

SCCT NEWSLETTER

Bimontly Newsletter of the Swiss Chamber of Commerce in Turkey

JANUARY 2020



PLATINUM

Fairmont
QUASAR ISTANBUL

 **NOVARTIS**


RAFFLES
ISTANBUL
ZORLU CENTER


Shangri-La Bosphorus
ISTANBUL

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Julien Thöni

Consul General of Switzerland in Istanbul

Dear Members of the Swiss Chamber of Commerce in Turkey,

As the new Consul General of Switzerland in Istanbul, I am delighted to address you with a few words and I would like to summarize where we stand after a challenging year in economic and trade affairs. I am also glad that I had the privilege to take part in the yearly Christmas Cocktail as well as in the Chamber's board meeting of December 2019 and that I have already had the pleasure to meet some of you.

Being part of the Swiss diplomatic presence in Turkey, the General Consulate of Switzerland, in close cooperation with the Embassy in Ankara has been striving to support among others the business and economic interests of our country and to contribute to the fostering of our bilateral relations. Our activities, notably in and around Istanbul which counts for 40% of Turkey's economy, are a priority. In this sense, I am glad to count on the active work of the Swiss Business Hub Turkey, hosted by the General Consulate of Switzerland, both in export and investment promotion. The development of human relationships, tourism, cultural ties and academic exchanges are at the core of the General Consulate's tasks. Certainly, the General Consulate is also fully involved in the provision of traditional services to the Swiss community in Turkey as well as the delivery of visas which are so crucial to allow for increased exchanges between our two countries. Last year, more than 16'000 visas have been issued.

As far as Turkey's economy is concerned, 2019 should hopefully be seen as the watershed. Positive signals have been registered: the third quarter of 2019 showed a slight increase of the GDP and with 12% the inflation in 2019 was half of what it was in 2018. Against this background Swiss economic operators are well positioned to pursue their interests in the Turkish market. Despite a slight decline in our bilateral trade exchanges, the economic relations are as good as previously. Turkey is the 21st most important economic partner of Switzerland and our country represents the 8th largest investor in Turkey.





Julien Thöni

Consul General of Switzerland in Istanbul

Around 300 Swiss companies are active in the Turkish market. They perfectly display the diversified nature of the Swiss economy. As a matter of fact, it is worthwhile recalling that the major economic sectors of our country operating in Turkey are: pharmaceutical and chemical industry, food industry, machinery, jewellery and watches, precision instruments, electronics, construction, financial institutions as well as service providers, notably in transport and hospitality. Rapidly developing new technologies and industries in Switzerland as Fintech, the blockchain ecosystem and environmentally sustainable solutions might well further serve the development of the economic relationships between Switzerland and Turkey.

Recalling the large interest sparked off by the first edition of the Swiss Days in Istanbul last September as well as its success, I look forward to supporting its second edition in 2020 with the Chamber of Commerce, the Swiss Business Hub Turkey and the Embassy of Switzerland in Turkey. The Swiss Days constitute an excellent platform to display the attractiveness of Switzerland in Istanbul and in Turkey. Moreover, they enable us to further forge personal relations and contacts around business, culture, art, technology, education and science.

2020 is promising. I seize this opportunity to wish you all a happy New Year and much success.

Julien Thöni

Consul General of Switzerland in Istanbul





Ralph Radtke

General Manager and Regional Director of
Kempinski Residences in Turkey



Çırağan Palace
Kempinski

ISTANBUL

Mr Ralph Radtke, tell us a little bit about your background.

I was born in Berlin. My parents were very hardworking and owned one of the biggest textile factories in Germany and in all of Europe. As a child, I travelled a lot with my family and was fortunate to experience a variety of luxury hotels. Indeed, my father's passion for cars, food and travel rubbed off on me. And because he regularly hosted soirées and events, I grew up socialising and meeting new people. This love for travelling the world, meeting new people from all walks of life and discovering new cultures and traditions steered me into the hospitality business. With over 45 years of experience in such iconic hotels as Ritz Paris and Belmond Hotel Cipriani, I am currently General Manager of the iconic Çırağan Palace Kempinski Istanbul. Previously, I was at the helm of Sofitel as Senior Vice President, managing a total of 15 iconic hotels in Northern, Central and Eastern Europe, Turkey and Israel. I have lived and worked in more than 15 countries, including France, Thailand, Russia, Côte d'Ivoire, Luxembourg, Israel, Turkey, Ukraine, Germany, Austria, Italy, Greece, Switzerland, the US. I am also a proud graduate from one of the best hotel management schools in Switzerland - Glion and elected as executive member in advisory committee and President of Glion Alumni association caring more than 13.000 members in 5 continents.

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

Everything in this country – every inch of detail – impresses me. I always feel the magic, as Turkey, Istanbul owns a unique geographic position, lying

partly in Asia and partly in Europe. Of course, there are many advantages and channelling things because of the unique geographic position. We are enjoying a fairy-tale place in history as Turkey is one of the world's most fascinating and attractive countries, offering thrilling experiences, stunning natural beauty, rich historical and cultural heritage, hospitable people, amazing climate conditions, delicious varieties of food and many more. Turkey is like a jewel especially with its local people. Turkish hospitality is a unique differentiator in hospitality around the world. Turkish people makes you feel at home and you can feel that warm welcome from the heart.

We are in Istanbul. Throughout history, this magical city has become the capital of three empires – Roman, Byzantium and the Ottoman – in its at least two-millennium-old history. Istanbul will always be the country's cultural and business centre. The unique mix of Eastern and Western culture gives the city a unique identity. Its rich past integrates in modern life.



Constantly on the move and thrillingly hip, Istanbul is also one of the most exciting metropolitan areas in the world. The economic and financial heart of Turkey and the biggest producer and importer of art, culture and entertainment, Istanbul amazingly keeps expanding. Thus, the city has become an open-air museum with its marvellous historical buildings, including magnificent imperial palaces, dozens of summer palaces, mansions, pavilions, kiosks, fountains, mosques, churches, synagogues, fortresses, towers and hammams. Additionally, there are also many art galleries, museums, exhibitions, festivals and special events. It has many natural beauties, such as the Bosphorus, forests, parks, and islands worth seeing. Istanbul also hosts many hip and trendy districts, cafes, bars, restaurants and night clubs on the shores of the Bosphorus and all around the city to enjoy delicious meals and have a great time, as well as the luxury residential and shopping districts as well.

Name us three extraordinary things about Çırağan Palace Hotel Kempinski.

- Dating back to the 17th century, Çırağan Palace Kempinski Istanbul is the only Ottoman imperial palace and hotel situated on the Bosphorus, one of the world's most important waterways. Facing Asia, and with enchanting views to the historical peninsula, Çırağan Palace Kempinski Istanbul offers the glamour of a genuine Ottoman palace in a city where east meets west, Europe meets Asia and history meets the contemporary. Following a complete restoration and the addition of a modern hotel building that includes elegant guestrooms, restaurants and meeting venues, the hotel and palace opened in 1991 under the management of Kempinski Hotels, Europe's oldest luxury hotel group.

- Once the home of Ottoman sultans, Çırağan Palace Kempinski Istanbul has seen countless eminent figures pass through its doors. Since opening, Çırağan Palace Kempinski Istanbul has remained "the place" to meet for royalty, presidents and prime ministers, world-renowned artists, designers and business leaders. The hotel has also hosted countless international government summits, meetings, weddings and social events. At Çırağan Palace Kempinski Istanbul, guests routinely visit the "Wall of Fame" to view iconic photos of the hotel's cherished VIP visitors, as well as read anecdotes in the Golden Book, which chronicles memories from its storied past.

- With impeccable service dedicated to excellence, Çırağan Palace always appreciated and awarded from many leading publications and authorities such as Institutional Investor, Condé Nast Traveler, Travel + Leisure, Architectural Digest, Cnn, Forbes, Business Insider, The Leading Hotels of the World, World Travel

Awards and many more since its opening. Çırağan Palace Kempinski Istanbul has scored a huge success by being on the "The Best Hotels in the World" list of the "2019 Readers' Choice Awards", a prestigious reader rating by Condé Nast Traveler – one of the world's most influential and distinguished travel titles providing inspiration and advice for discerning travellers. Named among the Best 50 hotels in the world, Çırağan Palace Kempinski has also received the highest vote from readers, thereby securing the "The Best Hotel of Turkey" award. We had also another recognition before the year ends. Travel+Leisure India & South Asia featured Çırağan Palace Kempinski as the "The Best International Heritage Hotel."



What future plans does Çırağan Palace Hotel Kempinski hold, and what are the upcoming projects?

As we pride ourselves on providing guest experiences that are seamless, we always aim to have a consistency in maintaining this iconic property to enhance our services and quality. Therefore, continuing our investments in this sense is an ongoing process. For instance, we continue to do refreshment works in our rooms and also invest in technology infrastructure. Last summer we opened a brand-new bar, The 47 Music & Drinks which became a very live summer spot for people that want to spend nice time on the Bosphorus with cool atmosphere and cool cocktails. We would like to continue to surprise our guests with some other new trendy food & beverage concepts in 2020. We will be sharing this exciting news soon.

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

Turkey promotes its heritage, culture and social backgrounds, as well as health tourism and accommodation. With the increasing need to enjoy local experiences and feel the sense of place, as Çırağan Palace Kempinski Istanbul, we continue to offer service rituals of ancient times combined with the modern offerings and bespoke craftsmanship.

We initiated a conceptional dinner that allows our guests to treat themselves to an Ottoman royal banquet: our brand-new dining experience 'Sultans' Dinner'. Sultans' Dinner is a most extraordinary choice for those who are willing to enchant their guests with unique tastes and presentations from the Ottoman era in a real Ottoman palace. Each detail has been carefully considered to define the Sultans' Dinner experience.

The experience starts with a welcoming reception accompanied with fasıl, which is a suite in Ottoman classical music, and a sherbet service, sherbet being a popular beverage during the Ottoman Empire. The reception is followed by a rich banquet of royal delicacies, which are prepared with spectacular recipes from the Ottoman epoch, each with a unique story and presentation, in the graceful 'Ottoman' hall. Antique candelabras, a jardinière, a carafe from the 19th century and an imperial silver coffee set with the monogram of one of the sultans of the Ottoman Empire will be the historical highlights of this enchanting experience. Flamboyant flowers, laced plates, cutlery, napkins, glasses and special embroidered uniforms which the experienced banquet team will be wearing have also been designed exclusively for this experiential Sultans' Dinner concept. This dining experience with ultimate superlatives will take our guests on a magical journey in time.



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

Being a member of the Chamber of Commerce always plays an important role in our business. We become better connected with the markets, resources and businesspeople to improve value, visibility and credibility, and to share news, ideas and best practices. For me, the top benefit of being a member is networking. If you are a member of a chamber, you can network with other member businesses. By networking, you get to know others in your community, develop partnerships, and support other businesses. Being a Chamber of Commerce member makes the business more desirable to the guests. Chambers have many marketing opportunities, including their website, social media, community events and print advertising. So, any exposure the chamber gives to your business can be beneficial. Since our company office is also based in Switzerland being a member of Swiss Chamber of Commerce, being a member is also very meaningful for us. We also know that some of the members are also very much engaged with our beautiful hotel in St. Moritz.



Çırağan Palace
Kempinski

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Aydın Çatmaz

Owner of Turkey Textile

School: The American College of Switzerland

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

1981-1986

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

At that time it was a family decision for me to be educated abroad in order to be more global and to have a broader scope of the international business world. My father had decided that Turkey would need to expand its global footprint and as it was clear Turkey could play a role, therefore it made logical sense to expand my scope to have a global education and Switzerland has a reputation of global stability and has the educational infrastructure for international education.

Do you have any special memories?

The education was good but a very important aspect was to have the opportunity to build an international network which as carried into my development of life experiences. Being in a country where many nationalities are educated it is beneficial to have the step forward in globalisation. I have been able to expand my global footprint and the experience of the Swiss Education was something one can never replicate, being able to co-mingle with many nationalities in one place is a true experience and have build bonds with many from over-seas.

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

Global views, to be able to assess at a broader view, friendships abroad, and having the opportunity to study abroad. One of the best experiences is to be able to have the opportunity to build friendships which will last a lifetime, that is the most valuable gifts one can have.

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

Not Applicable as the education system I attended was the US based system.

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

Switzerland being the center of international organisations and logically having an international population, which was the case at the educational institution I attended. At the time Switzerland was the leader for International exposure which can be argued presently but at the time it was definitely the case.

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

It is a unique opportunity but it has its pros and cons, it is also very dependent on parents upbringing as a core of the outcome.



EVENTS



29 November 2019, Shangri-La Bosphorus, Istanbul Business Luncheon

The Chairman of IMSAD Turkey Mr Ferdi Erdoğan and the General Manager of Mageba Turkey Mr Hakan Geyik gave an impressive speech on the topic **«Earthquake & Urban Regeneration - Discussion around Seismic Protection & Seismic Isolation»**.

SCCT President Mr Arpat Şenocak welcomed the guests. More than 50 guests attended the event and took actively part in the Q&A session. Due to a high demand on the topic, there will be organized a further event in Ankara. More information coming soon.



Ferdi Erdoğan
Chairman of IMSAD Turkey



Hakan Geyik
General Manager of Mageba Turkey



EVENTS



05 December 2019, Shangri-La Bosphorus, Istanbul Chamber Corner

The Swiss Chamber of Commerce participated in the Final Chamber Corner Event for 2019, a joint organization with the International Chambers of Commerce and Trade Offices in Turkey.

The evening event took place at Shangri-La Bosphorus Istanbul with approx. 150 people attending. It was a great opportunity to meet the members of the other Chambers.



EVENTS



10 December 2019, Shangri-La Bosphorus, Istanbul Christmas Cocktail Reception

The Swiss Chamber of Commerce in Turkey and the Swiss Business Hub Turkey jointly organized a Christmas Charity Cocktail for its members and distinguished guests at Shangri-La Bosphorus Istanbul. SCCT President Mr Arpat Şenocak, Consul General of Switzerland Mr Julien Thöni and Swiss Business Hub Turkey Director Mr Mehmet Yıldırımli held the opening speech and started the joyful event. All the proceeds of the lucky draw have been donated to the «Community Volunteers Foundation» (TOG - Toplum Gönüllüleri Vakfı).

More than 150 participants attended the cocktail reception.



www.tog.org.tr – info@tog.org.tr



Christmas Cocktail Reception

e-Newsletter January 2020
Swiss Chamber of Commerce in Turkey



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Consulate General of Switzerland
Swiss Business Hub Turkey



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Photo Gallery



Shangri-La Bosphorus

ISTANBUL

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Tektas
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TUTULUM
DONDÜLLERİ

'Turkish House' at Davos to welcome investors from around globe



A staff member prepares translators in the Congress Center ahead of the annual meeting of the World Economic Forum (WEF), Davos, Jan. 20, 2020. (AFP Photo)

The 50th World Economic Forum (WEF) four-day meeting series is set to occupy the global economic and political agenda in the Swiss ski resort town Davos. Turkey, a regular participant at the annual meetings, is poised to take center stage at this year's meeting. A "Turkish House" has been set up at the congress center under the guidance of the Treasury and Finance Ministry in coordination with the Banks Association of Turkey.

Showcasing a mockup of Istanbul International Finance Center (IIFC), the Turkish House will display local products. It will also provide a platform to explain the investment opportunities in the country to global investors.

Representatives from Turkey Wealth Fund (TWF), the Investment Office and the Finance Office are scheduled to hold bilateral meetings with the executives from investment companies, wealth fund managers from other countries and portfolio managers. During these meetings, IIFC in which TWF is a major investor will be particularly highlighted as the country is determined to promote Istanbul as a global finance center.

Last year, the biggest Turkish metropolis jumped nine spots in the Global Financial Centers Index (GFCI), to 59th place. In its first entry into GFCI in November 2009, Istanbul was ranked 72nd and rose to 68th place in September 2018.

[Read more...](#)

Source: <https://www.dailysabah.com/finance/2020/01/20/turkish-house-at-davos-to-welcome-investors-from-around-globe>

UPCOMING EVENTS

2020

FEBRUARY

27

Chamber Corner Event with Foreign Chambers,
Istanbul

MARCH

04

3C Business Luncheon on «Earthquake & Urban
Regeneration in Turkey», Ankara

TBC

Bi-annual General Assembly Meeting
of SCCT, Istanbul

More information coming soon...



ÖZAY

L A W F I R M

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Sector: Law Firm

ÖZAY LAW FIRM

Özay Law Firm provides legal services of high quality which meet with the compelling and ever-developing requirements of business world. The firm succeeds in offering effective "Legal Solutions" which are determined by "Commercial Perception" and in taking "Immediate Actions".

Özay Law Firm's main principle is to provide the clients with "concrete solutions" rather than citing the disputes in legal parlance. Özay Law Firm has adopted the principle of making difference in offering legal solutions by means of reflecting its academic knowledge to concrete results within the practice.



Özay Law Firm's Founder

The firm's founder Att. Merter Özay served as the Legal Director of an American Constructing Company named Clairmont Global for nearly one year. After that, Özay served as the Legal Director, Executive Committee Member, Board Member for nearly ten years at CarrefourSA and established his own law firm at the ends of 2013. Özay is currently the vice president of [Association of Food Retailers](#), the Legislation Committee President of Chain Stores Association and Association of Food Retailers, the Board Member and the Legislation Committee President of Turkish Federation of Shopping Centers and Retailers. He also acts as the president of the ISTAC Retail and Real Estate Committee.

He is currently pursuing a PhD in Labour Law while following up more than 5,000 lawsuits and more than 3,000 execution files with his esteemed colleagues.

Özay Law Firm's Team

The Firm consists of nearly sixty people and with the help of its attorneys all around Turkey the team works intensely on litigation and general consultancy matters to both multinational and local companies. Retail, education, construction, industry, pharmacy, energy market, insurance are the main specialities of the Firm. In addition to the team working on Commercial Law, Contracts Law and Company Law, the Firm provides service on a wide range of matters including Intellectual Property Law, Real Estate Law, Competition Law, IT Law, Execution and Enforcement Law and Labour Law, among many others that the practices of the clients touch upon. The aforementioned services are provided in Turkish, English, French and German. The website www.ozay.av.tr provides the detailed information on the expertise of the Attorneys and other matters about the Firm. Being aware of the importance of academic studies, most of the attorneys continue their academic studies either in LLM or PhD level and they provide effective legal services by keeping balance between the theory and the practice.



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