Over 700 hundred guests were counted during the 10 hour "marathon" festival. Thanks go to the generous sponsors, Nestlé, Mövenpick Ice Cream, Lindt, Nespresso, Swatch and Swiss International Airlines.



EVENTS



Panel on Swiss-Turkish Relations

16th January 2015 *Cercle d'Orient / Büyük Kulüp*

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

- Consul General of Switzerland, Ms Monika Schmutz Kirgöz
- Head of Swiss Business Hub Turkey, Mr Mehmet Yıldırım
- 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 Kulüp.



2015

Swiss Innovation Series

27th February 2015 *The Sofa Hotel, Nişantaşı*

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.



Chamber Corner Event

19th February 2015 *Hilton Bomonti*

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



Closed circle workshop luncheon with Ambassador Livia Leu

18th March 2015 Mövenpick Hotel Istanbul

The Swiss Chamber of Commerce in Turkey, in cooperation with the Consulate General of Switzerland, organized a "closed circle workshop luncheon" on the occasion of the visit of Ambassador Livia Leu, Head of the Bilateral Economic Relations Division of the Swiss State Secretary of Economic Affairs and Delegate of the Federal Council for Trade Agreements.

Challenges concerning Swiss companies in Turkey have been discussed. Participating CEOs of Swiss Companies in Turkey had the opportunity to share experiences and their problems with Ambassador Livia Leu. Distinguished lawyers, economists, consultants as well as SCCT Board Members have been also invited to have their views and comments on the legal and economic situation of Turkey. Consul General of Switzerland, Ms. Monika Schmutz Kirgöz and President of the Swiss Chamber of Commerce in Turkey, Mr. Doğan Taşkent moderated this important event.

Luncheon with the delegation from the Canton Vaud

6th May 2015 Mövenpick Hotel Istanbul

The Swiss Chamber of Commerce in Turkey, Swiss Business Hub Turkey and Mövenpick Hotel Istanbul organized a luncheon on the occasion of the visit of the Canton Vaud delegation with the honorable attendance of Ms. Monika Schmutz Kirgöz, Consul General of Switzerland, Mr. Philippe Leuba, Minister of the Department of Economy and Sports of the Canton Vaud and

Mr. Doğan Taşkent, President of the Swiss Chamber of Commerce in Turkey.

Att. Levent Çelepçi, Lawyer and Board Member of Angst+Pfister as well as Mr. Tibet Eğrioglu, Operational Director Eastern Europe & MENA at Adecco Group Turkey gave short presentations about success stories of both Swiss companies in Turkey.



Automatic Exchange of Information

21st April 2015 Lütfi Kırdar Istanbul

As part of the Swiss Expertise Series, the Swiss Chamber of Commerce in Turkey jointly organized a conference on "AUTOMATIC EXCHANGE OF INFORMATION" with Union Bancaire Privée at Lütfi Kırdar Istanbul on 21st April 2015.

With this event, we aimed to inform clients, prospects, people from the industry and everyone who has an interest in the approaching regulatory changes known as "Automatic Exchange of information" in tax matters.

The Opening Speech was held by Ms Monika Schmutz Kirgöz, Consul General of Switzerland, followed by the Welcoming Speech of Mr Doğan Taşkent, President of the Swiss Chamber of Commerce in Turkey.



Mr Sedat Eratlar, Founding Partner at Eratlar Management Consulting, talked about regulations on the Turkish side and Mr Bertrand Binggeli, Executive Director, Wealth Planning Group Head at Union Bancaire Privée – UBP S.A., Switzerland gave information about the latest developments on the subject in Switzerland. More than 80 participants attended the event and took actively part in the Q&A session, which was followed by a cocktail reception.



Music for Peace Charity Event

13th May 2015 Mövenpick Hotel Istanbul Golden Horn

As a Social Responsibility Project, the Swiss Chamber of Commerce in Turkey and Mövenpick Hotel Istanbul Golden Horn jointly organized a special Charity Event for the benefit of Music for Peace (Barış için Müzik) Foundation.

After the opening speeches of the Consul General of Switzerland, Ms Monika Schmutz Kirgöz and SCCT President, Mr Doğan Taşkent, Founder Dr. Yeliz Baki introduced the Music for Peace Foundation to the audience.

Music for Peace was initiated in 2005 by architect Mehmet Selim Baki and his spouse Dr. Yeliz Baki. The main objective of Music for Peace Foundation is to offer free music education to as many children as possible and to give voice to peace through the power of music.

A string orchestra with 25 young and incredibly talented musicians played beautiful pieces from Piazzola and Edward Grieg. The guests generously made donations to the foundation. More info: <http://barisicinmuzik.org/>



Swiss Tasting Event with V-ZUG and Mövenpick Hotel Istanbul

26th May 2015 V-ZUG Etiler

Swiss high quality meets Swiss cooking spirit!

Mövenpick Hotel Istanbul Executive Chef, Giovanni Terracciano and V-ZUG Master Chef, Sedef Ozan Kıvanç prepared an exquisite menu live on the high quality Swiss products of V-ZUG. The Consul General of Switzerland, Ms Monika Schmutz Kirgöz and the President of the Swiss Chamber of Commerce in Turkey, Mr Doğan Taşkent welcomed more than 45 guests in the V-ZUG Flagship Store in Etiler.



SCCT Zurich & Berne Business Trip

27th-30th October 2015 Zurich/Berne



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

Summer Welcoming Reception sponsored by IWC Schaffhausen

3rd June 2015 Armaggan Bosphorus Suites

The Swiss Chamber of Commerce in Turkey organized a Summer Welcoming Reception at the beautiful Armaggan Bosphorus Suites, kindly sponsored by IWC Schaffhausen. Consul General of Switzerland Ms Monika Schmutz Kirgöz, SCCT President Doğan Taşkent and distinguished guests not only enjoyed the breathtaking view of the Bosphorus, but also live music, finest food and refreshing drinks.





EVENTS



Swiss Arbitration Seminar & Workshop

17th September 2015 **The Raffles Hotel**

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

To organise an arbitration hearing in Switzerland (or find hearing locations, interpreters, and court reporters):

www.swissarbitrationhub.com



ÜSIMP Meeting with Foreign Chambers

18th September 2015 **Istanbul Chamber of Industry**

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.



German Education Fair

23rd October 2015

Kemerburgaz University

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.



ÜSIMP Patent Fair

11th-12th November 2015 Harbiye Military Museum

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.

Christmas Charity Cocktail

15th December 2015 Chalet Restaurant

The Swiss Chamber of Commerce in Turkey and the Swiss Business Hub Turkey jointly organized a Christmas Charity Cocktail for its members and distinguished guests. SCCT President Mr Doğan Taşkent, Consul General of Switzerland Ms Monika Schmutz Kırköz and Swiss Business Hub Turkey Director Mr Mehmet Yıldırım held the opening speech and started the joyful event. All the proceeds of the lucky draw have been donated to the Theodora Foundation, whose founder Mr Jan Poulie was also present. Not only finest Swiss food and a live jazz band made the evening unforgettable, but also pianist Raphael Sudan from Switzerland, who gave a special performance and created a Christmas feeling in the beautifully decorated Chalet restaurant at Swissotel The Bosphorus.

Theodora Foundation: <http://tr.theodora.org/tr/bize-destek-olun/bagis>



2015



Luncheon with Soli Özel

17th November 2015 Mövenpick Hotel Istanbul

The Swiss Chamber of Commerce in Turkey organized a special Luncheon: "Learning the lessons of the twin elections: a prospective for the future" with Mr Soli Özel, Professor of International Relations at Kadir Has University, Habertürk Columnist and Author and the honorable attendance of the Consul General of Switzerland, Ms Monika Schmutz Kırköz & the President of the Swiss Chamber of Commerce in Turkey, Mr Doğan Taşkent.

Mr Soli shared his personal opinion and outlook of the political situation in Turkey and answered questions of the guests. We would like to thank the General Manager of Mövenpick Hotel Istanbul, Mr Bozkurt Atabek for sponsoring this unique event.

Soli Özel is currently a full time Professor at Kadir Has University. He is also a columnist at Habertürk Daily newspaper. He has been an advisor to the chairperson of TUSIAD for the last 16 years. He is a regular contributor to German Marshall Fund's web site's "ON Turkey" series and writes a bimonthly column for Italy's Espresso magazine.

His writings have been published in international newspapers and academic journals. His latest published work is co-authored with Serhat Guvenc and entitled "NATO and Turkey in the Post-Cold War World: Between Abandonment and Entrapment".

See also: <http://fride.org/blog/the-master-of-the-game-in-ankara/>



EVENTS

2016

Mobbing Workshop

19th January 2016 **Gide Loyrette Nouel**

The Swiss Chamber of Commerce organized a workshop on Mobbing with Gide Loyrette Nouel. Lawyer Ali Osman Ak gave a deep insight about the legal situation for mobbing cases in Turkey. SCCT Board Member Arpat Şenocak and Head of Swiss Business Hub Turkey Mehmet Yıldırımli gave the opening speeches.



Chamber Corner Event

23rd February 2016

CVK Park Bosphorus IZAKA Bar

The Swiss (SCCT), German (AHK) and Austrian (WKO) Chambers of Commerce jointly organized a Chamber Corner Event at Izaka Bar in Gümüşsuyu. The afterwork reception was a good networking opportunity of all members who attended. The highlights of the event were DJ performance and lucky draw.



90 years of Swiss Civil Code and Code of Obligation in Turkey

17-20th February 2016 **Kadir Has University**

Kadir Has University organised a symposium celebrating the 90th anniversary of the Swiss Civil Code and Code of Obligation in Turkey. Consul General of Switzerland, Ms Monika Schmutz Kırköz gave the opening speech. SCCT President Doğan Taşkent has been honored for supporting this important conference. Lawyer and SCCT Board Member Mr Arpat Şenocak and SCCT Member Ms Ulku Cibik from Zurich participated in informative panel discussions.



Uzman ekibi, tecrübesi, 50'den fazla ülkede 150'yi aşkın ofisiyle müşterilerine değer yaratan çözümler



- Yabancı Ortak arıyorsanız
- Şirketinizi satmak istiyorsanız
- Şirketinizin değerini öğrenmek istiyorsanız
- Uzun dönemli finansal yapılanma ihtiyacınız varsa
- Finansal performans sorunlarınız varsa
- Due Diligence veya benzeri hizmetler arayışındaysanız
- "Start-up" dünyasının sorunlarına çare arıyorsanız

hizmetinizdeyiz.

MIT, Stanford, Purdue, ETH, ODTÜ, NYU üniversitelerinden mezun yüksek mühendis ve finansçılardan oluşan, Lucent Technologies, Citibank ve Midland Bank gibi kurumsal şirketlerin yanı sıra çeşitli büyüklüklerdeki Türk şirketlerinde üst düzey yöneticilik tecrübesine sahip uzman ekibimiz, ancak uluslararası bir danışmanlık şirketinde bulunabilen tecrübe ve eğitime sahiptir. Partner düzeyinde hizmet verilmesi, konuların sadece rapor çıkartılarak mekanik değil CxO seviyesinde stratejik olarak da değerlendirilmesini sağlar.



1st AUGUST

2012

SWISS NATIONAL DAY 2012

Swiss National Day hosted by the Consul General of Switzerland, Ms Monika Schmutz Kirgöz.

1st August 2012 *Swissôtel, Maçka*



2013

SWISS NATIONAL DAY 2013

The Consulate General of Switzerland celebrated the Swiss National Day with distinguished guests and friends at Swissôtel The Bosphorus. The Swiss Chamber of Commerce in Turkey was one of the sponsors.

1st August 2013 **Swissôtel The Bosphorus, Sultan Park**





1st AUGUST

2014

SWISS NATIONAL DAY 2014

1st August, 2014 **Swissôtel The Bosphorus, Maçka**



Swiss National Day Celebration at the Swissôtel The Bosphorus on August 1st

The Swiss National Day celebration is a significant event which is inspired by the date of the Federal Charter of 1291, when three Alpine cantons swore the oath of confederation, an act which later came to be regarded as the foundation of Switzerland.

As in the past, the Consul General of Switzerland in Istanbul, Ms. Monika Schmutz Kirgöz, invited for this year's reception at the Swissôtel The Bosphorus on Friday, August 1st, honouring the 723rd anniversary of our country. The occasion drew a crowd of some 450 guests from all walks of life such as politics, economy, diplomacy, academy, finance, society, art and culture, administration, business as well as Swiss citizens living in Turkey.

Whilst various delicious Swiss specialties were served during the festive evening, this year's occurrence was

honoured by the presence of the Youth Orchestra Wil from the Canton of St. Gallen. This melodious entertainment by some 70 youngsters offered a mixture of traditional Swiss folk musical and international ever greens, delighting the guests and providing the perfect backdrop to a successful evening.

Thanks and gratitude go to the sponsors for their substantial support for the event. They come from different fields of trade and industry and are not just from Switzerland, but also Liechtenstein and Turkey. Each one of them is an impressive showcase for excellence in his and her own right: Swiss Chamber of Commerce in Turkey, Novartis, Amac Aerospace, Hilti, Société Général de Surveillance, Mövenpick Ice Cream by Nestlé, Swiss International Airlines, Nespresso, Lindt Chocolates, Esen Moving.

The Consulate General's gratitude also goes to Swissôtel The Bosphorus who, as in the past, have made us feel at home here on their premises.

2015

SWISS NATIONAL DAY 2015

30th July 2015 **Swissôtel The Bosphorus**

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.





SWISS TURKISH ECONOMIC FORUM

NOVEMBER 2014

VIII. Swiss Turkish Economic Forum Innovation through Corporate R&D

22nd November, 2012
Istanbul Chamber of Commerce

The Forum started with the opening speeches, the Vice President of Istanbul Chamber of Commerce (ITO) Mr Dursun Topçu, Chairman of the Swiss Chamber of Commerce in Turkey Mr Doğan Taşkent, Executive Director of Economic Policy Research Foundation of Turkey (TEPAV), TOBB-ETÜ Acting Rector Mr Prof. Dr. Güven Sak, Chief Economist of economiesuisse Mr Prof. Dr. Rudolf Minsch and Swiss Ambassador HE. Raimund Kunz.

Experts and top executives from ETH Zürich, Novartis, Roche, Eureka attended as speakers. Here was a great emphasis Swiss – Turkish collaboration possibility on the R&D projects and at the Small and Medium Enterprises. Especially the presentation by Prof. Minsch, where he summarized the do's and don'ts of innovation eco system received big attention. It was a critical and condense seminar to show Swiss know-how on innovation and advance.



The conference ended with the closing speech of Consul General of Switzerland Mrs Monika Schmutz Kırköz. The Chamber hosted a lunch to the speakers, moderators, organizers and participants of the event. Bogazici University, Sabancı University, 9 Eylül University (which builds a life sciences Teknopark in Izmir) requested continuation this kind of collaboration between the countries and they want to host next seminar on the same subject at their universities. Currently, the Ministry of Technology and Sciences assigned as two persons team to study Swiss Innovation, they would like to hear more about Swiss companies and Swiss innovation Eco system.

Overall there has been a great participation, reaching 160 attendees. Managers from Techno parks, top executives and managers from R&D companies, Universities as well as Governmental institutions and associations concerning innovation and members of the Swiss Chamber of Commerce in Turkey and Istanbul Chamber of Commerce participated in the Forum.

The conference was of interest to the press and media Doğan News Agency, Hürriyet, Vatan, CNBC TV and reporters from local newspapers were present at the Forum.

IX. Swiss Turkish Economic Forum Innovation through Clustering

10 December 2013


TOBB Conference Hall, Istanbul-Levent



The IX. Swiss Turkish Economic Forum brought together representatives from Government, Universities, Technoparks, and Medical Technology and Industry players & SME's from Switzerland and Turkey to discuss innovation clusters, with a focus on medical technology and biotechnology.

The forum started with the opening speeches, DEIK Board Member Mr Ayhan Zeytinoğlu; Chairman of the Swiss Chamber of Commerce in Turkey Mr Doğan Taşkent; and Swiss Ambassador to Turkey H.E. Walter Haffner. Forum consisted of two panels. The speakers had 15 minutes for their own presentation and the rest of the panels involved discussions among the speakers and the audience. Here was a great emphasis on Swiss – Turkish collaboration possibility on biotech and medical technology projects. The conference ended with the closing speech of Consul General of Switzerland Mrs Monika Schmutz Kirgöz. The Chamber hosted a lunch to the

speakers, moderators, organizers and participants of the event.

Overall there has been a good participation, reaching 90 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 and DEIK participated in the Forum. There was a great interest to MedTech Group and its know-how in this sector. Turkey has an ambitious plan to accelerate biotech and medical technology sectors. Groups with deep know-how in the development of those sectors have great value. The conference was of interest to the press and media. Dünya Newspaper, Optimist magazine, Kobipostası, Doğan News Agency, and reporters from local newspapers were present at the forum. Our media sponsor Image PR invited important press members concerning Life Science sector to the Forum. 



SWISS TURKISH ECONOMIC FORUM

DECEMBER 2014

X. Swiss Turkish Economic Forum Can Family Businesses Innovate?

10 December 2014
İTÜ ARI Teknokent



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 Kırköz.

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.

XI. Swiss Turkish Economic Forum

Invest in Switzerland – Become a Global Player

9 December 2015

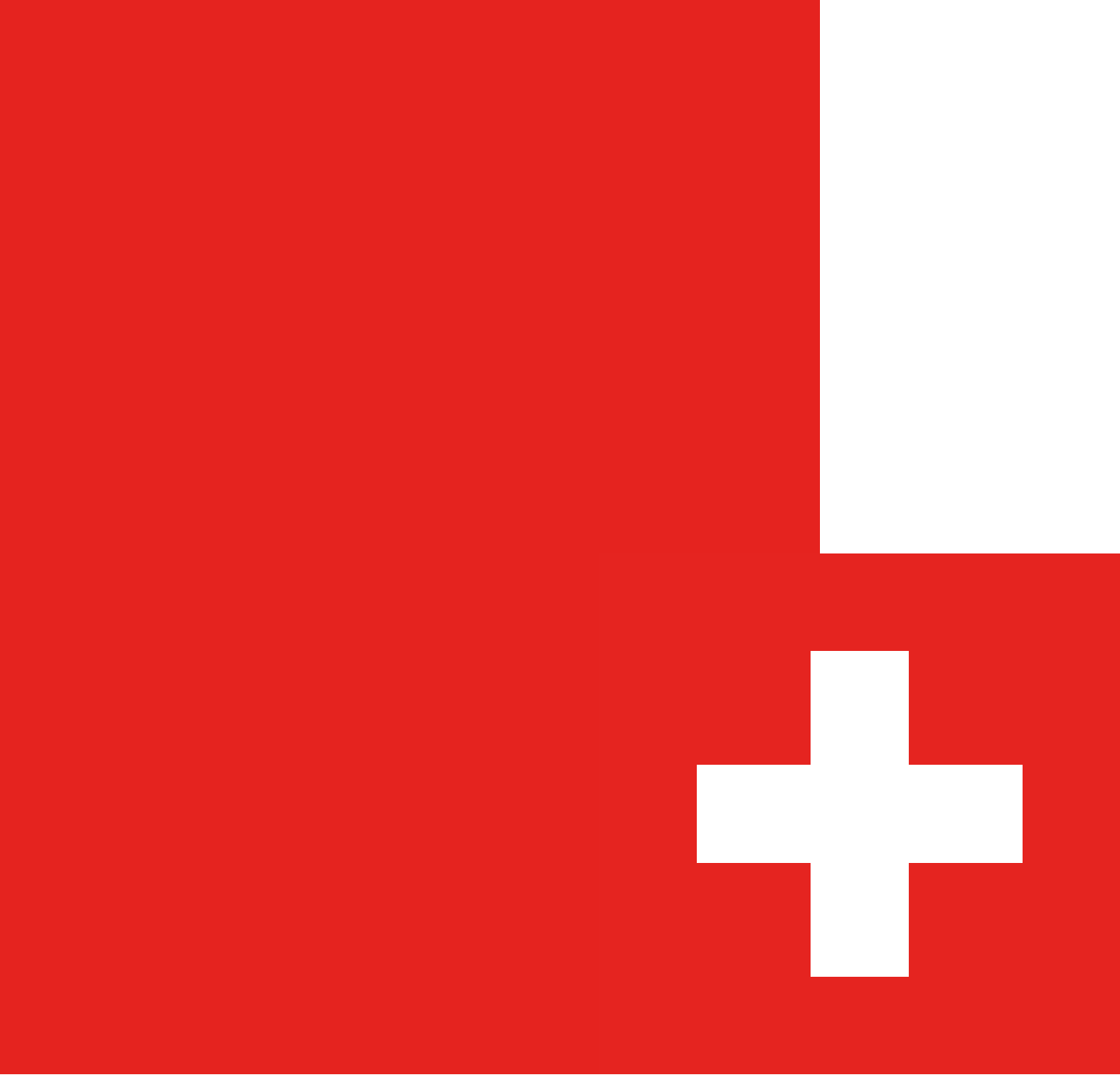
Swissotel The Bosphorus



This year's topic of the Swiss Turkish Economic Forum was "Invest in Switzerland – Become a Global Player". More than 160 guests attended the conference that was held at Swissotel The Bosphorus Istanbul. Distinguished speakers from Turkey and Switzerland shared useful information as well as success stories about investments in Switzerland.

The opening speeches were held by - Ambassador of Switzerland to Turkey H.E. Mr. Walter Haffner, President of the Swiss Chamber of Commerce in Turkey, Mr Doğan Taşkent and General Manager of the Swissotel The Bosphorus Istanbul, Mr Gerhard Struger. Consul General of Switzerland Ms Monika Schmutz Kirgöz gave a detailed summary of the event , followed by a fruitful networking event. 🇨🇭



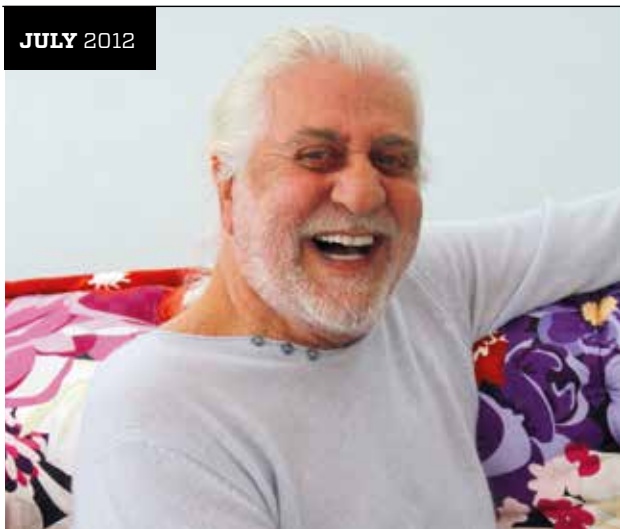


**SWISS
ALUMNI**



SWISS ALUMNI

JULY 2012



Schools

Lyceum Alpinum Zuoz
(1953-1957)
ETH Zürich
(1957-1962)

Halil Bezmen



In 1953 I finished Middle School in Villars, Switzerland and went on to study at Lyceum Alpinum Zuoz. It is a big school in the middle of a little village, close to St. Moritz and one of the clearest memories I have is the moment I had to say goodbye to my aunt and mother who brought me there.

When I started, I did not speak German. That gave me the opportunity to improve my English and learn to speak Italian without any further effort. My first friends at Zuoz were therefore, Italians, Latin Americans and French pupils. I only managed to become friends with boys from the northern countries such as Germans, Swiss and Dutch later on.


I noticed there were two different groups of people in the school: Those that kept to themselves and did not mingle with the crowd, and those that were eager to have as many friends as possible, loved to socialize and hang around in groups. I was certainly part of the last group and further like to believe I was the head of my circle of friends. When I chose friends I never chose them for their future benefits, but always chose them by how much I like them. Isn't liking someone the greatest benefit after all?

What stuck with me was the fact that my school laid a lot

of emphasis on sports. We had PE classes two hours every day and on Saturdays and Sundays we would be involved in sports the whole day. It was not part of our fun, but part of our education and therefore taken very seriously. A high level of performance was expected. We constantly had races, games and tournaments. Winning was important, but fair play was even more important. The lesson the school hoped for us to learn from this, was that what mattered in life not winning only, but bettering yourself, while observing high standards of moral behaviour.

I was never a very good student rather an average one. Lazy during the year, I always did an overnigher for the final exams.

After finishing High School I applied for the Technical University of Zurich (ETH) and was accepted immediately. Studying at a university where legendary scientists such as Einstein graduated from was a nice feeling. I am proud of the fact that 29 Nobelists studied at the ETH Zürich.

If I had to summarize my memories and emotions about my youth in Switzerland with a single word, I would choose the expression 'drive toward perfection'. This would best describe its education system, people and way of life. 



Swiss Alumni Reunion Pamir
Bezmen (left), Karaca Taşkent
(right) and Hans Peter
Weidtman (below)

SEPTEMBER 2012

Hans Peter Weidtman

Schools

Institut auf dem Rosenberg,
St. Gallen, Boarding School
German "Handelsabitur"
(1954-1957)

My father, a German banker, became the new director of Deutsche Bank and moved to Istanbul in 1931. Born in 1938, I first visited a Turkish elementary school and right afterwards a French school. My elder brother was already on a boarding school in Switzerland – the "Institut auf dem Rosenberg" in St. Gallen. So it was crystal clear to which school I was supposed to go in 1954.

My father believed that I would have a better connection to international people in Switzerland; and he was absolutely right. From the first day on I felt the international benefits. I shared my room with a German, English and a Mexican and we became friends and learnt from each other. Furthermore, my father chose this school purposely because he didn't want me to go to a snobbish place. The students at Rosenberg were children of intelligent, wealthy merchant families.

All in all, I can say that this international way of living left positive marks on me – even today. Apart from the good education, Rosenberg gave me the chance to meet great people, to ski and of course to expand my horizon. I am still in touch with my school mates from St. Gallen. We often organize reunions with about 400 former Swiss


students. It is an incredible close joining concerning friendship, business and charity. We do a lot to help each other and people in need.

I recommend parents to send their children to Switzerland in the last four years of grammar school. Having the Swiss Matura can be considered as the entrance card to every university in the world. The Swiss education teaches you French, German, Italian and other languages at once. I think this is the best basis the child can get before he/she chooses a university. Plus, the earlier someone socializes with different ethnics groups the easier it will be to achieve success in the international business life.

After boarding school I started the Banking education in Germany between 1958 and 1959.

During my career, I lived in many places like Munich, London, New York and Geneva. But as my father got old and sick, it was my duty to return to Turkey and to assume the control of our business.

In 1966, I fell in love with my Turkish wife and we decided to move to the USA. But we only stayed three months, after we had realised that I was too old to find a job and that our European way of life doesn't fit with that of the Americans. Finally, Istanbul got me back and I am truly happy to live here.

But if you asked me what the basement of my success and present contentment is, I will always answer without any doubts: those three unforgettable years in Switzerland. 



SWISS ALUMNI

SEPTEMBER 2012



Schools

Prealpina

Baccalauréat Français (1976-1979)

Université de Genève Sciences

Economiques et Sociales (1979-1981)

Meral Muhayes



Please give us a brief insight on your personal experiences during your studies in Switzerland.

I happened to meet students from all over the world, to ski during winter at least once a week and more during yearly skiing trips organised by our school. I had the chance to travel and go to concerts. Later at the university, I joined the Turkish Student group. Briefly, I thoroughly enjoyed beautiful scenery from the Mont Saleve and the Alps.

Please describe briefly the Swiss education system in comparison to the Turkish one.

We had the opportunity to express our point of view on politics, economy and to discuss in class with fellow students and teachers. We learned to listen to others and have a multicultural view on various topics. I was literature student, so of course I cannot compare the way French Literature is studied here in Turkey. But I assume the topics were not studied based on reciting by heart but more by finding out following guidelines, experiencing and understanding.

What is so special about Swiss education?


It allows the students to connect with multicultural,

multilingual environment, to have friends from all around the world, to study languages on the spot such as French, Italian and German and other languages as well, to learn the bases of democracy in a special country where democracy is practised at its best form. Also it certainly makes one gain a European attitude, thinking and questioning worldly issues.

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

They should expect their child to develop into a citizen “of the world” state of mind, they should encourage him/her to enjoy all the various sports and travelling experiences that is offered and to grasp the chance of meeting the future international business(wo)man who can help the business network the child will end up being in.

Tell us something about the photo above.

This photo was taken at our last high school class reunion in 2010. In the background you can see the Lac Léman, isn't it beautiful? The lady in pink was my former teacher; it was a pleasure to meet her after such a long time. Oh, and the person on the left, that's me. 



Selim Balcısoy

Professor at Sabancı University

Schools

ETH Zurich (1991-1996)

EPFL Lausanne (1996-2001)



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

I graduated from Austrian High School, Istanbul in 1990. After passing an entrance exam, I started my studies at ETH Zürich in 1991. In 1996, I graduated as Electronics Engineer and joined EPFL Lausanne as research assistant. In 2001, I got my PhD degree in Computer Science from EPFL. Between 2001 and 2004, I was in USA where I worked at the research and development engineer at Nokia Company. Since 2004, I am a faculty member of Sabancı University, Istanbul, Turkey.

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

I think I was very fortunate to have friends to explore different facades of Swiss life. One place stood among the others in particular, the Rheinfelder Bierhalle at Niederdorfstrasse was famous for generous portions of Cordon Bleu called Jumbo Jumbo. This was our favourite meeting place. On the other side of the cultural spectrum, is the marvellous Zürich Opera. The small opera building allowed perfect sound even at the discounted student places. Other cultural institutions of Zürich are equally high profile and easily accessible with the good old yellow student id card, the Legi. At EPFL, I had the privilege of having an office with a view to the Lac Lemman. During weekends, skiing and hiking on the Alps was a rewarding experience. Besides, every summer, I was waiting eagerly for the Montreux Jazz Festival. In general, if you enjoy culture and nature, Switzerland is difficult to beat. Of course both ETH and EPFL require top performance

meaning that you have to master balancing your life between long hours at the laboratory and leisure at a young age. Swiss people take life-work balance seriously. I think this was the most important skill I got from my studies in Switzerland.


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

Now I am a university professor in Istanbul, I can identify the differences between the Swiss and Turkish educations systems clearly. The most profound difference is that it is perfectly acceptable in Swiss society not to graduate from University but from a specialized high school (Meslek Yüksek okulu/Fachhochschule), on the contrary in Turkey, everybody wants to graduate from University, which puts a large pressure on the system.

What is so special about Swiss education?

Swiss universities are international in every aspect. The faculty members, researchers and students are all from over the world. This gives students global perspective and network which are quite difficult to match anywhere else in Europe. I still enjoy meeting friends from Brazil to Norway.

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

I am not familiar with Swiss boarding schools. I think Swiss Public Universities deserve better publicity in Turkey. Most of them have top global rankings with excellent research and teaching facilities. 



SWISS ALUMNI

JANUARY 2013



Company

Etihad Airways –
General Manager Turkey

School

American College of Switzerland
A.C.S. Leysin (1983-1985)

Fatoş Kutay



What comes to your mind when you think of your education in Switzerland?

I definitely had many good memories which became a real guide to me in my entire life. Amazingly and surprisingly, I managed to enjoy both education and fun. I had many wonderful friends whom I am still very close and in touch with.


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

Education side: “Captured the Future“. Computer Technology was very new in those years. Imagine, Microsoft did not even exist! Our school had many educational classes on the programming and computer science. Beside Business Administration, I took all computer related classes which basically became the most important part of my success in my career. Social Side: Being in an International school widens up your window. It adds a lot to you to form your intellect and character by learning different cultures, experiencing different characters with all the international friends, and more importantly you learn to stand up on your feet and take challenges rather than giving up quickly. I believe and also still experiencing, that this diversification in all areas helps you to be more conscious, and along the life it helps you in the journey of knowing “Who you are”

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

I had the chance to experience both High school and the College. High school has its discipline according to the age groups. As you are away from home, teachers pay more attention to the student not to feel alone and depressed. Performance and the grades are closely monitored and if you need help you always have a guide. At a young age you cannot exactly know what your talents are or what you are good at. The education system is designed to find this out and help you to choose your future where in Turkish system we are missing this part and treating all the students within the same system and format. At the College, the system naturally is different. Discipline still exists but it makes more sense! You are free but responsible towards yourself and your actions. School system always supports the students to develop their leadership and management skills. It has been very clear to me the goal was to LEARN not just to PASS.

What is so special about Swiss education?

Both from the parents and students side, the most important thing for me is: SAFETY. Switzerland is one of the countries that make you feel secure. Schools are advanced; academic programs are highly competitive versus other European schools. 



Sara Adakan

Company

Mag Architecture Studio Ltd.

School

Institut auf dem Rosenberg & EPF Lausanne




My Swiss education began in 1990, after finishing Junior High School in Istanbul. Continuing my high school studies in Switzerland was evident for me, as my mother is Swiss and I had spent most of my holidays there during my childhood. Nevertheless, finding myself in a boarding school was a real change and the beginning of a new life that would leave positive marks on me. The students were from all over the world and having international friends really widens my horizons. The classes had a low number of students, allowing the opportunity to ourselves, to share and discuss our opinions on any given subject. But probably the most important experience is the fact that I learned to stand on my own two feet: taking decisions and dealing with the consequences of my actions was a very efficient way to become responsible towards myself and towards others at a young age.

Later at the EPF in Lausanne, where I studied architecture, I found myself amongst very hardworking, disciplined, yet humble and down-to-earth students. The professors expected the highest performance which resulted in long hours of work, but for the Swiss, leisure is never far from one's front door. In my experience, Switzerland in general, and particularly Lac Lemman and its vicinity, offers some spectacular nature and opportunities for wonderful excursions. If you enjoy culture, Switzerland has internationally acclaimed festivals, museums and expositions. Furthermore, Switzerland's central location

makes it possible to explore other parts and cities of Europe. For instance, Paris is only a few hours from Lausanne, and you can easily change the landscape for a weekend without travelling long distances.

I spent some wonderful years in the Swiss-Romand region and it will always remain a very special place for me. However, my 12-month internship period in an architect bureau, which is required by the EPFL curriculum, was a year that left an indelible mark during my scholastic life in Switzerland. From the very first day as a trainee, I was treated as any other collaborator. The tasks and the responsibilities I was given certainly allowed me to make the most of my internship. But most importantly, I experienced how profoundly the Swiss believe in the quality of their education system and trust in their institutions.

Today, besides working together as an architect with my Swiss husband, I hold a post as a board member in a foundation that aims to support students by offering scholarships in Turkey. I often find myself comparing the Swiss and Turkish education systems. The most striking difference is that in Turkey there is a general opinion that private universities are better than public ones, supported by the misleading idea that the higher the costs are, the better the education is, whereas in Switzerland, it is the public universities that enter the top of international rankings. 



SWISS ALUMNI

MAY 2013



Company

Turkish Grand National
Assembly- Deputy of
Istanbul

School

Webster University,
Geneva (1998 -1999)

Ahmet Kutalmış Türkeş




I have studied Economics at Webster University in Geneva, between 1998 September and 1999 June. Despite it seems a short period of time, there has been a unique, effective experience for me both academically and socially.

Switzerland, especially Geneva is one of the most attractive and beautiful location among the other cities in Europe according to me. First of all, ultimate view and nature of lake Lemman beautifies the city. I used to visit nearest cities Lausanne and Montreux frequently and sometimes Lugano near the Italian border and the magnificent lake Como. We also used to ski in Gstaad when we had time with friends. Going for a walk and spending time in the old town of Geneva were one of my favorite activities.

The Webster University is an American Institute, which has campuses all over the world. We had four quarters in an academic year. This is a sort of academic calendar, which students get their courses for two months for each quarter.

At the end of each quarter we had a break for one week. Due to this academic calendar, students were able to take more courses within a short time period.

I had the chance to meet and socialize with many international students from different nationalities. I had the opportunity to establish strong and wonderful friendships and had unforgettable moments in Geneva. To interact with many international cultures in the dream city Geneva was an absolute unique experience. This experience made us understand the world and world heritage, more importantly, helped to observe common values, emotions and perspectives of the people from all over the world.

Universities in Switzerland have a common characteristic of having international academicians, students and researchers, which makes an efficient combination for a learning environment within the comfortable cities to accommodate. This is an adequate reason to be famous for Swiss education. 



Gül Yanık

Company

Gül Yanık Law Firm

School

Université de Lausanne (2010 -2012)



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

I studied in Switzerland between January 2010 and January 2012. First I did my LL.M on “International and European Commercial and Economic Law” and then I studied French language. I also worked in a Law firm for a summer.

Do you have any special memories?

Those two years in my life are full of memories. Two birthdays, a graduation, two Montreux Jazz Festivals, concerts and many moments which make me smile when I remember.

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

The best part of being in Lausanne was to be in a multicultural city. In subway, it is possible to hear all the languages. The best part living in Lausanne is to be by the Lake Geneva. With its stunning view one can feel like in heaven. Being in a city where you don't know anyone is difficult at the beginning. With all paperwork and application to permits, frankly speaking, the commune and the universities helped a lot. Another benefit to be in Lausanne is being in the centre of Europe. It is easy to travel, so that it is possible to see even the small villages anywhere in Europe.

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


Principally, in Turkey the system is still developing in a positive way. When I was in law school, the system was very strict, the exams were closed book and it was more “law on theory”. I and my colleagues experienced the real law system during our internships. Some faculties are

trying to change the system and focus on the practice, not only the theory. Specifically for law students this is very important. In Switzerland, the system is more about the future of the student. Therefore, there were mock cases that we studied and it was very efficient. The exams were open book or take home, so that we had chance to analyze the issues first and then find a gateway. The professors are very helpful. We had chance to meet professionals who had already reached our goals and also we visited the places that some of us had dreamt to work, such as United Nations, European Commission, European Parliament, World Trade Organization, European Court of Human Rights, European Court of Justice, etc. In my opinion, Swiss system can be a model higher education system for Turkey.

What is so special about Swiss education?

Swiss Universities have their own approaches, histories, and research focus, as well as their language diversity. They all share a drive for quality in teaching and research with their Federal Institutions and the providence to foresee future necessities and defies. Therefore, most of the Swiss Universities are ranked among the best universities in the world.

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

Speaking for myself, if they want to study in Switzerland, they need to learn one of the official languages of Switzerland. Specifically speaking French or German is very important. The Swiss language schools are very successful and it is possible to learn the fundamentals of a language by living there. If they would like to study in a Swiss University, they can start to learn French or German in an early age. 



SWISS ALUMNI

Company

Erdem & Erdem Law Office

School

Université de Lausanne (2007 - 2008)



Zeynep Tuncer



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

I studied in Switzerland between September 2007 and June 2008. I did a Master of Advanced Studies in European Law and International Economic Law ("MAS"), which was a master program both in French and in English languages prepared in collaboration with four Universities of Switzerland: The University of Geneva, the University of Lausanne, the University of Fribourg and the University of Neuchâtel. Even though the bigger part of the lessons was given at the University of Lausanne, we had also lessons in the other universities. For instance, arbitration lessons were given at the University of Geneva and private contracts law lessons at the University of Fribourg.

Do you have any special memories?

Impossible not to have any special memories of that year! Imagine that you are between twenty five persons, who are from nine different countries and who are

between 22 and 64 years old... Imagine that you are studying with lawyers, students, housewives, retirees and research assistants... Imagine that you are living in four different cities and studying in four different universities in a week... I imagine that you are in a multicultural city full of social activities (concerts, festivals, sports, etc.)... All my year is full of memories! Just as example, I woke up very early to spend time at the cafeteria of the University to see my friends, talk to them and laugh with them before lessons! I could not sleep the nights because I burst into laughter after the day I had at the University! I watched excellent and unforgettable concerts and matches of football! I enjoyed preparing memories or presentations for lessons by using the incredible books, articles and thesis in the different libraries of the Universities!

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

During the time I was in Switzerland, I had two lives in

one. On the one hand, I had a very active life with the University, the friends and the social activities. I could go for instance to Zurich or France (Lyon, Strasbourg, etc.) with my friends, taste different foods and wines! I could meet everywhere different people due to the multicultural characteristic of the country or I could participate to very interesting international conferences. But on the other hand, I had a very calm life where I could take a walk in parks, mountains and admire the beauty of the nature, the Lake Léman and profit from the snow! I could visit small cities comparable to postal cards such as Lucerne or Thonon and felt at peace or experience the magic of some moments such as Christmas time. In short, it was a year full of activities but free of stress.

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


I studied law at the University of Galatasaray in Istanbul, which is a university with an education system based both on Turkish and French systems. I received a bilateral education based on theory and practice during my studies at the University of Galatasaray. I can say that the same system was also applied in Switzerland. The lessons were both practical and theoretical. For instance, we learnt arbitration from the books and then we participated in moot courts organized by our professors. The only real difference that I could

observe was the system of examination. Although the exams were principally in written in Turkey, they were principally oral in Switzerland. This is of course certainly due to the level of the studies and the low number of students. However, having oral exams permits me an easier adaptation to business life since I learn to command the conversation, which is crucial for law.

What is so special about Swiss education?

There is no doubt that Switzerland is the heart of the law! Professors are prestigious and reputable, there are incredible libraries with all kinds of books, articles, thesis and almost all international institutions are in Switzerland. In addition, the education is based on research. We learn to make research, to compare different systems and to finally form our own opinion, which influences in a positive way all our future professional and private life.

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

I can recommend them to prepare all their applications (for the university, obtainment of residence permit, etc.) in full conformity with the relevant legislations in order not to face any problem once they will be in Switzerland. Then, I can recommend them to be sure that their children have a good knowledge of at least one of the official languages of Switzerland. 



SWISS ALUMNI



PhD

Working place

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

School

ETH Zurich (since 2006)

Zeynep Erden Özkol



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

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

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

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

found the idea of living in Switzerland also very appealing. After getting the acceptance for the PhD position I moved directly from Germany to Switzerland.

Do you have any special memories?

I have many special memories from my PhD study period. That time period was challenging but I had lots of fun and gained variety of experiences. I started to live in a dormitory where students from many different countries and cultures were living. The work environment was also multicultural. I had friends and colleagues from Switzerland, Norway, Sweden, Greece, Germany, Korea, Italy, France, Singapore, China etc. This gave me the opportunity to discover new world views, customs, work habits, and even recipes. As a person who never had sushi in Turkey before, I started to make sushi at home. I had my first surprise about Switzerland when I realized that I could hardly understand the spoken German in Zurich. After learning and practicing German for a couple of years, I thought it would be an easy transition in terms of language. Indeed, at the end it was the case, because Zurich was such a cosmopolitan city that almost everyone could speak English. I also had some surprising experiences at work. Both in Turkey and Germany there was always a hierarchical distance with my professors and me. The first time I met my professor at ETH Zurich he suggested me to call him with his first name. I was shocked but then realized that hierarchical position was not at all emphasized in daily work life. Instead the professors

built their authority based on their expertise and knowledge. There were some exceptions, but most professors had a very friendly approach to all students at both PhD and Master level. I liked it a lot.

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

The life in Zurich was very enjoyable. Located in the heart of Europe, Zurich offered many opportunities for professional, cultural, and outdoor activities. In my leisure time I tried to spend as much time as I could in the nature. I went to hiking, learned skiing, and visited the cities of Switzerland. I especially liked the fact that one could see many different regions with different cultures, languages, and landscapes within one particular country. It was also possible to attend to cultural activities from many different countries. For instance, I could not have the opportunity to listen to Fazil Say in Turkey but could go to his concert in Zurich. The biggest challenge in Zurich was related to finding an accommodation. I had lived during most of my bachelor and master study time in dormitories so I wanted to have my own apartment during my PhD period. Yet, not only were the rents quite high in Zurich for a student income, but also the demand for renting was so high that it was very hard to find an apartment at the beginning. I was extremely surprised when I figured out that for applying to an apartment I had to prepare an application folder including an application letter, my CV, and a reference letter from my boss besides other official documents. I realized that finding an apartment could be as difficult as finding a job in Zurich.

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

It has been a long time since I started to live in Europe. Probably the current education system in Turkey might be much different than what I experienced during my bachelor studies. My comments might be a bit biased; therefore I suggest you to interpret with caution: I observed two big differences between the Swiss and Turkish education systems. The biggest difference is the freedom of course selections that the students in the Swiss system have. Both at master and PhD levels, students are allowed to decide on their own which courses they will take. Of course, there are certain rules that the students are supposed to follow

such as the number of credits they need to collect or the number of courses that they need to take from different specialization areas. But the micro decisions about which particular courses to choose are left to the students. The second difference is the link to the practice. The first thing I realized at ETH Zurich when I started to take and teach courses was the intensive link between teaching, research, and practice. The lectures first provided the theoretical background and then mostly explained the application of the theory in research and practice. The practical examples were chosen from recent business activities and developments. The students were not supposed to memorise the formulas, or the frameworks, but instead had to learn how to interpret and apply them in different situations. This was much different than what I experienced both in Turkey and Germany.

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

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

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

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



JANUARY 2014

**Company**

Demirer Holding, General Manager

School

ETH Zurich (1978 -1983)

Erol Demirer

My study in ETH Zürich as electrical engineer began in 1978. As my father was that time active in pharmaceutical industry, Switzerland was a well-known and frequently visited country in our family.

I had finished Istanbul German School, I was fluent in German and very much interested in studying engineering. In these circumstances ETH Zürich with its high reputation was almost the natural choice. The education program was intense, but as I liked the subjects, I had enjoyed my study.


Zürich is a very international city with rich cultural and natural resources. In winter I visited often the nearby ski resorts. In Switzerland, I was only an average skier, later in Turkey I was respected as a advanced skier. In summer, sailing on Zurich Lake was my favorite hobby. There I was a good sailor, later on the open sea around Istanbul; I realized that I was not so good. In ETH, I had the chance to meet

classmates from many different countries. That was a very good opportunity to make friends from all over the world. Some Swiss friends invited me to their home towns on weekends, where I could taste homemade raclette etc.

The communication with the professors was very open-minded and fruitful. It was offered to me to stay in ETH and make an academic career. But my plan was to work in our family owned factory in Turkey.

After ETH Zurich, I stayed two more years in Lausanne and worked in Cableries Cossonay.

Our collaboration with Cossonay continued many years after my return to Turkey.

When I think back, I am very happy having studied and lived seven years in Switzerland. It helped me to see the world through a wider window. 



MAY 2014

Buğra Modoğlu

Company Modteks, Mod Consulting

School TASIS - The American School in Switzerland (1997-2002)

Place Lugano



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

I had already done two summer school programmes in Switzerland before enrolling full time. It was my family who really wanted me to study in Switzerland.

Do you have any special memories?

Studying both middle and high School in Switzerland, I have way too many special memories. The one amongst them I never forget happened during my tenth grade. The horror movie "Scream" was just out, I asked one of my roommates who was from Taiwan to purchase few of those complete horror uniforms of the creatures from the movie from the far east. He came back from Christmas break with the complete uniform sets which all had the glowing scary faces. We dressed up after the lights went out and scared our other roommates in the dark. It was very funny and entertaining, although we had to sleep with the lights on for a week because one of our roommates was too scared.

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

I definitely had the time of my life when studying in Switzerland. It was the toughest but the best five years of my education life. I had many ups and downs, many struggles and challenges, which grew me into a much stronger and independent person then I would have probably become.

Describe briefly the Swiss school life in comparison to the Turkish one.

The school life back in Switzerland is quiet more disciplined and definitely require much more dedication comparing to other countries. Part of this is due to the local rules and system as well as the school being a boarding school.

But all in all, Turkish private schools have a competitive well-structured system nowadays. At a boarding school agenda, when you have time to have fun and enjoy yourself, you usually end up enjoying too much due to the routine programme and strictness you always have to follow.


What is so special about studying in Switzerland?

There are many special aspects of studying in Switzerland including, safety, landscape beauty and opportunities, a very good solid education system, as well as getting to know a lot of the international crowd. It is much more than the best chocolate and cheese.

What do you appreciate most having studied in Switzerland?

Without a doubt the most appreciation I have for studying in Switzerland is my good friends from all around the world. We have been through so much together and even though most of us are living in different parts of the world, we always have the best contacts no matter where we go, and I am pretty sure we will keep it that way all our lives.

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

I would recommend them to go through all the different schools around Switzerland and find the one most suitable for their children. This has to do with the previous education system their children are receiving before enrolling to a school in Switzerland, as well as the language and the region they are interested in. All of the schools in Switzerland are very good but it is very important to find the right one for each individual. I was very happy with my choice. 



SWISS ALUMNI

SEPTEMBER 2014

**Company**

Sönmez Holding – Baia Hotels

School

TASIS – The American School In Switzerland

Place

Lugano

Cemil Sönmez

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

I studied at The American School in Switzerland between January 1998 and May 2001 for my high school education.

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

I have two older brothers who went to TASIS as well so it was an easy decision for me. They highly recommended me to go there and I was able to study one semester with my brother. We also have a work relationship with a company in Lugano which is owned by our good friends.

Do you have any special memories?

I have so many special memories that I could write a book about them. Second semester of school year would start in Crans Montana and it was everyone's favourite. For two weeks we could both go to classes and spend time on the beautiful slopes. It was such a bonding and fun experience which fits the whole Swiss education experience. I revisited Crans Montana after I graduated and again enjoyed the delicious Fondue and Raclette at their restaurants.

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


The years I spent in Lugano were very important to me since they were my high school years. I believe best friendships are made in high school and I couldn't have chosen a better school and city. The fact that it is an international school provided me with friendships from all over the world. I am amazed to start conversations and jokes from where we left off maybe ten years ago. Friendship bonds were very strong.

Classes and teachers were top quality. Sports activities were highly encouraged which I liked a lot because I played in the football and basketball teams. I enjoyed travelling to other schools to play games on weekends. Lugano is such a safe and beautiful city which is very close to Milano so I could easily go for a weekend.

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

I believe TASIS is one of the most special schools in the world. Its location, heritage and educational system are very unique. As I mentioned the friendship bonds were very strong not only between schoolmates but also faculty. Everything was well thought out in terms of class, study, sports hours and overall life in a boarding school. I could choose to take harder classes for example in Math or Science if I found it was easy for me and I liked that flexibility. Living in Lugano also helped me learn Italian as my third language. TASIS also formed a very solid foundation for my collage study in the USA.

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

Sometimes parents think twice before sending their children abroad for high school. However, schools like TASIS offer great boarding school facilities and I believe that was a lifetime experience for me. It teaches to take responsibility and make decisions on your own in a controlled environment. I highly recommend it. 

**Company**

Yöntem PR

School

Cesar Ritz College, HM2 programme, Campus Jura

Place

La Bouvre, Switzerland


Yöntem Akmen İnanç



I was only 18 years old when I came to Switzerland to study the two-year programme HM2 (Hotel Management) at Cesar Ritz in la Bouvre. At that time, I was one of the first Turkish students on the campus. My school mates came from all over the world, which was surely a great experience for a blooming teenage-girl. I shared my room with a Norwegian student whose boyfriend was from Cyprus. From the first day on, the college offered me an amazing intercultural exchange, which had a positive impact on my later career. Not only the multilingual environment was new to me, but also the discipline within the education system was really something one needed to get used to. However, when I look back, I can definitely say that those tasks helped us to be well prepared for business and social life. In addition to that, studying in Switzerland not only gives students the chance to learn different languages, but also gets them involved in different sports and cultural activities. As Switzerland is located in the heart of Europe, I travelled a lot with my friends on weekends and visited the neighbouring countries, like Germany and France. One of my unforgettable trips was the Montreux Jazz Festival. This is something everyone should do once in a lifetime. I am so thankful, that I am still in touch with some of my class-mates who share the same memories.

Of course, there were days where I missed my family. Therefore, I was always excited when I received a package from my parents with letters and presents in them. As there were also other students from Turkey, we were able to build a “Turkish Network” and prepared for the exams with the group. Other nationalities did the same. It took us hours to learn special recipes by heart with unpronounceable German ingredients.

During these two years in Switzerland, I realized that there is hardly any class discrimination between Swiss people. Swiss people are very friendly, open-minded and traditional. As a young girl, I felt safe in this country and more important than that: I felt welcome. I never felt like a foreigner.

I highly recommend parents to send their children to a Swiss boarding school first, instead of sending them directly to university. In Cesar Ritz, I become a very strong and mature person, which helped me have enough courage to go to New York for my Undergrad, Master and PhD. I can proudly confirm that Switzerland taught me to be creative, individual and to follow my own visions. Its beautiful landscapes, happy people, high safety and student life will always be a part of me. 



SWISS ALUMNI



Dr. iur.

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

Contact

www.civipartners.com

Ali Çivi



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. 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 İstanbul, 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 İstanbul office works coordinately with our Switzerland office. 



SWISS ALUMNI

**Company**

AC Hospitality Consultancy

Contact

ac@ayhanconer.com

School

César Ritz

Place

Le Bouveret, VS

Ayhan Cöner

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

After completing my high school, best practical ways to improve my fluency in English was going to England. A year after my studies in language courses, I moved to Switzerland and continue my further studies at the Institute of Hotel Management César Ritz in Le Bouveret.

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

I literally grew up in Tourism Industry! Involved in the family owned travel agency, I spent my summer breaks during high school, assisting the tour guide for different tourist groups who came to see the ancient ruins from past civilizations in our land, Turkey. One of the foreign tour leader was a high ranking Swiss executive who suggested

me to continue my higher education in Switzerland and advised César Ritz. After a short school visit the decision was given without a doubt.

Do you have any special memories?

Needless to say the scrumptious Chocolates, Cheeses, wines and breathtaking nature are your daily bonuses while your reside in this lovely country. Living in breathtaking great landscapes was always my dream and contains my memories. My room at the César Ritz Le Bouveret Campus was already facing Lake Lemman! When I went for my in-training in Lausanne, I hired a studio which was part of a Chalet in a little village. Chopping wood, making cheese together with my landlord was one of my priceless memories. I guess having become a wine&food connoisseur today, picking grapes during the harvest, visiting the food

and beverage production factories, witnessing the whole process both scientifically and academically are very special memories.

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

Since my studies, I never looked back. Two great internships, one at the Swissotel in Zurich and the other at the Lausanne Palace wine cellar clinched it; Food & Beverage was part of my life. After graduation, I worked at Zurich's famous Brasserie Lipp. After returning to Turkey, I worked in different managerial positions at various 5 star hotels then I decided to test my entrepreneurial skills and opened the first branch of a French sandwich&coffee chain "Lina's" at Nişantaşı. To build up a successful food outlet and see it in operation with a bustling crowd inside is a priceless experience. Always ready for the next challenge, my professional career then took me to commercial management of Airline Catering business. After catering skies and serving 60 different airline customers, I took the opportunity to develop business and coordinated opening of all Restaurants and Cafés with different concepts at Bodrum's new International Terminal. The time then had arrived to set up my own Hospitality Consultancy company. Being an Alumni Chapter President for César Ritz for 8 years, César Ritz was acquired by Swiss Education Group in 2011. Since then I became Alumni Chapter President for Swiss Education Group as well as official SEG Country Representative. Today my activities are mainly focused on consulting in two areas; and "Turn-Key delivery Restaurant Concepts" and "Representation of Higher Education in Switzerland".

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


Staying true to the traditions of Swiss hospitality management, all programmes of the Swiss Education

Group combine academic learning with practical experience and are designed to meet the needs of hospitality employers, helping students to obtain a university degree in 3 years. All member schools are subject to a stringent academic quality assurance which ensures students receive the renowned high-level of Swiss education. In my hotel education I learned to think outside of the box, work hard and work in a multi-cultural environment where people come from all around the world, and keep the spirit of excellence! Today my network on the other end of the phone varies from New Zealand to Macau, from Iceland to South Africa!

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

There are some key reasons and strategic importance for studying in Switzerland regards it as essential for political stability, innovation by using their resources of vast knowledge and deep research. Swiss universities are generously funded public institutions which offer their courses in accordance to Bologna System. Private universities offer distinctive high quality education with global recognition and most importantly opens the doors of a great network after studies.

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

Trust is indispensable in friendship, love, families and organizations, and plays also a key role in economic exchange as well as politics. In the absence of trust in a country's institutions and leaders, political legitimacy breaks down. I learned all about what "Trust" in working and studying environment means in Switzerland. I suggest families by all means; to trust Swiss institutions, regardless they are boarding schools and/or universities. 



JULY 2015

School Zürich University

Place Zürich, Switzerland

Year 2006-2010

Désirée Deniz Hostettler



Do you have any special memories from your education in Switzerland?

Many. One I will never forget. Study as hard as you can, it does not get easier toward the end of your studies. During my first semester in "Introduction to Communication I" with about 450 students in the room, the Professor entered and asked us all to turn right and turn left. He went on saying that one of these students would not be with us for a second semester. At the time we did not get what he was talking about, by the final examination at the end of the semester, we got his point.

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

Studying in Switzerland was challenging and throughout my four years I felt constant pressure. However it was rewarding at the end of it, just managing to graduate within a very competitive environment gives you a great self-confidence and satisfaction. Especially, if you have a good GPA. Furthermore, studying in Zürich gives you the advantage of being in the heart of one of Switzerland's most beautiful cities and you are in the centre of Europe, take a train pick a destination and just travel through Europe whenever you can.


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

In my case there was not much of a difference, I graduated from Alman Lisesi, where I already got accustomed to the German education style. Maybe one of the main differences I experienced was the challenge factor. You can fail an exam twice at a Swiss university, if you fail a third time you are out of the department, this is a lot of pressure, especially if you study what you like.

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

I am very proud to have studied in Switzerland. What is special about it or makes it unique is that Swiss education strives for excellence, the system gives everyone a chance and you have to prove yourself during your studies, whether you are worth that chance. Thus at the end few make it through. It is not as hard to get into a Swiss university as it might be in the US or in Turkey for example, but it is twice as difficult to get out of a Swiss university with a diploma. You learn to work hard for what you want you also learn that you can never study enough to learn all that you have to learn in order to be an expert in your field.

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

I would recommend Turkish parents who send their children to a Swiss university to just let them go and mature with the experience. They will grow up faster than one would have thought possible. The system is strict and students are on their own, so their only method to succeed it by maturing and learning on their own terms. Some find this thrilling others more challenging and scary it is really up to the parents to decide which one of these two personalities their child belongs to. Otherwise, staying in Turkey or receiving a North American education where there is a closer relation between teacher and student might be the better solution. For me it was a good experience to be thrown into cold water and trying to make my way. I do not regret it at all. 



Ceren Ercengiz



Company

7-70, Owner

School

Glion Institute of Higher Education

Place

Montreux


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.

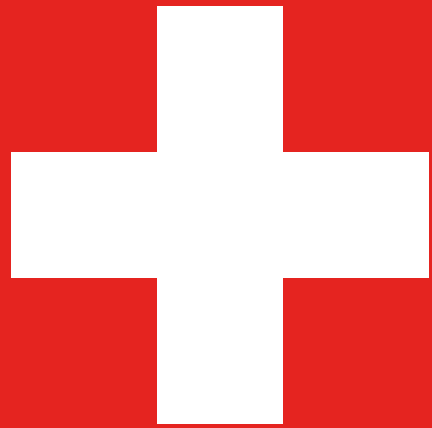
At first, I decided to study gastronomy and I was looking for a culinary school around Europe. I found some schools in London and Barcelona but when I shared this with my parents they already found a solution for my education.

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. 



INTERVIEWS



INTERVIEWS



Güldem Berkman

Position title : Country President of Novartis Turkey
Date of Birth : September 15th, 1969 **Place of Birth**: Istanbul **Marital status**: Married
University : Bosphorous University, Department of Chemical Engineering



Mrs. Berkman, tell us a little bit about your background.

First of all, I am a chemical engineer. I have started my professional life in 1991, and for the first ten years of my career, I have worked in the Fast Moving Consumer Goods (FMCG) industry, which is a bit different from pharma industry and offered me a diverse background. From 2001 onwards, I have been working for Novartis. I have had many different positions within the group, mainly in the commercial teams, in Marketing and Sales. In 2007, I was appointed at the head of the Hungarian affiliate of Novartis as the General Manager, position that I have occupied only for a year. Lastly, from the end of 2007 until today, I have been leading Novartis's Turkey operations. Furthermore, in the last elections of AIFD, the Association of Research Based Pharmaceutical Companies in Turkey, I became the chairman, which I will be for the next two years. Besides my role at Swiss Chamber, I also have other responsibilities in different important associations such as YASED, the International Investors Association, and TUSIAD, the Turkish Industrialists and Businessmen Association.

What's your impression of Turkey and the Turkish market (Pharma) so far? (competitors, customers, vendors, support structures, financial

structure, legal structure regulation, HR)

The Turkish pharmaceutical market was calculated to be worth TRL 17.23bn (US\$11.49bn) in 2011. Pharmaceutical market growth has been rapid recently, driven by modernization, growing investment and the improving awareness of healthcare. In per capita terms, pharmaceutical expenditure was just US\$149 in 2011, which is still substantially lower than any European Union (EU) member state. Price control negotiated at the end of 2009, resulted in a year of negative growth in 2010. Further drug price cuts announced at the end of 2010 and 2011, as well as limited increases to the Social Security Institution (SSI)'s pharmaceutical budget and a failure to resolve damaging market access issues, have resulted in lower medium-term expectations. Since 2009, Turkey's pharmaceutical industry has been beset by price controls. In November 2011, a new decree was published in the official gazette, outlining further drug price reductions of 12% to be imposed in November 2011. In doing so the decision makers broke the December 2009 agreement with industry not to make significant additional changes for a period of three years. Pharmaceutical companies operating in Turkey are now in a position where pharmaceuticals will have to be sold for over 50% less than the lowest European prices. There is a lack of a coherent long term strategy for the industry. The January 2011 launch

of Turkey's new competitiveness and investment strategy, which included nanotechnology and biotechnology, included the same messages and concepts that the sector has been promoting for years.

Name us three extraordinary things about your company?

Innovative, caring about patients, and ethical.

What is the biggest challenge Novartis is facing in Turkey?

In my opinion, the greatest challenge for us is the fact that we cannot drive our investments in a predictable and sustainable environment to the extent expected by the sector. We observe that the price deductions we have been continuously experiencing for the recent years as a result of the global budget cap has come to a serious bottleneck. I believe that more effective budget models are needed in the present condition. Creating a common ground on which all concerned stakeholders will mutually agree is extremely important. This is necessary in order for our patients to access the treatments. On the other hand, the current exchange rate should be updated for the companies, which focus on innovation and make substantial amounts of investment. I think the update of the exchange rate should be urgently addressed if we want to provide the new treatments to our patients simultaneously with the rest of the world. While working on various incentives to reward innovation, updating the exchange rate difference that constitutes a serious barrier against provision of innovative treatments to our patients is extremely important. Global budget and exchange rate difference are at the top of our agenda as issues that create substantial pressure and challenge the firms to a great extent. I hope that we will overcome these problems as soon as possible. To overcome this critical process, it is important to create a reconciliation platform with the decision makers for all our stakeholders.

What are the gains?

Turkey is among the developing countries where the pharmaceutical sector is growing rapidly (pharmerging countries). Today, the markets in the developed countries have reached to a certain point of saturation. On the other hand, markets demonstrate a stronger growth particularly in countries like China, India, Brazil as well as Russia, Turkey

and Mexico. In this regard, Turkey is one of the countries the global pharmaceutical sector has taken interest in. Our country has important attributes. These include the fact that it has a strong economy that is one of the most rapidly growing economies in its region and in the world; with its improved welfare; its population of about 75 million and the geographical advantages it has in the triangle of Eurasia, Middle East and North Africa. Furthermore, it has a pharmaceutical sector with a developed infrastructure, a high production capacity and qualified human resources. All these provide Turkey with the potential of developing in the pharmaceutical sector and become the center of R&D, production and management functions in Eurasia and Middle East. In this regard, it is possible to say that the innovative pharmaceutical sector has a considerable interest in Turkey.

What future plans does your company hold?

Being the export champion of Turkey for the last 7 years, we carry out exportation to over 90 countries. With the drugs we manufacture in 4 plants, one of which is raw material, we contribute to the access of patients all over the world. The reason why Novartis preferred Turkey as a central location for exportation to many countries is the trust in our country's potential. We strongly believe that Turkey will become a regional basis of investment and exportation, as long as the predictable and sustainable environment we need to develop this.

What are your upcoming projects?

I do whatever I do with great enthusiasm. Right now, I take great pleasure in my current position, and I know that I will be having the same excitement for my next position. After this, there may be global position within Novartis- but we will see.

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

I am fully aware that being a member of the Executive Board is an important responsibility. Therefore, I take pride in supporting the new projects to contribute to the improvement of relationships and mutual communication between Turkey and Switzerland.

Thank you so much for this interview, Mrs. Berkman. ☐



INTERVIEWS



Betül Mardin

Position title : IMAGE Public Relations Honorary President
Date of Birth : 1st December, 1927 **Place of Birth**: Istanbul **Marital status**: Single
University : None



Mrs. Mardin, thank you so much for your time and the privilege of having an interview with you. You are known as the “Grande dame of public relations” since you brought PR to Turkey in 1968. Do you remember your first assignment?

Yes, of course I do. The first time I heard about Public Relations, I hadn't got any clue what it was. It sounded to me like something that was rude or even vulgar. But when the director of AKBANK came to me in 1968 and told me that he needed help for gaining new customers, I went to the library and read almost every book I could find about Public Relations. There were only a few in those times. I liked what I had read and decided to focus

on this field and extended my knowledge as much as I could. I had to confess that I was not quite sure, if I would do it right. But I gave my best. Actually it was more like “learning by doing”. Suddenly there was a PR-boom in Turkey. In a short time, I got ten more clients. This showed me that I could not be that bad at my job and finally I realized that I wanted to do this for the rest of my life.

Your PR Company IMAGE is member of the SCCT since 1994. Can you tell us the reasons for joining our Chamber?

In 1994, I started to work at the International Public Relations Association (IPRA). First I worked there

as an accountant and organized a lot of seminars. Later I reached the top of IPRA and became the President. Those days IPRA was located in Geneva and therefore, I traveled to Switzerland unaccountable times. IPRA invited Turkish guests like Rahmi Koç and the Ambassador. I was fascinated about this strong relationship between Turkey and Switzerland. When I later founded my own company, I still wanted to profit from the Swiss connection. It is very important to exchange ideas and network with new business people. The SCCT offers my company this opportunity and that's why IMAGE PR is still in the Chamber.

Could you please define PR in one sentence?

It is all about managing the flow of information between organizations and target groups in order to achieve the right impact on their image.

You are a hardworking woman. What is your key to success? Are there any rules you have always kept?

Being honest is my personal policy. Apart from this, I absolutely cannot lie. You will definitely achieve a goal faster, if you stay true to yourself and to others. There are four things that I always had avoided in my life: ignorance, prejudice, hostility and lack of knowledge. These are things you should get rid of. Otherwise, they will become obstacles in your way, especially in business. Furthermore, energy, a good motivation and a strong desire to work are necessary. I always used to think positive and tried to increase my self-confidence. I recommend everyone to read everyday or they will hang back in to general knowledge. But I have a special recommendation for those who want to be successful in PR: Networking! Meet as much people as you can. For PR you need at least 300 people around you. One of them will definitely help you in a certain matter one day.

Let's talk a little about Switzerland. What is your impression of this country? How do you characterize Swiss people?

As I mentioned, I have been there a lot. Switzerland is truly a beautiful country with its breathtaking landscapes and lakes. When it comes to the people, I think they plan everything very well before they act. But that does not mean that they are too straightforward. On the contrary, I feel they are very flexible and adaptable to all living conditions. And I guess this is the reason why they are so successful in Turkey. The combination of an easy way of living and pure discipline is something that I have only seen in Switzerland.

There are many Swiss companies in Turkey. Does this have any influence on IMAGE Do you cooperate with Swiss clients?

Before and after founding IMAGE I worked for a number of Swiss companies such as Swissotel The Bosphorus and Nestlé. The Swiss companies need our support to address the right message at the right time to the right target group. We know how to interact for example during Ramadan and other cultural and specific times. I like to cooperate with Swiss people because they are on the one hand very warm-hearted and on the other hand target oriented and finish their jobs quickly. These two attributes are essential for a good business. Beforehand, I would like to say that I was raised by a Swiss governess, which is one of the reasons I think Switzerland is my second mother.

Thank you very much Mrs Mardin. It was a pleasure talking to you. Please allow us to say that you look gorgeous today as always. ☺



INTERVIEWS



Frank Reichenbach

Position title : Mövenpick Hotel Istanbul General Manager, Regional Manager Turkey
Date of Birth : 20.10.1955 **Place of Birth**: Gstaad, Switzerland
Marital status : Married, one daughter, one son, one grandson
University : Ecole Hoteliere de la SSH, Lausanne, EHL and IMD Lausanne



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

Born in Gstaad, in one of the cradles of Swiss Tourism and Hospitality, I have built my career in the international Hotellerie in Asia for The Peninsula Group in Hong Kong, Beijing and Manila, then for Shangri-la Hotels and Resorts in Bangkok, Surabaya, Singapore and Penang and Swissôtel in Tianjin and Seoul. Back in Switzerland I was the Director of the “Cesar Ritz” Hotel Management School in Le Bouveret and for the past 10 years now with Mövenpick Hotels&Resorts where I opened the Mövenpick Hotel in Beirut and Bahrain before moving to Istanbul and Turkey in 2005.

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

Turkey has become one of the world's most popular tourism destinations. Its natural attractions, unique historical sites, improving touristic infrastructure and its tradition of hospitality make it the ideal destination to enter the Turkish market. Turkey is also strong for the know-how in the hospitality sector and well-trained employees. I also believe that Turkey has everything to compete on the world stage in MICE tourism. Istanbul has

top convention centre facilities and every year they get better. Istanbul is the 7th most popular destination with 109 congresses and conventions held in 2010. In 2011 the number of conferences held in Istanbul raised to 113, 9th most popular destination. But Istanbul also has something else that's difficult to explain, it is possibly one of the most vibrant and inspiring cities in the world where you can discover not only a dynamic cultural synthesis but also some of the best shopping, dining and nightlife anywhere. An effort was made to promote Ankara and Izmir as major MICE destinations, but Istanbul really stands out as a magnet. Geographically it is ideal for Europe, being only 3 to 4 hours from all the major cities. Turkish Airlines flies everywhere, with a new fleet, great reach, lots of publicity, and membership in the Star Alliance. Those factors combined, make accessibility a huge ad-vantage. Despite the start of the global economic downturn, the Turkish tourism industry managed to grow in 2008 and record its best ever year. Turkey was visited by 27.3 million tourists in 2009, 28.5 million tourists in 2010 and 31.4 million tourists in 2011. With this number of tourists, Turkey ranked the 7th and 6th most visited country in the world respectively in 2009 and 2010. Turkey received USD 21.3 billion of tourism revenue in 2009, USD 20.8 billion

in 2010 and USD 23 billion in 2011. The tourism sector's target is to be among the top five countries in the world in terms of attracting the highest number of tourists and receiving the highest amount of tourism revenue by 2023.

Name us three extraordinary things about your company?

Our Swiss heritage, Mövenpick Hotels&Resorts is passionate about delivering premium service, culinary enjoyment and sustainable environments – all with a personal touch. At our hotels in Turkey we follow this philosophy and also continue to add new products to exceed our guests' expectations with highly personalised services. We constantly encourage our team members to act in an entrepreneurial way, to search and be creative and daring in finding ways to WOW our customers and give them the opportunity and support to set the trends for the extra service touch required by the travel and accommodation sector in the future. I am a big believer in the "Wow factor", but by that I do not mean indoor ski slopes or three metre high chocolate fountains. To me the Wow factor must be in the service delivery and customer interaction. For the late Ueli Prager, the founder of Mövenpick, the key to a successful business was a simple idea. "We aren't doing anything extraordinary," he was fond of saying. "We are simply successful because we are doing quite normal things in an extraordinary way," that says it all and sums it up very nicely! Humanity and the way our team is able to build a rapport with guests, to understand and even anticipate their needs, is where we really achieve the "Wow". What we try to do is to harness the potential of the city that our hotel is located in, combine it with our own insight and passion for detail and, as a result, to add value by enhancing the guest experience.

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

Nothing specifically. What Mövenpick Hotels are facing does not differ greatly from what my colleagues in the industry face. An increasing challenge is to find the right team members with the drive and passion for the service industry, and with the gift to Wow customers. The irregular shifts, the 24/7 readiness to deliver at every

customer need, as well as being an efficient contact point the very best is promised (average or even good is and has never been enough to be competitive) and living up to this promise consistently, each and every time, I would say, are some of our challenges. The future is very bright indeed, the economy is developing very rapidly and the Ministry of Culture and Tourism is allocating more budget every year for the advertising not only to promote the cities but also the activities like the Istanbul Shopping Festival and bringing top world class artists and sports events to the city. The Olympic bid of Istanbul would be the culmination of attracting probably one of the world's most significant events. Everyone knows where Istanbul is on the map but the Olympics would anchor it forever.

What are the gains?

Any and every such mid- and big- size events brings visitors and hotel guests to the city.

What future plans does your company hold?

We have just opened our 3rd Mövenpick Hotel in Turkey in Ankara on June 18, 2012. We would like to further expand and therefore we are always looking for new and exciting projects.

What are your upcoming projects?

As part of our strategy for portfolio expansion we will continue to offer our guests genuine Swiss hospitality also in other cities in Turkey. For the moment we are looking for new projects at the Asian side and also another one in Istanbul as well as in Antalya.

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

Representing a Swiss company in Turkey and also having been a board member for the past 2 years and now Secretary General of the SCCT, the role of the chamber and my involvement have become more important and interesting over time. With the new board of the SCCT under our new President and new Director we aim to substantially increase our memberships and we continuously look as we do in our hotels to Wow our existing and new members with our programmes and services. 



INTERVIEWS



Arpat Şenocak

Position title	: Senior Associate at Özdirekcan Bilgiç Dündar Avukatlık Ortaklığı, correspondent firm of Gide Loyrette Nouel in Turkey
Date of Birth	: 21.01.1979
Place of Birth	: Neuchâtel / Switzerland
Marital status	: Married
University	: Neuchâtel and Istanbul University Law Schools



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

I was born and raised in Neuchâtel, well-known in Turkey not only for its legendary football team “Xamax” but also for being the Canton where the Turkish Code of Civil Procedure is originating. After graduating from the Neuchâtel University Law School I passed the bar exam and got admitted at all Swiss courts in 2003. Targeting a career in corporate and commercial law, I decided to take a shot in the heart of the business world, Istanbul... the same city my parents had left approximately at the same age back in the 70’s to start a better life in Switzerland, like many of their contemporaries. I rapidly noticed that many other young Turkish men and women born and/or graduating in Europe were following the same road. The trend was clearly reversed... Europe was not anymore as attractive to Turkey as Turkey actually was to Europe! Arriving in Istanbul in 2004, I made the choice of joining the correspondent firm of Gide Loyrette Nouel in Istanbul. Their activities were strongly growing at that time in parallel to the booming Turkish economy. Taking part to an impressive number of privatizations and M&A (merger and acquisition) deals, I got the confirmation I needed: the market was clearly the place to be and the firm was

of top quality! In parallel to my admission to the Istanbul bar, I developed an expertise in M&A in various fields of the business life, with a specific focus on regulated markets such as finance, insurance and energy. Alongside this activity, I have also been developing a practice in international commercial arbitration, another essential trademark of Switzerland strongly established worldwide.

What is your impression of Turkey and the Turkish market (Law/Consultancy) so far?

The Turkish legal market has been progressing very strongly, evolving to become a much more mature market. For a decade, Istanbul has witnessed an impressive number of successful senior associates and partners leaving majors such as Hergüner Bilgen Özeke, Pekin&Pekin or White&Case to start their own firms, which now count among the leading firms on the market. As the Turkish economy has experienced a rapid growth in recent years, the flow of foreign direct investments has significantly increased and new investment sectors are continuing to develop, thus creating new key area of focus for law firms. Major changes operated recently in the legislative environment with the entry into force of a new Commercial Code, an updated Code of Obligations and a strongly

revised Code of Civil Procedure also constitute a very positive sign of the evolution of the Turkish market in parallel to the trends in Europe and in particular in Switzerland. Implementation of such sophisticated rules is sometimes difficult due to deeply-rooted business practices in Turkey and to the lack of reactivity in the public administration, but I am confident these issues will be gradually reduced in the future.

Name us three extraordinary things about your company?

In a market where competition increases every day, law firms need to remain open minded and adapt to the evolution of the market if they want to make the difference and stay on top. Our law firm, which is now operating as Özdirekcan Bilgiç Dünder, was created in Istanbul more than 15 years ago and has been acting as the correspondent of Gide Loyrette Nouel in Turkey since then. At the very beginning, the firm was focusing on M&A but rapidly increased the range of its activities to become a full-service company being able to assist its clients in all areas of business law (including technical matters such as insurance, tax or anti-trust). As recognition of its strong development, the firm has been ranked in 2011 as a Tier 1 law firm by Legal500, one of the most reputable league tables of legal advisors. Another element which is much appreciated in this firm is the level of interconnection existing with the 19 offices of Gide Loyrette Nouel around the world. We are indeed part of the fully-integrated model of Gide Loyrette Nouel with business lines enabling our clients to benefit from the same “in-house” technical expertise all around the world (both in the scope of foreign investments in Turkey and Turkish outbound investments). Each international office takes actively part in the global structure, thus increasing co-operation among offices, notably in cross-border transactions.

What is the biggest challenge your firm is facing in Turkey?

The biggest challenge is always to be able to compete with local talents. As I said, the Turkish market has been strongly evolving and the quality of services provided by some of the top firms is clearly competing with the level of international practices.

What are the gains?

Actually, competition is not only a challenge. It also brings the advantage of pushing other local firms to get better and better, thus increasing the overall quality of the market. Even if competition become tougher on the Turkish market, it is always more comfortable to have quality lawyers advising your counterparty, rather than less experimented ones who would slow down the overall process with non-key comments.

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

Target is obviously to keep growing with the aim of providing the best quality services to our clients. We will continue increasing the size of our team and keep developing our fields of expertise which now mainly consists in M&A, capital markets, banking&finance, energy, insurance, IP-TMT, labour, competition and tax.

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

I have been a member of the SCCT since 2005 and have always been amazed by the quality of the conferences which have been organized since then. The Swiss-Turkish Economic Forum is obviously a major event but many various smaller luncheon and presentations have attracted a very strong interest among the SCCT's members. Besides the content of these events, the platform that is made available by the SCCT is very useful for networking purposes and of course to get to know better other Swiss businessmen and consultants based in Turkey. Thanks to its close relations with the Swiss Embassy and Consulate, and other public organizations in Switzerland, the assistance of the SCCT is always very efficient if you need to get in touch with any official authority in Turkey or obtain specific information on companies or on a specific market in Switzerland. I have no doubt that the very dynamic Board of the SCCT will continue extending the scope of services made available to its members.

Thank you very much for this interesting interview. ☒



INTERVIEWS



Serra Abbasoğlu Birgül

Position title	: UBS Senior Country Representative
Date of Birth	: 6 October 1965
Place of Birth	: Istanbul
Marital status	: Married to Murat Birgül
University	: Ohio State University, MBA; Bogazici University, BA



Ms. Abbasoğlu Birgül, tell us a little bit about your background.

Born and raised in Istanbul, I graduated from Robert College in 1984 and Bogazici University in 1988. I started my corporate life with Arthur Andersen Tax Consultancy, which exposed me to different sectors and helped me decide in career choice. After coming back from MBA at the Ohio State University, I spent the following 9 years in investment banking, with Banque Indosuez and Citibank in Paris and Istanbul. In 1999, I switched to wealth management and moved to London with Morgan Stanley to head Turkey business. In 2005, I joined UBS to start up Turkey desk in London and in 2007, I moved back home with UBS, heading the Representative office in Istanbul.

Tell us about your company UBS and its presence in Turkey.

UBS draws on its 150-year heritage to serve private, institutional and corporate clients worldwide, as well as retail clients in Switzerland. Its business strategy is centered on its pre-eminent global wealth management businesses and its universal bank in Switzerland. Together with a client focused Investment Bank and a well-diversified Global Asset Management business, UBS will expand its premier wealth management franchise and drive further growth across the Group. UBS is present in all major financial centers worldwide. It has offices in more than 50 countries, with about 35% of its employees working in the Americas, 36% in Switzerland, 17% in the rest of Europe, the Middle East

and Africa and 12% in Asia Pacific. UBS employs more than 60,000 people around the world. UBS has been present in the Turkish market since 1994 as UBS AG Istanbul Representative Office. In 2006, we acquired a local brokerage house. By regulation, acting on behalf of the parent bank, a representative office shall only promote the bank and its services; strengthen relations with credit or finance institutions in Turkey; make market surveys and researches and report the data derived from such to the head office. Thereby, our disclaimer; UBS AG Istanbul Representative Office in Turkey is not a licensed bank or branch operating in Turkey under the applicable banking and capital market regulations and does not provide any banking or capital market activities in Turkey. UBS is also widely known globally for its commitment to art and sports. We have a longstanding relationship with Art Basel, acting as main sponsor of Art Basel since 1994 and of Art Basel Miami Beach since its inception in 2002. Art Basel is one of the most important fairs for contemporary art in the world with more than 300 galleries from all continents representing over 2500 artists, from early 20th century classics to the most contemporary. We are also involved in the innovative platform Art Unlimited. We are proud to be a Global Partner of Formula 1™ and are greatly inspired by team spirit in sports in general.

What are the challenges facing the wealth management industry?

Volatile markets, pressure on margins and increasing regulation are leading the cross-border business to become ever more sophisticated. Superior service and expertise to maintain robust client advisor relationship in any market condition, innovative approach to growing entrepreneurial needs, reaching critical mass will be crucial to succeed. Changes in banking secrecy rules, introduction of withholding tax in Switzerland; low investor confidence levels will be all impacting factors. The larger banks will strengthen their presence in the

growth markets. Smaller ones will try to carve niches. As profit margins erode, we are likely to see consolidations and spinning off the private banking units especially in Switzerland for the ones that cannot have scalable business models.

Which countries does UBS see further growth?

We have a strong focus on Asia's growth markets; Hong Kong and Singapore. We are also focusing on six emerging market countries: Brazil, Mexico, Turkey, Israel, Saudi Arabia and Russia. We are making long-term investments in China and India.

Name us three extraordinary things about your company UBS?

Commitment to innovation and entrepreneurial spirit, from financial product development to IT applications or to any field serving client needs.

Promoting diversity; 60,000 plus employees in more than 50 countries, each a phone call away in our daily business.

Supporting community affairs; UBS actively contributes to the social and environmental well-being of the local communities in which we do business.

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

The Chamber is an excellent networking source bringing people from diverse industries and backgrounds together. The events of the Chamber are also oriented to expand not only business and social network but also share the know-how of industry experts. It is also a unique platform to promote bilateral business opportunities between Turkey and Switzerland. Thank you very much and wish you a Happy New Year!

We thank you for giving this interesting interview. All the best for 2013! 🇨🇭



INTERVIEWS



Mehmet Yıldırım

Position title : Local Trade Officer, Head of Local Office at Consulate General of Switzerland in Istanbul
Date of Birth : 24 December 1976 **Place of Birth**: Istanbul **Marital status**: Single
Education : University of Lausanne, Stuttgart University, Ecole de Management de Lyon, HGK Academy of Art and Design – Basel, SDA Bocconi



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

Born in Istanbul, I moved with my family to Switzerland, Niederwil/St. Gallen when I was five years old. After commercial high school in St. Gallen, I did my BA in Engineering in Communications Management at the EIVD/HEC Lausanne and at Stuttgart University. I hold an MBA in International Management from SDA Bocconi-Milan, Ecole de Management de Lyon and SIMT Stuttgart. In order to observe the economy from another perspective, I expanded my creative horizon and graduated from HGK Academy of Art and Design in Basel with the Master of Arts degree in Design. From 2002 to 2007, I worked at Ciba Specialty Chemicals in Basel, where I was in charge of Marketing and Sales Operations. After some years in the American coating company Valspar and a short experience at Audiophile hire GmbH in Zürich, I moved to Shanghai in 2010 and I was holding the position as Vice Director at swissnex China for 3 years. Swissnex China is an initiative of the Swiss State Secretariat for Education and Research of the Ministry of Home Affairs and the Swiss Ministry of Foreign Affairs. Their goal is to fully exploit the potential of cooperation between Switzerland and the respective host countries in the fields of higher education, research, technology, innovation and culture and to promote

Switzerland as one of the leading countries in those domains.

Congratulations on your new job! What was the key reason to take this position and what will be your main tasks?

Growing up as a Swiss-Turkish person, besides both country languages, culture and traditions, I am also familiar with the economic situations in both countries. I think this is an important requirement for this job and of course other conditions matched with my academic and professional profile. The Local Trade Office is a joint initiative of the Consulate General between the Swiss Ministry of Foreign Affairs and the State Secretary for Economics (SECO/OSEC), started on 21st January 2013. One of my important tasks is to help small and medium-sized enterprises (SMEs) from Switzerland and Liechtenstein to enter the market in Turkey and to promote on-site Switzerland as a business location. Turkey is one of the fastest growing countries in Europe, especially the middle class with a strong purchase demand. Similar to China, Turkey has shown a strong economic growth in the last 10 years. Nevertheless, there is still a lot of potential to invest and lacks where Switzerland can give support. I look forward to being in a dynamic city and in a country with high potential to



INTERVIEWS

Mehmet Yıldırım

grow. It makes it very exciting for me to be responsible for SMEs from Switzerland and Liechtenstein entering or investing in Turkey. Conversely, I am also glad to assist Turkish companies, which want to make business in Switzerland. However, my major mission here in Turkey is to promote Swiss foreign trade.

Could you please shortly describe your impression of Turkey and the Turkish market so far?

As I already said, Turkey belongs to the fastest growing countries among the emerging economies and the 17th biggest economy in the world. According to economy experts, Turkey should achieve the government's goal to be one of the top ten economic areas of the world by 2023. The latest statistics speak for themselves. According to IMF (International Monetary Foundation) and OECD, the economic growth in Turkey will increase up to 3.5-4% in 2013. With the economic liberalization in the 80's, Turkey has set an important milestone for its rapid growth. A market and service orientated way of acting led to structural reforms such as privatization, reform of the banking sector, free trade agreements with foreign countries or double taxation agreement between Turkey and Switzerland. Furthermore, new laws

facilitate the entrance of foreign companies into the Turkish market. We must not forget that Turkey is not only struggling with government deficit, but also with legislation, inflation, unemployment and diversified market as well (cosmopolitan and agrarian).

What do you think, is Turkey going to be a trade hub for Switzerland in the near future?

I would say that it's not going to be, Turkey is already an important hub for Switzerland. All necessary conditions are met. If we look at the strong numbers of the Swiss companies which are in Turkey and also the requests and demands coming from Swiss companies, as well as from Turkish companies for cooperation, I think we can speak of an inevitable platform. Furthermore, if we look back at the important meetings and visits of our ministers as from Federal Council Mr Josef Schneider-Ammann or our State Secretary for Education and Research Mr Mauro Dell'Ambrogio and visits of Turkish Ministers in Switzerland, the remarkable relations between the two countries come clearer.

What future plans does Osec hold? What are your upcoming projects?





MARCH 2013

Osec has been commissioned by the Swiss government to gather the performance mandates of export, location and import promotion under one roof. Osec provides support to SMEs from Switzerland and Liechtenstein which are interested in exporting and linking companies, experts and organizations around the world. My upcoming projects are first the opening of the Commercial Office in Istanbul in May 2013. In addition, an important aspect is also to strengthen my network among the Turkish-Swiss Business as well as political community.

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


It plays a very important role for Switzerland, Turkey, the Swiss community in Istanbul and of course for me as Local Trade Officer. I did very good experiences in China cooperating with Swiss private and public organizations as Chamber of Commerce, Swiss Centre, swissnex, Swiss Embassy and Swiss Consulates. It's very important that we all work closely together in the host countries and I am know that we already work "hand in hand" here in Turkey. The Local Trade Office will work complementarily and strengthen each other. I am more than convinced that this synergy will help us

to fulfill our mission here in Turkey and will give the best quality and services to our partners, clients and suppliers.

You are speaking incredibly many languages. Which ones? In which areas of a Local Trade Officer do you use them?

As many other Swiss people, I had the privilege to grow up in a multilingual environment. I speak Swiss German, English and French fluently. As a Local Trade Officer I am always in touch with people from different cantons. Talking to them in their mother tongue, gives them a more confidential impression I also speak Italian and Spanish. And during my working experience in Shanghai, I tried to learn Chinese. I would say I speak "Taxi-Chinese". This how I call the basic Chinese, which helped me not to get lost in China.

Is there anything else you would like to say to our SCCT Bulletin readers?

First of all, I would like to thank the Swiss Chamber of Commerce for their warm welcome and for giving me the chance to introduce myself to the members. I will be pleased to assist them in any matter and any time and hope to meet them soon in one of the upcoming events of the Chamber. Thank you very much. 



INTERVIEWS



Ahmet Lütfü Bilgen

Company : Endress+Hauser **Position title:** Managing Director
Date of Birth : 8.10.1957 **Place of Birth:** Edirne **Marital status:** Married
University : Middle East Technical University, Industrial Engineering



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

After I have graduated, I worked in a small company representing mining equipment producers, until my military service. The beauty of selling captured my heart during those times. When I completed military service, I worked in Turkish Airlines and designed management information systems, then in Profilo and designed production assembly line, then Unilever in various management positions. So, I experienced different disciplines of industrial engineering. Finally, I joined Intek, the company who was representing Endress+Hauser in Turkey and since then I have been selling E+H products, services and solutions.

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

Endress+Hauser is one of the world leaders in process automation and is a Swiss based family owned company established in 1953. We are very happy to celebrate our 60th anniversary this year. E+H has 19 production centres in 11 different countries, more than 40 sales centres and 70 representatives around the world. In 1984,

E+H has started the activities in Turkey with Intek, who represented successfully for 24 years. When E+H has decided to establish its own entity, the operation was done in harmony and all the people in Intek, including myself changed to Endress+Hauser sales office in 2007. Since then we continued our growth in sales, marketing and services with an increasing slope. Today, we have one branch office in Adana and one branch office in Izmir will be opening on 23rd October. So, we are not new in Turkish market and acting since 1984. We have very large installed base and serving almost in every industry. Therefore, after sales services are also very important for us. Some of our products can be commissioned easily by our customers without any support, but some of them need technical service support. As of today, we are number one among our competitors in terms of the number of service people and trying to support our customers for commissioning, maintenance, maintenance contracts, spare parts, repair and calibration services in entire country.

Name us three extraordinary things about your company?

One of the extraordinary things is to be a family owned

company. In today's business environment, many growing companies have been purchased by big players and number of family owned companies is very few. We always feel the privilege of to be a family member and trying to keep the same spirit also in our Sales Center Turkey. Second, our company always promotes innovation. Innovative products which generate additional benefits for the customer are crucial for Endress+Hauser's success. In 2012, we applied for 230 patents at patent offices around the world and almost 5300 patents and patent applications protect our intellectual property. We spent around 7% of our net sales on research and development. For example, the first vibrating level switches has been launched to the market by E+H. This has brought a big success and now, vibrating level switches become a standard product on the market. We have many more examples like that. Third one, with over 60 years of experience at field instrumentation, we have very large product basket of level, flow, pressure, temperature, liquid analysis measurement systems and solutions, serving almost in every industry and a lot of knowledge and application expertise. Working from the field level up, and consulting with our customers throughout, we are able to transfer the process knowledge we have obtained into the products we produce. The resulting technologies match the requirements of our customers, better addressing the daily challenges they face and returning value which has been co-created. Our comprehensive range ensures we are always able to select a device which has been designed with our customers' needs in mind.

What is the biggest challenge Endress+Hauser is facing in Turkey?

Political turmoil within Turkey's neighborhood like Iraq, Syria and Egypt may influence the growth of the country and makes difficult to carry future estimations. Engineering and service support is expected to be free of charge according to most of our customers. Nevertheless, we continue to employ a large service team in order to support our customers. Our credo states "first serve then earn".

What are the gains?

Our company continues to grow ever since establishment. Even the growth has continued in 2009 which was the year of economic crisis. In Turkey and in general Endress+Hauser World, years of 2010, 2011 and 2012 were the best years in terms of growing sales figures and number of employees. We increased our net sales to 1.7 billion Euro in 2012. Number of employees exceeded more than 10.000.


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

As Turkish Sales Office, for this year our target industries are chemical, oil&gas, food, environment and primaries&metal. We have conducted activities regarding to these industries. This year we attended Petroleum 2013 and ICCI 2013 exhibitions and we have done customer seminars and launched our new products into Turkish Market. Since 2011, we are selling our economical products from stock via catalogue and web page under the name of e-direct service. In future, we would like to establish new branch offices in order to be closer to our customers and give the best sales and service support throughout Turkey.

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

Our country is one of the fastest growing countries. In order to have a sustainable growth, we have to increase our manufacturing capabilities and improve productivity. Automation or measurement and control is the key for this. Therefore, I recommend to increase the usage of instruments and solutions, and of course preferably with our products.

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

Being a member of a Swiss family owned company and being a member of Chamber of Commerce is completing the link. I have benefit a lot from the seminars and conferences held until now. Of course, the biggest gain is the relations and friendship I realized in the Chamber. 



INTERVIEWS



Beat Sommer

Position title : Head of School Lyceum Alpinum Zuoz
Date of Birth : 1st September 1957
Place of Birth : Zurich, Switzerland
Marital status : Married, two children
University : University of Zurich



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

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

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

Please briefly describe your school's history.

The Lyceum Alpinum Zuoz was founded in 1904 as a private boarding school for boys by five visionary men from the Engadin. The school is located in a small village near St. Moritz in the south-eastern corner of Switzerland. It developed as an international school which committed itself not only to knowledge and learning, but also to physical exercise and sports. This led to the motto which is still valid today: "mens sana in corpore sano". In 1921, the Lyceum Alpinum was granted the right to conduct state examinations and in 1930 the first German Abitur examinations were conducted, which are still offered today. In the late twenties, the legendary sports teacher Gordon Spencer introduced Games based on the English public school model, a tradition that has remained to this day. After almost 90 years the school turned co-educational in 1991 and admitted girls to the boarding house. In 1997 the Lyceum Alpinum was given permission to conduct examinations for the International Baccalaureate Diploma. In 2008 the school was accredited by the Council of International Schools. Today, around 200 boarding and 90 day students from 30 different nations attend grades 7 to 12.

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

Switzerland offers high quality education in a safe and healthy environment where students can thrive and develop into mature and responsible young people. For more than 100 years, the values of tolerance, fairness and respect for community have remained at the heart of the education offered by the Lyceum Alpinum. Our philosophy is founded on tradition and innovation and finds its true expression in the Spirit of Zuoz, inspired by the sporting ethos of the Lyceum Alpinum, which attaches supreme importance to tolerance, respect, fair play, commitment and life-long learning. We expect our students to learn and live by those values in the classroom, boarding house and on the sports field.

What is the vision of Lyceum Alpinum Zuoz?

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

Which activities do you offer international pupils?

Student-led initiatives include the Forum Alpinum, the Student Organisation, the Model United Nations programme as well as a debating society. *Environmental and development projects* have led our students to Romania, Argentina and Namibia, raising environmental, as well as social and economic awareness. *Community Service* is a crucial element of school life and

the Creativity – Action – Service (CAS) programme within the IB realises many ideals of the Spirit of Zuoz.

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

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

International experiences abound at the Lyceum Alpinum: the sport teams regularly travel abroad for tournaments and exchanges, while the unique geographical position (one hour from both Austria and Italy) provides a constant stimulus for our students.

Does your Boarding School have any upcoming projects?

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

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

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



INTERVIEWS



Mohamed Hammam

Position title	: Founder / CEO of HITCO International Trading & Consultancy LLC.
Date/Place of Birth	: 24 February 1948, Cairo – Egypt
Marital status	: Married, two daughters
Education	: Bachelor degree from "The Higher Commercial Institute in Cairo" in Finance&Commercial Sciences in 1970, and a diploma in Advanced Executive Management from INSEAD – France in 1994



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

I was born, and have grown up in Cairo-Egypt up until after my graduation, when I left Egypt for good, and settled down in Copenhagen –Denmark at the age of 21. In Denmark, I managed to get a permanent residence permit, and have been working in a couple of different companies up until 1973, when I have joined the Scandinavian Airlines System (SAS)' daughter company SAS Catering, where I have gained the experience from various leading managerial positions within the field of finance and administration in Denmark, Kuwait and Saudi Arabia between 1973 and 1989. I was later assigned "Chief Financial Officer" and Deputy General Manager of Gate Gourmet (USA\$) Turkey, upon its privatization in 1989. In April 1996, I was appointed the Managing Director&Chairman of the Executive Committee of Gate Gourmet USA\$, as well as being Gate Gourmet Regional Vice President Turkey, Middle East&Africa. In April 2010, I retired from Gate Gourmet, and decided to remain in Istanbul, where I have founded my own company; HITCO International Trading&Consultancy LLC.

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

Turkey is a large country with great potential in many different ways and fields, and has a lot to offer any local or foreign investor seeking medium to long term investments opportunities. This has been the case in the past three decades, and will continue to be, regardless the political and economic environments in the country. Having lived and worked in Turkey since 1989, I have witnessed how the country managed to survived the two major economic crisis in 1994, and 2001, with three digit inflation and a substantial currency devaluation, and how it was running smoothly for six months in mid-90's in the absence of a cabinet of ministers, without any drops or fluctuations in its financial markets, thanks to its strong and disciplined private sector. I have also seen the transformation of the country from being an under developed, to a developed country, and one of the fastest growing economies of the world, especially during the last decade. In my opinion and based on my personal experience both as a former executive of one of the most successful examples of a pioneer foreign investments in the country, and as an entrepreneur, Turkey has all the means to start up a green field new business, and to manage an acquired or running business, as it has very defined legal and financial structures to regulate all kind of businesses in all sectors, besides having the necessary functions and

structures to support and encourage that. Its markets are liberal, and almost all raw material or components required for major industries are available and/or produced locally. In addition, Turkey has a well educated, young and dynamic wealth of human resources, that are capable of managing all kind of businesses of both the local and multi-national companies. The country has also proven to be a successful hub for production, and exportation to other countries in this region, and other parts of the world.

Name us three extraordinary things about your company?

My company is a humble consultancy firm like any other one in this field, providing service by sharing their own experience in a specific field, with a specific client who is seeking such expertise. However, having been worked in a very distinct field myself, namely the aviation industry throughout my working career, HITCO provides consultancy services in the field of aviation and aviation service, such as Airport Terminal Retail Operations, Airport Ground Handling Services, Airlines In-Flight Services, and Airline Catering Operations&Management.

What is the biggest challenge HITCO is facing in Turkey?

The biggest challenge we are facing in Turkey is the limited number of potential customers in the Turkish market place who may require such services, with one substantially large national carrier “Turkish Airlines” that has its own specialized teams to manage their business, and many local charter and low cost airlines that are cost conscious, and normally have no budget for such services. Therefore, all what we are doing for the time being, is providing consultancy services to a couple of foreign clients including my former employers Gate Gourmet, and one local client, all of which for projects outside of Turkey.

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

Our future plans is to continue our attempts to acquire one or two local airlines contracts, in particular Turkish Airlines, whom I can definitely assist in further improving their onboard services tremendously. With regards to our upcoming projects, I am currently assisting our only local

client to establish themselves in the Middle East Region, and for the time being preparing for a tender in one of the countries down there, which is expected to be finalized within the next seven months. In the meantime, I am establishing contacts for them with interested parties, for similar projects in a couple of other countries.

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

To the readers of the SCCT Bulletin, especially those with business interest in Turkey, I would like to point out that, doing business in this country is always rewarding, regardless what they may think or believe about the country’s political and economic environment. The opportunities are there, and foreign investments are protected by the system, providing of course, that any respective foreign investor is adhering to prevailing rules and laws of the country.

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

I have never had a direct business impact through my membership, but as a member of Swiss Chamber of Commerce in Turkey since 1995, I have been privileged of meeting other members who have common business and social interests. Therefore, I have always considered the Chamber as a forum of networking, and sharing knowledge with other members, many of whom became friends over the years. I have also been a member of the board of the Chamber since 2002, which enabled me to share my knowledge and managerial skills with other current and former fellow board members, thus assisting in achieving the mission and purpose of the Chamber.

Are you a member of other associations, or do you have any other social responsibilities in Turkey?

Yes, I am actually one of 28 founding members, who started up the oldest gastronomy association in the world “Confrérie De La Chaîne De Rôtisseurs” Turkish Chapter in 1994, of which I am also the president of, and at the same time I am a member of its International Executive&Consultative Boards in Paris. I am also a member of the Advisory Board of The International Hotel Management School at Özyeğin University. 



INTERVIEWS



Dieter Elmiger

Position title	: Business Development Manager, V-ZUG AG
Date and Place of Birth	: 12 August 1974, Lucerne
Marital status	: Married, three children
University	: Master of Advanced Studies in Services Marketing and Management, Higher Education: Diploma in Business Administration and EOQ Quality Systems Manager



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

After years of education and training and a first few years working in marketing and sales at various companies, I had the chance to gain some managerial experience. Influenced by the sporting will to win, fascinated by the professional possibilities and interested in people and cultures, I joined the International Committee of the Red Cross, ICRC. During my assignment as regional administrative manager in Iraq we faced difficult demands in a critical period (especially in 2003). Upon my return to Switzerland I assumed various management positions in the fields of media, retail marketing services and consulting. Shortly

after V-ZUG – the Swiss market leader for kitchen and laundry appliances – started to go international, I was given the unique opportunity to accompany this Premium Swiss Quality brand with a heritage going back a hundred years on its travels abroad. We're delighted now to have arrived in Turkey as well.

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

The whole economic development of Turkey is impressive, and the kitchen industry is profiting from this as well: built-in kitchens combined with elegant, high quality appliances that are easy to operate are increasingly popular in the Turkish market. Responding

to the demands that cooking be healthy, balanced and fun, washing be gentle and energy-saving, and cooling be efficient, V-ZUG is convinced that the premium market will quickly recognize and exploit exclusive benefits of V-ZUG. And the same goes for the attractive project market in Turkey, too.

Name us three extraordinary things about V-ZUG AG?

The recipe for success at V-ZUG is: leading innovative technology, leading services and “Swiss Made”. V-ZUG is the Swiss market leader in the field of household appliances. It develops, produces and markets high quality appliances for the kitchen and laundry room. Our market position alone obliges us to make huge efforts, every second Swiss household has a V-ZUG appliance helping with the cooking, frying, baking, dishwashing, laundry and drying. With V-ZUG, our customers belong to a privileged club of people. The many V-ZUG world innovations meant that our customers enjoy not only the benefits of using our appliances but also an appealing feeling of exclusivity. We patent and legally protect our innovations. Through our processes these innovations provide the highest level of precision. When you present your V-ZUG appliances to your guests in Turkey, they’re seeing and experiencing something different and new. Unless, of course, they already have a V-ZUG appliance themselves. In addition, we continue to provide our customers with individual after-sales support through the unique V-ZUG Gourmet-Academy.

What is the biggest challenge V-ZUG is facing in Turkey?

The biggest challenge for V-ZUG as a premium brand for household appliances was to find an innovative,


committed and experienced Turkish partner. The V-ZUG Türkiye Team at Hack Ltd Sti has done an outstanding job in comprehensively and systematically preparing V-ZUG’s entry into the Turkish market in spring 2014. Our motto is “Do it right the first time!”

What are the gains?

V-ZUG is available in 18 countries around the world. In all of these places, we rely upon selective distribution and hence the exclusive craftsmanship of V-ZUG: quality ahead of quantity. As a traditional Swiss, family-run company, we have confidence in the future and are convinced that the Lifestyle by V-ZUG will inspire the customers.

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

Innovative power is the cornerstone of an industrial business. That is why V-ZUG has invested significant amounts in research and development from the beginning. The result is innovations (world firsts in many cases) which are technically and aesthetically appealing.

We will use the first V-ZUG flagship stores in Istanbul (Bağdat Caddesi and Etiler) and Ankara as well as partner stores equipped with V-ZUG displays to carefully position our brand and spotlight the benefits. A further highlight is the Gourmet-Academy: this turns V-ZUG into an experience and we continue to accompany customers even after they have made the decision to buy. What’s more, V-ZUG is glad to be available throughout Turkey from selected kitchen partners and specialist retailers. We invite you to join us and find out more about V-ZUG by visiting www.vzug.com 



INTERVIEWS



Alp Göçmen

Position title	: Partner (Attorney at law / Notary) at Zwicky Windlin & Partners
Date/Place of Birth	: 6 April 1969 in Zug /Switzerland
Education	: Fribourg University (Law School) Bilkent University (Management and Tourism)



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

As the son of native Turkish parents, I was born in beautiful Zug, Switzerland. I was raised and educated both in Turkey and Switzerland. After I finished High school in Istanbul I earned a bachelor degree in Management and Tourism at Bilkent University in Ankara. Later I attended the law school at Fribourg University in Switzerland and following the usual number of internships, in 2002 I took the bar exam and became a member of the Bar association as an attorney at-law and civil notary. The same year I started working at the law firm Zwicky Windlin & Partner in Zug where a few years later I became a partner.

What kind of services does your company offer?

We are a law firm that provides legal services in corporate, commercial and private client related matters. We work

both as advisors and/or litigators. Our clients usually have inbound international work and this results in almost all of our cases having an international component. Due to my Turkish background many of my clients have cases relating to matters involving Turkey and Switzerland. I am also still the only Swiss civil law notary that is able to offer services in the Turkish language. Very regularly my notary seal is added to deeds that are entirely and exclusively in the Turkish language, or I notarize signatures and other documents in Turkish.

Which services do Turkish companies especially ask for?

Primarily I offer advisory and litigation services both to Turkish companies and Turkish citizens connected to legal issues in Switzerland and also act as a legal consultant to Switzerland domiciled companies of Turkish investors. After the ratification of the double taxation

agreement between Turkey and Switzerland there's a growing demand from the side of Turkish investors on matters of corporate and tax law.

What future plans does Zwicky Windlin & Partners hold and what are your upcoming projects?

In just a decade we have grown into one of the three largest law firms in Zug, where we still are the youngest and the one with the most international outreach. This growth has led to many structural changes in our own organization, and our prime plan therefore is to consolidate this success. As Switzerland and Turkey have both undergone fundamental changes in their economic structures, we are carefully monitoring these changes not only for the sake of our clients, but also to remain a leading service orientated law firm. We take pride in having sensed, earlier than some Swiss banks and other companies, that times have brought significant structural changes. We always strongly believed that Switzerland, and especially Zug is and will be attractive for foreign investors and corporations for reasons far beyond tax concerns.

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

I have made acquaintances with numerous Chamber members and I am confident that thanks to the very professional efforts of the current president of the Chamber and his team, I will have the opportunity to further enhance my contacts with the Turkish and Swiss business community from whom I can still learn from their professional experience and to whom I can offer my professional competences.


We heard you are a passionate alpinist. What is so special about your hobby?

Having grown up in Switzerland, my passion for the mountains and the nature has always been strong. As I grew older, this passion prompted me into practicing extreme forms of winter sports in the Swiss Alps such as backcountry skiing, heli-skiing and ski-touring. Apart from the pure joy of sports these activities have taught me to feel a deep respect both for the harmony and beauty of the nature and its might and power. The unpredictability of the weather conditions and the hidden dangers of the mountains have helped me develop a capacity for hazard recognition, minimizing risk, instant and fast decision taking etc. It goes without saying that such faculties have undeniable positive consequences in my professional and private life.

What is your favorite skiing place in Switzerland?

Engelberg, Andermatt and generally the beautiful Engadin region are my favored spots.

Is there any advice for beginners?

Good skiing and a good physical condition are prerequisites. Furthermore adequate equipment, a professional guide and unconditional respect for the environment and the nature are required... Backcountry skiing in deep snow is totally different than on regular slopes. It's not only much more demanding but also offers extreme peace and closeness to the nature. Once you have witnessed the beauty of deep snow backcountry you will hardly ever go back to prepared and crowded slopes. 



INTERVIEWS



Roberto Grassi

Position title : Fidinam's CEO & Ticino Chamber of commerce Vice President
Date/Place of Birth : 27.02.1963 Sorengo- Ticino **Marital status**: Married
Education : Dr. oec (Economics)



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

I was born in Ticino and grew up there. I completed my studies in Economy and I started my career at the industrial sector, concretely in food industry. I worked at many companies as an executive manager. Over the years and until today I am focused in the consulting field and I'm the CEO of one of the most important consulting firms in Ticino. I am also part of many boards of directors at different private and public companies.

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

Turkey is a dynamic market with a great capacity of growing up due to its huge internal domestic market. This capacity allows Turkey to sustain several projects abroad and increase exports.

Why is Turkey interesting for Ticino?

We had 3 reasons. First of all, Turkey has a young and alive market with a great future. Secondly, there is an european mentality without being Europe (as in Switzerland) and lastly, it is a meeting point between culture and economy: Europe, Middle East and East Europe. This mix of cultures and economies creates an optimal basis for the new business.

What was the purpose of your visit?

Our purpose was to meet different SME local companies and to understand the challenges of Turkey for the next years or near future. Also we aimed to introduce to our companies an attractive market as the Turkish one through a new channel: the business trips of the Ticino Chamber of Commerce and Industry. The visit to Turkey allowed our companies to experience in firsthand how the country is evolving.

Which sectors are generally located in Ticino?

Ticino's main sectors and clusters:

- Banking and Financial services
- Trading
- Micro mechanics (we have a precision's pens cluster in our Canton)
- Fashion and luxury goods
- Electronics and electrical engineering
- Machine and components industry
- Logistics, trading and supply chain management
- Design and new materials
- Drugs and life sciences, chemicals

What makes Ticino so attractive for these companies?

Ticino provides a strategic location with a public support to the companies. Companies also can get scientific research support such as high quality workforce (excellent education system). Furthermore, we have a very flexible labour market and offer advantages for trading in terms of taxation.

What does your Chamber offer for its members?

The Cc-Ti represents the interest of companies and economic associations from an institutional, political and mediatic level. We are the umbrella association


of Ticino's economy. We promote a better framework conditions for companies in our canton.

Training and consulting activities:

- Legal advice
- Advisoring in export and expedition activities
- Issue of Certificates of origin, CITES certificate, ATA Carnet and other documents
- Opening new markets: International Desk

The Cc-Ti organizes numerous courses and seminars on economic, legal and political topics each year. Labor law, commercial mediation, creation and transfer of businesses, commercial law, social network or communication tools for managers. In some cases it is also possible to obtain certificates re-cognized by the federal authority; i.e. course for SMEs' managers, courses for branch director in retail trade, courses for economist in handicrafts, export training, etc. Our Chamber offers also an interesting and wide range of events: seminars, public conferences, deepening or ad-hoc meetings, networking events, etc. Moreover, once a year take place the Economic Council and the General Assembly of Cc-Ti. Three or four times a year, economic delegations visit overseas markets. These trips are organized in cooperation with foreign and bi-national Chambers, as well as institutional partners. Thus, the Cc-Ti also receives foreign delegations interested in Ticino's Business opportunities.

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

For this current year we are planning our second business trip to Russia that will take place next September. Also we are involved in several international events with some foreign partners: an International Trading seminar in September and a Fashion event with the Swedish consulate in October 2014. 



INTERVIEWS



Müriyel Hayırel

Position title : Senior Representative, Union Bancaire Privée Istanbul Rep Office
Date/Place of Birth : Istanbul, 17.05.1956 **Marital status:** Married
Education : Boğaziçi University



Mrs. Hayırel, tell us a little bit about your background.

After graduating from Robert College, I received my degree in management from Boğaziçi University. I am married with two daughters and three grandchildren. I worked as an English teacher with young children, all through my college years and well after. Before entering the Banking industry, I have worked in the marketing of pre-school software programs, while raising my family. But my interest in financial markets has always kept my eyes on the banking industry. I have worked in the field for almost twenty years now and have been with Union Bancaire Privée for thirteen years.

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

Turkish economy is one of the fastest growing economies in Europe and the Turkish financial system undoubtedly benefits from this rapid growth. Thanks to the major structural reforms in early 2000s, the regulatory structure of the system is clearly defined, and well managed by competent independent regulatory bodies, such as the Banking Regulation and Supervision Agency (BDDK). Together with the wealth accumulation of the society and the positive operating environment, there is an increasing interest on Turkish financial system, which evidently leads to higher competition with

new names in the market. The human resource quality of the sector is already good, but further investments in HR are required, since the financial literacy of the Turkish investors have improved significantly in the recent years. We believe that, the financial institutions that can offer client-specific solutions with highly qualified staff are likely to outperform their peers in the future.

Name us three extraordinary things about UBP?

First, I can tell you that with assets under management of CHF 88 billion as at the end of December 2013 and a professional workforce of 1350 people, UBP is a major player in Switzerland's wealth management industry. The Bank is head-quartered in Geneva and also present in twenty locations around the world. The Bank distinguishes itself through its healthy and solid balance sheet an excellent financial base with a Tier 1 ratio of 29 % -well above regulatory requirements-UBP ranks among the most strongly capitalized Swiss banks. Secondly, UBP with its outstanding financial expertise, is committed to providing its clients with investment solutions which offer high added value and are tailored to their particular needs, as well as first- class service and transparency. As an illustration, UBP proposes a top tier Turkish equity fund which is managed out of London by a Turkish national. And thirdly, innovation lies in the heart of our development and is one of our priorities. The product - innovation process that we have put in place is designed to take advantage of the best opportunities and to respond to regulatory developments.

What is the biggest challenge UBP is facing in Turkey?

I think the biggest challenge that we are facing is the

regulatory change that is taking place not only in Turkey, but in the whole world. The financial investor should understand, educate and position oneself towards a more transparent and regulated world in the very near future.

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

Union Bancaire Privée has been present in Turkey for more than twenty years now. We are a Representative Office with certain limitations in banking activities that reports to the Banking Regulations & Supervision Agency. The Bank is committed to our country and is always considering opportunities to strengthen our local expertise. For example, we have recently hired 2 analysts sitting in our Istanbul representative office in order to research local companies to support the investment case and decisions of our Turkish equity fund manager.

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

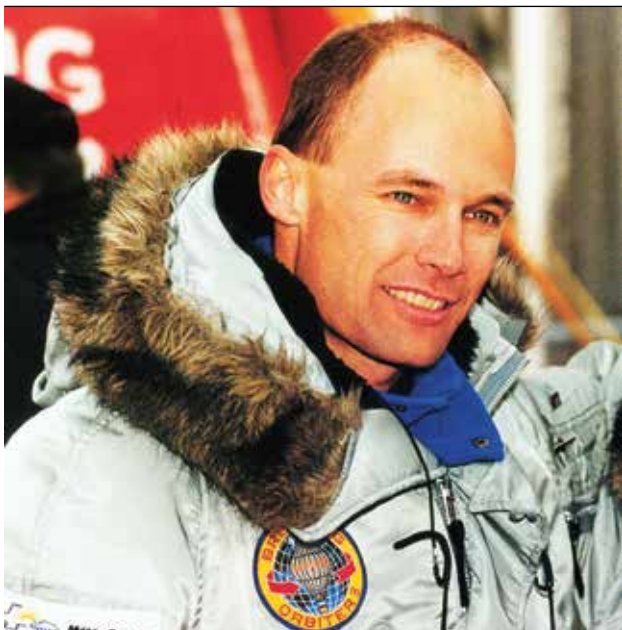
We have been a member of the Chamber for a while now and I am a member of the Board as of March 2014. I think it is a fantastic networking organisation with Turkish and Swiss company professionals from very different sectors that provides its members interesting information, solutions and networking, through very well organized, high class meetings and events.

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

I think we should add a section of "suggestions" for all our readers in our SCCT Bulletin. As Marie Curie once said: "Be less curious about people and more curious about ideas". ☒



INTERVIEWS



Swiss psychiatrist and balloonist, born in Lausanne, Vaud canton. He was the first adventurer who completed a non-stop balloon flight around the globe.

Bertrand Piccard



Mr. Piccard, which attitudes and qualities do you need as an adventurer?

You need to embrace the unknown, and understand that doubts and question marks are great stimulations for creativity and innovation. An innovation is not a new idea you find, but an old believe you get rid of.

Please tell us shortly your first adventure.

There's so much to say about... This is the reason why I wrote two books on the topic, *A Trace in the Sky* and *Around the World in 20 Days*.

In 1999, you completed the first non-stop circumnavigation of the earth in a hot air balloon. Which lessons have you learned from that journey?

We took off with 3,7 tons of liquid propane and landed with only 40 kilos! If winds hadn't been as strong as it was, we would probably had landed in the Atlantic. This is what might happen to whoever think they have unlimited amount of energy at their disposal and our society needs to realize this is not the case. The

adventures of the 21st century should be symbolic of this, and promote energy saving as much as renewable sources of energy.

You are a Swiss psychiatrist. How did this background affect or support your achievements?

I have always been interest in exploring both our inner and outer world. I chose to study psychiatry to better understand the way human beings work. And it is still fascinating me but I have also always been passionate by the exploration of new dimensions. It started with delta wing, ULM and then with the balloon. It goes on with aeronautics and the promotion of renewable energies. Everything is actually connected. What I am interested in is sustainable development, and the opportunity to help improve the quality of life on earth. The doctor in me finds his way around this.

How do you deal with failures and obstacles?

If doing something impossible was easy, then everyone would have already done it. This was true of the first

For more information on Solar Impulse, go to

www.solarimpulse.com

and connect on **facebook.com/solarimpulse**, **twitter.com/solarimpulse** and **google.com/+solarimpulse**

non-stop balloon flight which I performed with Brian Jones. The first two attempts failed and we had to try a third time to succeed. For Solar Impulse it is exactly the same thing. If this does not work in the first attempt, we will reconsider our certainties, try new strategies and use other technologies until we succeed.

What is the best motivation to start anew?

I want to have an interesting and useful life. Interesting alone is not enough, it would be selfish. Nor would “useful” be, as it might be boring. I try to reach both. I’ve been inspired by explorers and astronauts whom I met during my childhood. They showed me how exciting it is to embrace the unknown, to use the doubts and the question marks to stimulate human creativity. This is why the most important thing with Solar Impulse is the message in favor of clean technologies which can help saving the natural resources of our planet. It’s a waste of time and opportunities to remain prisoners of our comfort zone, full of certitudes and habits. I prefer to make my life an adventure, despite the risk of failing, even if it’s sometimes difficult.

In March 2015, you might go down in history with your solar-powered plane. What exactly is your goal?

The aim of Solar Impulse is to develop a symbol which will attractively promote a pioneering and innovative spirit, particularly in the field of energy saving and renewable energy. After the success of the first historical 26 hours flight in 2010, our goal is now to fly around the world in 2015. Leaving from Abu Dhabi, we will be attempting the first solar flight, flying across Asia, the Pacific, America, the South of Europe or Northern Africa to come back to the United Arab Emirates. All this without a drop of fuel. Our success however will not only come from completing a Round-The-World tour without fuel, but will also motivate everyone to implement the necessary measures to reduce our dependence on fossil fuels.


What does Solar Impulse mean for aviation and other industries?

Our primary purpose is not to revolutionize aviation, but the way in which people think about energy and clean technologies. If Solar Impulse technologies were used on a massive scale, the world would be able to save up to 50% of the current consumption of fossil energy and produce half of the rest with renewable energies. As for the aviation industry, it is well aware of its need to change. However, this cannot be done quite as drastically as what we’re doing with Solar Impulse. Our project involves zero fuel. Conventional aviation cannot switch straight to zero fuel. Intermediate steps are needed, such as using lighter materials, more direct routes or approaching airports through constant descent rather than performing level landings. Aviation will be the final area of transport able to stop using fuel.

Your sponsors are from different industries. Why did not you get any support from aviation companies?

In 2002, I studied what was already done in the US, but I could not find the technical solutions I was looking for. That is when I reached out to the EPFL, the Swiss Federal Institute of Technology in Lausanne to study the project. The faisability study was led by André Borschberg. First we looked for collaborations with the aeronauticla industry. But our plane is so different from existing devices that we had to create our own technical team. It was André Borschberg, Solar Impulse CEO, who built this team by bringing together very capable and different people.

Switzerland is the most innovative country in the world. What do you think are the reasons for that?

Switzerland has an excellent education system, with respect for minorities and human beings in general. This is an incentive for having people working together in efficient teams. 



INTERVIEWS



Güniz Atıs 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. Istanbul plays a significant role in this growth . Talking about Congress Sector, according to ICCA (International Congress and Convention Association) and ICVB (Istanbul Convention & Visitors Bureau), Istanbul 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' : Istanbul Lutfi 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 Lutfi 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 Lutfi 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. 🇹🇷



INTERVIEWS



Yıldız;
CEO at Zürich Sigorta

Yılmaz Yıldız



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

I graduated from Boston University with dual degrees in Economics and Management and I was a visiting scholar at Heidelberg University in Germany. I hold an MBA degree from Harvard University, Harvard Business School. Following my graduation, I started my career at Turkish Prime Ministry, Undersecretariat of Treasury, working for Export/Investment Incentives and World Bank Projects Directorates. Then I moved to Bain&Co as a strategy consultant focusing on restructuring and growth projects in Europe, Middle East and Asia. I then joined Garanti Bank/Garanti Insurance first as a unit manager and then as executive vice president responsible for sales and marketing. I later became the founding CEO of BNP Paribas Assurance-CARDIF Turkey, setting up as green-field the life and non-life insurance businesses of CARDIF

in Turkey. Prior to my CEO role in Zurich Group, I was the CEO of Groupama Turkey responsible for all life, non-life and pension businesses.

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

Turkey has been one of the world's fastest growing economies and the growth in the insurance sector should not be considered separately from economic development. With the implementation of strong economic policies and structural changes in the last decade, Turkey has become a reliable and investable market. Numerous new investments have been realized, and existing investments thrived. The need to maintain these values and therefore to sustain the strong position of the economy makes insurance an even more important field, especially in this period.

Name us three extraordinary things about your company?

- Our ambition that is to be the best global insurer as measured by our customers, employees and shareholders;
- Our Values
- Our People

What is the biggest challenge Zurich Sigorta is facing in Turkey?

Profitable growth while increasing our employee and customer satisfaction. Although the growth is crucial for us, sustainable profitability is even more critical. When you take Zurich Sigorta's position in Turkish market, we think that we're very well positioned with the right strategy pursuing multi-segment, multi-product and multi-channel approach.

What are the gains?

We have pursued a major restructuring of our business in Turkey. We have moved from making substantial financial losses between 2009-2012 period to be the most profitable non-life insurance company in Turkey by 2014 with one of the highest growth rates. Our employee engagement scores and customer satisfaction have also peaked in the same period. As a result, Zurich Insurance Group has selected Turkey as one of the key strategic markets, which is a clear indication of the Group's interest and determination to invest further in this market. World Finance Magazine has chosen our company the Best Insurance Company in Turkey for two years in a row 2013-2014, which proves that we are on the right track.

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

We're the most profitable non-life insurance company as

of 2014 with one of the highest growth rates. Our multi-segment, multi-product, multi-channel strategy will continue as planned, and we will make sure that we are the best insurer in Turkey as judged by our customers, our employees and of course, our shareholders and all stakeholders.

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

Zurich is one of the world's biggest and best insurers. Our customers choose us to protect the people and things they love because they value our knowledge, expertise and financial stability. With our sound structure and mindset, we are able to offer the right insurance solutions for our customers. Our motto says it all; "For those who passionately protect the things they value...". In this context, Turkey is a very promising market to invest in. We are very happy with our investment and want to strengthen our presence here.

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

Swiss Chamber of Commerce plays an important role in developing the relationships between Turkey and Switzerland. We believe this relationship will be even more strengthened with the great efforts of our President, Board of Directors and all of our stakeholders. The support that the Honorable Consul General and their team extend to the Chamber of Commerce is always appreciated and very important. We have utmost faith that such focused and detailed efforts will lead to great achievements in the coming days. We, as Zurich Sigorta, are proud to be a member of the Swiss Chamber of Commerce, and to be able to play an active role. 🇨🇭



INTERVIEWS



Position title:
Mövenpick Hotel Istanbul
General Manager

Bozkurt Atabek



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 Martı 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. 



INTERVIEWS



**Arda; Tuna
Girsberger,
Partner**

Mehmet Arda

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 know-how.

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. 🇨🇭



INTERVIEWS



Özer; Indeks,
Founder

Yaprak Özer



Mrs. Özer, tell us a little bit about your background.

I started my career as a journalist... As print journalist, I worked for numerous Turkish daily news papers, (Güneş, Cumhuriyet, Hurriyet). Also worked on peripodicals as managing editor and editor in chief (Ekonomist, Capital, Kariyer Dünyası, Sectorial Supplements & Human Resources Newspaper-Hurriyet). As TV journalist, I produced programmes on economy and management for TRT2, CNNTurk and BloombergHT. I wrote columns for various publications, currently writing for Dünya Newspaper. Published 5 books, and academic articles, on topics such as communication, leadership, management, globalization. I have a B.A. in Journalism, Istanbul

University. M.A. and Phd in Political Science and International Relations, Bosphorus University. I have attended both academic-professional and international Scholarship Programmes such as NATO Research Fellowship; City University, Journalism Fellowship; Ministry of Foreign Affairs of Japan, Fellowship on bilateral-relations, and Alfred Friendly Press Fellowships-US in association with USA Today and The Tennessean; I was nominated “Global Leader For Tomorrow-2003” by the World Economic Forum, Davos. In 2001, founded a communication-content company and I have become an entrepreneur in the field of communication. Finding my own company accompanied my journey in journalism.

I am the founder and Ceo of 3 functional communication services, namely; Indeks Content and Communication – Indeks Speaker Agency – Content Factory.

What kind of services does Indeks offer?

Indeks, is the umbrella for:

Indeks Content&Communication- A content and communication management company, provides content material and communication solutions for the corporate world.

Indeks SpeakerAgency, holds local portfolio of speakers along with foreign speakers, and represents LeighBureau (US), and cobrokers with European Agencies. Indeks Speaker Agency is an established Media Training Organization, home to a group of famous journalists and communication experts...

Content Factory/İçerik Fabrikası- An electronic sales platform for ready to publish content; text, photography, video... Içerik Fabrikası is a syndicated platform for editors and writers.

In your opinion, what are the advantages of working with an agency that provides speakers?

Let me identify 2 points; first speaking is no longer a hobby, it is a profession, which means that not only performance but knowledge is important, corporate world should be working with professionals; secondly time is the most precious asset, corporate world needs performance based on knowledge and experience sharing. As a speakers agency, our job is to search and select best functional topics and speakers to deliver the subject. We are a bridge between the target audience and client. It is our job to match right speaker. We save time, we manage and further we help corporate world communicate within and to the outside world. It is also our job to communicate in different time and geographic zones and sustain it for best results.

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

For speaking engagements, the market is still not

developed. Needs time. Having said that, I remember my first days in promoting the notion of “speakers”; time has changed for the good. Turkish business has valuable experience to deliver to the outside world, and intellectual capacity and appetite to learn more from others. I am hopeful for the future.

Name us three extraordinary things about Indeks?

We create, manage and measure content. We interpret communication for specific target audience, which is the missing part in many occasions. We tailor content for a specific situation.

What is the biggest challenge your company is facing in Turkey?

Communication is not considered to be the number one agenda of the corporate world. Furthermore, it is not systematic and sustainable. Therefore it has no holistic strategic basis for a long term commitment. Short termism is a problem not only in economic terminology, it is a critical problem for communication.

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

Our challenge is to adapt locally and establish & manage globally... Therefore for three major services it is our ongoing and never ending project cycle. If I am to pick one; our innovative and recent service is “content factory”, a unique business in Turkey. For the first time anyone can electronically buy content ready to be published. Content Factory is a storage, is a library, and a platform for writers, editors, photographers, and design people... You can buy instantly, or you can order from a specific person and or we can search and select the right person or team.

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

I am looking forward to seeing a real appreciation for content. “Content is King” should not only be a slogan. You need to invest in content-communication and in return communication invests in you. 🇹🇷



INTERVIEWS



CLARIANT TURKEY

Region Head of Middle East & Africa (MEA)
Head of Finance MEA
Country Head of Turkey

Andy Walti



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

In the 4th quarter of 2015, I was appointed as Clariant's Region Head for the Middle East & Africa (MEA). I am also the Head of Finance Region MEA and the Country Head for Turkey. As you can imagine, I spend an unbelievable time traveling - so much so that I have often forgotten where I am when awakening in yet another hotel! Overall, however, I am quite accustomed to adapting to different cultures, since I have been working outside Switzerland for the last 21 years. One could consider me a global citizen with undeniably strong Swiss roots! After graduating from the University of St. Gallen with a Business Degree, I joined Sandoz as a Finance Trainee. Already at the onset of my career, my clear objective was to take on an international assignment and after one year I embarked on my international adventure. I have held a range of roles in exciting markets - from Controlling and CFO in Holland, France and Thailand, to Country Head for both Morocco and South Africa, to regional Head for BU Paper Specialties for Asia Pacific,

based in Shanghai. Most recently I was based in Paris as Vice-President, heading our Healthcare Packaging Business. On a personal level, I am married with three children and I am 49 years old.

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

I was fascinated by Turkey when I first visited in 2004 and continue to be mesmerized by this dynamic country and its charming, entrepreneurial people. From both a personal and professional perspective, I am pleased with my new role as now I can not only watch Turkey's progress but also be a part of it. The energy, business potential and cultural diversity is motivating and compelling - despite its geographical location at the southern tip of Europe, its dynamism is more comparable to that found in Asia and the Middle East. Turkey, however, is unique in that it is adeptly building a society that juxtaposed a rich culture and history with a modern infrastructure. As a regional powerhouse, Turkey plays a very important role in Clariant's global growth. While

the Turkish chemicals & chemicals product market has grown robustly in recent years, it still has significant potential. We intend to improve our market presence and generate additional growth through a sustained focus on innovation, creativity and entrepreneurship - influences that seem to resonate well with the Turkish business culture. To achieve this we will focus on organic and inorganic expansions across the board.

Name us two extraordinary things about your company?

Clariant has an important global footprint. We are active with our 110 companies in 53 countries. Many companies of this size and spread lose sight of their global responsibilities. We recognize ours, especially when considering the industries in which we operate. As such, we have ensured that sustainability became a strategic pillar for us, and this focus on sustainability is the second extraordinary thing about Clariant. We have been in the Dow Jones Sustainability Index (DJSI), one of the most renowned sustainability indices globally, since 2013. Clariant is among the top four of specialty in chemical industry in 2015 by demonstrating outstanding and sustainable performance in economic, environmental and social dimensions. Ultimately, we live in a small world and must be accountable for our actions when building a business that is sustainable and responsible as well as profitable.

What is the biggest challenge Clariant is facing in Turkey?

Much of our competition competes on price rather than quality. They look for short-term gains rather than long-term relationships. Clariant is the opposite – we compete on quality and strive to develop our relationships across the supply chain. We don't believe in shortcuts and are committed to providing innovative and technologically advanced chemical industry solutions for our clients.


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

The Turkish market is at a fascinating moment in its evolution, one in which a growing and more sophisticated middle class has significant purchasing power. We want to ensure that we are providing this growing market with the quality products they want. We have a number of business units ranging from Pigments, Functional Minerals (FM), Additives, Oil & Mining Services, Industrial & Consumer Specialties (ICS) and Masterbatches. Relevant to this growing consumer market, however, we plan to tap into the growing consumer demands in the evolving personal care industry through our ICS unit.

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

Turkish chemicals & chemicals product market have shown a strong growth in the recent years and at Clariant, we are committed to accelerate this growth and happy to be part of this commitment. We will continue to focus on organic and inorganic expansions across the board to add value to our stakeholders. We strongly believe that Turkey has a big potential and the chemical sector will be one of the key industry's to support the growth.

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

As a Swiss living abroad since 1995, the Chamber of Commerce in the country I was living in has always served as a professional and personal support for me. Moving to a new country is exciting but not without its challenges, yet I always found that the Chamber played an important role in my transition. Clariant Turkey joined the Swiss Chamber in 1995 and I hope to continue to strengthen as well as deepen our engagement with the Chamber. I strongly believe that a successful business is built upon a number of pillars, inclusive of the relationships it cultivates. 



INTERVIEWS



JULY 2015

Position Title

Country Manager at Zehnder Group

Emre İzzet Polat



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

First of all thank you very much for giving me this opportunity to represent our company in your Newsletter. In my early career, I worked at Eczacıbaşı Group where I held various management positions for 7 years. I then joined to Roca Group as Turkey Country Sales Manager. Lately, I took over the operational head and General Management of Grohe Turkey. Since May 2015, I'm the new MBU-Country Manager of Zehnder Group in Turkey.

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

Zehnder is an International Group with a strong family backing and headquarters in Switzerland. The company is listed since 1986 on SIX Swiss Exchange with around 550 mio Euro turnover. Zehnder Group is the leader in the high-end segment of the radiator market and the leading company in the comfort ventilation business. We produce Hydronic and electric steel radiators, ceiling mounted panels for heating and cooling, comfort ventilation and air treatment components and systems. The Turkish market is a dynamic and very competitive market. The Turkish economy slowed notably in the last quarter of 2014, dragged down by weakening domestic and external demand. For the full year 2014, the economy is expected to have expanded, although growth is projected to be below 2013's 4.1% increase. For 2014, the International Monetary Fund (IMF) believes that the Turkish GDP increased by 2.9%. The IMF, however, predicts that the GDP will grow by 2.8% in 2015 and 3.3% in 2016. Continuing political instability could present a risk factor for economic growth, particularly the

elections in June 2015.

Name us three extraordinary things about your company?

Group values, the most important asset is human invention, we always lead our sector with inventing new products. For example, Zehnder is the inventor of steel panel radiators and towel radiators we use right now in our bathrooms. We work for energy efficiency and create ecological awareness.


What is the biggest challenge Zurich Sigorta is facing in Turkey?

The biggest challenge we face in Turkey is creating the brand knowledge and brand image of Zehnder. Because we are very new in the country with Zehnder brand although we have a production facility in Manisa producing with local brands. Another challenge is the sharp fall in Turkish currency.

What are the gains?

To be in Turkish market is a must for Swiss companies. With around 80 mio. population and 28 average age, Turkish market will be always a satisfactory market for the future.

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

Our future plan is two sided. From one side, we will represent our brands Zehnder and Runtal to Turkish construction market and on the other side we are ready to grow our local factory in Manisa in a short time period. We are looking for a land to start building a new factory in Turkey. 

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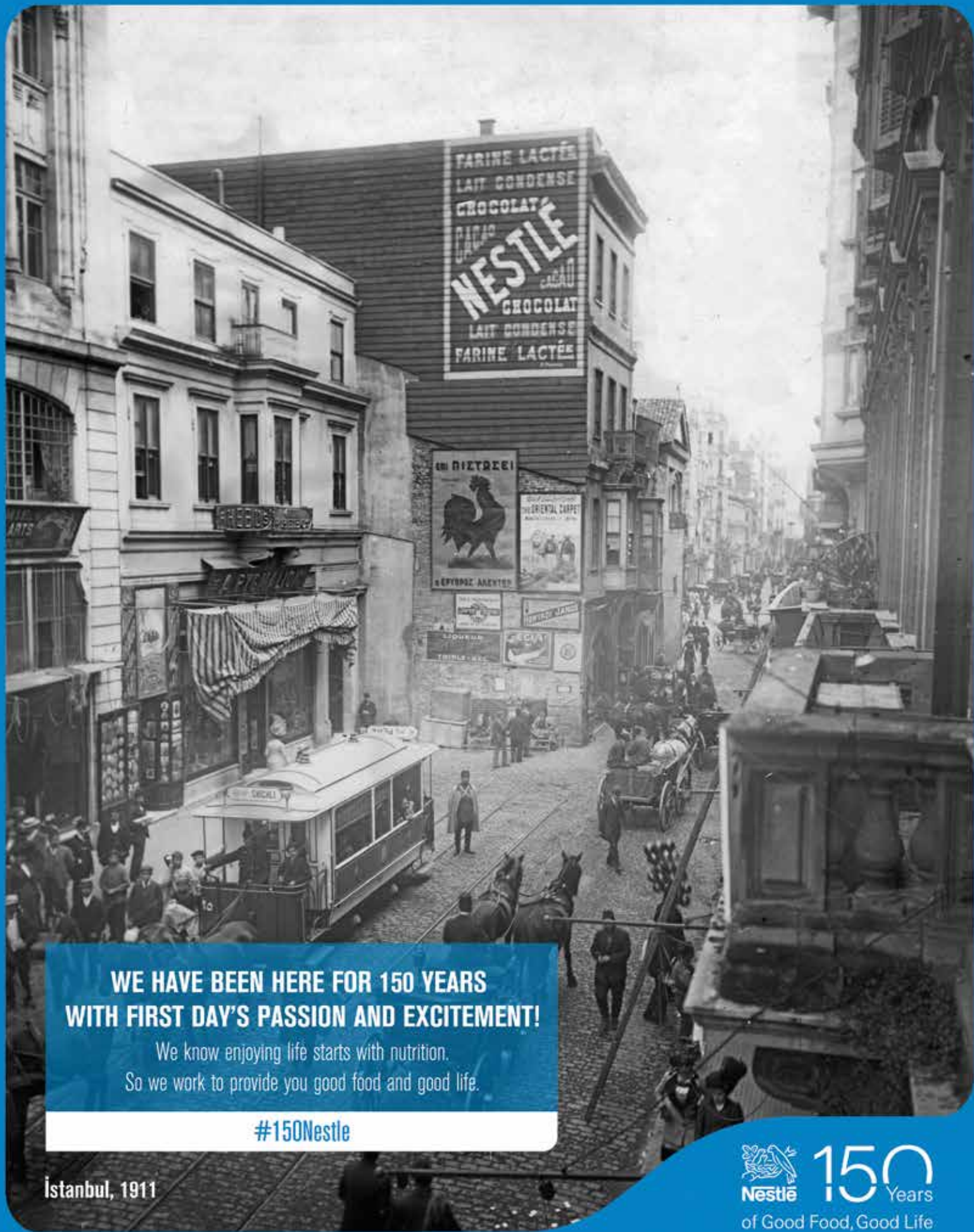
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