

e-Newsletter
July 2016

Swiss Chamber of Commerce in Turkey



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Müriyel Hayirel

Vice President of the
Swiss Chamber of Commerce in Turkey

Dear Readers,

It has been a real privilege for me to have served as a member of the Board of the Swiss Chamber of Commerce in Turkey over the past two years.

I am now delighted to take up a new position as your Vice President for a two-year term. In carrying out this role, I want to play my full part in promoting and deepening the close commercial and cultural links between Switzerland and Turkey. Everyone is fully aware of the bridge between Europe and Asia. In our Chamber, I want us to act together as a strong bridge that is built to grow and sustain lasting links between our two countries.

At Union Bancaire Privée, we are especially proud to sponsor the Chamber, recognising everything that it does to boost co-operation and trade. In a fast-paced, technical world that is increasingly inter-connected, I still see a deep need for real personal contact right across the spheres of business and culture. The quality of such individual relationships will help businesses to develop and will also create the sort of contacts that will offer greater durability and long-term value for all parties.

I am pleased to see just how active our Chamber is in Turkey. Its wide range of events reflects the input and needs of members and includes networking opportunities, specialist business briefings and many chances to unwind via a varied social and cultural calendar.

We all face keen challenges at the dawn of a changing regulatory world. As your Chamber, we are always on hand to assist and support you in your different businesses and organizations. We make it **our** business to keep **you** fully informed about all that we do to promote our aims.

I want to work closely with our President Arpat Şenocak and develop the close ties between the Swiss Embassy in Ankara, the Consulate General in Istanbul and the Swiss Business Hub.

I hope that it will be possible to meet up with very many of you over the coming months, perhaps at one of our events. Until then, I wish you all a sunny and enjoyable summer.

Sincerely yours,

Müriyel Hayirel



Sebastian Barth

Name: Sebastian Barth
Position Title: Hilti Turkey & Central Asian
General Manager
Date of Birth: 23/4/76
Place of Birth: Munich, Germany
Marital Status: Married
University: BA in Economics from University
College London and MBA from
Insead in Paris, France

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

Before joining Hilti family, I worked as a business consultant for McKinsey & Company for 9 years. In 2010, I joined Hilti in Shanghai as managing director of the Asian Solar Business. After that I moved to Munich where I acted as Sales Director for Hilti's core business in Germany for a year. At the beginning of 2016, I took on the role of General Manager for Hilti Turkey and Central Asia. My family and I live on the Asian side of Istanbul.

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

From a business perspective, Turkey is a large and highly dynamic country. With its rapid economic growth, particularly in the construction industry, it represents a great opportunity for us. In addition, construction companies appreciate the products and services Hilti offers. Therefore, we are very optimistic about our organization's continuous growth in coming years.

Personally, I greatly appreciate having the opportunity to work in such an inspiring environment. My wife and I both enjoy living in Istanbul. We like to people, food and energy in the city. Unfortunately, we have so far not been able to see much else of the country. But we have heard many good things and are eager to explore in the future.

Name us three extraordinary things about HILTI?

First, Hilti has excellent products and services. Each year the company spends several hundreds of millions Euros on the development of new products and services. With this we help our customers become more effective in their businesses.

Secondly, we have developed a performance oriented caring culture that we are very proud of. Our employees appreciate the energy we put into fostering this culture. In fact, in 2015 we were awarded the third place by the 'Great Place to Work' institution.

Thirdly, we have a direct sales force. This distinguishes us from other competitors in the field which usually sell through indirect channels such as shops or distributors. As a result, we can offer a higher service quality and better communicate the superior value add of our products.

What is the biggest challenge HILTI is facing in Turkey?

We believe that Hilti's products and services can significantly improve the safety and quality of buildings in Turkey. Turkey is located in an earthquake zone and the main reason for the destruction caused by earthquakes turns out to be the use of low-quality building materials. The challenge we are facing, is the lack of codes and regulations that make the use of safer building materials mandatory. We are working with universities and regulatory bodies to convince them of the benefits of using safer technologies.

Similarly, we believe that many of our products and services can make working conditions on Turkish construction sites safer. For example, we have developed hand tools that significantly reduce the risk of injuries on construction sites. The concern over health and safety is gradually increasing in the Turkish construction sector. The construction industry is generally one of the riskiest industries around the world. We need to further convince Turkish construction companies of the benefits with regards to health and safety of using Hilti tools and services. For many companies in Turkey low cost rather than a safe working environment is still the top priority.

What are the gains?

Turkey is a large market with a high potential for us. We grew more than 30% in 2015. We will continue to invest and are optimistic that we will grow substantially in the coming years.

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

Our objective is to continue to grow at rates that are significantly higher than those of the construction sector. We are planning to invest in several areas to achieve this growth. One area we want to invest in is our market coverage. We still have many opportunities to strengthen our presence in all channels. These include our direct sales force, the online business, Hilti Centers and our customer service. Strengthening our reach will allow us to more effectively bring Hilti's broad range of innovations to our customers. In fact, we are planning to launch 30 new products in Turkey every year. In addition, we will aggressively broaden our offer of value added services, in order to strengthen our position as a solution provider. Finally, we are working with universities and governmental institutions to help shape codes and regulations regarding the safety of buildings. We are particularly concentrating on building safety with regards to earthquakes and fire protection.

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

One of the things that people in Turkey are sometimes surprised about is the fact that Hilti is a direct sales company. That means we don't work with distributors to sell our products and services. This direct selling approach has unique advantages for Hilti. Firstly, it allows us to demonstrate the unique value proposition of our products and services to our customers. Secondly, it allows us to advise our customers regarding problems they encounter on job sites. As a result, customers view us as solution providers and partner as opposed to a mere product company. Thirdly, being in direct contact with customers allows us to collect real time feedback. We use this feedback to constantly develop our product and service portfolio.

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

The Chamber of Commerce provides valuable support to expats like me in adapting to a new professional and personal environment. It helps having a network of companies and professionals that face similar challenges and are willing to exchange experiences.

Hilti joined the Swiss Chamber of Commerce in 2010. I hope that we will further strengthen our relationship and engagement with the chamber in the coming years.



Swiss Alumni Interview Erman Kayar, Butcha Steakhouse Istanbul

Name: Erman Kayar
Company: Butcha Steakhouse Istanbul
Name of School: TESIS
Place: Lugano

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

Actually I attended to a high school in Switzerland. It is a boarding school in Lugano. I started as a 9th grader at 1993 and studied for four years through out my high school education and graduated in 1997.

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

I was too young when my parents came up with the idea me attending to a boarding school at Switzerland, I can say it was basically my fathers influence. We took a tour of schools in different cities of Switzerland to decide which school and town I was going to be studying. Lugano seemed like the best place for a 13 year old to be studying. One other reason for us to decide the town was the fact that my father's cousin had also studied in Lugano for 8 years during the 80's.

Do you have any special memories?

Everyday of the 4 years I was there had been very special, to be more general I have met with great people whom we still keep in touch on regular basis, looking back I see myself very privileged being given this chance.

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

Attending a boarding school at a young age is a very mind opening experience I had the opportunity to visit many cities all over Europe. Being away from your parents and maybe from your comfort zone makes you realize what you really are made of and gives you a great self confidence. Looking back I now clearly see that my character was shaped back then. Studying at an international boarding school I have created life long friendships and learned about many different cultures from all around the world. For instance my first year at school I had a Korean and an Irish roommate, I mean it was great trying to find our common grounds and being able to respect and appreciate our differences.

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

The school I attended was an American school, but yet again Switzerland holds many international schools and really makes you feel you are at home.

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

Switzerland is amazing the respect people show to each other, cultural differences of many nations melted in a pot, the world view of people are just incredible. You can go anywhere in Europe just in a couple hours of driving. Each year winter time our school moved to St Moritz it was great being able to ski through the best slopes in the world.

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

It is a great experience and privilege to be able to study in Switzerland. It is safe, modern and very welcoming. Education wise there many schools and academies whom hold the best instructors in the world combined with a centuries old stable education system. I would strongly suggest people to study in Switzerland.



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AREL, which was founded in 1994 by its engineer partners, is a family business with its head office in Ankara-Ostim. The company, carried its activities on heating ventilating air conditioning in early years, has accelerated its R&D works with its knowledge and has begun to manufacture its own patented and trademark registered products. By establishing a Chemistry group in 1999 besides Machinery group, it continued to carry out and develop its manufactures in a more professional way. It still continues to manufacture its Patented and Ministry of Health licensed products in its own plants. Some products manufactured by the company are air-cleaning and odorizing appliances (central and local), perfume manufacturing machine, filter systems, air fresheners and perfumes.

FOUNDER / CEO: ALİ RIZA EROĞLU

Education: Mechanical Engineering, Anatolian University Faculty of Engineering and Architecture

Interests: I have patent applications, research reports of which came and process of which still continues, some parts of which haven't been seen also in Wipo (ballistic, iterable energy resources, health, drone and similar). I would like to work with especially Swiss companies thanks to my company during the process of these patents, after research reports or by the time they are resulted in. Currently, my interview about one of my patent application research report of which just came from Wipo continues with an American company.

FUTURE PLANS OF OUR COMPANY:

Due to the fact that we began to devote more time to R&D and patent works personally and as a company, we want to become a company in which R&D works of these patents are carried out and licenses of patents are marketed by restricting manufacturing with specific products and taking more patents in the future. If we are able to reach the performance targets we want and plan, we will open new branches in foreign countries especially in Switzerland or establish new R&D companies. We want to inform you that we are open to the domestic and foreign universities and companies which want to work with us.

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EVENTS



11th May 2016, Gide Loyrette Nouel Financial results of reemployment decisions



The Swiss Chamber of Commerce in Turkey jointly organized a breakfast seminar with Özdirekcan Dünder Şenocak Law Firm, which is in association with the international law firm Gide Loyrette Nouel.

SCCT President Mr Arpat Şenocak, who sponsored this event, welcomed the guests before Att. Ali Osman Ak gave information about "Financial results of reemployment decisions". The informative two-hour seminar was followed by a fruitful discussion with all participants.



24th May 2016, Swissotel The Bosphorus Chamber Corner Event



The Swiss Chamber of Commerce participated in the second Chamber Corner Event this year, a joint organization with the German and Austrian Chambers of Commerce. The event took place at the beautiful Gaya roof bar of The Swissotel The Bosphorus with approx. 150 people attending. It was a great opportunity to meet the members of the other Chambers.



EVENTS



1st June 2016, Le Meridien Etiler Istanbul, L'éclipse Bar Summer Welcoming Cocktail Reception

The Swiss Chamber of Commerce in Turkey welcomed more than 200 guests at this year's Summer Welcoming Reception, kindly sponsored by Le Meridien Istanbul Etiler with the honorable attendance of the Consul General of Switzerland, Ms Monika Schmutz Kirgöz and SCCT President, Mr Arpat Şenocak.

Whilst enjoying delicious food and music on the beautiful terrace, our guests had the chance to win high-quality gifts from our sponsors at a lucky draw. All proceeds have been donated to the Darüşşafaka Society.



EVENTS



20th June 2016, Lugano Switzerland Global Enterprise Event

SCCT President Mr Arpat Şenocak attended a conference in Lugano that was organized by Switzerland Global Enterprise in Turkey and gave a speech on the «Geopolitical Situation and Impact on the Turkish Business Environment».

Also the following speakers were invited to give important information about Turkish-Swiss Business relations to the guests:

Business Opportunities in Turkey

Yasemin Öztürk, Local Trade Officer, Swiss Business Hub Turkey

Doing business with Turkish Partners

Chiara Crivelli, Head of International Desk, Ticino Chamber of Commerce

Alberto Lotti, General Manager, Axion Bank, Lugano

Doing Business in Turkey, Orhan Arikci, Pro Business Partners International, Lugano

The successful event was followed by a networking aperol.



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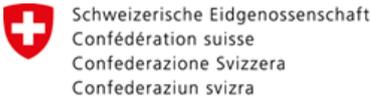
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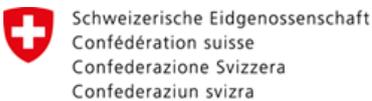
Consulate General of Switzerland in Istanbul



Türkiye Jokey Kulübü

St. Moritz Horse Racing Club at the Istanbul Racetrack when "White Turf turns to Green" on the 15th of May

The St. Moritz Horse Racing Club, the organizers of the world famous meeting on snow "White Turf" sponsored a race at the Istanbul racetrack within the framework of a cooperation agreement with the Istanbul Jockey Club. The successful promotional event, which took place under the patronage of the Consulate General, was attended both by the President as well as the Director on the Swiss Chamber of Commerce in Turkey. The numerous VIP guests at the Jockey Club were treated to typical Swiss culinary delights, whereas the Consulate General was present with an information desk.



Consulate General of Switzerland in Istanbul

Swiss participation in the 9th Istanbul Documentary Days from the 28th of May to the 2nd of June

Switzerland is well known for its production of high quality documentary films. In this context the Consulate General decided to participate with two Swiss documentaries "Melody of Noise" by Gitta Gsell as well as "Horizontes" by Eileen Hofer. The Consulate General was honoured that the latter accepted its invitation to come to Istanbul to attend the screening and give a talk to the large audience in the Goethe Institute. Eileen Hofer was also guest at the Summer Cocktail Reception of the Swiss Chamber of Commerce in Turkey on the 1st of June at Le Méridien Etiler.





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Consulate General of Switzerland in Istanbul

Swiss youth "coming of age" celebration at the Residence of the Consul General on the 10th of June

The Consul General, Monika Schmutz Kirgöz, invited Swiss youngsters living in Turkey for the traditional "coming of age" celebration at her Residence in Levent. After a welcoming speech by the Consul General, 17 youngsters between the ages of 16 and 19 and their parents were given presentations by the President of the Swiss Club Istanbul, the Swiss Military Attaché in Ankara as well as a representative of Educationsuisse in Berne. The aim of the event, which was held for the first time in Turkey, was to inform the youngsters about their rights and obligations as Swiss citizens living abroad. The ensuing Cocktail reception showed that there is a great interest amongst the youth for all Swiss related matters.

Solar Impulse 2 has arrived in Europe after 71 hours and 8 minutes of flying across the Atlantic Ocean on the 22nd of June

What a moment to remember! Bertrand Piccard has safely landed in Seville, Spain after spending 71 hours and 8 minutes flying across the Atlantic Ocean in a solar airplane, welcomed there by André Borschberg. He took off from New York City at 6:30AM UTC, 8:30AM CET, 2:30AM EDT on June 20th and has finally reached Europe after a spectacular flight. Charles Lindbergh completed the first transatlantic flight in 1927 from New York to Paris, and now Bertrand Piccard brings aviation to the next level with clean technology. I bet you Lindbergh never imaged a solar airplane could do the same. Watch the best moments of the flight here: <https://www.youtube.com/watch?v=9ExvAfoWwuo>



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Consulate General of Switzerland in Istanbul

swissôtel THE BOSPHORUS
ISTANBUL

Reception for Switzerland's 2nd round football game against Poland in the EURO 2016 on the 25th of June

Together with its outstanding partner Swissôtel the Bosphorus, the Consulate General organized a public viewing with cocktail reception for Swiss citizens, friends of Switzerland as well as members of the Polish Consulate General on the 25th of June on the terrace of the Café Swiss. Although Switzerland played splendidly, the team lost the match rather unfortunately on penalty shooting. Nonetheless, our congratulations go to Poland for the victory and for reaching the quarter finals!



Number of Swiss millionaires hits new record

The rich are richer than ever. The number of dollar millionaires in Switzerland increased by almost 5% last year, putting it in seventh place in a global wealth ranking.

The number of dollar millionaires rose by 4.5% to 358,500, according to the latest World Wealth Report by consultants Capgemini. Switzerland thus remained in seventh position, pulling away from eighth-placed Canada, which saw the number of millionaires fall by 3% to 321,000.

Whereas Canada had experienced economic problems last year, in Switzerland rising property prices and a higher savings rate had driven asset growth, said Capgemini analyst Tobias Wolf on Thursday.

While the weak economy had acted as a brake in Switzerland, Wolf said the so-called Frankenshock – when the Swiss National Bank lifted the minimum exchange rate of CHF1.20 per euro on January 15, 2015 – hadn't had an effect. The Swiss stock exchange reacted negatively for only a short period and the franc-dollar exchange rate had remained stable, he said on Thursday.

Dollar millionaires around the world last year amassed a total of \$58,700 billion (CHF56,250 billion), 4% more than the previous year and a new record.

A strong economy and higher stock prices pushed the value of wealthy people's assets up by 7.2%. Worldwide, the number of dollar millionaires increased in 2015 to 15.4 million, up 4.9%. To belong to this group, an individual needs assets of at least \$1 million, not including owner-occupied property, paintings or luxury cars.

Source: http://www.swissinfo.ch/eng/business/in-the-best-of-wealth_number-of-swiss-millionaires-hits-new-record/42246744

World's longest tunnel opens deep beneath Swiss Alps

Seventeen years after construction crews started boring beneath the Swiss Alps, the world's longest, deepest tunnel officially opened.

Fittingly for a project billed as Switzerland's "construction of the century," the Gotthard Base Tunnel was inaugurated amid colorful, sometimes surreal scenes, with visiting dignitaries treated to costumed dancers, fireworks and plenty of yodeling and alphorns. European leaders including German Chancellor Angela Merkel, French President Francois Hollande and Italian Prime Minister Matteo Renzi joined Swiss President Johann Schneider-Ammann on the first official journey on the line.

The 57-kilometer long (35-mile long) tunnel creates a high-speed rail link deep beneath the famous mountain range, connecting northern and southern Europe. And with characteristic Swiss punctuality, this major engineering feat has been completed on schedule. Reaching a depth of 2,300 meters (7,545 feet, almost 1.5 miles) the tunnel will slice an hour off the travel time between Zurich, Switzerland, and Milan, Italy.

Trains will travel the tunnel, which runs between the towns of Erstfeld in the north and Bodio in the south, in only 20 minutes, reaching speeds of up to 250 kilometers an hour (155 mph), according to the Swiss Travel System. Beyond the anticipated benefits for travel and trade, the project will provide a direct and economic route for freight transport. AlpTransit Gotthard, the company behind the construction of the tunnel, says the project will boost the efficiency and reliability of rail freight, making it more competitive.

Gotthard overtakes the 53.9-kilometer Seikan Tunnel in northern Japan as the longest rail tunnel in the world, relegating the 50.5-kilometer Channel Tunnel between Britain and France into third place.

Source: <http://edition.cnn.com/2016/06/01/europe/switzerland-longest-tunnel-gotthard/>

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