

e-Newsletter
November 2019

Swiss Chamber of Commerce in Turkey



PLATINUM PATRONS



GOLDEN PATRONS



SILVER PATRONS



EVENT PATRONS





Ansgar Bornemann

CEO, Nestlé Turkey

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

On behalf of Nestlé Turkey, it is my honor to greet you in this issue of the newsletter. I am very pleased to start a new journey here at Nestlé Turkey 8 months ago, which enabled me to become a proud member of this Chamber.

I would like to take you briefly through the inspiring story of Nestlé, one of the world's largest Food and Beverage Company. The company's foundation was established over 150 years ago when Henri Nestlé saved a baby's life by developing the world's first milk-based baby formula. Since then, Nestlé continuously expanded its portfolio through innovations and serve billions of consumers on a daily basis. Today, Nestlé is present in 190 countries with 2,000 brands, touching consumers' lives at every stage of life from birth to adulthood and beyond, including pets.

Our presence in Turkey dates back to 1875. Our commercial operations started in the sales office in Karaköy, followed by one of the Republic's first investments with chocolate factory in Feriköy in 1927. After 113 years, we currently operate with four production sites in Bursa and create employment for the extended Nestlé Turkey Family of 7000. Serving with 50 brands and more than 800 products under 11 categories, Nestlé Turkey is among the top growing companies in the FMCG industry. In addition to strong global brands such as NESCAFE, Kit-Kat and NESQUIK I am very proud of our local brands such as DAMAK, 1927 and ERİKLİ, which won the hearts of not only Turkish consumers but also global ones in over 15 countries.

Henri Nestlé's vital innovation has formed our purpose of today, "enhancing quality of life and contributing to a healthier future". With our commitment to this purpose and UN 2030 Agenda for Sustainable Development, in 190 countries we strive to have a greater social impact for individuals and families, for communities and for our planet. I would like to highlight Nestlé Turkey's two lighthouse projects "Healthy Steps" and "Have A Rich Pistachio Harvest" which reflect our purpose thoroughly.

Following Nestlé's 2030 global commitment to help 50 million children lead healthier lives, last year the company declared Nestlé For Healthier Kids program as flagship in 84 countries it is carried out. Part of this program, in Turkey we have been conducting the Healthy Steps Project in conjunction with Ministry of Education since 2011 to raise awareness in children at an early age on balanced nutrition and physical activity. Applied in 17 provinces, the project has reached 85.000 children and 170.000 parents to improve habits through trainings, games and learning-based activities.





Ansgar Bornemann

CEO, Nestlé Turkey

Another crucial global commitment of our company is to help improve livelihood of 30 million people in communities by 2030. In accordance with this commitment, we have created an entirely locally developed project, "Let's Have A Rich Pistachio Harvest" with TEMA foundation in Turkey. The eight year-long project focuses on solving the issues faced by 210.000 pistachio farmers in Gaziantep province and thus, preserving the local legacy of pistachio. As of today, through applied and on location trainings the project has increased pistachio efficiency by 113 percent, contributing significantly to sustaining the welfare of farmers.

I believe that the traces of Swiss culture that is embedded in Nestlé's roots is a vital contributor to company's continued precision and success. Being a proud member of the Swiss Chamber of Commerce in Turkey helps us maintain this connection. We believe that Swiss companies operating in Turkey can build a significant synergy while collaborating and gather as one team. As part of this team, it was also a pleasure to be involved in Swiss Days Istanbul 2019 on September 19 to 22 where we presented our brands and strengthen our relations with Swiss companies.

I look forward to meeting you in future occasions.

Sincerely,

Ansgar Bornemann

CEO, Nestlé Turkey



Neslihan Nigiz Ulak

General Manager, Barry-Callebaut Turkey

Ms Nigiz Ulak, tell us a little bit about your background.

I was Born in 1977 and I'm a Turkish Citizen. I attended Robert College, is a high honour graduate of Bogazici University Business Administration and holds CIMA (International Management Accounting) degree. Started at Unilever Turkey in 1999 as finance management trainee in Ice Cream and have taken responsibilities in finance, supply chain and sales departments since then. After my first five years in finance, I was assigned as Company S&OP lead and founded the demand planning for UL Turkey. Then transferred to sales, looked after global accounts and became the first female sales director of Unilever Turkey in 2010. After this role I took an international assignment as Unilever Food Solutions Global CD Director in 2014. I returned to the local leadership team of Unilever Turkey in 2017 and became the head of Modern Trade. I joined BC family as of April 2018. As an advocate of women empowerment I am the founder of EVEN, a social platform aiming to provide equal opportunities for men and women in FMCG sector. I am also cofounder of Lead Network Turkey.

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

The Turkish market is a very interesting one, as it has an estimated size of almost 450.000 tons, of which almost 50% chocolate. So, it means for a company like ours a true opportunity to do business here. Proximity to our markets is very important for us, therefore we already produce chocolate in our plant in Eskisehir since 2013. Today, the opening of this relocated Chocolate Academy Istanbul, is a major confirmation of our belief in the Turkish market, as we created a home where our employees and our customers can work on the chocolate creations of the future. Our ambition is to grow the Turkish market with our wide product portfolio of quality chocolates, compounds and decorations.

Name us three extraordinary things about

Barry-Callebaut?

We were founded in 1996, as a merger between French Cacao Barry and Belgian Callebaut but some of our brands date back to the early 19th century and have a history of more than 175 years. So, we can say that we are true experts and have deep knowledge on cocoa and chocolate. We are the world's leading manufacturer of high-quality chocolate & cocoa products. We serve the entire food industry, from industrial food manufacturers to artisanal and professional users of chocolate, such as chocolatiers, pastry chefs, bakers, hotels, restaurants or caterers. Through our global brands Callebaut® and Cacao Barry®, we are catering to the specific needs of these artisanal customers. Currently, we run about 60 production facilities worldwide and employ a diverse and dedicated global workforce of more than 11,500 people. We are present in all stages of the industrial chocolate value chain. One in four cocoa and chocolate products consumed worldwide have Barry Callebaut products inside. What makes us truly unique as a company is the fact that about half of our dividends support the Jacobs Foundation which is dedicated to education and the future of young people. So, the better we perform, the more we can contribute to this good cause.

What is the biggest challenge Barry-Callebaut is facing in Turkey?

Shrinkage in the consumption in Turkey has affected us unfavourably as every company. Despite high inflation and high unemployment, it is very important to turn pessimistic expectations into optimistic expectations in such economic crises. Considering the past experience of Turkey's economy, Turkey generally recovers quickly from stagflation and quickly overcomes the economic crisis.



What are the gains?

We have moved in our new office at the beginning of 2019. Hereby our managing office and Chocolate Academy are eventually on the same floor in the same building. We are very excited to give master classes about chocolate to chocolate enthusiast with the latest generation equipment and trends. We are also building our team with talented people to shape and cement our future in Turkey.

What future plans does Barry-Callebaut hold and what are the upcoming projects?

At Barry Callebaut, we lead in chocolate and cocoa innovation, offering cutting-edge solutions that support and strengthen the business of both our industrial and Gourmet customers. Close to 40% of our sales revenue comes from innovation and product renovation. We see three main places where innovation can come from: first, we want to lead on trends. Our innovation programs are grounded in deep insights in global consumer trends. Examples are sugar reduction, vegan, and probiotics. Secondly, we want to create new experiences, based on great-quality ingredients and thirdly, we try to invent the future, like we for example did with the biggest innovation in chocolate for 80 years - ruby, the 4th category of chocolate next to dark, milk and white.

In 2017, Ruby chocolate, was unveiled in Shanghai in September 2017 and launched as the first consumer product under the iconic KITKAT brand by Nestlé in January 2018 in Japan and South Korea. Ruby is widely considered as the biggest innovation in chocolate making over the past 80 years and has won many awards. Ruby chocolate has a fresh berry-fruity taste and characteristic color. The color and the taste of ruby chocolate is naturally coming from the ruby cocoa bean. No berries, berry flavor nor color are added. For more than 10 years, the Barry Callebaut R&D people have been working on this innovation and the way how we can select and process cocoa beans in such a way, so it ends up in new chocolate creations. Currently, Ruby is already available in 40 markets worldwide. In Turkey, the launch of Magnum Ruby has created a lot of buzz and enthusiasm with consumers as it was the first market where Ruby has been applied in ice cream. We are convinced that Ruby is the 4th category of chocolate, next to dark, milk and white chocolate. It has the potential to become as big as white chocolate today.

Moreover, we have just launched WholeFruit chocolate which it claims is the first to use the entire cacao or cocoa fruit – as opposed to just the beans – to pack a more fruity punch in the flavor. As modern consumers prioritize less sugar, more nutrients and less damage to the environment. WholeFruit chocolate is based on a recipe

using 100% of the fruit. About 70% of the cacao fruit is typically discarded in the traditional process of making chocolate, which is increasingly regarded as very wasteful. The entire cocoa fruit, from beans to peels, pulp and juice, “results in a range of high-quality ingredients that can be used in ... juices, smoothies, frozen desserts, bakery and pastry products, and snacks all the way to chocolate.

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

As the world’s leading manufacturer of high-quality chocolate and cocoa products, we have a moral obligation as well as a business interest to tackle the structural issues in the chocolate supply chain. We are committed to make sustainable chocolate the norm by 2025, to help ensure future supplies of cocoa and improve farmer livelihoods. Therefore, we have to lift cocoa farmers out of poverty, ensure children are not engaged in child labor, become carbon positive, eliminate deforestation from our supply chain as a step to becoming forest positive, and have 100% sustainable ingredients in all our products. As our annual Forever Chocolate progress reports show, we make great progress to achieving the targets we set ourselves in 2016. The progress data show how, through our sourcing, processing and sales, we are driving change, supporting cocoa farming communities, reducing resource consumption in our factories and driving the uptake of sustainably sourced chocolate. To give you only a few examples how this is translated amongst many different aspects of our business: At this moment, we source already 44% of cocoa beans, and 44% of other chocolate ingredients through sustainability programs. Over 200,000 cocoa farmers were involved in one of our sustainability programs. 15 out of our 60 factories (25%) are now powered by renewable energy. So, a lot has been done but there is still a huge challenge ahead of us. We are committed to continue our efforts in order to make sustainable chocolate the norm by 2025.

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

Chamber of Commerce has had a crucial role in our business to strengthen our network and visibility within different industries and shareholders especially in last year. We have attended Swiss Days event with our booth and I can say that it was an amazing 3 days for us to share our chocolate passion with attendees get their feedback. I am looking forward to doing more collaborations with SCCT in upcoming years to bring more value to our environment.



Ender Tambas

44 years-old

University of Geneva Alumnus

Vice-President at International Wealth Management

Credit Suisse AG/Zurich-Switzerland

Mr Tambas, during which time period have you gone to school in Switzerland?

I studied in Switzerland from 1992 through 1999. This time frame includes French language schools in Neuchatel, university preparation courses in Fribourg and Bachelor's degree at the University of Geneva.

How come you went to Switzerland? Whose influence was behind this idea?

It was the influence of my uncle, who was finalizing his thesis at the University of Geneva at the time. He has always been impressed by Swiss education as it purports to meet students' needs and develop advanced skills hence providing opportunities towards their prospective careers.

Do you have any special memories?

During my first year, I was staying at my uncle and aunt's house. Despite the fact that she would speak Turkish very well, my Swiss aunt would communicate with me in French. One day she made a shopping list for me, and I had to complete it successfully. Needless to say, my French vocabulary was quite limited at the time, and I was quite frustrated. As expected, I ended up buying zucchini (courgettes) instead of carrots (carottes). In retrospect, I am quite thankful that she challenged me so as to expedite the learning process.

Also, when I arrived in Switzerland towards the end of 1991, the World Wide Web (Internet) had just become publicly available. I was quite privileged to be among the first students participating in the initial implementation of the Internet at the University of Geneva.

Please give us a brief insight on your personal experiences during that time.

Upon completing French language school successfully, I was enrolled at the University of Geneva studying computer engineering.

The degree program was quite new and as a matter of course lacked organization. Hence I decided to switch my major to business administration. My parents were not happy with my decision and gave me the ultimatum that they would financially support me only if I studied computer engineering. This then-unpleasant experience was quite the milestone in my life as I started making my own money and met professionals who would later on be influential in my professional career. After all, the ultimatum was a blessing in disguise.

Describe briefly the Swiss education system in comparison to the Turkish one.

Swiss education is based on analytical thinking, reasoning, creativity and application. It prompts students to research further than the knowledge gained within the classroom boundaries. During the time that I was a student in Turkey, Turkish education would fall behind in terms of developing reasoning skills as it was geared towards memorization.

What is so special about Swiss education? What do you appreciate most having studied in Switzerland?

I believe that it is quite pragmatic. The way it is organised allows students to study and work at the same time. This, of course, creates opportunities for students to apply their knowledge in the real world.

What would you recommend Turkish parents who want to send their children to a Swiss boarding school?

I would recommend that they visit the school first and receive feedback from former and current students, if possible. It is also important to make sure that the prospective school has accreditation so that when they further their studies beyond high school, acceptance would not become an issue.

EVENTS



20-22nd September 2019, Yapı Kredi bomontiada, Istanbul
Swiss Days Istanbul

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Consulate General of Switzerland in Istanbul

'Beyond your Expectations'

The Swiss Chamber of Commerce in Turkey, the Swiss Business Hub Turkey, the Consulate General of Switzerland in Istanbul and Switzerland Global Enterprise hosted the first "Swiss Days" in Turkey in Istanbul, from the 20th – 22nd of September in Yapı Kredi bomontiada. It was a unique platform to promote Switzerland and Swiss companies; Swiss brands, technology, education, culture and more, allowed total 45 companies and institutions to promote themselves in the positive light of "Swissness". The festival took place three days and offered something for everybody. It started with the **Swiss Turkish Economic Forum**, that was organized for the fifteenth time, on 20 September 2019, with the focus on "Artificial Intelligence".



Swiss Days Family



The Swiss Days Istanbul was also supported by Şişli Municipality, Yapı Kredi bomontiada, Swiss Tourism, dDf, Turkish Airlines. Mayor of Şişli was giving a great support in the organization of this mini expo. Turkish Airlines was the only Turkish brand accompanying the event during those three days. The difference hereby was that this festival was not a common 'exhibition' event.

It was not only business-driven, it was more dynamic, interactive and entertaining. The aim was to provide a communicative platform between exhibitors, partners and visitors. Workshops and exclusive seminars as well as activities for children, which was underline the diverse character of this three-day event. More than 10,000 participants visited Swiss Days.



XV. Swiss Turkish Economic Forum

The XV. Swiss Turkish Economic Forum was held during the Swiss Days at Yapı Kredi Bomontiada Istanbul (4th Floor), under the topic *«Impact of Artificial Intelligence on our Society: Global Trends and Use Cases for Turkey»*. The Secretary General of the Swiss Chamber of Commerce in Turkey, Mr Doğan Taşkent, the Ambassador of Switzerland to Turkey, H.E. Mr Dominique Paravicini welcomed the guests with their opening speeches. Distinguished speakers from Turkey and Switzerland shared their views on Artificial Intelligence.

Approximately 200 participants attended the Forum including visitors, speakers and firm representatives.

The successful forum was followed by a networking luncheon.



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»

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 Futurae Technologies AG

XV. Swiss Turkish Economic Forum Partners, Sponsors and Supporters

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, 4th Floor Meeting Room

#SwissDaysIstanbul **Contact:** sevda.topcu@tr-ch.org
0545 931 3646 **SWISS DAYS**
20 - 22 September 2019

Organized by

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[Event Videos](#)



Press News

HÜRRİYET DAILY NEWS 18.09.2019

Swiss Days to mark industrial heritage of Turkey, Switzerland

Swiss Days, organized in other countries, will take place for the first time in Turkey, aimed at forging stronger ties between the two countries

ISTANBUL

Swiss Days, an organization to promote one of Europe's most dynamic countries, will take place at a very special location in Istanbul, representing the two countries' industrial heritages.

The Bomonti Beer Factory that was established by the Swiss Bomonti Brothers will after more than 100 years become the stage of a mini festival that will highlight Turkish-Swiss relations.

Organized in other countries under different names, Swiss days will take place for the first time in Turkey, and the organizers could not find a better location that symbolizes the historic relations between the two countries. The distant relatives of the Bomonti brothers will come to Istanbul to be present during Swiss days.

Historic district of manufacture

Bomonti, which gave its name to the neighborhood the factory is located in Şişli district, at the very center of Istanbul, was also home to a factory that Nestle built in 1920.

The Bomonti Brewery, which was established at the beginning of the 1890's during the industrialization peri-



The Bomonti Factory, which was established by the Swiss Bomonti Brothers, will host Swiss Days. 'We have a big interest in that site,' says Schmid, the acting Swiss council-general (inset L2).



od of the Ottoman Empire, had recently undergone complete renovation and repurposing to become a cultural center under the name Bomontiada ("Ada" means island in Turkish). Swiss Days will, however, take place under the shadow of a controversial development, which might see the demolition of the historic site to give way to new buildings.

In the past home to Greek, Armenian and other non-Muslim communities, Şişli remains one of the most densely-populated areas. The neighborhood maintained its cosmopolitan

character even after non-Muslim minorities left Istanbul and continued over the years to be a commercial and cultural hub. The factory was the first beer factory founded in a predominantly Muslim country. The Turkish state took over the factory in the 1930s and it ceased to produce beer in 1991.

Not only luxury watches

In the last decade, Bomonti started to become a very popular neighborhood, with the rapid construction of modern high-rise apartments, cafes, offices, and restaurants.

Bomontiada has brought an additional dynamism to the area since the mid-2010's, attracting large crowds as it is home to fancy restaurants, a music venue and an art gallery.

Parts of the plot according to the facilities were recently handed over to the Directorate of Religious Affairs (Diyanet), with plans to construct a complex including a dormitory and a mosque, a project criticized by locals and the district mayor.

"We do not approve projects that will harm the fabric and further increase the construc-

tion density," said Muammer Keskin, the mayor of Şişli, at a press event last week to inform about the Swiss days.

Keskin said that Şişli Municipality, together with the Istanbul Metropolitan Municipality, was scheduled to meet the officials from the Directorate of Religious Affairs this week "to meet on a common ground and decide what's best for Bomonti."

"We have a very big interest in that site. But we cannot interfere. We can only offer our suggestions if we are asked by the stakeholders," said Beat

Schmid, the acting Swiss consul-general in Istanbul.

Swiss days will start on Sept. 20 by the Swiss Turkish Economic Forum where Faruk Eczacıbaşı will deliver a speech on artificial intelligence.

The activities aim at promoting Switzerland's leading brands and businesses which the organizers say is not limited to chocolate and luxury watches.

Education stands as one of the areas Swiss officials want to promote, aiming at attracting especially university students willing to study abroad.

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Historic district of manufacture

[Read more...](#)

Source: <http://www.hurriyetdailynews.com/swiss-days-to-represent-turkish-swiss-industrial-heritages-146647>

Press News – Turkish Journal

SAMDAN PLUS 25.09.2019



CUMHURİYET 22.09.2019

İsviçre'den yatırımcı çekmeye çalışıyorlar

Türkiye, bu yıl ilk kez düzenlenen "İsviçre Günleri" ile yabancı yatırımcıyı ülkeye çekmeye çalışacak.

İsviçre Ticaret Odası Derneği tarafından, İsviçre Başkonsolosluğu'nun desteği ile düzenlenen ve bugün tamamlanacak olan etkinlik, İstanbul'da Yapı Kredi Bomontiada'da yapılıyor. İsviçre'den Türkiye'ye 2.8 milyar dolar yatırım geldiğini, Türkiye'den İsviçre'ye yatırımın ise 500 milyon dolar beliren İsviçre İhracat ve Yatırım Ofisi Direktörü Mehmet Yıldırım, "Hedefimiz Türk yatırımcıları İsviçre'ye, İsviçreli yatırımcıları da Türkiye'ye taşımak" dedi. İsviçre Ticaret Odası Derneği Başkanı Arpat Şenocak ise, etkinliği başka şehirlere de taşımayı planladıklarını aktardı.

• **Ekonomi Servisi**



MİLLİYET 11.09.2019



ALEM 25.09.2019



EVENTS



04 October 2019, Radisson Blu Bosphorus Istanbul Chamber Corner Event



The International Chambers of Commerce and Trade Offices in Turkey jointly organized a network event at Radisson Blu Bosphorus Istanbul, which offered excellent opportunities to meet high-profile business people and network with Members of the participating organisations. More than 200 members participated the event.



EVENTS



24 November 2019, Isokyo Restaurant, Raffles Istanbul Sunday Brunch



Like every year, the Swiss Chamber of Commerce in Turkey invited members and their families/friends to a colourful and delicious brunch full of laughter, magic tricks and art performed by the Theodora Giggle Doctor "Dr. Bebiş". The traditional 'Sunday Brunch' was held at Isokyo Restaurant and kindly sponsored by Raffles Istanbul. All of the participation fees have been donated to the 'Theodora Sevgi Doktorları' project, who are specially trained professional artists, making weekly visits to long term hospitalized children and bringing them joy, hope and laughter. Since 1998, "Theodora Sevgi Doktorları" regularly visit 26.000 little patients each year in 9 hospitals located in Istanbul and Ankara.





Earthquake & Urban Regeneration

*Discussion around Seismic Protection & Seismic Isolation
in Turkey*



Ferdi Erdoğan
Chairman of IMSAD Turkey



Hakan Geyik
General Manager of Mageba Turkey

29 November 2019
12.00 - 14:30
SHANGRI-LA BOSPHORUS ISTANBUL

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KOSELAWOFFICE



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There are a total of five lawyers, each with specialized on-site. He is also engaged in the 12-man squad consisting of trainee lawyers and offices within the following members. Legal Consultancy service we provide companies in the company to all the best way of meeting the legal requirements and to organize a lawyer is appointed as Coordinator of the Lawyers Law Firm lawyer.

These lawyers, EXPERTISE OWNER relevant for all the company's legal affairs as the

company's legal coordinator solve the Jurist / are organized. So for all the problems are solved by the company's legal experience and expertise with the lawyers.

In law, to eliminate the need in the fastest time and in the right way is important. Therefore, demand for the solution when it comes to law firms are reported to the company within the same day or the report period, all communication and correspondence is conducted mainly in the e-mail environment.

Teamwork is used law of our technological infrastructure automation program, the National Judicial Network Project (UYAP) was made for informational purposes and is compatible with our website was activated. always full transparency and accountability against the most basic principles of our office is to be in shapeability clients. For this purpose each month-end reconciliation with our clients by preparing detailed reports are made based on financial and litigation..



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