

e-Newsletter  
March 2019

# Swiss Chamber of Commerce in Turkey



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## GOLDEN PATRONS



## SILVER PATRONS



## EVENT PATRONS





## Mehmet Yıldırım

Head of Swiss Business Hub Turkey

Dear Readers,

It is a great honor to be a partner of the Swiss Turkish Chamber of Commerce in Istanbul and it is my pleasure to have this platform in order to express my gratitude and talk a bit about our activities for this year.

The Swiss Business Hub Turkey (SBH TR) has been around for almost 6 years now and can look back upon a long-lasting success. In all the years we supported small and medium-sized enterprises (SMEs) expanding their market presence in Turkey.

For the new comers to the family of Switzerland and Turkey, SBH TR is a representation office of Switzerland Global Enterprise (S-GE) in Switzerland, which guides its clients on the path to new markets. On behalf of the Swiss Confederation (State Secretariat for Economic Affairs SECO) and the Swiss cantons, S-GE promotes exports and investments by helping its clients to realize new potential for their international businesses and thus to strengthen Switzerland as an economic hub. As the driver of a global network of experts and as a trusted and strong partner to clients, cantons and the Swiss government, S-GE is the first point of contact in Switzerland for all questions relating to internationalization.

We as Swiss Business Hubs are based at a Swiss Embassy or Swiss Consulate-General. We support and consult Swiss companies expanding their activities in their respective countries and inform foreign companies about the advantages of Switzerland as a business location. Every year, and it has never been a simple year since the opening of the Swiss Business Hub in 2013, we conducted many successful projects thanks to our experts, partners and clients. It was and is always a matter of particular concern for us to push Swiss companies with new ideas and creative projects, together with our local partners such as the Swiss Consulate, the Swiss Embassy, SCCT,

DEIK, ISPAT and many more in the private industries.

In 2018 the SBH TR realized once more different projects and hence established and strengthened the market presence of some SMEs in the field of education, food & agriculture as well as defense. Turkey will thus continue to be a very attractive export country for SMEs from Switzerland and Liechtenstein.

For this year, in addition to our regular projects in Turkey and consulting weeks in Switzerland, we plan to conduct – for the first time - the Swiss Days Istanbul.

Swiss Days Istanbul will be a three-day event in September providing a unique platform to promote Switzerland; Swiss brands, technology, education, culture and more. This multi-day event will allow Swiss companies and institutions to promote themselves in the positive light of “Swissness” and the highly valued associations that come with it. Furthermore, workshops and seminars as well as cultural events are planned for the public. We are excited to welcome you with our partners in September 2019.

Close and personal relationships – just as similar to private life, are the key to success in this multifaceted business environment. And in this way, we would like to thank once more all partners, especially the Chamber of Commerce in Istanbul, who walks with us side by side. We look forward to many more exciting and successful projects with you in the near future.

Sincerely yours,

**Mehmet Yıldırım**

Head of Swiss Business Hub Turkey



**EgonZehnder**

## **Murat Yeşildere**

Managing Partner, Egon Zehnder

### **Mr. Yeşildere, tell us a little bit about your background.**

I graduated with Bachelor's Degree in Industrial Engineering from Bogazici University and received Master of Science degree in Business Economics at Manchester (UMIST) United Kingdom. I have begun my career as Treasury & Fund Management Manager at Philip Morris, and continued at GSD Holding and GSD Investment Bank as Vice President. Having joined Egon Zehnder in October 2000 in Istanbul office, I was given the mandate to "relaunch" Financial Services Practice in Turkey. Then I have continued my career by taking diverse exposure in different practices in Egon Zehnder as well as leadership responsibilities in managing the Turkish practice for the last 15 years. Being the Managing Partner of Egon Zehnder's Turkish practice, I have been covering not only Turkey but also the surrounding geography including CIS and Caucasus.

On the social front, I am a proud member of Fenerbahce Sports Club and PERYON. Besides my professional career, I have been a regular columnist in Platin monthly magazine writing about leadership, economy, financial services, human resources, governance and management topics.

As a part of my efforts to promote diversity and gender equality, I am the founding board member of YKKD (Yönetim Kurulu'nda Kadın Derneği) and Yanındayız Derneği, as well as being a Member of Executive Board of 30% Club Turkey chapter and a Member of Advisory Board of PWN Turkey.

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

In many perspectives, Turkey is a transition country in terms of the general business world. Turkey still focuses more on the specialist executives versus generalist leaders. Therefore when people come and give us mandates, often what they are looking for, are people who have done the job in the past, the same job in the same industry in the same way. Often Turkish decision makers are not that

much open to different ideas, cross-cultural or cross-sectors injections. The country and the industry are more focused on proven capabilities rather than potential. It is not yet leadership, but we are more talking about functional executives who have done the job and who will be doing it again in a similar environment.

On one hand, it gives you the comfort to do it again, on the other hand, if you think about the future potential and growth, if you are looking from the same angle at the same industry, you won't be able to change much. It's the marginal organic growth that you are focusing on. Sectors sometimes need radical shifts, and that could only come from people who are looking at it from the other side of the table.

In any industry, Turkey still has a rather hierarchical business culture. The country has always had a strong "father dominated" family culture, and strong "teacher dominated" school culture. Family owned businesses still penetrate the business world; it is the father or the chairman who dominates. This has slightly changed over the years, with the increased amount of foreign direct investment. Most executives in Turkey are more used to hierarchical promotional progress than situational and agile leadership or developing themselves in special competencies.

### **Name us three extraordinary things about Egon Zehnder?**

Egon Zehnder is a global executive search firm. We have activities in more than 40 countries with around 69 offices. The Istanbul office and our Turkish practice started in 1989, since then we are the leading and the most established global search firm, active in Turkey.

We are the first foreign firm in executive search to come to Turkey and we are still one the few who is here with an organic presence; instead of through franchise or representative offices as it is the case for most competitors.

We are a generalist firm, i.e. we do not have sectors of focus. We focus on each and every industry.

Egon Zehnder works as a “One Firm” with equal partnership around the world. With this identity, the Firm is a unique organization of its own among other professional firms. The firm is equally owned by 250 plus partners around the world – me being one of them. The firm never hires from competition; it is very hard to transform or even change the values.

Last but not the least, as the members of the Firm we are neither compensated nor incentivized in direct relation to the business generated or executed; instead we are all evaluated according to our commitment to right reflexes, behaviours and values.

### **What is the biggest challenge Egon Zehnder is facing in Turkey?**

The services we provide and the industry we are in, are all rather uncorrelated or even negatively correlated at times. At times of growth, in good times, you need good leaders to manage the growth; hence you would need Egon Zehnder’s services to acquire the best talent, to develop your talent and also to unleash the best from your talent. Yet at times of downturn, in challenging times, you need all above and even more! Therefore we are rather privileged and protected. The biggest challenge for us is unclarity or instability. In times of unclarity, decision makers either delay their decisions or they even get paralyzed and abolish their decision making mechanism. Hence that is the biggest challenge for us in Turkey and elsewhere.

### **What are the gains?**

The biggest gain for Egon Zehnder in Turkey is the huge leadership potential the country holds; we are gradually unleashing that potential through our activities in the market while increasingly leveraging our international network and know how.

### **What future does Egon Zehnder hold and what are the upcoming projects?**

Istanbul is yet one of the mid-sized offices with seven consultants out of 450+ consultants in the Firm with 69 offices. Our contribution is comparable to the size of the office of the general network. More importantly, Istanbul is a growth hub. Our growth rate is significantly above that of other emerging markets over the past few years. Even compared with some of the BRIC countries, Istanbul office has more impressive growth rates. As we are a long term oriented firm, we do not focus on interest on penetrating our investments according to the short term cycles.

Egon Zehnder’s core assumption is that leadership is key to any organization. In the last few years, Egon Zehnder

global has put in place a practice group named family business. Under that practice, we are focusing more on the needs of family businesses around the world. This is to create first the right corporate governance environment; then harmonizing or stabilizing the succession of the family businesses to the professional management or to the next generation(s)

We are working on three silos of the family business: one is the family, the other is the ownership, and the third one is the professional management or the business itself. We have services to supply all three silos. We work on the family’s inter relationships, shareholder structure, their aspirations for the future; on the ownership structure, on how the family affects the company and on the family constitution and general legal structure; and then we work on the professional management, with executive search, evaluating the executives, developing them, and preparing them for future roles.

Sometimes, the family, the owners and the professional managers are just the same persons.

In Turkey, most of the family businesses are in a development mode: they do not want just to stay with one small entity business for instance, but they want to have new businesses, new companies, and venture in new sectors. They see the necessity of having different perspectives and of looking at their business from different angles. Most of the family business owners fall in love with their business; therefore it is not as easy for them to think about strategic timing to divest the business. They are so attached to their company that they cannot see the business going down. Once they see it, it is often too late.

So all in all, we are excited to be at the service of companies in need of spectrum of leadership support services from governance advisory to executive search and leadership assessment and development.

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

It is essential to underline Egon Zehnder’s deep involvement in a variety of extra curricular areas, more specifically around Diversity & Inclusion, Digitalisation, Agile and Transformational Leadership, to name a few.

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

Honestly, I regret to share with you that we are entering this “community” rather later despite being in Turkey for more than 30 years. The collaboration among the stakeholders of the SCC has intrigued us and even convinced us that we should be an organic part of this community. Our aim is to be a contributing member to the SCC and we are very happy to start this new journey.

# EVENTS



## 16 January 2019, GIDE Loyrette Nouel, Istanbul Breakfast Seminar



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

### **"TERMINATION AGREEMENT AND SETTLEMENT THROUGH MEDIATOR UNDER TURKISH LABOUR LAW"**

Partner of Özdirekcan DüNDAR Şenocak Attorney Partnership, Mr Ali Osman Ak presented the analysis of pros and cons under both methods

# EVENTS



## 17 January 2019, Conrad Istanbul Bosphorus Chamber Corner Event



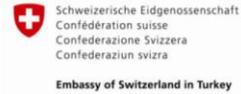
The International Chambers of Commerce and Trade Offices in Turkey jointly organized a network event at Conrad Istanbul Bosphorus, which offered excellent opportunities to meet high-profile business people and network with Members of the participating organisations.



# EVENTS



## 06 February 2019, Mövenpick Hotel, Ankara 3C Business Lunch - "Blockchain"



### “Blockchain: Real Life Scenarios in Government and Commercial Sector”

In cooperation with the Swiss Chamber of Commerce in Turkey and the Blockchain Türkiye Platform, the Heads of the Economic and Commercial Sections of the Embassy of Switzerland, Mrs. Christina Bürgi Dellspenger German Embassy, Mr. Friedo Sielemann Austrian Embassy, Mr. Christian Maier jointly invited the members of the Swiss, German and Austrian business communities to a 3C Business Lunch, with honored Guest Speaker Mr. Cavit Yantac, Software Engineering Manager at Microsoft Global Commercial Software Engineering, informed about latest developments in Blockchain technology.



# EVENTS



27 February 2019, Raffles Istanbul

## «Longevity: Tips for staying long in the game»



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*“Longevity: Tips for staying long in the game”*



The Swiss Chamber of Commerce in Turkey organized an event under the title «Longevity: Tips for staying long in the game» in cooperation with the Swiss Business Hub Turkey to celebrate and discuss “March 8 - International Women's Day”.

The event was kindly sponsored by Raffles, Istanbul.

The SCCT Vice President, Ms Müriyel Hayirel and the Deputy CEO of Zurich Sigorta (Main Sponsor), Ms Esra Bozkurt, welcomed the guests with their opening speeches.

More than 150 guests attended the event and took actively part in the Q&A session. The Swiss Chamber of Commerce in Turkey would like to thank Raffles Istanbul for their kind sponsorship to this event.



## Moderator



### Yaprak Özer

Founder, Indeks Content Communication Consultancy (Journalist, Writer)

## Speakers



### Dr. Mounir Ziadé

Internal Medicine, Rheumatology,  
Physical Medicine & Rehabilitation,  
Clinique La Prairie



### Dr. Gülüstü Salur

Chair, 65+ Elder Rights Association,  
Cognitive Neurologist



### Prof. Dr. Med. Urs Pohlman

Neurologist, Managing Partner, ananné



### Dr. Cenk Tezcan

Co-Founder, B-Wise



### Dr. Yücel İskender

Head of Business Development and  
Business Excellence, alchemLife



### Meltem Cumbul

Actress



### İzzet Keribar

Freelance Photographer





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*8th March*

*Happy International Women's Day!*

# EVENTS



## 12 March 2019, Fairmont Quasar Istanbul Business Luncheon with Prof. Dr. Yalçın Karatepe

Prof. Dr. Yalçın Karatepe, Professor of Finance at Ankara University Faculty of Political Science, gave an impressive speech on the topic **“Post-Election Economic Outlook”** during a business luncheon at Fairmont Quasar Istanbul.

SCCT President Mr Arpat Şenocak welcomed the guests and left the floor to Prof. Dr. Yalçın Karatepe.

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.





**Yalçın Karatepe** is a professor of Finance at Ankara University Faculty of Political Science. He was born in Malatya. He graduated from Ankara University Faculty of Political Science in 1986 with a Bachelor's degree in Economics. He received his doctoral degree in Financial Economics from the University of New Orleans.

In addition to his academic activities, Prof. Karatepe has held many administrative positions as well. He was the Dean of the Faculty of Political Science from 2012 to 2015. He mainly teaches courses in finance at the graduate level. He is a member of many NGO's. Prof. Karatepe was the president of Turkish Finance Association for four years.

He writes weekly columns for Euronews and BirGün newspaper, and has been a Commentator on national and international TVs such as Bloomberg, TRT, Fox, Aljazeera, Deutsche Welle (DW), BBC, China Central and many others.



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## French songs' evening in Istanbul and Izmir: "Les chemins de l'amour"

**Maria Gessler, soprano**

**Barış Büyükyıldırım, pianist**



Every year, March is an opportunity to celebrate the *Francophonie*. The Consulate General of Switzerland in Istanbul collaborate with the French High School Notre-Dame de Sion and Saint-Joseph High School in Izmir and offers an evening of French songs performed by Swiss soprano Maria Gessler accompanied by Turkish pianist Barış Büyükyıldırım.

Born in Switzerland and a graduate of the Basel Academy of Music, Maria Gessler has been engaged as lead artist in several German operas, performing a wide variety of operatic and soprano roles. She has also played many roles as a guest artist in several European operas.

Turkish pianist Baris Büyükyıldırım is known for his technically brilliant playing and his versatility in virtually every genre. As a solo concert performer, orchestra soloist, collaborator, educator, opera coach and répétiteur, and jazz musician, Mr. Büyükyıldırım has performed throughout the United States and Europe, in Canada, and in his native Turkey.

For more information:

Concert in Istanbul: 21<sup>st</sup> of March at 19.30, Lycée Notre-Dame de Sion

<https://www.nds.k12.tr/Maria-Gessler-soprano>

Concert in Izmir: 27<sup>th</sup> of March at 19.30, Tepekule Kongre ve Sergi Merkezi

<http://www.mmotepekule.org/site/>



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## Reading tour by Swiss author Peter Stamm (Ankara, Bodrum, Istanbul)

Peter Stamm, born 1963 in Weinfelden, Thurgau. After an apprenticeship as accountant he studied English Literature, psychology and psychopathology for some semesters at Zürich University. Before taking up a career as freelance writer, he was working as a journalist for the Neue Zürcher Zeitung, the Tages-Anzeiger, Die Weltwoche, and the satirical magazine Nebenspalter. He spent some time in Paris, New York and Scandinavia and lives now with his family in Winterthur/Switzerland. So far, he has published six novels, four collections of stories, three children's books and several radio and stage plays. His books have been translated into 37 languages. For his entire body of work and his accomplishments in fiction, he was short-listed for the Man Booker International Prize in 2013, and in 2014 he won the prestigious Friedrich Hölderlin Prize.



Presence and readings of Peter Stamm:

- 15<sup>th</sup> and 16<sup>th</sup> of April in Ankara  
(<https://www.goethe.de/ins/tr/de/sta/ank.html>)
- 17<sup>th</sup> of April at Zai Library Bodrum (<http://www.zaibodrum.com/>)
- 18<sup>th</sup> of April at the opening of ITEF Istanbul (without reading)  
(<https://www.itef.com.tr/?locale=en>)
- 19<sup>th</sup> of April at ITEF Istanbul



## Roadshow in Switzerland with Swiss Business Hub Turkey Welcomed by great companies and institutes...





By [AYLIN ÖNEY TAN](#)

## "Lent, Life and Longevity"

Last week was hectic. I was late for my next appointment, I had to rush out as soon as possible, but I just could not move; I was nailed listening to the 'young' man aged 83 years, standing straight up, and talking lively on secrets of longevity and life after 80, with an assertive and highly convincing tone through experience and wisdom. I was already an admirer of his photography, I remotely knew him as a person, but only now I was actually listening to him. Izzet [Keribar](#), one of renowned photographers in Turkey, a former successful businessman in textile sector, a keen collector of antique porcelain; he is apparently a man of great achievements, a standing monument of celebrating life. This week's article was supposed to be on fasting and feasting, or vice versa, as it is the time of carnivals and feasting before the fasting period of Lent, and of course the fasting of Lenten period is followed by the festive tables of Easter. This pattern of feasting, fasting and feasting again is not only observed in Christian religion, but almost all religions and cultures in the world celebrate repeated patterns of fasting and feasting, especially those in temperate climate zones where annual seasonal changes are good causes for the celebration of life cycles. When I listened to the talk of Izzet [Keribar](#), along with other distinguished speakers, I noticed once again that all these old traditions and religious practices are actually like a manual for living better, happier and longer. Our traditions and religious rituals are all to make us have healthy daily routines, with seasonal feasting occasions to satisfy our tendency to indulge, and to take a break to detox and regulate our eating habits.

[Read more...](#)

Link:

<http://www.hurriyetdailynews.com/opinion/aylin-oney-tan/lent-life-and-longevity-141603>



## Chamber Corner Radisson Blue Bosphorus Hotel / İstanbul 27 Mart 2019



[Register now!](#)



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## *Save the Date*



# SWISS DAYS

September 20<sup>th</sup> - 22<sup>nd</sup> 2019 - Bomontiada - İstanbul

More information coming soon...

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Consulta, possessing a track-record of 30+ years in the professional services industry, provides a wide spectrum of consultancy services to 500+ Turkish and international blue chip and mid-cap companies in the fields of management & technology consulting, independent audit, tax, corporate finance, management support and business training. We have built a long-lasting strategic partnership with leading global companies, such as

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### BOARD



Board International, as a Swiss company, provides the one and only solution platform in the whole world which provides decision support services all together; reduction of strategic plans to unit business plans, corporate performance management, budget management, financial reporting and demand forecasting functions. Consulta, represents Board in Turkey as the only partner.

### AMBROSETTI THE EUROPEAN HOUSE



One of the biggest think tank in Europe providing management consulting services. Consulta is also the only representative, of The European House – Ambrosetti who operates in 20 countries, also in Turkey. Ambrosetti-TEH is a management consulting firm that serves high level executives with training and coaching programs and gathers internationally recognized conferences and seminars.

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## Gems Schindhelm - Istanbul

As a new member of the Swiss Chamber of Commerce in Turkey, we would like to take this opportunity to introduce ourselves to our fellow members and give you some information about who we are. We are a law office located in Esentepe-Istanbul with a client base that consists mostly of international corporate clients.

Gems Schindhelm was founded by 4 partners, who are all acclaimed attorneys in their respective fields. Our main objective is the German-speaking market, since each one of our partners and many of our attorneys speak German and come from a German educational background. Our steadily growing team currently consists of 17 colleagues.

Our clients stem from a broad range of industries and sectors, such as energy, aviation, insurance and technology. Our aim is to accompany and support our clients in their endeavors, consult them about any problems that they may face and to be a reliable business partner to them in Turkey.

We are the representatives of *Schindhelm* in Turkey, a German/Austrian-based international law firm with 26 partner offices and over 200 attorneys worldwide. Through the Schindhelm network, we are able to connect our clients with our highly competent partner offices during their business endeavors in other countries, thus helping them develop their business both locally and internationally.

We are very excited to have recently become a member of the Swiss Chamber of Commerce in Turkey and hope to personally meet all of our fellow members very soon!

## Arviem AG

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