

e-Newsletter January 2017

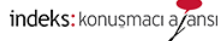
Swiss Chamber of Commerce in Turkey



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Arpat Şenocak

Chairman
Swiss Chamber of Commerce in Turkey

Dear Readers,

As 2017 starts, I would first of all like to express all my best wishes for this new year.

Turkey has been facing difficult times over the past months and all of us have unfortunately been affected personally and professionally by the series of events that have been occurring all around the country.

Each of these events taken separately would have been a major challenge for any other country, but Turkey has been able to somehow overcome the impact of this negative climate and keeps moving on. Nevertheless, it goes without saying that the political situation surrounding the constitutional amendments brought to the Parliament in early January and the upcoming referendum are concerning issues and will not contribute to easing the increasing tensions.

The current context shows that Turkey needs more than ever to turn back and focus on the main asset that made it a greatly successful country few years ago: its young population!

The main driver that will help Turkey moving out of the dark is indeed an educated society having the capacity and the vision to develop value-added and innovative products, able to compete with the world.

This can only be achieved with the strong support of the business community on the education of the younger population. As the Swiss Chamber of Commerce in Turkey, we wish in this respect to dedicate part of our time and efforts to support these kinds of initiative and will try by doing so to contribute as much as we can to the development of our country.

Additionally, and in the continuity of the latest Swiss-Turkish Economic Forum we organized in December 2016, we also aim at focusing this year on the digital trends surrounding our lives, especially under the umbrella of key topics such as Industry 4.0 and smart cities. As always, we will target to bring to the members of our Chamber access to the most reputable Swiss and Turkish experts in this field, and work upon the creation of synergies between business communities, academia and governmental organizations from both countries.

I truly hope that 2017 will turn to be a much more successful and peaceful year than expected and look forward to meeting you very soon on the occasion of our upcoming events.

Sincerely yours,

Arpat Şenocak
Chairman



Coraline Chapatte

Company: columnist, blogger, motivation speaker, triathlete, manager and entrepreneur

College: Gymnase cantonal de Neuchâtel, Lycée Denis-de-Rougemont (1996-1999)

Université de Neuchâtel - Economics (2000-2005)

I was born in Switzerland and therefore had all my education in Switzerland. In Switzerland (at least at that time, except for medicine), there is no exam to enter University and you can change your orientation.

My dream was to be a journalist and therefore I studied Latin and modern languages at high school. But when I got 18 years, I realized that if I would continue to study literature at University, this would only lead me to be a teacher. So I decided to give a new challenge and to go for Economics. I studied 4 years in my home town Neuchâtel. After 2 years of general Economics and Management, I chose political economics for my 2 last years. We were only 15 or 16 students so it was a big chance to be very close to the professors. Actually it was both an advantage and a disadvantage: no chance to hide the fact that you don't master a subject, the professors were calling you to blackboard like a teacher would have done in the elementary school. Talking about elementary school, I want to take the chance to share with you about something which changed my whole life, gave me a lot of self-confidence and made me break all my fears. When being 6 years, I had to go to school by bike every day to the nearby village. Under the rain, carrying school and sports bags, sometimes having to repair a flat tyre or to put back into place a chain which came off. I think it was the best way for me to start to learn life "by doing".

At the moment, I make a Masters in Sports management and Sports psychology at the Marmara University. So I can bring up some differences about studying in Turkey and in Switzerland. The biggest difference for me is the distance between students and professors. I have the impression that in Turkey the students are closer to the professors that they are in Switzerland as well that the students are more cool about meeting the deadlines to give back articles or assignments. Even if I have been living in Turkey now for 9 years, I was really surprised about the kind of casualness of the students when they have to give back an assignment as well when not being on time at the lessons. In Switzerland, you could barely imagine to ask her/his mobile phone number to a professor. But here the professors here in Turkey take place in whatsapp group with their students in order to make update about the lessons.

In general, Swiss people are much more attentive to the diplomas hold by the people. In Turkey, what you study is important for your social status and the level you occupy in a company but most of the time the people are not directly working in the field they have studied. I have the impression that it is less common in Switzerland to switch from one industry or sector to another.



Coraline Chapatte

So Switzerland is a good option for young people who want to study abroad but I want to say that studying and living in Switzerland is not easy.

First of all, the future students should at last be able to speak French or German further English. And they shouldn't behave with complexes when being in Switzerland. Turkish people have great adaptation, innovation, interpersonal and relational skills. This is one of the reasons why it is easier to change from one industry or sector to another in Turkey.

A small word about my own experience and life course. I graduated from Economics in 2005 in Neuchâtel, had had a position as product and offer management at the SBB-CFF-FFS (Swiss Federal Railways, the national railway company of Switzerland) during 3 years. In 2008, I went to Kaş/Antalya for 3 month in order to pass my scuba diving dive master certification. The initially planned 3 months turned into 3 years living and working in Kaş as a dive master, underwater photographer and videographer, sales manager and reservation of the travel agency, creating and updating the website.

In 2011, after 3 years in Kaş, I felt that it was time for me to go back to corporate life and and not to Switzerland. The Swiss girl I was (or that I still am) was wondering about this big city, we knew as Byzantium and Constantinople at school.

I first had a position as event manager in company organizing international sailing races, then moved to pharmaceutical sector and finally ended in sports sector. My first love. When studying at the University of Switzerland, I used to work as a sports journalist and I always have been a dedicated athlete: I started to ski before I could even walk and participated in my first running race at age 4.

Since 2013, I have been working as sports manager and I do also some coaching for some athletes and runners. Extra to that write for my blog www.runcora.com (which has been chosen in 2016 among the three best running blogs in Europe), the Swiss newspaper Le Temps, give motivation talks to companies and I am a half professional triathlete (3rd rank at the Turkish championships in 30+ age category and 5th rank in 35+ age category at Gloria Ironman 70.3 in October 2016).





07th December 2016, Swissôtel the Bosphorus XII. Swiss Turkish Economic Forum

The XII. Swiss Turkish Economic Forum was held at Swissôtel the Bosphorus under the topic «**Digital Change in Life Sciences**».

SCCT President Mr Arpat Şenocak, Consul General of Switzerland, Ms Monika Schmutz Kirgöz and Head of Economic and Cultural Affairs, Embassy of Switzerland Dr. Christina Bürgi Dellsperger welcomed the guests with their opening speeches.

Distinguished speakers (see next page) from Turkey and Switzerland shared their views on digital change in the pharmaceutical and medical sector.

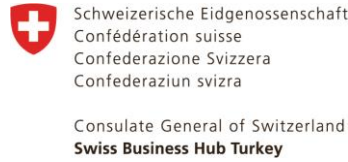
Approximately 100 participants attended the Forum including visitors, speakers and firm representatives. The successful forum was followed by a networking luncheon.



Our Speakers

- Prof. Dr. Vincent Mooser, Head Department of Pathology and Laboratory Medicine CHUV, Lausanne University Hospital
- Elif Çelik, Executive Vice President Healthcare Division of Eczacıbaşı Holding
- Paulo Neto, Head of Customer & Business Excellence of Roche Turkey
- Dr. Maria Christiane Brockes-Bracht, Director of “Telemedizin” at Zurich University Hospital
- Prof. Dr. Osman Uğur Sezerman, Acıbadem University Medical Faculty, Head of Biostatistics and Medical Informatics Department
- Prof. Dr. Siddika Semahat Demir, Former Rector of Kültür University Istanbul
- Adrien Brossard, Financial Analyst, Pictet & Cie SA

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16th December 2016

New Year's Breakfast with Tektaş

SCCT Member «Tektaş Watches and Jewellery» invited press members and representatives of the Swissness in Istanbul to a New Year's Breakfast in the Audemar Piguet/ Chopard / Patek Philippe Boutique in Nişantaşı.

Consul General of Switzerland, Ms Monika Schmutz Kırgöz, SCCT Director, Ms Eda Akalın Hoşceylan, SBHT Director Mr Mehmet Yıldırım and Chairman Swiss Turkish Business Council of DEİK, Mr Ali Kibar were among the honorable guests.





"For the children in hospitals and institutions we have at heart to contribute to their well being by offering visits from professional artists trained to work in a medical environment"

Since 1998, Theodora Sevgi Doktorları continue to perform thousands of regular weekly visits to children by offering smiles and moments of joy.

Today our programme is active in 8 hospitals and 1 specialist care centre for children with disabilities. In 2016, our 10 "Sevgi Doktorları" spread smiles and moments of happiness to more than 25,000 children.

Funding the visits of Sevgi Doktorları to children, is entirely based on the kind support of donors and partners. If you consider becoming a partner with us, we would be glad to work collaboratively in order to support hospitalized children in Turkey.

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FAIRMONT QUASAR ISTANBUL IS NOW OPEN!

Bringing guests remarkable hospitality experiences at legendary hotels around the world, now the century-old Fairmont brand has opened its doors in Istanbul on January 16, 2017.

Fairmont Quasar Istanbul, presiding over the vibrant Mecidiyeköy area with its rich and eclectic blend of office towers and shopping malls, colorful side streets and neighborhood shops, is at the crossroads of Istanbul with easy access to and from both airports and a short walk to the metro, providing a quick and easy access to the Grand Bazaar, the Taksim Square cultural and Maslak financial district.

With its 209 guest rooms including 25 suites, diverse selection of restaurants, lounges and bars and the relaxing Willow Stream Spa, Fairmont Quasar Istanbul, in touch with the pulse of the city, is the perfect place for exploring this destination that has fascinated travelers for millennia...

UNIQUE FEATURES

- Close to main business districts and shopping centers
- 209 luxury rooms and suites with contemporary design with city, Bosphorus and Old City views
- Specialty restaurants featuring seasonal and local ingredients and Turkish food
- Luna Ballroom with access to the garden through its foyer
- Spectacular outdoor pool overlooking the Bosphorus
- Renown Willow Stream Spa
- Fairmont Gold Floor, a hotel within a hotel where the art of flawless service is elevated to a whole new level in order to create an exclusive personal experience.

WE LOOK FORWARD TO WELCOMING
YOU TO ISTANBUL...

For reservations:

E: istanbul@fairmont.com



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Consulate General of Switzerland in Istanbul

Administrative Announcement

The Consulate General of Switzerland in Istanbul is pleased to announce that, as from the 1st of January, it has taken over responsibility for cultural and other Switzerland related tourism promotional issues for the whole of Turkey. Please do not hesitate to contact us. We are open for Turkish-Swiss cultural cooperation!

Closing the Swiss cultural year 2016

Human Rights: Film Festival “One World” with screening of Swiss Documentary

The last Swiss related cultural event of 2016 took place within the frame-work of the annual “One World” Festival. The Swiss movie “Return to an Illusion” was shown in Istanbul and Ankara on the 16th and 17th of December in cooperation with the European Delegation to Turkey. The Consulate General invited the Swiss director of movie, Claudio Recupero from Geneva, who attended panel discussions in both cities.



Kicking off the cultural year January 2017

Theatre: Swiss-Austrian cooperation

The cultural year kicked off with a Swiss-Austrian cooperation on the Anatolian side of Istanbul: The famous theatre interpretation „A is another” by a bi-national play writer team consisting of Austrian Bernhard Studlar und Swiss Andreas Sauter had its successful Turkish Premiere in Moda Sahnesi on the 4th of January.





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Consulate General of Switzerland in Istanbul

Music: An enchanting baroque evening

On the 12th of January the twenty-member Swiss baroque orchestra “Cappella Gabetta” performed in the concert hall of İş Sanat. Under the direction of concertmaster Andrés Gabetta, the well-attended event saw the musical duel of the two shining stars of the international opera scene, Faustina Bordoni and Francesca Cuzzoni. This special night offered the audience a wonderful experience filled with baroque repertoire.



Cinema: A “feeling” of the Oscar Awards at Istanbul Modern

Sponsored by the Consulate General of Switzerland, Istanbul Modern Cinema screened on the 22nd of January the Oscar Academy nominated animated movie “My life as a Zucchini”. This highly melancholic and dark stop-motion animated film by Swiss director Claude Barras reflects the strength of a child’s heart and frequently makes audiences burst into laughter. The Consulate General will screen the movie again at the end of March in cooperation with the French Cultural Institutes in Istanbul, Izmir and Ankara within the framework of the language Festival “Francophonie”.



More Swiss companies bring apprenticeships to US

The number of companies planning to export the Swiss apprenticeship model to the United States has risen sharply, US officials say.

Another 12 Swiss businesses signed on with plans to expand or create new apprenticeship programmes on American soil, which brings the total of “committed companies” to 30, the outgoing US Ambassador to Switzerland and Liechtenstein, Suzi LeVine, announced on Monday.

“This expansion of opportunities is proof of the strength and depth of US-Swiss economic ties,” LeVine said in a statement that coincided with the start of the World Economic Forum in Davos and a state visit to Switzerland by Chinese President Xi Jinping.

“Companies in Switzerland have perfected the apprenticeship model to the benefit of everyone – young jobseekers, educational institutions and the corporate bottom line,” said LeVine, who will step down on January 20 when US President-elect Donald Trump is sworn into office. “Now, drawing on the strong US-Swiss partnership, new paths to success will open up for more US communities.”

“This report establishes new criteria. It is a must for all people concerned about the future of Switzerland,” said climatologist Thomas Stocker, co-chairman of the Intergovernmental Panel on Climate Change (IPCC) Working Group I, in a statement.

The report is based on data from the IPCC's 2014 Fifth Assessment Report, plus additional scientific data specific to Switzerland, and was compiled over the course of three years by some 75 Swiss scientists and 40 expert consultants.

For example, Nestlé Group, through its US subsidiaries, now offers 26 programmes in 18 states across the country. SFS Group launched programmes in North Carolina, Ohio and Pennsylvania, and has plans for a Swiss-US exchange. Mercuria Energy began a programme in Texas, while Zurich Insurance Group started one in Illinois, and Mikron Group in Colorado.

Full article: http://www.swissinfo.ch/eng/business/apprenticeships_more-swiss-companies-bring-programs-to-us/42844400

University overseer: EU ties key to Swiss innovation

The president of the organisation governing Swiss universities says the free movement of people is essential to Switzerland's top innovation standing in the world and that uncertainty over bilateral agreements with the European Union has already taken its toll on the research sector.

Michael Hengartner, the rector of the University of Zurich who is also the head of the umbrella organisation swissuniversities, told the Schweiz am Sonntag newspaper that the number of Swiss researchers involved in the Horizon 2020 European research programme had dropped by half since Switzerland's voters chose to place quotas on EU immigrants in 2014.

“We are taking on ten times fewer leadership positions in European research programmes than before,” Hengartner added. “Good researchers are not coming to Switzerland because they can't be guaranteed enough security for their project financing and don't know what the future holds.”

Full article: http://www.swissinfo.ch/eng/research-collaboration_university-overseer--eu-ties-key-to-swiss-innovation/42454390