

e-Newsletter
May 2018

Swiss Chamber of Commerce in Turkey



PLATINUM PATRONS



GOLDEN PATRONS



SILVER PATRONS



EVENT PATRONS





Avinash Potnis

Managing Director, Novartis Pharma, Turkey

Dear Members of the Swiss Chamber of Commerce,

At the outset let me thank Swiss Chamber of commerce to allow me to be part of this esteemed association. It gives me a platform to share my feelings about Turkey and its cultural treasures. My wife and I arrived in Istanbul in October 2017. It has been our life time dream to live in Istanbul which was finally realized. We lived in Mumbai, Manila, Bangkok, Ho Chi Minh City, Kuala Lumpur and Basel before coming to Istanbul and with no hesitation I would say that Istanbul offered us the most fulfilling experience so far. In true sense it is the cradle of civilization.

Novartis is the largest Pharmaceutical Company in Turkey with four business divisions and 2400 innovative work force. I represent the Pharma Division of Novartis whose focus is to bring innovative medicines for the unmet needs of the patients. Since I have arrived in Turkey I have been asked about comparison between Turkey's Pharmaceutical market vis a vis other markets. As I see, there are some distinct positive features about this market: an intelligent and innovative talent pool, comprehensive medical coverage by social security and Turkey's proximity to European markets. It makes Turkey a very attractive business destination. Our focus is to bring transformative medicines to Turkey, unleash the power of our talents at the same time give back more to the society.

Novartis Pharma Division has brought innovative products to Turkish patients suffering from life style diseases, eye disorders, neurological disorders like multiple sclerosis, respiratory diseases etc. In the near future we are planning to launch globally

acclaimed medicines for heart failure, psoriasis, arthritis and migraine. I personally believe that this is the most exciting time for us in Novartis Pharma. We will be able to provide healthcare solutions to the Turkish Physicians who could improve quality of life of many patients.

When it comes to Turkish talents we are thankful that we are working with one of the best brains in this country. Our inclusive culture nurtures these talents and make them true global leaders. It is indeed a two way process. We learn a lot from these talents too. A large pool of millennium generation talents in Novartis Turkey is helping us to bring digital revolution in our business model. We are now constantly thinking how to make us more appealing to this generation which has grown up through the period of disruptive innovation. Novartis Pharma has been recognized as the Top employer, The Great Place to work, A company with outstanding Diversity and Inclusion initiatives and The Most Admired Pharma Company in Turkey. The core strength of our pipe line joined with cutting edge technology in health care like Gene and cell therapy needs these bright minds to make an exponential positive impact on the life of the patients.

I am excited and energized to bring my dreams to reality. Every day is a new day in Turkey and I make most of it.

With best regards

Avinash Potnis

Managing Director, Novartis Pharma, Turkey



Firmenich

Dilek Arvas Zengin

Firmenich

General Manager & Commercial Director Perfumery

Mrs Arvas Zengin , tell us a little bit about your background.

My career journey with Firmenich started in 1995. I joined Firmenich Turkey Team as Sales Account Manager in charge of local & global flavor accounts by that time, in March 2000 I took over the Commercial Director role in Perfumery division by keeping my global and regional account management roles both in body & home care & fine fragrance categories, Addition to Turkey, together with my team I'm also in charge of Israel market, in 2011 I've been assigned as the General Manager of the affiliate in Turkey addition to my commercial role, since that time I keep my dual role and continue to work with same passion for Firmenich for more than twenty years.

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

We're very pleased and proud to have our business operation in Turkey since 1989, Turkey is a very important market for us in the region, with it's growing economy , young and dynamic population. It's a desirable market for our business both on perfumery and flavor side, strategic geographical location of this beautiful country gives us an opportunity to reach also neighborhood markets as well.

Name us three extraordinary things about FIRMENICH?

- We lead in creativity and innovation. Having a Nobel prize in our palmaris in research achievements this is our benchmark and constant aspiration. As an example there are less Perfumers in the world than astronauts, so we nurture this craft and art from generation to generation and have amongst our ranks the most illustrious creators. For instance our Master Perfumer Olivier Cresp is the recipient of this year's Lifetime Achievement Award from the Fragrance Foundation in New York, the industry's most prestigious distinction.

- People are at the heart of everything we do, that why we walk the talk on diversity and inclusion. Equality is embedded across our organization, starting at the top, with our Executive Committee, comprised of seven nationalities and one-third women. Globally, our female colleagues represent 40% of our workforce and 36% of our senior management. Taking this one step further this year, we are the first in our industry to be certified this year as a 100% certified gender equality employer, in a context where the industry average is a 20% pay gap.

- Responsibility is in our DNA. That's why we lead our industry in sustainability and put our science to work to address today's most critical societal challenges, such as health and nutrition and hygiene and sanitation. For instance, tackling obesity in 2017 our technologies enabled us to remove 150,000 tons of sugar from food & beverages, representing 600 billion calories!

Name us three extraordinary things about SWITZERLAND?

World's most competitive country for 7th year in a row: For the seventh year in a row, Switzerland has ranked as the world's most competitive country according to the WEF-IMD global competitiveness report. Scoring highly on economic performance, government efficiency, business efficiency and infrastructure, Switzerland is an example of how a small country with limited natural resources, can be highly innovative and competitive. In terms of innovation, the country Switzerland is home to some of the world's most famous inventions having created the World Wide Web (in Geneva at the CERN), as well as Velcro, cellophane, the Swiss Army Knife, absinthe, the potato peeler, Helvetica font, muesli, edible chocolate gold and milk chocolate to name a few.

Value Creation is at the heart of Switzerland's success:

Switzerland's success is based on a culture of constant reinvention and innovation to Create Value. For example, Switzerland is the world's number one exporter of coffee, yet there are no coffee beans in Switzerland but rather the know-how of how to transform the product into a value-added experience. Switzerland invented the first coffee machine and is a leader in this space. Switzerland is also recognized worldwide for its chocolate (18 chocolate houses). Likewise, there is no cocoa in Switzerland, but rather the know-how of how to transform it into outstanding taste experiences.

Top 10 Most Talent-Competitive Countries: Not only Switzerland is the most competitive country in the world from a business perspective; it is also the most competitive from a Talent Attractiveness perspective and topping rankings of happiest places to live. The World Economic Forum ranks Switzerland on the highest levels for retaining and developing talent, by offering an ideal economic environment in terms of its regulatory, market, as well as business and labor landscapes, all coupled with high quality of life.

What is the biggest challenge SWISS is facing in Turkey?

There's no specific challenge I can name specially for Switzerland, the challenges are quite typical business challenges that you may come across in all business categories in any part of the world.

What are the gains?

Continuous growth of the market and the young population's absolutely very important key business drivers.

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

We will continue to focus on providing our customers with the most creative and innovative fragrance and flavor solutions in order to delight their consumers:

- Shaping positive emotions through taste and smell experiences
- Innovating for more well-being, such as nutrition and sanitation
- Protecting nature as our greatest sources of ingredients and inspiration, while
- Shaping an environment where all our people can thrive

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

Being a family-owned company with a long term view, Firmenich leads its business to be a force for good for all our colleagues; for our customers, and for society. What makes me most proud is how we give back to society. For example:

Making Healthy Taste Delicious

Beyond reducing sugar, salt and fat, we are also taking a leading role in green protein to offer sustainable sources of nutritious and tasty protein for all.

Making Hygiene Accessible for All

When we realized that smell could play a critical role in enabling more responsible hygiene behaviors, we decided to put our science to work to be part of tackling today's sanitation crisis. That's why we developed breakthrough malodor control technologies to be part of reinventing the Toilet Experience for populations at the "Base of the Pyramid" together, in partnership with the Bill & Melinda Gates Foundation and other thought leaders in this area.

The Best that Nature has to Offer, Sustainably

Nature is one of our greatest sources of inspiration and the essence of our business. That's why we are committed to leading the most transparent, ethical and sustainable value chain for our Naturals, positively contributing to the sustainable livelihoods of **250'000 small-holder farmers**.

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

We partner with the Swiss Chamber of Commerce around the world from Geneva to Shanghai. This prestigious business association enables us to engage with likeminded Swiss companies that share our vision of responsible business to scale up our impact together.





Sena Pir

Swiss Education Turkey

My journey with Switzerland started at an early age. My parents had the vision of young girl, a citizen of the World, learning many languages and studying at the heart of Europe.

I was only 13 years old when I went to study. The first year I was in Wilderswil, Interlaken for a finishing school. To improve my languages, (English/German) learn about Savoir Vivre and History of Art.

I was amazed to be in this picturesque beautiful village, to meet new friends from all over the World. Even though I was homesick at the beginning I was happy to learn something new and to share those moments with friends. It was then I started to gain self confidence as I was away and had to do things by myself!

My high school journey brought me to Clarens, Montreux. St.George's School, near the lake of Montreux. Beautiful school, wonderful teachers and friends then became friends for a life time. Studying in Switzerland not only gave me liberty to explore, to understand and connect to the World better it also provided me with different language skills and skills to be active by doing different sports.

During University years this time I was at Crans Montana, up at the mountain. Ecole Ler Roches /Hotel Management School. Again wonderful memories at school with teachers. Learning hotel management skills and practising them in real life in wonderful hotels. And of course taking advantage of all the nature sports and skiing at the Swiss Alps.

As a student I enjoyed discovering different beauties of the country by visiting different parts of Switzerland. As it is a small country it was a great mission to go around the French, German and Italian part.. Also it was wonderful to just reach to Italy, Austria, France and

many other places in a short time.

I was always amazed that the trains were always punctual and everyone read books in the train. Punctuality and the love of reading! This always stayed in my memories as a young person.

A nice memory is maybe when I was doing my training in the hotels. It gave me the possibility to show my abilities and meet wonderful and interesting people from all around the World. To meet the famous golf player Ballesteros and Marchesa Borghese was the highlight of being a young student and working at that time in Switzerland.

There are only good memories of those times. And thanks to my teachers and to the system I am who I am. I love to explore , I love the nature and have great friends around the World.

When I graduated and started my business life I was lucky enough to continue visiting this country . This time as a business woman. I was in family business in logistics and our partner in Switzerland was based in Basel. Therefore I had the opportunity to visit the country and see it from a different aspect.

Today I also have a different connection with Switzerland. Since a year I am representing some of the distinguished Swiss Boarding Schools, Summer Camps and IMI Hotel Management School in Turkey with my partner Yeşim Toprak. Our company name is Swiss Education Turkey. It gives me great pleasure to do this job and to promote Switzerland and its schools.

EVENTS



12th March 2018, St. Benoit School, Istanbul Jazz Concert - Bconnected



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Consulate General of Switzerland in Istanbul



The Swiss Jazz Band «Bconnected» performed a delightful concert in Istanbul on the occasion of the Francophonie at Lycée Français Saint Benoît, which was also sponsored by Consulate General of Switzerland in Istanbul and the Swiss Chamber of Commerce in Turkey.

SCCT Members Nestle Turkey and Theodora Sevgi Doktorları were also among the guests.

EVENTS



13th March 2018, GIDE Loyrette Nouel, Istanbul Breakfast Seminar



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

"AMENDMENTS MADE TO TURKISH LABOUR LAW IN 2018"

Partner of Özdirekcan Dündar Şenocak Attorney Partnership, Mr Ali Osman Ak presented the following topics:

- Part-time work and parents' right to work part-time
- Temporary employment relationships
- Maternity leave (breast-feeding leave and part-time work) within the framework of flexible working arrangements



EVENTS



21th March 2018,, Istanbul Handmade Pasta Workshop



The Swiss Chamber of Commerce in Turkey took part in the Handmade Pasta Workshop which was jointly organized by the SCCT Members, Theodora Çocuk Hizmetleri Derneği and V-ZUG.

During the pasta making activity, participants created their own pasta using simple and clear step-by-step instructions by Master Chef Sedef Kivanç.

All the proceeds obtained from the event were donated to Theodora Çocuk Hizmetleri Derneği.





28th March 2018, Fairmont Quasar, Istanbul Bi-annual General Assembly Meeting



The Bi-annual General Assembly Meeting of the Swiss Chamber of Commerce in Turkey (SCCT) was held on March 28th 2018 at Fairmont Quasar Istanbul.

During this meeting, a new board of directors and board of auditors has been elected for the period 2018-2020. **Mr Arpat Şenocak** was also re-elected as the **President** of our Chamber for a second term.

Consul General of Switzerland, Ms Nathalie Marti and distinguished members of the Chamber attended the networking cocktail right after the assembly, which was kindly sponsored by **Fairmont Quasar Istanbul**.

Schindler Türkeli General Manager, Mr Zafer Kabadayı; Georg Fischer/Hakan Plastik General Manager, Mr Batuhan Besler; Firmenich General Manager, Ms Dilek Arvas Zengin; SICPA Turkey General Manager, Mr Aykut Ferah and PBP International, Mr Orhan Arıkcı, have been accepted as new SCCT Board Members.

Please find the the list of the new Board Members on the next page!

TÜRKİYE'DE İSVİÇRE TİCARET ODASI DERNEĞİ

SWISS CHAMBER OF COMMERCE IN TURKEY 2018-2020

YÖNETİM KURULU VE DENETİM KURULU ÜYELERİ - PRINCIPAL BOARD AND AUDITOR MEMBERS

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Müriel Hayirel (Başkan Yardımcısı/Vice President)	UNION BANCAIRE PRIVEE ISTANBUL REP. OFFICE
Doğan Taşkent (Secretary General)	ARKAN & ERGİN
Mohamed Hammam (Treasurer)	HITCO TRADING
Marc Philippe Seiler (Üye/Member)	NESTLE TÜRKİYE GIDA SAN. A.Ş.
Avinash Potnis (Üye/Member)	NOVARTIS A.Ş.
Sami Sevinç (Üye/Member)	ABB ELEKTRİK A.Ş.

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Yılmaz Yıldız (Üye/Member)	ZÜRİCH SİGORTA A.Ş.
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Zafer Kabadayı (Üye/Member)	SCHINDLER TÜRKELİ ASANSÖR
Mustafa Batuhan Besler (Üye/Member)	GEORG FISCHER / HAKAN PLASTİK
Dilek Arvas (Üye/Member)	FIRMENICH DIŞ TİC. LTD. ŞTİ.
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Tibet Eğrioğlu (Üye/Member)	ADECCO HİZMET & DANIŞMANLIK A.Ş.
Şükrü Köksal Ünlü (Üye/Member)	DD SAAT AKSESUAR İÇ VE DIŞ TİC. LTD. ŞTİ.

YEDEK DENETLEME ÜYELERİ - SUBSTITUTE AUDITORS	
Fabrizio Guidi (Üye/Member)	SANOFİ TÜRKİYE
Orhan Arıkçı (Üye/Member)	PRO BUSINESS PARTNERS INTERNATIONAL
Aykut Ferah (Üye/Member)	SICPA TURKEY ÜRÜN GÜVENLİĞİ SAN. VE TİC. A.Ş.

EVENTS



05th April 2018, Swissôtel The Bosphorus, Istanbul Breakfast Meeting with Economic Delegation of Switzerland

The working breakfast on the occasion of the official visit of the Economic Delegation of Switzerland, was organized by the Consulate General of Switzerland at Swissôtel The Bosphorus, Istanbul.





10-11th April 2018, Istanbul - Bursa Bursa Visit with Swiss Journalists

ISPAT hosted a delegation of Swiss journalists from Neue Zürcher Zeitung, Luzerner Zeitung, 20 Minuten, and Schweizer Radio und Fernsehen (SRF) in Turkey. The Swiss journalists had the chance to exchange views with the Consul General of Switzerland in Istanbul, Ms Nathalie Marti, at a working breakfast that was also attended by The Swiss Chamber of Commerce in Turkey and Swiss Business Hub Turkey.

After the breakfast the delegation headed to Bursa to visit Swiss technical component manufacturer Angst+Pfister's facilities based in Hasanağa. During dialogues with the delegation, Angst+Pfister CEO Eray Ulugül took the opportunity to present the company's projects both completed and in the pipeline, that have been facilitated by the investment incentives extended by Tubitak and the Turkish Ministry of Economy.



The delegation was also hosted by the Governor of Bursa, Mr İzzettin Küçük. The final stage of the program ended with a meeting with EBRD Turkey Deputy Heads Hande Islak and Oksana Pak.



11th April 2018, BTS&Partners, Istanbul Breakfast Seminar on Data Protection



BTS & Partners Personal Data Protection Law Seminar

BTS & Partners hosted a breakfast seminar for the Swiss Chamber of Commerce and the British Chamber of Commerce Members in Turkey on 11 April 2018 at its premises. HR Managers, Business Owners, Legal Counsels and Corporate Managers from different organisations and companies attended the seminar.

Managing Associate Erdem Aslan gave a presentation to the Chamber Members on data, how to manage, keep and use it. Erdem also talked about terms like “personal data”, “processing of personal data”, “data controller”, and “consent” and gave extensive information on the rules and procedures that should be followed by data controllers and processors in Turkey. The presentation on Data Protection Law and its obligations was followed by a productive Q&A session.



EVENTS



25th April 2018,, Istanbul CHAMBER CORNER



The Swiss (SCCT), German (AHK), Austrian (WKO), Belgian (TBL), British (BCCT) and French (CCI) Chambers of Commerce jointly organized a Chamber Corner Event at Mövenpick Hotel Istanbul.

The afterwork reception was a good networking opportunity of all members who attended.





Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Consulate General of Switzerland in Istanbul

Lecture of Swiss Writer Lukas Bärfuss at the Goethe Institut Istanbul (May 16) and Ankara (May 17)

The Consulate General of Switzerland together with the Goethe Institute in Turkey is organizing a public reading with well known Swiss writer Lukas Bärfuss from his last book "Koala", recently translated into Turkish.

Lukas Bärfuss, born in the Swiss city of Thun in 1971, lives and works as a writer in Zurich. He writes novels (One Hundred Days, 2008; Koala, 2014) and plays (The Sexual Neuroses of Our



Parents, The Bus, The Test, Oil) that are being staged to critical acclaim around the world. Between 2009 and 2013 he was writer-in-residence and dramatic advisor at the Schauspielhaus Zurich, where his plays Malaga and Zwanzigtausend Seiten premiered. His works have been awarded the Mülheimer Dramatikerpreis (2005), the Berliner Literaturpreis (2013) and most recently, the Swiss Literature Prize (2014). Stil und Moral, a collection of essays, was published in 2015. Lukas Bärfuss has been a member of the prestigious German Academy of Language and Literature since 2015

Foto: Frederic Meyer

The public reading will take place at the Goethe Institute in Istanbul on May 16 at 19.00 and in Ankara on May 17. The entry is free.

15th May 2018, Fairmont Quasar Istanbul

Register now!

INVITATION

Business Luncheon

Speaker: **Av. Burçak Ünsal**

Date: 15th May 2018

Time: 12:00 – 15:00 hrs

Venue: Fairmont Quasar Istanbul

How secure are we
through **Cryptocurrency** system and **Blockchain**;
Let's talk about "glocal" control mechanisms &
ICO



Burçak Ünsal is a Lawyer based in Istanbul. He is admitted to New York Bar and Istanbul Bar.

Ünsal has academic degrees in law and science. Ünsal is a member of Bosphorus University Information Systems Research Center and a patent and trademark agent registered with the European Patent Institute and Patent Institute of Turkey.

By virtue of his multi-disciplinary education in law and science, Ünsal makes significant contribution in the progress of legal practice in technology, artificial intelligence, IoT, blockchain, telecoms and life sciences industries.

Before establishing Ünsal Gündüz Law Firm, Ünsal has served as the regional counsel to Google and YouTube and worked at Baket Botts, DLA Piper, Kobayashi Todo and Hergüner in the US, Japan and Turkey.

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indeks: konuşmacı ajansı

Address:

Fairmont Quasar Istanbul, *Elara Meeting Room*
Büyükdere Cd. No:76,
34394 Mecidiyeköy/Şişli/İstanbul

23th May 2018, Gide Loyrette Nouel, Istanbul



INVITATION
WORKSHOP | ISTANBUL | 23 MAY 2018

Gide is pleased to invite you to a workshop on the assessment of

NEW LABOUR COURTS LAW AND ITS IMPACTS
Mandatory mediation phase in the labour law disputes
Mandatory mediation's effects to the re-employment lawsuits
New statute of limitations

Speaker:

ALİ OSMAN AK

Admitted to the İstanbul Bar, Özdirekcan DüNDAR Şenocak Attorney Partnership

WEDNESDAY 23 MAY 2018 FROM 9:30 TO 12:00 NOON

Registration at 9:15. The presentation will be in Turkish.

Venue:

GIDE LOYRETTE NOUEL

Cömert Sokak, No 1C, Yapı Kredi Plaza, C Blok, Kat:3, Levent Beşiktaş - İstanbul

Participation Fee:

Member: 50 TL

Non-Member: 100 TL

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The Turkish Perspective

https://issuu.com/turkishexportersassembly/docs/ttp_58

SWISS DELEGATION OF JOURNALISTS GET FIRST-HAND INSIGHT INTO TURKEY'S INVESTMENT CLIMATE

As part of its global efforts to showcase Turkey's business climate and to reinforce global investor perceptions, ISPAT continued its country-specific initiative by recently hosting a delegation of Swiss journalists from Neue Zürcher Zeitung, Luzerner Zeitung, 20 Minuten, and Schweizer Radio und Fernsehen (SRF) in Turkey. ISPAT wanted the delegation to see first-hand dynamism of the Turkish economy in different parts of the country, particularly in Turkey's Istanbul and Bursa provinces.

The first day of the program began with a focus on startups and entrepreneurship in Turkey. The Swiss delegation came together with StartersHub Chairwoman Ebru Dorman at their first stop in Istanbul, and then met with İTÜ Ari Teknokent CEO Kenan Çolpan at their second stop. As they were briefed by Çolpan, the delegation was impressed by the huge demand international companies show in Turkey, as well as the numerous examples of university-entrepreneurship cooperation cases in both the incubation and growth phases of companies operating in İTÜ Ari Teknokent.

The first day ended with ISPAT Coordinator Necmettin Kaymaz's comprehensive presentation on Turkey's investment climate based on the country's macroeconomic indicators and inborn advantages. A Q&A session



Swiss delegation of journalists saw first-hand dynamism of the Turkish economy in different parts of the country, particularly in Istanbul and Bursa provinces.

followed shortly thereafter.

On the second day of the program, the delegation had the chance to exchange views with Swiss Consul General to Istanbul Nathalie Marti at a working breakfast that was also attended by officials from Swiss Business Hub Turkey and the Swiss Chamber of Commerce in Turkey. After the breakfast the delegation headed to Bursa – one of the most industrialized metropolitan

centers in Turkey – to visit Swiss technical component manufacturer Angst+Pfister's facilities based in Hasanaga.

During dialogues with the delegation, Angst+Pfister CEO Eray Ulugül took the opportunity to present the company's projects both completed and in the pipeline, that have been facilitated by the investment incentives extended by Tubitak and the Turkish Ministry of

Economy. Ulugül made a point to draw attention to the significance the Turkish government attaches to R&D operations. While addressing the questions from the delegation at the on-site facility tour, Ulugül stressed Angst+Pfister's full confidence in Turkey.

The dinner with Bursa Governor İzzettin Küçük marked the last stop of the Bursa program. The governor talked about some of the goals for value-added production in Bursa's soon-to-be established technology development zone Teknosab.

The final stage of the program ended with a meeting with EBRD Turkey Deputy Heads Hande Islak and Oksana Pak.

BİHALT REKLAM TASARIM

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Photo: Pierre-Yves Massot



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