

SCCT NEWSLETTER

Bimonthly Newsletter of the Swiss Chamber of Commerce in Turkey

September 2020



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EVENT PATRON





Burhan Gündem

CEO, ABB Turkey

Dear Members of the Swiss Chamber of Commerce in Turkey,

On behalf of ABB Turkey, I am very happy to welcome you in this issue of the e-newsletter for the chamber.

Let me begin with my letter by sharing a brief information related to the ABB Group. ABB is a technology leader that drives the digital transformation in various industries, energy distribution sectors including infrastructure and transportation.

With a history of innovation for over 130 years, ABB has four leading customer-focused business areas worldwide. These businesses are Electrification, Industrial Automation, Motion Systems, Robotics and Discrete Automation, all of which are supported with ABB Ability™ digital platform. ABB offers a wide variety of products through these businesses, ranging from electricity distribution networks to switches and sockets that we use at home. ABB, with its headquarters based in Switzerland, is currently operating in over 100 countries with the size of nearly 30 billion USD and employs around 110,000 people.

Furthermore, ABB has played a leading role in the most significant electrification projects and industrial facilities in Turkey from past to present. Today, ABB Turkey exports to more than 70 countries and employs 700 people. While contributing to the digitalization to our customers and helping them improve their industrial productivity and energy efficiency, ABB also offers electrification solutions for maritime and railways, as well as complete electrical charging solutions for electric vehicles (EV).

Amongst many innovative and environmentally friendly products and solutions ABB has, I feel that it is worthwhile mentioning the electrical charges for electrical vehicles. This is a product ABB has introduced several years ago that aims at zero emissions for transportation. It is our contribution to e-mobility and already is a solid proof of how ABB embraces a sustainable future in transportation.

At ABB, we believe we are going through an interesting transformation period into a sustainable model in all areas including transportation. Therefore, we are committed to becoming an inspiration and role model for our sector and it is our goal to lead the electrical vehicle owners into a sustainable future which relies on electricity. In order to show our commitment in this area, we started to work with "Formula-E", which is the electric version of the greatest motorsport competition, "Formula 1" grand prix and finally became the title partner in 2018. Since then it now is called "ABB Formula-E". This shows our commitment, willingness and determination on this very interesting subject.





Burhan Gündem

CEO, ABB Turkey

Apart from the ABB Formula-E Championship, ABB formed a partnership with GreenTV for World Electric Vehicle Day, celebrated on September 9 for the very first time. Many partners and industry leaders took interest in World Electrical Vehicle Day to celebrate the progress made in e-mobility and accelerate efforts to build greater support for electrical vehicles.

There are many countries creating policies for the transformation into e-mobility. We need to act quickly in Turkey and take our place in a changing world. The new domestic electric car initiative, which is expected to come to local market in 2023 in Turkey indeed sets a good example of our vision as a country. Along with this good initiative, it has naturally become ABB's duty to contribute to the development of the electric transportation infrastructure in our country. To ensure that, electrical vehicle owners should be able to reach charging stations throughout the country easily and economically and obtain reliable services from our installed units. We are working together with vehicle manufacturers, bus OEMs, energy distribution companies, various types of service providers and public stakeholders to improve the availability and reliability of these EV Chargers.

ABB has the largest installed bases for EV charging stations worldwide with more than 14,000 units in almost 81 countries and was granted the 2019 Global E-mobility Leader Award in return for the role it played in supporting the sustainable transportation solutions to ensure they are adopted internationally.

Allow me to underline and share with you a very important topic for ABB that is the Health and Safety of our employees and stakeholders during these troubled times Turkey is going through due to COVID-19 pandemic. During this period, we constantly update and improve our measures. We are working closely with our local and global management and undertaking some changes to adapt to new normal. In addition, we are trying to mitigate the impacts of COVID-19 through virtual customer visits, tailoring production capacity according to the demand, and strict cash management.

Dear members, let me conclude by expressing my most sincere wishes that you and your loved ones and colleagues stay in good health and manage your business successfully in these troubled times.

Sincerely,

Burhan Gündem
CEO, ABB Turkey





Köksal İbrahimoglu

Managing Director, Clariant Turkey A.Ş.

Mr İbrahimoglu, tell us a little bit about your background.

I am the Managing Director of Clariant Turkey A.Ş. I joined Clariant as Head of Operations- Turkey of Business Unit Functional Minerals back in 2017 and now have the additional responsibility and honour of representing Clariant Turkey A.Ş. as of July this year.

I have developed my career at international projects focused on major oil pipeline, industrial plant engineering and construction, hydro-metallurgy processing plants and mining industry. I also managed various projects from identification through completion with exposure to several international engineering teams in different countries.

Before joining Clariant, holding several management positions in mining industry, I have the experience in globally applied Equator Principles and World Bank Standards which brings the environmental and social responsibility as well as sustainability in the front line which became a standard among several industries in today's world.

I hold a BSc degree in Petroleum and Natural Gas Engineering from Middle East Technical University of Turkey, I have been married and a father of two children.

Could you tell us about the activities of Clariant?

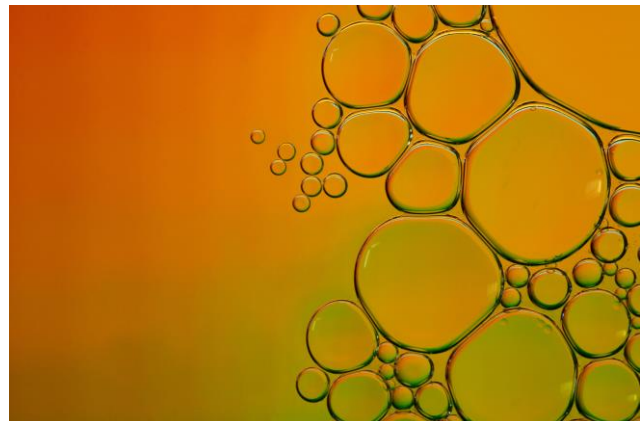
Clariant is a global specialty chemicals company based in Switzerland. We have amassed knowledge and experience of chemistry and industry spanning approximately 150 years: Clariant was formed in 1995 as a spin off from the chemical company Sandoz, which was itself established in Basel in 1886.

Our company reports in three business areas: Care Chemicals, Catalysis and Natural Resources. Clariant's corporate strategy is based on five pillars: focus on

innovation and R&D, add value with sustainability, reposition portfolio, intensify growth, and increase profitability.

Clariant offers unique products, applications, sustainable and innovative solutions expertise to the Turkish chemicals market which has strategic importance for us and our operations for the Middle East and Africa region (MEA). We are well-positioned to give our customers a global coverage with the supply reliability of a local player.

We have been in the Turkish market for more than two decades. We have two production sites in Balıkesir and Fatsa (Ordu). Clariant Turkey headquarters is conveniently located in "AND building" at Kozyatağı, Istanbul. The headquarters have administration facilities including Business and Service Units, regional functions for Clariant MEA and Regional Application labs (Personal Care & Crop Solutions) to adapt products to market needs. Therefore, the general activities in the Clariant Turkey headquarters are Sales, Customer and Internal Services, Technical Support and Technical Application Center.



What is your contribution to Turkey and the Turkish market so far?

Turkey is a strategically important market for Clariant and plays a very important role in Clariant's global growth. Clariant Turkey delivers advanced chemical industry capability, through knowledge transfer, best practices and sustainable investment to Turkey and the chemicals market of Turkey. Looking beyond to our global traditional clients, we are thrilled to experience expanding relations and business scale with our local customers.

Our portfolio is designed to meet very specific needs with as much precision as possible. At the same time, our research and development is focused on addressing the key trends of our time. These include energy efficiency, renewable raw materials, decarbonized mobility, sustainability and conserving finite resources.

What is the biggest challenge Clariant Turkey is facing in Turkey?

The major challenge we all face right now is the COVID-19 pandemic. We have been witnessing the beginning of a dramatic restructuring of the social and economic order, and now we call it "new normal." Soon, we will see the beginning of discussions about what the next normal could entail.

Even though we are going through so many challenges at the moment similar to the rest of the world, in the end we strongly believe that everything is going to turn out fine as our company has a very strong presence both locally and globally. We are currently in a phase where we are taking every precaution to adjust to the "new normal".

During this extraordinary time, as a responsible company, the health of our employees is our number one priority. Although we started to mindfully return to our offices, currently most of our team continues to work remotely. We also meticulously continue to our manufacturing activities by taking the necessary precautions to ensure the safety and wellbeing of our employees.

What are the gains?

Clariant is a Swiss company which has been operating in Turkey since 1995. We are really proud to provide support with our innovative and sustainable products and solutions to the country's industry and economic growth. Clariant Turkey has a leading position in the industry as we bring our international know-how and expertise to the Turkish market. We want to ensure that we are providing this growing market with the quality products that our customers demand and deserve.

We also have been creating an opportunity for qualified workforce of Turkey to show their capabilities and reach their potential. We intend to maintain our market presence and generate additional growth through a sustained focus on innovation, creativity and entrepreneurship - influences that resonate well with the Turkish business culture.

Clariant is committed to addressing sustainability in all of its activities through added value and benefits created for all its stakeholders by providing sustainable and innovative products and solutions without compromising on performance. In line with these priorities, we highly value giving back to the society in every country we operate in. As a recent example, in Turkey we made a cooperation with TURMEPA to create awareness about the importance of water. We supported 8th Underwater Waste Exhibition and Education Workshop and Children are Coding the Water Project hosted by Turkish Marine Environment Protection Association (TURMEPA) as a sponsor.

The collaboration between Clariant and TURMEPA reflects Clariant's commitment to sustainable development. The company contributes to value creation with innovative and sustainable solutions for customers from many industries and places great value on acting as a responsible and supportive corporate citizen. Thanks to our TURMEPA collaboration, we supported Clariant's growth at a global level and had the chance to create a benefit to the society with these projects.



What future plans does Clariant Turkey hold and what are the upcoming projects?

Every day we literally touch billions of people's lives. From consumer goods, to the food and beverage used, from the agriculture to construction and aviation, our products are everywhere. This is only possible by sustainable success. Chemicals play a major role in our lives even if we are not always aware of their presence for instance in the paint on our walls, the ingredients in the cosmetics products we use or the flame retardants that keeps our electronic devices safe.

At Clariant Turkey, we are constantly developing new products and services to cater to our client's ever-changing needs. In a dynamic market, we constantly innovate to stay ahead of the curve.

To deliver our valuable client's changing needs, we have been growing by investment and recently completed an additional investment in our Fatsa (Ordu) plant by bringing edible oil bleaching earth activation capability to this existing plant.

We anticipate that the production know-how of bleaching earths we had for more than 100-years and have been obtaining locally in Balıkesir since 2017 will be transferred to this facility and intend to keep our production in Turkey on a long-term basis.

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

SCCT is an organization that strengthens the bond between and the presence of Swiss companies in Turkey. SCCT also gives us confidence with the support it offers to advance commercial relations between the two countries.

In the past couple of years, we supported the Swiss National Day celebrations organized by the Swiss Embassy in Istanbul and Ankara, as a co-sponsor. We were delighted to attend the celebrations and meet with the officials of Swiss companies in Turkey and SCCT. We hope we can celebrate the Swiss National Day together again next year in good health, without worrying about the COVID-19 situation.

I personally would like to thank you for this interview opportunity. Stay safe and healthy!

CLARIANT 

www.clariant.com





Ali Kocaman, 36

Customer Relation Excellence Manager, Geberit International AG

University: ETH Zürich, Department Management, Technology and Economics
(2008-2010)

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

I completed my master's degree in Management, Technology, and Economics at ETH Zürich from 2008 to 2010.

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

After completing my bachelor's degree at Koc University, I decided to study management abroad to gain a global perspective, which is quite important for one's career. I was looking at the universities in Germany, in the UK, and last but not least in Switzerland. Most of them were really good however Switzerland had clear advantages and offered many great opportunities for international students. Even though it is a small country it has the most stable and powerful economy, innovative culture, and a breathtaking landscape. As a competitive tennis player, I felt more drawn to Switzerland because of the world's best tennis player, Roger Federer.

Do you have any special memories?

There are many memories, but one in particular stands out in my mind. During my studies, I was lucky enough to take a class from the first Swiss astronaut Claude Nicollier. It was a joint course of ETHZ and EPFL about Space Technology and Operations. I was very impressed with his motivation to become an astronaut. His lectures were not just about book knowledge, but also about strength and passion: solving problems in space, building effective teams, communicating, and giving and receiving feedback. Following the one-on-one verbal exam, he invited me for a drink to celebrate finishing all of my exams.



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

There were many differences in daily life. I had to get used to seeing cars stop at crosswalks and drinking Café Crème.

Others include catching the tram exactly at 7:43am daily and running to the grocery store before 6pm. I became especially impressed with the awareness of true solidarity in the country. With all the cultural and economic differences, it is great to see a nation bond together for a common goal.

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

The education system is quite different from what we had in Turkey. One needs to really study and follow-up on their courses continuously during the whole semester. In Turkey, 2-3 weeks of intensive study would be sufficient to pass the course.

In Switzerland, master's studies are seen as more of a continuation of your bachelor's degree, where you take many courses and have a really 8am to 5pm schedule. In Turkey, master's studies are more specialized in nature with less coursework and more research.

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

First of all, the Swiss education system gives you a vision that you have to find ways to be innovative. You learn how to optimize the processes to solve complex problems. Secondly, the master's degree programs are backed with an internship, which enables you an entry to international companies in Switzerland. You learn how they work and how you would fit in to such organizations. Maybe you will feel like 'that's not me' and decide to do completely different or build your own company. It gives you a chance to test all your capabilities and desires.

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

I would recommend them taking advantage of the opportunity. Their children would be given a great education in an open culture where new ideas are backed by a strong economy and high living standard. They will see how beautiful the world can be if we do our part in respecting it.



Turkey's New Commercial Electronic Message Management System



21st August 2020, Online
«Chamber's Online Workshop with İYS A.Ş. »

With the Regulation Amending the Regulation on Commercial Communication and Commercial Electronic Messages published in the [Official Gazette](#) dated 4 January 2020 and numbered 30998, critical changes were made on the Regulation on Commercial Communication and Commercial Electronic Messages ("Regulation"). According to the Regulation, all service providers engaging in the delivery of electronic commercial messages are obliged to be registered with the [Centralized Commercial Message Management System \("İYS"\)](#) as well as to upload the consents of the recipients to İYS.

The deadline for the service providers to upload the e-commercial message consents to İYS was 31 May 2020. However, the Ministry of Commerce ("Ministry") has postponed the deadline to 31 August 2020 based on its authority to do so for a period of 3 months.

Now, with the Regulation Amending the Regulation on Commercial Communication and Commercial Electronic Messages published in the Official Gazette dated 28 August 2020 and numbered 31227 the deadline for the service providers to upload the consents of the recipients for e-commercial messages to İYS has been changed as 1 December 2020. Also, the recipients should check their consents uploaded to İYS until 16 January 2021.

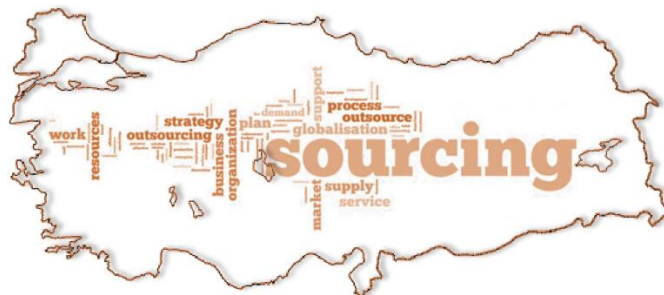
Furthermore, the Ministry has been authorized to postpone the relevant dates for an additional 6 months by taking into account the qualifications of the service providers as well as the number of the recipient consents.

Swiss Turkish
WEBINAR Series
30th September 2020
11.00 – 12.00 (Turkey Time)



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SOURCING IN TURKEY. SHIFTING OF THE VALUE CHAIN.

How to establish and maintain the supply from Turkey?

Panel Discussion

PROGRAM

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Insights from Swiss Business Hub Turkey Six months of coronavirus. Where are we now?



Yasemin Öztürk

Local Trade Officer of Swiss Business Hub Turkey

- ✓ Why shall Turkey be interesting for companies and in which sectors?
- ✓ What are the advantages and disadvantages of TR compared with Spain, Portugal, Polen, Rumania, and Bulgaria?
- ✓ What about the legal aspect? Regulatory? Custom?
- ✓ Is that a trend or will it be the long term strategy?



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Consulate General of Switzerland in Istanbul

Saype, the most Swiss of French land art artists in Istanbul



Born in France and based in Switzerland for almost 10 years, Saype is known today for his paintings on grass, made with eco-responsible paint. Certainly one of the most publicized artists in 2019, he was notably named by the famous magazine Forbes as one of the thirty most influential personalities under the age of thirty in the world, in the field of art and culture.

Through his work, he aims to "make an impact on people, without impacting nature." He invented a 100% biodegradable paint and perfected a process which enabled him to create gigantic frescoes on the ground. He is now considered a pioneer of a new land art movement.

In 2018, his self-funded project, in support of the SOS Mediterranean association, carried out in the heart of Geneva, had a considerable media impact since it was seen all over the world by 120 million people. With this experience and this ability to mobilize thanks to his art, in 2019, Saype embarked on a project of worldwide extension. His ambition: to symbolically create the largest human chain in the world. This project called "Beyond Walls", started in Paris in June 2019 at the foot of the Eiffel Tower and aims to pass, over several years, in more than 30 cities of the world, to invite people to mutual aid, kindness and to live together in harmony.

Saype, supported among many others by Presence Switzerland and the Consulate General of Switzerland in Istanbul, will be in Istanbul in October 2020 to run one of the steps of this global project.



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Swiss Film Days in Yesilyurt, Çanakkale, September 11 to 13



As first cultural event after the Corona crisis the Consulate General of Switzerland organized the Swiss Film Days at (and with the great support of) the Hotel Manici Kasri in Yesilyurt, Çanakkale. The days were organized with strict Covid rules at a beautiful open-air space at the hotel. Since it was the first event that was organized after such a long time with no cultural events, the demand of places was great. Unfortunately, we had to limit the “guests” to fifty people per night.

A superb opening ceremony was organized on the terrace of the hotel with the participation of the Deputy Consul General of Switzerland Beat Schmid before the guests took their seats in the garden to enjoy the Swiss German movie “The Divine Order”. After the screening, a lively Q&A session moderated by Beat Schmid took place.

The following day, the Swiss French comedy “Win Win” was responsible for several good laughter’s and perfect to start a Saturday evening out after the lock down.

To close the Film Days, the third movie was dedicated to the third Swiss language, Italian. The Art House movie “Cronofobia” triggered a deep discussion on human psychology and the more and more anonymous life of today.

The Consulate General will continue with this film festival throughout Turkey in the future. So watch out for the festival coming near you.



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Membership Benefits for SCCT Members

Joining the Swiss Chamber of Commerce gives access to a range of exclusive member benefits. As a valued SCCT member, you can enjoy access to a range of offers and discounts, just for you.

Following organizations offer members special discounts:

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To use your member discount, contact our team:

info@tr-ch.org

Switzerland's 10 Best Contemporary Designers

[Switzerland](#) is one of the world's design capitals, famous for classic Swiss watches, the Swiss Style in graphic design and Le Corbusier, among others. This hand-picked list of ten designers and studios illustrates the confidence of contemporary Swiss product design and addresses issues as diverse as environmental sustainability and the preservation of artisanal crafts. Their experimental and efficient design approaches strive for design innovation at every turn, from the Alps to Zurich to Geneva.

[Read more...](#)



Source: <https://theculturetrip.com>

'Crypto Valley' canton to accept Bitcoin for tax payments

Canton Zug – the heart of Switzerland's "Crypto Valley" – says it will accept Bitcoin or Ether as tax payments from February 2021.

[Read more...](#)



Source: <https://www.swissinfo.ch/>

Coronavirus: the situation in Switzerland

Since mid-June the number of new cases of Covid-19 has been rising steadily. Authorities are focusing on a combination of measures and restrictions to keep the situation under control.

[Read more...](#)



Source: <https://www.swissinfo.ch/>



Theodora Giggle Doctors launch new programme in Turkey

Since March 2020, Theodora Giggle Doctors are not allowed to visit hospitalized children due to the Covid 19 measurements taken for hospitals by the Ministry of Health. This situation makes it even more difficult for sick children who have already been isolated in a hospital room before the pandemic.

Thanks to close corporation with the hospital management, data protection lawyers and especially international Theodora foundations, we are happy to announce that we found a way to give kids smiles without coming into physical contact with them.



Photo: Theodora Spain

Our brand new digital program VIZI VIZI, allows Theodora Giggle Doctors to send weekly personalized videos directly to the parents' mobile phone or tablet. In order to receive these videos, parents have to fill in a form. They give information such as the name, age and mention the favorite color and animal or cartoon character of their child.

After receiving the forms, our professional artists record a personalized video with lots of magic and laughter. This video is then post-produced by the communication management. The parents receive every week at the same day a colorful video visit that gives their children joyful moments.



Photo: Theodora Spain

We couldn't be prouder to receive first feedbacks from parents who state that their children start to laugh again in the hospital room.

The VIZI VIZI program is financed by individual and corporate donations. The budget of a personalized video is 45 TL.

If you wish to donate a VIZI VIZI to a hospitalized child, please visit our website on www.theodora.org



Photo: Theodora Spain



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