

e-Newsletter
May 2017

Swiss Chamber of Commerce in Turkey



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Monika Schmutz Kirgöz

Consul General of Switzerland

Looking back at nearly six intense and rewarding years with our chamber

When I first arrived here, little did I know that I would have the pleasure and honour to develop such an intense working and friendship relationship with our dynamic chamber for close to six years, first under the guidance of Doğan Taşkent who subsequently handed over the reins to Arpat Şenocak. Both were/are outstanding Chairmen who put Swiss exquisiteness such as innovation, arbitration, R&D, education - to name only a few - on the Turkish map.

I can proudly state that our institution is a Boutique Chamber. We have dedicated board members, who despite their busy agenda and high-level profile, always find time to share their knowledge and expertise with us, thus not only contributing to the high professional standard of the Chamber but also furthering Swiss Turkish relations. They see the bigger picture and give us strategic guidance. I wish to express my gratitude to each and every one of them.

Having learnt a lot from all of you, I will especially remember the finest anecdote by one of our board members describing the actual state of the Turkish economy. I often use this analogy when "selling" Turkey to our businessmen and women willing to invest in this bubbling city: *"Investing in Turkey is like being on a Roller-coaster; if you have a good enough stomach, you will enjoy the ride!"*

On a more serious note, despite current uncertainties and turmoil in the broader region, I personally strongly believe in the resilience of the Turkish economy which, based on a highly motivated, young, dynamic and educated workforce, is outperforming the rest of the world when it comes to the service sector.

I don't know of any other country which has such strong service oriented DNA in its genes. I therefore will always remain optimistic and a strong supporter of this unique nation.

I am sad to leave you, dear friends of the Swiss Chamber of Commerce in Turkey because during our shared and unforgettable six years we managed to achieve great results. This in particular thanks to the exemplary cooperation of our various key players, including the Chamber, the Consulate General, the Embassy as well as the Swiss Business Hub in Turkey. I am convinced that we managed to attain a far greater and more widespread impact than we ever would have initially dreamed of.

My successor, Nathalie Marti, has the privilege to take up her position in one of the world's most important international trade hubs with the well-established structures of our enlarged Swiss commercial family. I know that she can count on you and that she has in the person of our Director, Eda Hoşceylan, and Vice-Director, Seda Türkyılmaz, two competent consultants who will accompany her first steps into our circuit which I will certainly miss tremendously.

I take this opportunity to thank you all wholeheartedly for your constant support and friendship. You made my 6 year long stay unforgettable. So I won't bid you farewell but just say AU REVOIR!

Yours sincerely,

Monika Schmutz Kirgöz



Jacques Morand

Grand Hyatt Istanbul, Area Vice President South Eastern Europe

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

I was appointed area vice president and general manager of Grand Hyatt Istanbul in 2013. This is the third time I have been general manager of Grand Hyatt Istanbul, with the first time being when I opened the hotel in 1994. I am delighted to return to Grand Hyatt Istanbul, not only because I opened the hotel and it will always have a special place in my heart, but also because it is the city where my family lives. I have a lovely Turkish wife and we have a 15-year-old son.

After graduating from Lausanne University with a degree in hotel management, I gained experience in Switzerland, Saudi Arabia, Africa and Egypt. I joined the Hyatt™ family in 1990 as general manager of Hyatt Regency Casablanca, and then I managed Hyatt Regency Istanbul from 1992 to 1995. I was then appointed area director and general manager of Hyatt Regency Rabat, and was later transferred to Hyatt Regency Belgrade as its area director and general manager. From 2001 to 2008, I returned to Hyatt Regency Istanbul as general manager and area vice president. I moved back to Belgrade in 2009, becoming area vice president and general manager until 2012. For the last two years, I have been working as area vice president and general manager of Park Hyatt Zurich.

What does Grand Hyatt Istanbul offer?

Grand Hyatt Istanbul is a stylish five-star urban hotel located in Taksim in the heart of the city's business and entertainment districts, offering benefits for both business and leisure guests. The hotel has an

intimate structure that appeals to a variety of guests—locals and international visitors alike. The hotel has 360 rooms, including a presidential suite and eight comfortable apartments, which are perfect for family and long-stay guests. Grand Hyatt Istanbul also offers plenty of culinary variation, featuring both regional Turkish and Mediterranean cuisine at its 34 restaurant. We have very experienced chefs and we also give opportunities to many talented young chefs to become a part of our team in the future. The hotel has 19 meeting rooms with advanced technology, including The Mansions, which offers residential-style meeting venues. During summer, our swimming pool and Gazebo bar is a cool place that caters to internal and external guests.

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

Turkey is a wonderful country that has so much to offer. Unfortunately, the tourism market has been severely compromised recently. It is sad, especially considering the beauty of the country and its coasts. Istanbul tourism is also down due mainly to the recent terrorism, as well as some political instability. The incentive and business meeting segments are especially concerned. The majority of international hotel companies are represented in Istanbul, making the level of service experienced in our city very high. Due to the recent tourism slowdown, there is some very good value for the money.

However, having known Turkey for so long, I am sure the tourism industry will rebound like it has in the past.



Jacques Morand

Grand Hyatt Istanbul, Area Vice President South Eastern Europe

GRAND | HYATT™
ISTANBUL

Name us three extraordinary things about Grand Hyatt Istanbul?

With its garden, it promises a calm atmosphere in a crowded neighborhood.

Its open-kitchen restaurant offers many delicious dishes.

The building is appropriate and reflects the general architectural structure of the city (especially being adjacent to Yıldız Teknik University).

What is the biggest challenge Grand Hyatt Istanbul is facing in Turkey?

Tourism depends on the personal economic well-being of people. Since 2010, tourism has been steadily growing on a worldwide level—despite several terror attacks and political turmoil. Turkey is experiencing firsthand how much of a devastating effect diplomatic problems can have on holiday destinations such as Istanbul and Antalya in Turkey, but I believe that the country will survive this very soon and that the tourism sector will start to grow again.

What are the gains?

The number of Arab tourists visiting Turkey has dramatically increased during recent years, making the country a favorite destination in the Arab world, while tourism figures for one-time popular Arab destinations such as Jordan and Egypt have plunged sharply.

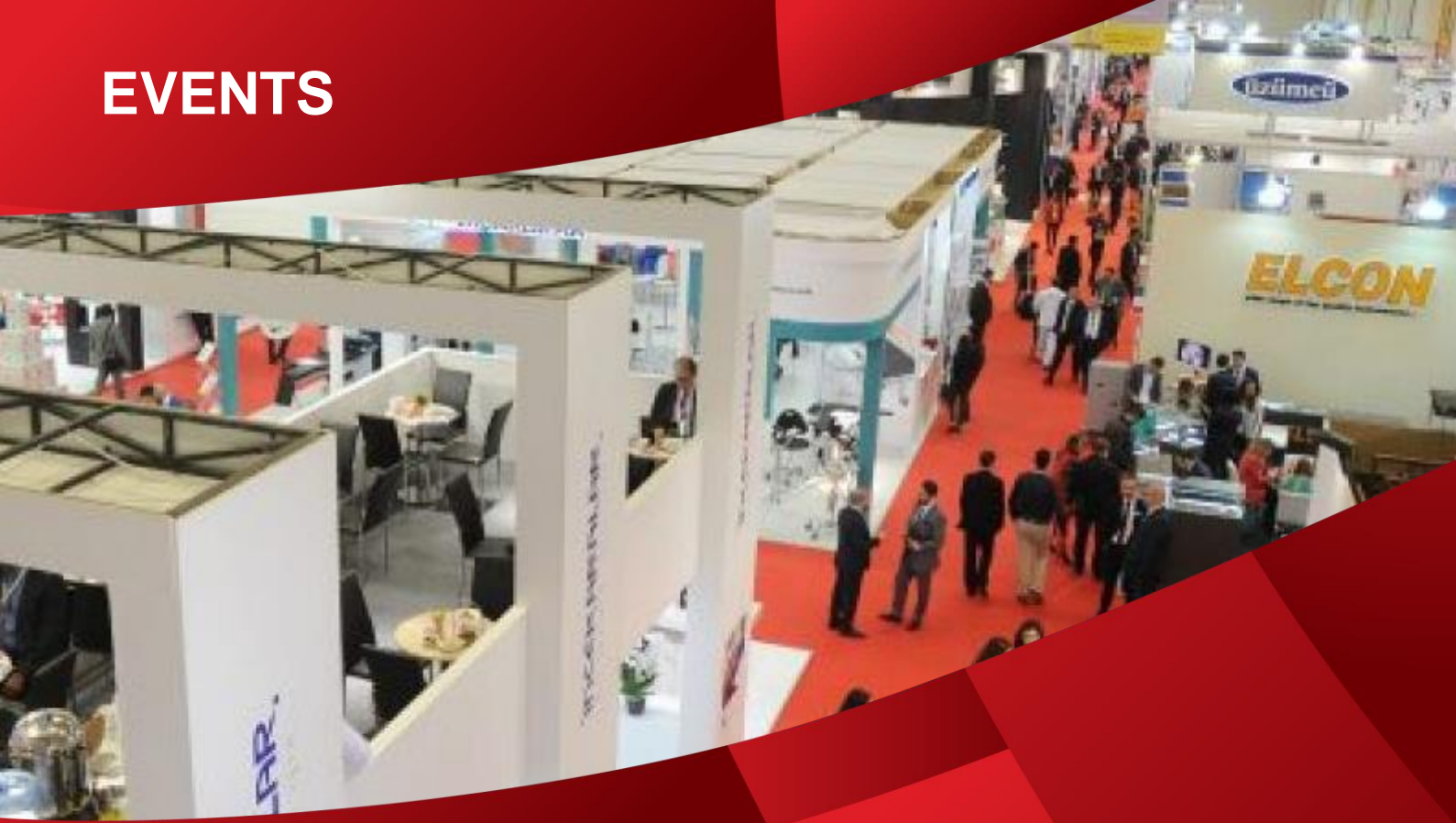
What future plans does your company hold and what are your upcoming projects?

We are planning a renovation in 2018, as our last renovation was in 2003. Hotels are like beautiful women who feel better with makeup.

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

The Swiss Chamber of Commerce is an excellent tool for reaching companies through its SCCT newsletter.

EVENTS



30 March - 2 April 2017, TÜYAP EXPOMED 2017

The Swiss Chamber of Commerce in Turkey, the Consulate General of Switzerland and Switzerland Global Enterprise jointly participated at this year's EXPOMED fair and gave detailed information about Switzerland and its business opportunities to interested companies of the medical sector.



EVENTS



→KHK'lerde başvurunun veya hakkın birden fazla kişiye ait olması durumunda Enst
nezdinde yapılacak işlemlere ilişkin herhangi bir hüküm bulunmamaktaydı.

→ Yeni Kanunla birden çok hak sahipli başvurularda ortak temsilci seçilecektir, ortak
atlanmamışsa başvuru formunda adı geçen ilk kişi yetkili olacaktır. (SMK m.147)

→ Bu hükümle beraber tebligat sorunu çözülmüştür.

Gide
12 Nisan 2017

12th April 2017, Gide Loyrette Nouel Breakfast Seminar



The Swiss Chamber of Commerce in Turkey and Gide Loyrette Nouel jointly organized a Breakfast seminar on the

"The Industrial Property Law no. 6769 and Introduced Changes"

Özdirekcan Dünder Şenocak Attorney Partner, Esra Dünder Loiseau, and the lawyers Arzu Bekem, Burcum Evgin and Neşe İnanç presented the following topics:

- Brief Facts on the Industrial Property Law
- Trademarks
- Designs
- Patents and Utility Models
- Other Industrial Rights and General Provisions

EVENTS



19 - 21 April 2017, ICC

ICSG 2017 – Smart City and Smart Grids



The Swiss Chamber of Commerce in Turkey and the Consulate General of Switzerland and Switzerland Global Enterprise jointly participated in this year's **Smart City and Smart Grids fair (ICSG Istanbul 2017)** and gave detailed information about Switzerland and its business opportunities to interested companies.

What is a smart grid?

The main purpose of smart grids is to prevent power cuts through automatic measuring systems by conducting situation analysis; to provide grid reliability by controlling over loads and failures; to include renewable energy resources into the system and; to control uncontrollable, untraceable energy consumption and losses via this system.



28th April 2017, Consulate General of Switzerland HSG Student Visit in Istanbul

The Consulate General of Switzerland, Swiss Business Hub Turkey and the Swiss Chamber of Commerce in Turkey hosted the Turkish Business Club from the University of St Gallen (HSG) during their Istanbul trip between 23 and 29 May 2017. After informative presentations about economy, politics and culture in Switzerland and Turkey, the students had the chance to ask actively questions.



The Turkish Business Club is strongly engaged in providing a large and sustainable network of HSG students, companies with ties to Turkey, and independent entrepreneurs within Switzerland. While the TBC focuses particularly on students' academic development, it also acts as a bridge for organisations to gain access to highly motivated young professionals.

EVENTS



3rd May 2017, Fairmont Quasar Istanbul Business Luncheon on Smart Cities

As part of the «Industry 4.0» key topic the Swiss Chamber is focusing this year, a business luncheon was organized with two very smart ladies, who are both successful in their countries when it comes to Smart Cities.

The Speakers were:

- **Ms Berrin Benli, Co-founder of NOVUSENS, Ankara**
- **Dr. Monica Menendez, Director of the Research Group "Traffic Engineering«, ETH Zurich**

SCCT President Mr Arpat Şenocak welcomed the guests and left the floor to Ms Berrin Benli, who gave an overview on Smart Cities in Turkey and Dr. Monica Menendez, who presented excellent success stories from Switzerland.

More than 50 guests attended the event and took actively part in the Q&A session. The Swiss Chamber of Commerce in Turkey would like to thank Fairmont Quasar Istanbul for their kind sponsorship to this event.



Clariant opens new bleaching earth production plant in Turkey **CLARIANT**

Balıkesir, Nisan 11, 2017 - Clariant, a world leader in specialty chemicals, today announces the official opening of a new bleaching earth production plant for its Business Unit Functional Minerals in Balıkesir, Turkey, enhancing Clariant's existing manufacturing capacity and expanding its footprint in Turkey.

“This investment strengthens Turkey’s position as a regional manufacturing hub in Europe and Middle East. By starting local production of Tonsil® bleaching earths in Turkey we can better serve local customers with high quality products with shorter lead times. The local production of Tonsil® is also another important step in our continuing support of the Turkish economy and our commitment to the market and its people.” said Klaus Langer Vice President EMEA, BU Functional Minerals.

Clariant’s Functional Minerals Business Unit supplies customers worldwide with specialty products based on bentonite. Following the continuing success of its Tonsil® bleaching earths, it initiated a global capacity expansion plan. In addition to the site in Turkey, extra production capacity came on stream in Mexico and Indonesia recently. Clariant also has bleaching earth production sites in Germany, Spain, Peru and Brazil.

The new manufacturing plant in Balıkesir adds considerable production capacity to enable Clariant to not only strengthen its position for bleaching earth in Turkey but also to start exporting Tonsil® to Eastern Europe and Africa.

“We started to produce Tonsil® in Turkey upon requests from local sunflower oil refiners to shorten lead times for bleaching solutions with optimized cost/performance ratio. The new plant uses local raw material sources and the existing site infrastructure in Balıkesir to meet exactly these demands. We will as well start exporting Tonsil® products from the new plant into selected markets and thus make a significant contribution to Turkey’s strength in export.” stated Osman Çalışır, Sales Manager Turkey and Middle East, Business Group Purification, BU Functional Minerals.

Highly active Tonsil® bleaching earths are based on natural resources and considerably improve edible oil quality. Tonsil® makes an important contribution to healthy nutrition in harmony with nature. It improves shelf-life of the oil and removes unwanted substance while at the same time protecting nutrients.

The Balıkesir plant is located in the Province of Balıkesir and is situated in a rural area close to important deposits of the mineral bentonite. The plant processes bentonite into bleaching earth for the edible oil industry, desiccant clay for export packaging and specialty products for the paper and foundry industries.



QUALIST AG



Qualist AG (QAG) is an international B2B technology company, which is founded in May 2016 by Qualist Turkey (Pratik Kod Yazılım Geliştirme ve Ticaret A.Ş.). **The headquarter is located in Winterthur, Switzerland, in an innovative environment including different tech companies within the Technopark Winterthur.** It develops and offers technology related to actual trends like Internet of Things, Industry 4.0, Digitalization, Augmented Reality and Advanced Connectivity. It currently employs 3 engineers, and plans to recruit up to 20 people within 3-5 years with an aggressive but sustainable growth strategy.

QAGs value proposition is to offer an affordable, contemporary and holistic platform for clients who are shaping their business models facing the challenges of digital transformation. Typical contexts for these clients are Industry 4.0, Internet of Things, eHealth, Smart City, Smart Building, Smart Consumer, Green Business Models etc. QAG wants to provide the most effective platform and services in the decision process of its clients. These decisions could be driven by sensors' data, custom industrial data processors, microservices, api-led connectivity, advanced data handling, application analytics, predictive analytics etc.

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Smiles and dreams
for our children in hospitals

“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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Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Consulate General of Switzerland in Istanbul

Istanbul Resitalleri 10. Yıl 2016-2017

World famous Swiss pianist Oliver Schnyder gives third concert in Turkey on April 14th

Oliver Schnyder really relishes coming to Turkey. After having performed in Istanbul and Izmir in recent years, he returned literally to the shores of the Bosphorus on April 14th at Sabanci the Seed upon invitation by the foundation Istanbul Resitalleri. This remarkable top level classical recital, which was supported by the Consulate General, was attended by a large audience which expressed its gratitude with standing ovations. A memorable evening for all involved and a showcase for finest Swiss excellence.



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Confederaziun svizra

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Swiss participation at the Accessible Film Festival in Istanbul and Ankara

Why would a festival be called “accessible”? Accessible means that the movies screened are technically adapted for the visually, hearing and orthopedically impaired audience. There is audio-description for impaired vision; sign language as well as detailed subtitles for impaired hearing audience. For further information please check out: <http://www.engelsizfestival.com/en/>.

The Consulate General is thus especially honoured to screen our Oscar-nominated animated movie “My Life as a Courgette”, which we already presented in March’s Newsletter, for this worthy cause too:

- *Istanbul Boğaziçi University SineBU Movie Theatre on May 12th at 12:00*
- *Ankara Ulucanlar Penitertiary Museum Movie Theatre on May 19th at 10:00*

Concert by Geneva Camerata on Monday, June 12th at 9 p.m. at Hagia Eirene Museum “From Mozart to Ellington”

Founded only recently back in 2013, the Geneva Camerata is an orchestra composed of thirty-five international musicians from the young soloists generation. Its repertoire includes music of all periods and styles, ranging from early baroque music to contemporary. A special feature of this orchestra is the fact that it performs a lot of charity work, giving concerts in hospitals, clinics or homes for the elderly. An occasion not to be missed. For more information please check out the website <http://muzik.iksv.org/en/program/572>.



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IKSV
MÜZİK

How companies in Switzerland become best places to work

A new ranking shows the best firms to work for in Switzerland – with Google topping the large companies for a third time in a row. Important to employees in all categories: a respectful and motivational work culture.

In all, 29 companies were awarded Best Workplaces in Switzerland in the Great Place to Work® Award Ceremony in Zurich on Thursday evening. The results were based on a survey of 15,000 employees across the country.

Heading the large companies category (250+ employees) was Google Switzerland. Among the medium companies (50-249 employees) it was Mundipharma MedicalCompany which focuses on biotech and pharmaceuticals. Rackspace International, an IT firm specializing in storage and data management, topped the list for firms with 20-49 employees.

“The best employers in Switzerland are distinguished by a respectful and motivational workplace culture,” said Great Place to Work in a statement. “If 84% of employees rate their employer positively and then are also willing to make every effort for this company, then this is a key condition for the success of a company.”

It noted however that Swiss employees expectations of their employers were very high. “The good relationship with our employees is as important for the overall picture as our products and client relations,” said Athanasios Zikopoulos, General Manager at Mundipharma Medical Company, in the statement.

Full article: https://www.swissinfo.ch/eng/business/companies-rated_how-companies-in-switzerland-become-best-places-to-work/43159800

New CHF20 note unveiled by Swiss National Bank

A new CHF20 (\$19.90) banknote was introduced by the Swiss National Bank (SNB) in Bern on Wednesday. It remains the same red colour of the previous version but it features an updated design and a range of new security elements.

The note will pass into public circulation on May 17, following the new CHF50 notes issued just over a year ago. The old notes will continue to coexist as legal tender before being phased out at an unspecified later date.

In terms of design, the new note is centred on the theme of “light” and its relationship with creativity and the creative process. On one side is a backdrop showing the Locarno film festival, while on the other we see butterflies, their wings diffracting light into iridescent colours. The note no longer features the portrait of composer Arthur Honegger.

The 15 security features include perforated symbols such as the Swiss cross, a globe which changes colour, and infrared and ultraviolet properties. It is printed on an innovative, three-layer substrate material, making it more durable and tear-resistant than traditional banknotes. It is also more difficult to counterfeit.

Full article: https://www.swissinfo.ch/eng/creative-light_new-chf20-note-unveiled-by-swiss-national-bank/43170100



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