

# e-Newsletter

## September 2019

Special Edition



# Swiss Chamber of Commerce in Turkey



# SWISS DAYS

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

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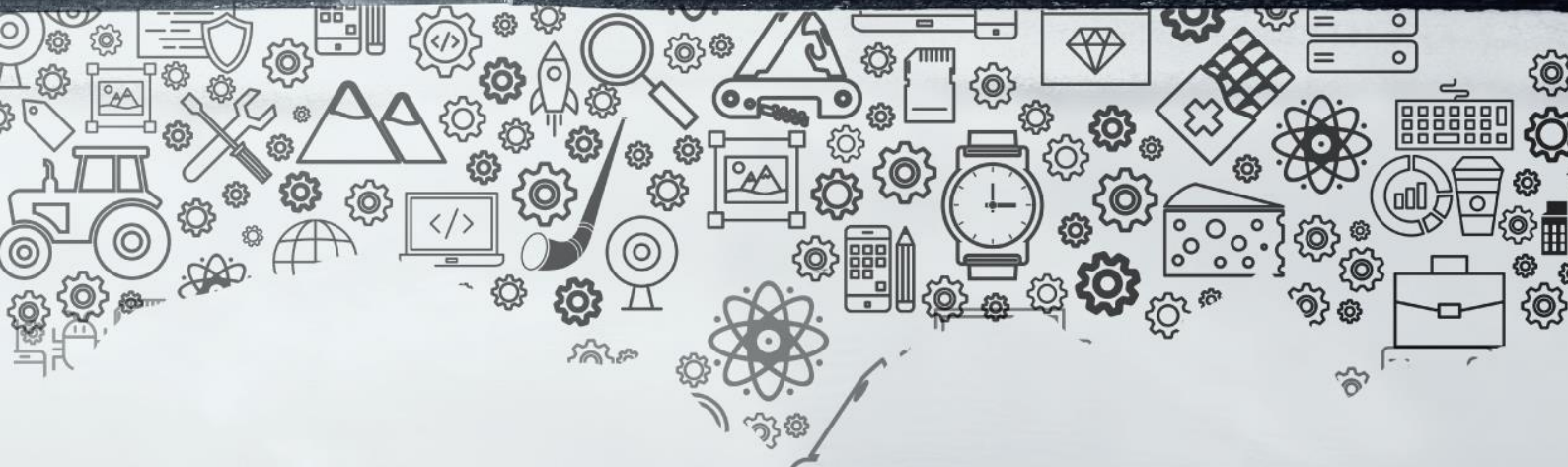




# SWISS DAYS

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

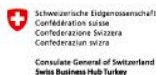
# SWITZERLAND SHAPING THE FUTURE



#swissdaysistanbul



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## Suhail el Obeid

Senior Consultant Africa, Middle East, Iran & Turkey,  
Switzerland Global Enterprise

### Dear members of the Swiss Chamber of Commerce in Turkey,

Heading the Turkey, Middle East, Iran and Africa desk at Switzerland Global Enterprise, I am delighted to be able to address you with a few words and to inform you about our current activities in Turkey.

Switzerland Global Enterprise (S-GE) has been supporting Swiss companies in their internationalization efforts since 1927. We identify business potential in local and distant regions and accompany Swiss companies on their path towards new markets. At the same time, it is our task to promote the strengths of Switzerland abroad and to coordinate new investments in Switzerland. We promote export and investment on behalf of the Swiss Confederation (State Secretariat for Economic Affairs SECO) and the cantons.

In order to give the best possible support for Swiss companies at all stages of their internationalization, we work closely with our 22 Swiss Business Hubs worldwide, including our office in Turkey, and with a global network of experts. We are delighted that the Swiss Chamber of Commerce in Turkey is one of our network partners and that we can count on a long-standing and excellent cooperation based on mutual trust.

We continue this cooperation in the future. This is because Turkey remains a relevant market for Swiss companies and one in which they believe. After a temporary crisis, we have entered calmer waters and business is returning. Exports have recently picked up again and the demand for business opportunities is

constantly increasing. It is a pleasure for me to once again be supporting a growing number of Swiss firms towards Turkey.

This fall we will be organizing the Swiss Days Istanbul 2019, together with the Swiss Chamber of Commerce in Turkey and the Swiss Consulate General. From September 20 to 22, around 40 Swiss companies will present their brands, technologies and know-how at Yapı Kredi bomontiada in Istanbul. Exhibitions, workshops, conferences and seminars will be held. The large number of participating Swiss companies proves how extensive the trust in the Turkish market is.

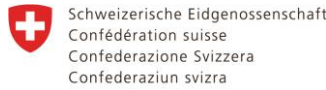
Come and visit the three-day event and become personally acquainted with these Swiss companies. Because, despite globalization and digitization, nothing can replace a personal conversation or a handshake. After all, personal relationships are the foundation of any business success. Let us promote exchange and economic cooperation between Switzerland and Turkey.

With kindest regards,

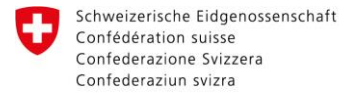
**Suhail el Obeid**

Senior Consultant Africa, Middle East, Iran & Turkey,  
Switzerland Global Enterprise

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Consulate General of Switzerland  
Swiss Business Hub Turkey



Consulate General of Switzerland in Istanbul

# Switzerland Beyond your Expectations

#swissdaysistanbul



## SWISS DAYS

September 20<sup>th</sup> - 22<sup>nd</sup>  
2019 - Yapı Kredi bomontiada  
Istanbul

Free Entry



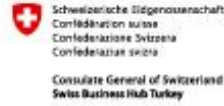
### Connecting you to Turkey

Turkey is considered one of the top export markets for Swiss companies. Huge potential driven by strong demand for premium-quality goods creates a fruitful environment for exporting Swiss companies. In a 3-day-event promoting Switzerland and its leading brands and businesses, we invite you to take part and discover your opportunities. Switzerland Global Enterprise will host the Swiss Days 2019 in Istanbul from the 20th – 22nd of September in close collaboration with the Swiss Business Hub Turkey, the Consulate General of Switzerland in Istanbul and the Swiss Chamber of Commerce in Turkey.



## Swiss Days Family

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It will be a unique platform to promote Switzerland and Swiss companies; Swiss brands, technology, education, culture and more, allowing companies and institutions to promote themselves in the positive light of “Swissness” and the highly valued associations that come with it.

### SWISS Booths



## Why Bomontiada?

The story of Yapı Kredi bomontiada

Imagine a lush beer garden in the heart of Istanbul where artists, young people and families come together. The Swiss Bomonti brothers did more than just imagine 130 years ago. Bomonti, which takes its name and character from the Bomonti brewery, is now building a unique neighborhood culture with its new residents and culture & art spaces.

Yapı Kredi bomontiada, selected as the venue for Swiss Days 2019, is one of the most exclusive and multicultural locations in Istanbul and also has a special importance in terms of Swiss – Turkish relationships. The Bomonti district, where Yapı Kredi bomontiada is located, takes its name from the Swiss Bomonti Brothers, who founded a brewery here in 1890. The historic neighborhood where Istanbul's commercial and cultural pulse beat for more than 130 years was also home to a factory that Nestlé, the world famous Swiss brand, built in the 1920s. Bomonti district, where cultures have blended and commerce has thrived for years, will now bring the Turks and the Swiss together again at a wide-scale festival.

The story of Yapı Kredi bomontiada goes way back.

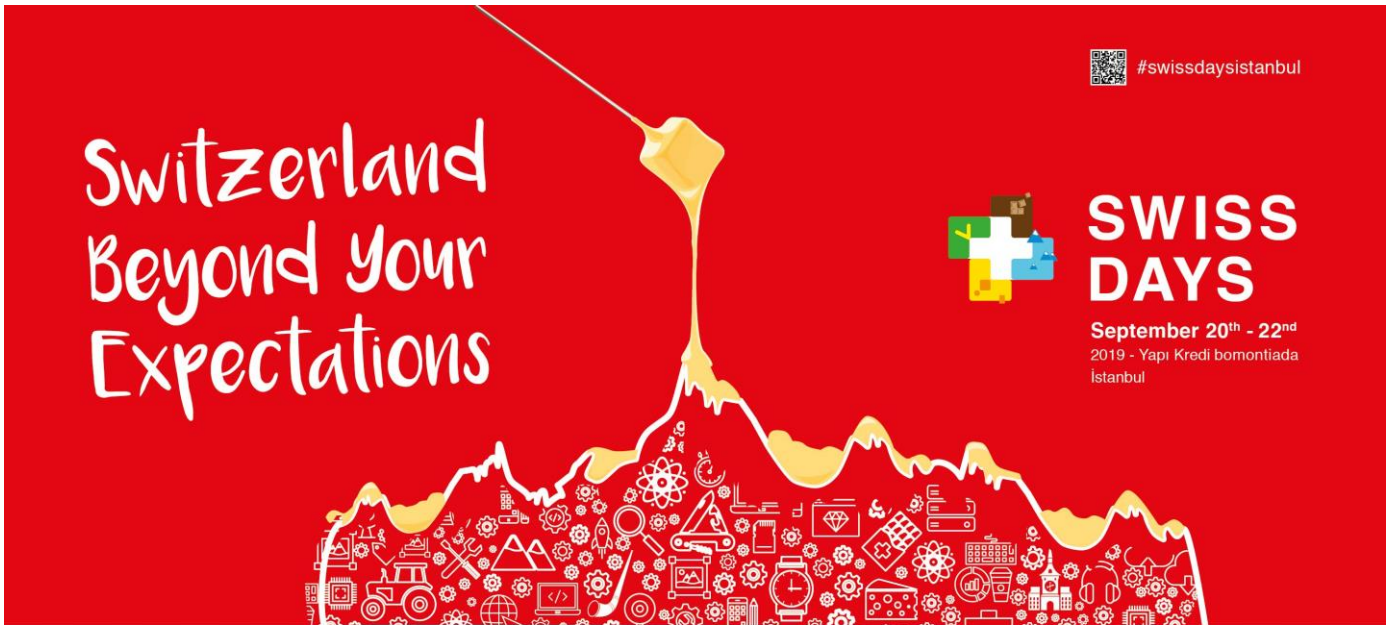
With the brewery they opened in 1885, the Swiss Bomonti brothers gave their name to one of the oldest neighborhoods in Istanbul in a district called Feriköy. This first beer brewery in the Ottoman Empire that utilized a modern brewing technique introduced beer to the neighborhood's residents.

The stories about Old Istanbul tell us that there were beer gardens around Pangaltı and Bomonti where people would meet, especially in the early 20th century. People of all ages and from all walks of life would gather, sit at carefully set wooden tables and have picnics, sharing the different dishes they made in a lush, garden-like social setting. However, commercial developments over time led to a change, first in the name of the factory and then the owners. The factory was taken over by Tekel in 1938, remained idle for a long time, and then transferred.

Bomontiada, which stands out with its creative and productive cultural structure, performance halls, workshop areas, Leica and Ara Güler Museum, as well as restaurants catering to different gastronomic preferences, is now welcoming visitors under its new name "Yapı Kredi bomontiada". Built around a multidisciplinary cultural program, Yapı Kredi bomontiada is now a center where cultural activities, screenings, concerts, visual and audio performances, gastronomy festivals, creative meetings and similar events can be held in interaction with residents and business stakeholders. Offering workshops, live performances, shows and fairs in different disciplines and platforms for the people, Yapı Kredi bomontiada continues to drive urban culture fostered by plurality with a new program created in collaboration with individuals and teams that contribute to the cultural scene of Istanbul.



## WHAT'S ON SWISS DAYS?



### Wheel of Fortune

20<sup>th</sup> Sep 2019, 11:00 – 12:00  
16:00 – 17:00

21<sup>st</sup> Sep 2019, 11:00 – 12:00  
16:00 – 17:00

22<sup>nd</sup> Sep 2019, 11:00 – 12:00  
16:00 – 17:00



### Happy Lilly

20<sup>th</sup> Sep 2019, 15:00 – 16:00

21<sup>st</sup> Sep 2019, 11:00 – 12:00  
15:00 – 16:00

22<sup>nd</sup> Sep 2019, 11:00 – 12:00  
15:00 – 16:00



### <<Real>> Cow Painting

21<sup>st</sup> Sep 2019, 10:00 – 12:00  
16:00 – 18:00

22<sup>nd</sup> Sep 2019, 10:00 – 12:00  
16:00 – 18:00



### Theodora Giggle Doctors

21<sup>st</sup> Sep 2019, 13:00 – 17:00

22<sup>nd</sup> Sep 2019, 13:00 – 17:00



### Cow Milking Competition

21<sup>st</sup> Sep 2019,



### Photobooth

Get the most likes  
on Instagram for the best gifts

20<sup>th</sup> - 21<sup>st</sup> - 22<sup>nd</sup> Sep 2019





## PROGRAMME

### Thursday, 19th September 2019

11:00 – 12:00 Press Conference for Swiss Days incl. Economic Forum, 4th floor bomontiada

19:00 – 23:00 Gala-Dinner (**Invitation only**)

### Friday, 20th September 2019

09:00 – 19:00 Radio Rundfunk.fm “DJ Oliver Scotoni”

09:00 – 13:30 “XV. Swiss Turkish Economic Forum” “Artificial Intelligence”, 4th floor bomontiada ([Registration Required](#))

10:00 – 14:00 Firmenich Workshop (**Invitation only**)

10:30 Booths Opening

11:00 – 12:00 Textile Workshop “The future of textiles: Sustainability through innovation” ([Registration Required](#))

13:30 – 15:30 Career Hours, 4th floor bomontiada

14:30 – 15:30 Innovation, New Technologies, Entrepreneurship KoobHub, (4. Floor bomontiada)

17:00 – 20:30 Business Luzern Conference “Why establishment in Switzerland? Why establishment in Luzern?”  
(Registration Required)

17:00 – 20:30 Swiss International School in Dubai Conference “Swiss Education and Boarding in Dubai” (Invitation only)

19:00 Booths Closing

19:00 – 21:00 Live Music (DJ performances) “DJs Ronny Grauer & Dejan”

21:00 Open Air Cinema “Win Win” (Open for public)

### Saturday, 21st September 2019

10:00 – 19:00 Radio Rundfunk.fm “DJ Oliver Scotoni”

10:30 Booths Opening

11:00 – 13:00 Workshop Tooth Friendly (Ara Güler, room 2) (Open for public)

13:00 – 17:00 Theodora Sevgi Doktorlari Cartoon, face painting and henna tattoo activities with Dr. Bebis

15:00 – 17:00 Barry Callebaut Workshop “From bean to Chocolate” (**Invitation only**)

17:00 – 19:00 Film Screenings “Die göttliche Ordnung” (Ara Güler, room 2) (Open for public)

19:00 Booths Closing

19:00 – 23:30 Live Music (DJ performances) “DJs Ronny Grauer & Dejan”

### Sunday, 22nd September 2019

10:00 – 19:00 Radio Rundfunk.fm “DJ Oliver Scotoni”

10:00 – 13:00 Malva Permakultur Bio Artisan Bread Workshop (Ara Güler, room 1) ([Registration Required](#))

11:00 – 13:00 Workshop Tooth Friendly (Ara Güler, room 2) (Open for public)

11:00 Booths Opening

13:00 – 17:00 Theodora Sevgi Doktorlari Magic trick/ballon activities with Dr. Bebiş & Dr. Pinky

15:00 – 17:00 Film Screening (Ara Güler, room 2) (Open for public)

19:00 Booths Closing

19:00 – 20:00 Farewell Drinks Participants

19:00 – 21:00 Live Music (DJ performances) “DJs Ronny Grauer & Dejan”

21:00 Open Air Cinema “Pane e Tulipani” (Open for public)



## HOW TO GET TO BOMONTIADA?



### Venue

### Dates

20th – 22nd of September 2019

### Location

[Yapı Kredi Bomontiada, Istanbul, Turkey](#)  
Merkez Mah. Silahsor Cad. Birahane Sok.  
Tarihi Bomonti Bira Fabrikası No:1  
34384 Sisli / Istanbul

[View larger map](#)



**Free shuttle services from nearby  
to Yapı Kredi bomontiada:**

Taksim > **Atatürk Kültür Merkezi**  
Mecidiyeköy > **Trump Towers**  
Beşiktaş > **Kadıköy & Üsküdar Pier**  
10:00 - 11:00 - 14:00 - 15:00

**By Bus, Metro or Cable Car.**



## WHERE TO STAY DURING SWISS DAYS?

### Accommodation

You can get a special discount exclusively for Swiss Days

Fairmont Quasar Istanbul  
(3km to Bomontiada)  
(42,6 km to Istanbul Airport)

Ebru Çağlayan

Ebru.Caglayan@fairmont.com  
fairmont.com/istanbul/

Raffles Istanbul  
(5 km to Bomontiada)  
(45 km to Istanbul Airport)

Can Yuluğ

Can.Yulug@affles.com  
affles.com/istanbul

Hilton Bomonti  
(near of Bomontiada)  
(41 km to Istanbul Airport)

Fatih Hacıoğlu

Fatih.Hacioglu@hilton.com  
hilton.com

Hilton Istanbul Bosphorus  
(2,2 km to Bomontiada)  
(47 km to Istanbul Airport)

Gülin Genç

Gulin.Genc@conradhotels.com  
hilton.com

Mövenpick Hotel Istanbul  
(6,9 km to Bomontiada)  
(39 km to Istanbul Airport)

Kaan Buluç

Kaan.Buluc@movenpick.com  
movenpick.com

Swissôtel The Bosphorus Istanbul  
(3 km to Bomontiada)  
(45 km to Istanbul Airport)

Selen Tamkoşar

reservations.bosphorus@swissotel.com  
swissotel.com/istanbul

Shangri-La Bosphorus Istanbul  
(6 km to Bomontiada)  
(40 km to Istanbul Airport)

Gökhan Bayar

Gokhan.bayar@shangri-la.com  
shangri-la.com





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ROBOTIC Futuristic  
Development  
**'Industry 4.0'**  
VIRTUAL Knowledge  
Innovation Learning  
Cybernetics Planning  
DIGITAL Reasoning  
Electronics Approach  
COMPUTING  
MACHINERY  
Technology  
Robots

## XV. Swiss Turkish Economic Forum

# “Impact of Artificial Intelligence on our Society: Global Trends and Use Cases for Turkey”

**Date & Time** 20 September 2019, 09.00 -13.30  
**Venue** Yapı Kredi bomontiada, 4<sup>th</sup> Floor Meeting Room



#SwissDaysIstanbul

Contact: [sevda.topcu@tr-ch.org](mailto:sevda.topcu@tr-ch.org)



20 – 22 September 2019

### Organized by



Schweizerische Eidgenossenschaft  
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Consulate General of Switzerland  
Swiss Business Hub Turkey



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Consulate General of Switzerland in Istanbul  
İsviçre Başkonsolosluğu İstanbul

## PROGRAMME

Register now!

09.00 - 09.30 Registration

09.30 - 09.45 Opening Speeches

- **Doğan Taşkent**  
Secretary General & Board Member of the Swiss Chamber of Commerce in Turkey
- **H.E. Dominique Paravicini**  
Ambassador of Switzerland to Turkey

09.45 - 10.30 Keynote Speakers

- **Dalith Steiger**  
Co-Founder and Managing Partner of SwissCognitive  
"Shape Instead of Being Shaped"
- **Faruk Eczacıbaşı**  
Vice Chairman of Eczacıbaşı Holding Co.  
"Four Concepts to Internalize: Flexibility, Convergence, Networking, and the Dark Side"

Coffee Break

10.45 - 11.45 PANEL "Artificial Intelligence and its Impact on our Society"

Moderator: **Doğan Taşkent**  
Secretary General & Board Member of the Swiss Chamber of Commerce in Turkey

- **Andy Fitze**  
Co-Founder and Managing Partner of SwissCognitive
- **Altan Çakır**  
Associate Professor at Istanbul Technical University (ITU); Researcher, Ph.D, CERN
- **Sandra Tobler**  
CEO and Co-Founder Futuræ Technologies AG

11.45 - 12.15 Closing Remarks (Video Presentation)

- **Indy Johar**  
Co-Founder & Executive Director at Dark Matter Laboratories

12.15 - 13.30 Networking Cocktail

### Partners



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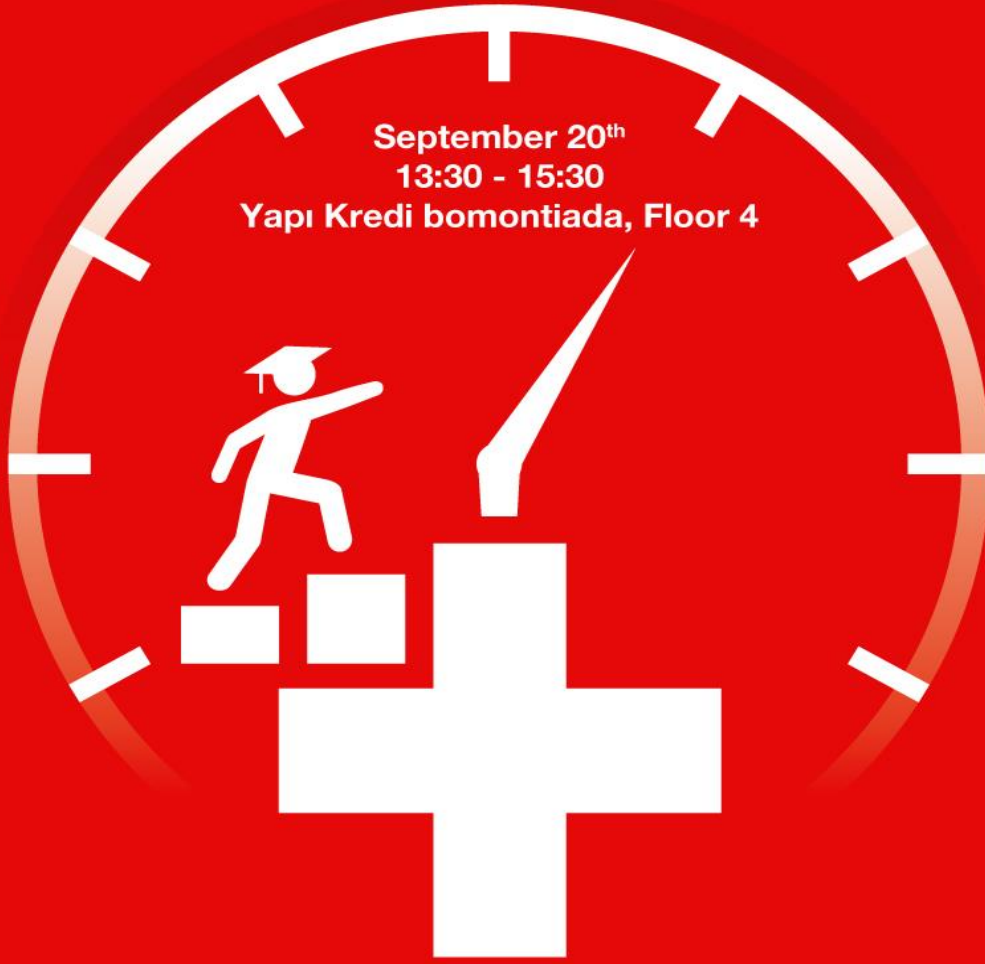




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# Swiss Career Hours

**ABB | ADECCO | ECZACIBAŞI HOLDİNG | NESTLE | NETAŞ | ROCHE | SCHINDLER**

Please join us at the Swiss Days Career Hours in Yapı Kredi Bomontiada, Floor 4 at 13.30 – 15.30 on September 20<sup>th</sup>, 2019 to catch crucial insights about your career potential and future decisions.

The event will bring together several important figures from the Swiss and Turkish business worlds who will share their guiding experience and inspirational opinions on how to take firm steps on a well-established and fulfilling career.



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İstanbul

## Textile workshop

# THE FUTURE OF TEXTILES

## SUSTAINABILITY THROUGH INNOVATION

Register now!

Friday, 20<sup>th</sup> September 2019

11:00 – 12:00 Ara Güler, room 2 (Registration on [www.tr-ch.org](http://www.tr-ch.org))

ARZU KAPROL

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# NEW TECHS & ENTREPRENEURSHIP MEETUP



DEMET ZÜBEYİROĞLU



BÜLENT EĞRİLMEZ



MUSTAFA BALTACI

Yapı Kredi  
bomontiada  
Friday, 2:30 pm



SWISS  
DAYS

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# SWISS DAYS

September 20<sup>th</sup> - 22<sup>nd</sup>  
2019 - Yapı Kredi bomontiada  
İstanbul

# Tooth Friendly Workshop

Saturday, 21<sup>st</sup> September 2019

Sunday, 22<sup>nd</sup> September 2019

11:00 – 13:00 Ara Güler, room 2 (Open for Public)



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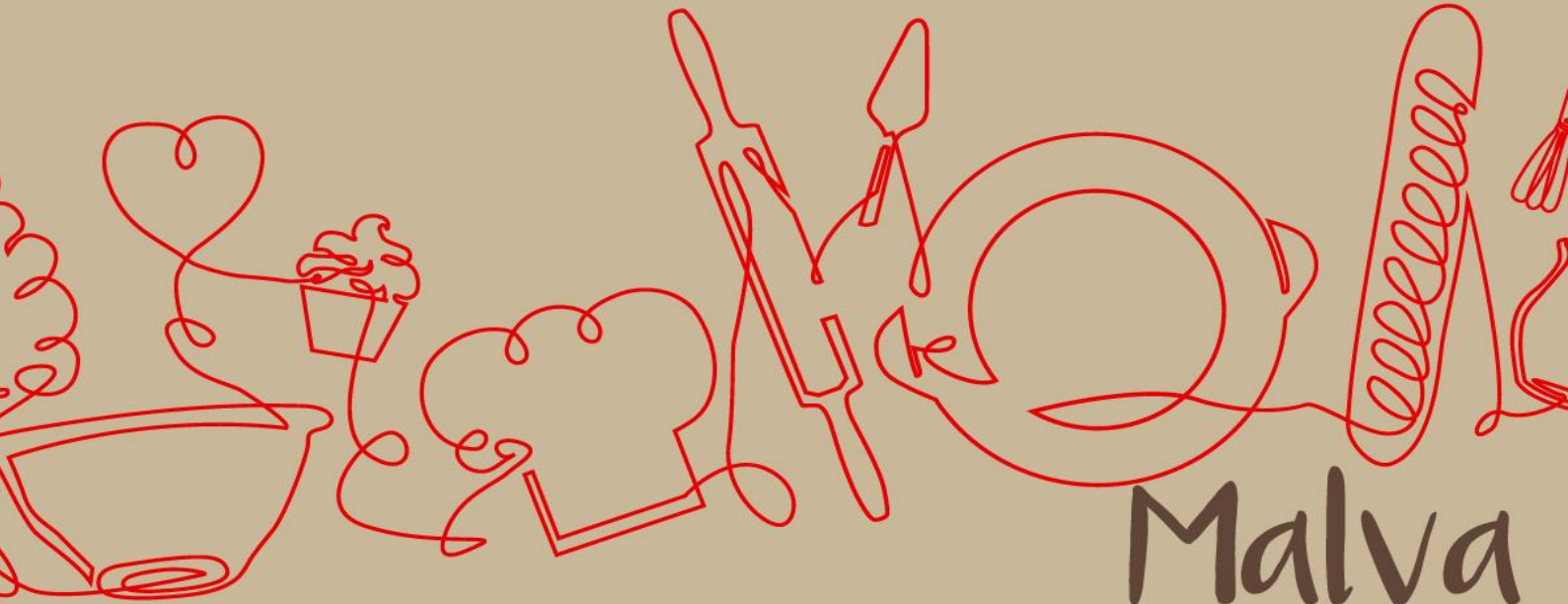
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# SWISS DAYS

September 20<sup>th</sup> - 22<sup>nd</sup>  
2019 - Yapı Kredi bomontiada  
İstanbul

## Bread Workshop



# Malva Permakultur Bio Artisan

Sunday, **22<sup>nd</sup> September 2019**

**Register now!**

**10:00 – 13:00** Ara Güler, room 1 (Registration on [www.tr-ch.org](http://www.tr-ch.org))



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COMTE

*Eine genüssliche Komödie.  
Nach einer wahren Geschichte.  
Witzig und charmant!*



JEAN-LUC  
COUCHARD

*Ein dynamischer Bürgermeister,  
15 chinesische Schönheiten...  
und die halbe Schweiz steht Kopf.*



# WIN WIN

chinesisch im Jura

JEAN-LUC  
BIDEAU



Friday, 20<sup>th</sup> September 2019

21:00 Open Air Cinema  
"Win Win"

(Open for Public)

ONETTI  
COMTE • FRÉDÉRIC RECROSIO • XIN WANG • YING BIN • LAURENT BATEAU  
DAPHNE HACQUARD • JEAN-LUC BARBEZAT • FANG-HSUAN CHIU • MAI-ANH LE • BRIGITTE ROSSET  
ELLAY • PHILIPPE RECEVEUR DANS LEURS PROPRES RÔLES  
COX MONTAGE: NATYAS VERESS • MONTAGE: FRÉDÉRIC VERCHEVAL • DECORS: THOMAS LEPORRIER • PREMIER ASSISTANT-RÉALISATEUR: FABRICE COUCHARD  
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LEUENBERGER

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BRUNNER

BETTINA  
STUCKY

MAX  
SIMONISCHEK

# THE DIVINE ORDER



Saturday, **21<sup>th</sup> September 2019**

17.00 - 19.00 Open Air Cinema  
"Die göttliche Ordnung"

(Ara Güler, room 2)

TELECLUB „THE DIVINE ORDER“ MARIE LEUENBERGER MAX SIMONISCHEK RACHEL BRAUNSCHWEIG  
DESIGNER LINDA HARPER PRODUCTION DESIGNER SU ERDT SOUND MIXER PATRICK STORCK MUSIC COMPOSER ANNETTE FOCKS  
EXECUTIVE PRODUCER CLAUDE WITZ PRODUCED BY RETO SCHAEERLI LUKAS HOBI WRITTEN AND DIRECTED BY PETRA VOLPE  
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# Private Swiss Schools in Istanbul at Swiss Days Istanbul



## SWISS DAYS

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