

e-Newsletter
September
2016



Swiss Chamber of Commerce in Turkey

PLATINUM PATRONS



GOLDEN PATRONS



SILVER PATRONS



EVENT PATRONS





Sami Sevinç

Managing Director - ABB in Turkey

Board Member of the
Swiss Chamber of Commerce in Turkey

Dear Readers,

I am pleased to address you as a new member of the Board of the Swiss Chamber of Commerce in Turkey.

Members of the Swiss Chamber of Commerce are representing different businesses and organizations. Our Chamber serves as a platform to build and sustain long term business relations between our countries and our companies. As ABB, we have been a member of the chamber since many years and we are pleased to observe the increase in the number of our members year after year. This is a strong signal of more Swiss origin entrepreneurs are taking part in the Turkish business environment. It is also a good indication of the collaborative and active Presidency of the Chamber. Therefore, I thank to Arpad Şenocak and his small but highly skilled team for their strong leadership.

I believe the Chamber is providing a good platform to learn from each other and exchange ideas for our businesses. Thanking for this opportunity, I would like to share our experiences in Turkey. ABB is the result of many acquisitions and mergers, starting with the 1988 coming together of ASEA of Sweden and BBC Brown Boveri Corp of Switzerland, two of the proudest and best known names in European electrical engineering history. Today, ABB is active in more than one hundred countries with around 135 thousand employees. ABB in Turkey is operating as a local company since 1965, with exports to more than 80 countries. Today we are about 1,800 employees with 7 factories and 7 service centers, in 5 cities in Turkey.

ABB is celebrating its 125th anniversary this year in Switzerland where its headquarters is located. Our technology has penetrated the whole world, from power plants to industrial robots, from rail transport to control systems. At the same time, the world is changing rapidly. ABB is driving this change with its technologies in power and automation industry. This year ABB marked its leadership in three significant projects all developed in Switzerland. Solar Impulse Plane, which completed the world tour with only using solar power; electrification of Gottardo Tunnel (57 km), which is the longest railway tunnel in the world; and TOSA electrical buses, charging 600 kV in 15 seconds. All these innovations are supporting our vision for power and productivity for a better world.

These and similar technological advances will strongly affect companies in the coming years, whether they are Swiss or Turkish. As entrepreneurs and business people, we can only sustain our long term goals by being able to adapt to change. Promoting export, increasing trade relations, nurturing cultural ties and sharing experiences are the topics which we can all benefit as the member companies of the Chamber.

Taking this opportunity, I thank the Embassy of Switzerland, Consulate General of Switzerland in Istanbul and the member companies for their great contributions.

Sincerely yours,
Sami Sevinç



Orhan Arıkcı

Position Title: Managing Director at **PRO BUSINESS PARTNERS INTERNATIONAL**
Date of Birth: 22/09/1964
Place of Birth: Biel/Bienne, Switzerland
Marital Status: Single
Education: Executive MBA in Business Engineering, University of Applied Sciences, Basel/Switzerland

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

After 46 years and with more than 30 years of Business and Management Experience in the Financial Services Industry in Switzerland, I moved to Turkey in 2010 to act for 3 years as CEO, Country Manager and Member Supervisory Board for a global acting Insurance Company.

In 2014, now with a pocket full of local Business and Management experiences and excellent connections in the Turkish Market, I started my own Company in Management Consulting to help foreign companies in different industries to start or even optimize their business also by being a door opener in Turkey.

In December 2015 and after 5 years in Turkey, I moved back to Lugano/Switzerland and founded PBP INTERNATIONAL, where I act as Managing Director. Together with my family I live and work now both in Lugano and also in Istanbul.

What does PBP International offer?

PBP INTERNATIONAL is a Partner for foreign Companies, Investors and Individuals who want to have success in Turkey and Switzerland. Together with our highly qualified and selected Experts and Partnerships in both Countries and all Industries, we support and help in how to start or optimize Business or Projects in these countries. Established by top Professionals with proven Business and Management Experience for many years together with excellent local Connections, we build a Business Bridge between these countries by providing **BUSINESS OPPORTUNITIES & CONNECTIONS**

(find the right Business Partner, Product, Service), **CONSULTING** (concrete results in Market Researches, Feasibility Studies, Company Foundation, Organisation, Strategic/Operational Consulting, Legal, Accounting, Real Estate, Insurance), **WEALTH MANAGEMENT** (individual and risk profile-based Positioning/Placing, Saving, Increasing and Managing of Assets in Switzerland) and **HEALTH TOURISM** (Esthetical Operations and Rehabilitations in Turkey).

What is your impression of Turkey, Switzerland and their markets so far?

With its population of nearly 80 Mio people and an average age of 29, Turkey is a large, young, modern and dynamic country.

From a business view, the Turkish economy has shown remarkable performance with its steady growth over the last years, and the GDP per capita highly soared up.

The increased purchasing power and demand of the population makes this country very attractive also for Swiss Entrepreneurs and Investors with innovative and competitive business ideas and solutions.

At the same time, also the export volume of competitive products and solutions “Made in Turkey” is growing continuously and becoming a Success Story in other countries.

Despite the actually quiet critical political situation and the polemic discussion about a possible EU-Membership, Turkey will – due to its power, potential and geopolitical situation - still and absolutely be a “Place to be” for foreign companies and their business the coming years.

On the other hand, Switzerland is the worldwide most competitive economy market. Its power of Innovation and Technology together with a liberal economic system, political stability, competitive fiscal system, security, excellent infrastructure, education system and life quality cause an increasing demand also by Turkish companies to found a Company in Switzerland or even start Partnerships with Swiss Companies.

At the same time and probably because of the events from July 15th, the interest and request for information beside wealthy Turkish individuals and families how or where to establish, invest, start business, buy real estate or place their kids in schools in Switzerland is increasing recently.

From that point, we think that the volume and relations in trade and business between Turkey and Switzerland will grow significantly in the next years and this is why we think that the importance of local experienced experts like PBP International will be the key factor to be and stay successful in these countries.

Name us three extraordinary things about PBP International?

ALL FROM ONE HAND: Thanks also to our partnerships with absolute and competent experts, PBP can provide all services from one hand.

EXCELLENCE IN RESULTS AND CONNECTIONS: We guarantee excellence in all provided services.

BEING LOKAL BUT ACTING GLOBAL: We are based in Lugano (Head Office) and Istanbul (Rep. Office) and operate in both countries.

What is the biggest challenge PBP is facing in Turkey and Switzerland?

“If you want to conquer Rome, you have to act like a Roman!”

So it's important to know the habits and patterns of the country you are doing business with. Turkey and Switzerland have many different traditional beliefs and values, therefore a clear understanding of them and their market will bring success.

Together with an excellent Market knowhow, also the specific regulations and provisions of each country have to be considered and applied before starting a project.

As PRO BUSINESS PARTNERS INTERNATIONAL, we offer our Experience, Business Knowhow and Connections to prevent bad Business experiences in these countries right from the beginning.

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

Our objective is to be the preferred and exclusive Partner from foreign companies, Investors and Individuals for Switzerland and Turkey.

We are actually organizing a roadshow together with local authorities and Chambers of Commerce in both Countries and different regions to present our Services to interested companies and individuals. This is planned to start by the end of 2016. All Members and guests are highly welcomed to these events.

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

Yes, we kindly ask interested companies and individuals to contact us directly per mail (info@pbp.international) or phone (CH: +41 (0)79 849 46 54 / Istanbul: +90 (0)532 323 08 94) for more detailed information about us or our services. Or just visit our Homepage on www.pbp.international.

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

We are a Member of the Swiss Chamber of Commerce since the beginning and appreciate the given services very much. It creates and simplifies the qualified exchange of information and synergy with other members and supports us in increasing our network with companies and individuals in both countries. Different events are an excellent environment and platform to communicate our Business Model and Projects.

PBP International is looking forward to strengthen the existing cooperation with the Swiss Chamber of Commerce and become a preferred partner between these countries in our services for the future.



Swiss Alumni Interview Erdoğan Cekicer, Cangrup Sigorta – Güneş Hotel

Name: Erdoğan Cekicer
Company: Cangrup Sigorta –
Güneş Hotel
Name of School: Institut auf dem
Rosenberg
Place: St. Gallen

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

For middle and high school, I studied at Institut auf dem Rosenberg. I have spent 5 years, between 1988 and 1993, ages 12 to 17 in St. Gallen.

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

My father was the mastermind behind this decision. I was 12 so I did not have a big opinion about the subject. It took my mother some convincing to get my agreeing though.

I was with my 15 years old sister and two cousins around the same age, which made things a little easier. We all went to a summer school to practice English in England previous two summers and had a great time. I guess we proved that time, that we could live away from home.

Do you have any special memories?

The president Mr. Otto Gademann was very much involved with day to day operations. I had an Italian friend, who was in trouble with the disciplinary board. He was nearly getting expelled. I asked for an appointment, he was kind enough to accept. I was 16 at the time. We argued about two hours and he made me believe that I convinced him not to expel my friend. That helped my self-esteem a lot. I understand now that he was letting me lead the conversation.

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

One can say that it builds your character up and you become who you are. I was an aggressive boy, not very easy to handle. Some of the instructors were very patient; they had a very big part in building my character. I had to learn a lot. Especially out of class routines.

Describe briefly the education system you received whilst in Switzerland in comparison to the Turkish one.

I studied under the Anglo American System in Switzerland. The Turkish Education System is based on studying every subject as you will become an expert. This is quite difficult and you find yourself memorising instead of learning. Under the Anglo American System, once you complete the requirements, you may choose the area according to your interests get the courses you want. It is a lot like University.

What do you appreciate most having studied in Switzerland?

Studying in Switzerland was a big privilege. You become very much a world citizen. You have the

opportunity to have friends all around the world and get to know about different cultures first hand when it matters. It becomes part of your life. You overcome all the discriminations you are being pushed to obey during a lifetime. Not many people would have the experience you would have to learn to appreciate your friends, fellow students life styles. Knowing what you know, you can set everybody around you straight when to comes to discriminations. All the conflicts in the world are because of not understanding the other one.

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

I recommend it very much. You learn to stand on your own two feet. You get to meet and live among all different cultures around the world. You learn to understand many different languages since your friends are native speakers. I believe those are much more important than the curriculum education.

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CO-RE-NA THERAPEUTICS SARL



Corena Therapeutics is an emerging company specialized in skin care by providing innovative distinctive approaches and products for skin problems. Daily application of skin care is essential for all individuals. Compromised skin barrier requires attentive skin care. Most exclusively, it is required for those who have skin conditions or skin sensitivity. With the unique biocide and cosmetic product lines, skin barrier is restored and the microbial barrier is re-balanced; in other words, Corena Therapeutics is offering multiplex effects in skin care.

Corena Therapeutics has been developing and manufacturing high-quality products for healthcare:

- Offers innovative and safe alternatives for skin care
- Employs a diverse workforce that values collaboration
- Adopts a professional approach in the work environment
- Fuses science and nature in skin care handling
- Uses the highest standards in the production

With a **vision** to enhance the products range by aiming the highest possible quality and to be one of the most reliable and effective skin care providers

And a **mission** to support the healthcare of individuals by offering superlative skin care approaches for both severe skin hypersensitivities and for optimal skin care.

The core values in Corena Therapeutics are driven by a desire to improve human life, achieve scientific excellence, operate within the highest standards of integrity, increase the accessibility of products and employ a diverse workforce that values collaboration. Corena aims at having the deepest knowledge in the area of expertise and enhancing unique products with each related development. The Company has the utmost respect and appreciation for culturally diverse workforce and believe that by creating a collaborative environment full of opportunities nurtures personal growth and consequently contributes to the value of the company.

The company office, located in Lugano (Switzerland), houses young and dynamic team and by combing them with the highest technology and standards production quality, Corena Therapeutics increases the availability of our innovative products worldwide everyday.

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Consulate General of Switzerland in Istanbul



Swiss Architect Le Corbusier honoured at the 40th session of the UNESCO World Heritage Committee in Istanbul from 10th to 17th of July 2016

The Consulate General had the privilege to represent Switzerland at the 40th session of the UNESCO World Heritage Committee which was held from the 10th to the 17th of July in Istanbul. The Committee voted to inscribe two sites in Switzerland of the world famous Swiss Architect Le Corbusier on the World Heritage List; being “La Clarté” in Geneva as well as “Villa Le Lac” in Corseaux, Canton of Vaud. With these, Switzerland now disposes over a patrimony of 13 UNESCO sites.



Switzerland concludes successfully the Olympic games with 7 medals!

Switzerland's participation at the Rio Olympics can be considered successful for such a small country. In fact the country managed to win 3 Gold (Cycling, Rowing and Mountain Bike), 2 Silver (Tennis and Triathlon) and 2 Bronze (Gymnastics and Rifle Shooting) medals.



The eerie calm of the Swiss franc after Brexit

Safe, but still vulnerable to aftershocks, Switzerland is a good place to watch financial market earthquakes such as the UK vote to quit the European Union.

Much of the wealth of the world's richest families and entrepreneurs is channelled by banks in Zurich and Geneva. The Swiss franc - a "haven" currency - acts as a gauge of global investor nervousness. At the tensest moments of the post-2007 global and eurozone crises, the currency appreciated sharply, except between September 2011 and January last year, when its value against the euro was capped by the Swiss National Bank (SNB).

But so far, and to the surprise of many, the Brexit vote is failing to have the impact on the Swiss currency and the affluent Alpine economy that might have been expected. That could either be good news for global investors or, and unfortunately more likely, the latest ominous warning of how central bank actions are suppressing volatility and distorting market signals.

Initially, the June 23 vote seemed a significant and unexpectedly-negative event - or unexpectedly positive for Swiss banks looking for a short term lift to revenues from trading on behalf of panicking clients.

While in the first three months of this year Swiss bankers complained global market turbulence had paralysed activity, their second-quarter results were boosted by the volatility surrounding the Brexit vote.

The difference was that Brexit decision was seen initially as unequivocally bad news for Europe. "The moment something happens which gives [markets] a clear direction, down or up, then volumes pick up," explained Boris Collardi, chief executive of Julius Baer.

Subsequently, however, the fallout from the Brexit vote has appeared rather less dangerous.

Full article: http://www.swissinfo.ch/eng/business/foreign-exchange_the-eerie-calm-of-the-swiss-franc-after-brexit/42392168

Geneva slashes corporate taxes to appease critics

On the same day that the European Commission demanded that Apple pays €13 billion (CHF14.2 billion) in backdated Irish taxes, the Geneva cantonal government announced plans to cut its corporate tax rate from 24% to 13.49% whilst ending special treatment for foreign firms.

Geneva's decision comes in the wake of European Union pressure to end "harmful" tax practices that effectively gave subsidies to multinational companies with offices in the canton. Such changes are being implemented across Switzerland, driven by a federal reform of corporate tax rules.

In March, canton Vaud - which also plays host to many foreign multinationals - voted to reduce its corporate tax levy from 21.65% to 13.79%. In 2011 Neuchatel also reduced its tax bill from 22.18% to 15.9%.

The Geneva government's planned cut should enter into force from 2019 and be subject to a five-year transition period. The government estimates that changes to the corporate tax rate will result in an estimated CHF440 million in lost income over a five-year period.

The next step involves a consultation period between concerned parties until October 14. The proposal will then be discussed in the Geneva parliament in November and could be subject to a local vote.

For several years Swiss cantons have competed with European countries, such as Ireland, Luxembourg and the Netherlands, to attract the regional headquarters or research centres of multinational corporate giants.

Geneva, Vaud and some other cantons boosted their appeal by taxing such foreign entities at a lower rate than domestic firms. This has helped persuade the likes of Cargill, Procter & Gamble and Caterpillar to set up offices inside Switzerland.

Full article: http://www.swissinfo.ch/eng/business/attracting-multinational_geneva-slashes-corporate-taxes-to-appease-critics/42409766

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