

# SCCT NEWSLETTER

Bi-monthly Newsletter of the Swiss Chamber of Commerce in Turkey

November 2020



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**H. Emre Uygun**

Consul General of Turkey in Zurich

**Dear Members of the Swiss Chamber of Commerce in Turkey,**

As the newly appointed Consul General of the Republic of Turkey in Zurich, I have assumed my duty on September 15. I am delighted to be given this opportunity to share information about our Consulate General as well as some views on Turkish-Swiss relations in this issue of the e-newsletter.

Together with our Embassy in Bern, our Consulate General in Geneva, our Permanent Missions to the UN and WTO, we are one of five diplomatic representations of the Republic of Turkey in Switzerland. A total of 14 mainly German-speaking cantons fall within the jurisdiction of our Consulate General. While our main responsibility lies in offering consular services to the Turkish community and Turkish citizens, one of my objectives for my tenure in Zurich is also to contribute and further develop Turkish-Swiss relations in various fields, from economy and trade to culture, tourism, education and sports.

I am of the firm conviction that there is a solid basis for this endeavor. The historical relations between our countries are deeply rooted and multifaceted. Even in this difficult time of pandemic, our bilateral trade volume in the first half of 2020 has increased by around 30%, compared to the previous-year period, which is a sign of collaboration built on trust between the public and the private sectors, embedded in a framework of legal certainty. Our relations gained momentum through recent high-level visits. The visit of Federal Councilor, H.E. Ignazio Cassis, in 2019 was the first bilateral visit after eight years of a Swiss Minister of Foreign Affairs to Turkey. Both this and the reciprocal visit of our Minister of Foreign Affairs, H.E. Mevlüt Çavuşoğlu, in August 2020 to Switzerland gave an important impetus to our relations. Also thanks to the excellent and rich human capital in both countries many opportunities lie before us. Almost 140.000 Turks or people with Turkish origin are living in Switzerland, of whom around 90.000 reside within our field of responsibility. The Turkish community is contributing to the economy in different sectors and is characterized by its impressive educational background as well as its excellent integration into Swiss society.

Since my very recent arrival, I had the chance to meet on various occasions representatives of our civil society associations, as well as students, artists and citizens with different backgrounds. Based on these acquaintances and first impressions in this short period of time I do believe that there are many fields of cooperation, especially in this challenging times the entire world is facing.





**H. Emre Uygun**

Consul General of Turkey in Zurich

The cost of human lives due to Covid-19 has reached immeasurable heights. Turkey has responded well to the pandemic through the modern and robust infrastructure of its healthcare system that has been built in the last decade. Our country was also at the forefront of extending a helping hand by sending medical aid to more than 150 countries. I think, that Turkey as a role model in healthcare system and the high quality of Turkish health services may offer interesting synergies for Swiss companies.

The tourism sector, which has been heavily hit by the pandemic, constitutes another field of possible cooperation. Besides the importance of tourism in terms of economy, it also carries a different and often neglected value, which is its contribution to mutual and cultural understanding. Turkey and Switzerland, two important tourism destinations, may also collaborate on how the tourism sector might move forward after Covid-19. For the time being Turkey awaits its guests not only with our traditional hospitality, but also with the Healthy Tourism Certification program that guarantees the highest level of hygiene and health requirements at airports, accommodation as well as food and beverage facilities. In addition, our flag carrier Turkish Airlines continues its direct flights from Zurich, Basel and Geneva to Turkey. I hope that Swiss citizens keep on discovering Turkey.

We should not forget that current extraordinary circumstances in the world bring also new opportunities, for instance in the area of information technologies, innovation and digitalization. Specifically, in the field of research and development, Turkey and Switzerland have much to offer. I met many young brilliant Turkish students from ETH and UZH, who I am confident, will, in a near future, put their signatures under important projects and initiatives. This will further capitalize the great potential for cooperation between Turkey and Switzerland in these areas.

In conclusion, we will provide our knowledge and network, especially in economic hubs like Zurich, to explore new ways of cooperation and give our support to ideas and initiatives nurturing the already rich bonds between our two countries. I am convinced that if we work together, we will overcome current challenges more easily. As the great poet Rumi said: "After hopelessness there is so much hope and after darkness there is much brighter sun."

I wish all the members of the Chamber of Commerce and their families good health and success.

Sincerely,

**H. Emre Uygun**

Consul General of Turkey in Zurich





## Mine Öztürk

General Manager, Acino Turkey

### **Ms Öztürk, tell us a little bit about your background.**

I have been working in the healthcare sector for 25+years, in both Turkey and the USA, in multinationals such as Johnson & Johnson, GE Healthcare, Boston Scientific and Baxter. I also had the opportunity to work with two startups in Turkey. Today, I lead Acino Turkey in a new endeavour to enter the Turkish market.

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

Following our acquisition of parts of Takeda's primary care portfolio in Turkey and other countries, we are expanding our geographical presence to provide high-quality medicines in in the Middle East.

Turkey is one of the Region's biggest markets and is strategic for our growth ambitions. Entering the country reinforces our leading position in the Middle East while patients and healthcare professionals in Turkey benefit from access to reliable, high-quality pharmaceuticals.

We entered the Turkish market in the midst of the Covid19 pandemic, so we have had to adjust, but we are very happy and excited about our presence in Turkey due to its very promising prospects and the fact that our products are already well known here. Our plans are to grow into double digits.

### **Name us three extraordinary things about Acino Turkey?**

The start-up phase and our ability to enter Turkey and make a strong statement during the Covid19 pandemic. Our highly-enthusiastic and strong team. By the way most of the management team members have joined Acino during the Covid crisis.

The Acino Turkey culture and values.

### **What is the biggest challenge Acino Turkey is facing in the country?**

We were planning double digit growth even from the first year, but unfortunately we had to adjust our plans due to the Covid situation.





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

We entered a highly competitive market with lots of opportunities to grow. We also have the chance to do more business development, as the Turkish market is great for finding new molecules and local manufacturing options.

### **What future plans does Acino Turkey hold and what are the upcoming projects?**

We are planning to establish Acino Turkey on a very strong pillar first, grow our current product portfolio and increase our market share. Then, we will look into buying more molecules and partner with local companies for manufacturing.

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

I love the possibility we have at Acino Turkey to contribute to Acino's collective ambition and success story in so many ways, and I am extremely proud of my team and the results they deliver day in day out no matter what. I see Turkey becoming even more important in our regional and global aspirations, and look forward to maximizing those opportunities.

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

The Chamber of Commerce could play a very important role in our life as you could introduce us to many potential partners in Turkey, and help us develop better relations with the Ministry of Health and other governmental bodies. We appreciate your work and look forward to continuing this dialogue and cooperation in the future.



[www.acino.swiss](http://www.acino.swiss)





## Nicolas Kipper

General Manager, Fairmont Quasar Istanbul

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

After completing my master's degree in hospitality from the University of Strasbourg, I started my career as corporate trainee and followed in food and beverage for 10 years. I worked with international luxury brands in Russia and London. Most recently, I have overseen the renovation of The Ritz Carlton in Budapest before taking on my last position at The Ritz-Carlton, Istanbul.

I am delighted to join Fairmont Quasar Istanbul as of October 2020 as the General Manager. My hobbies include water and snow skiing, yoga, tennis, squash, golf, swimming, traveling, nature oriented, cooking, wines and cigars.

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

Turkey has rich and diverse cultural resources for tourism offering various attractions from historical places and natural beauties to healthy tourism, sports tourism and congresses. There is much to explore for both leisure and business travelers.

### **Name us three extraordinary things about Fairmont Quasar Istanbul?**

First of all the design. Masterminded by US-based design firm Wilson Associates, the design of the hotel brings Istanbul's storied history and modern lifestyle together. Set on the site of the 1930's Robert Mallet Stevens' designed Art Deco liquor factory, Fairmont Quasar blends a central location with local motifs, reflecting a sense of place with urban culture and contemporary flair.

The hotel also has offerings for contemporary art fans. The "Flow" Art Collection curated solely for Fairmont Quasar Istanbul by Cubis Art extends a timeless art experience. The art approach continues

with the "Fuse With Istanbul" street art project at the hotel entrance.



Our 209 luxury guestrooms include 25 Suites and 40 Gold Rooms and they all feature exclusive touches ranging from individual balconies to Bosphorus views. The private Turkish bath in your own bathroom complete with authentic tap and basin as well as a heated pedestal is a unique touch.

Our 2,000 square meter Willow Stream Spa is a wonderfully serene escape from the bustle of the city with nine treatment rooms, traditional Hamman, an indoor pool and state-of-the-art gym. The unworldly outdoor infinity pool of Ukiyo, designed by Dutch artist Marcel Wanders, is the coolest rooftop pool in summer.

Access from Istanbul's two airports is easy and efficient, while guests traveling on a tight schedule have access to a private helipad.





## **What is the biggest challenge Fairmont Quasar Istanbul is facing in Turkey?**

The biggest challenge we are facing right now is the worldwide pandemic and its impact on the hospitality industry. It has changed the dynamics of tourism sector and travelers opt for more last-minute trips amid pandemic. We need to look at new strategies to generate business and move from static to dynamic pricing.

In order to keep our guests and staff safe we are implementing the most stringent cleaning standards and operational protocols in the world of hospitality. During this time, training and education of our employees is a critical aspect of health and safety and a new comprehensive safety and hygiene program is carried out. Other than the current situation, we did not face with a major challenge. The hospitality sector is very strong in Turkey especially in Istanbul with highly qualified employees.

## **What are the gains?**

Fairmont Quasar Istanbul, the first hotel for Fairmont in Turkey, is a new icon for the vibrant Mecidiyeköy district. The Fairmont heritage of distinction and style perfectly blends with Istanbul, fusing with the city's storied history and traditions.

We are committed to bring guests an exceptional experience in the heart of the city and become an intrinsic part of Istanbul's dynamic future with timeless style whether our guests are traveling for business or leisure.

## **What future plans does Fairmont Quasar Istanbul hold and what are the upcoming projects?**

Fairmont Quasar Istanbul is a landmark hotel for Fairmont, bringing the company's history of hospitality to the heart of one of the world's most compelling cities. Our utmost aim is to create long lasting memories for our guests through genuine hospitality, unique services and a locally connected venue, designed with an innovative concept and a strong identity to differentiate us and make Fairmont Quasar Istanbul the happening place in Istanbul.

As the world goes through this unprecedented time, the health, safety and well-being of our staff, guests, owners, partners and suppliers remain our top priority. We hold Safe Tourism Certificate endorsed by Ministry of Culture and Tourism and global Accor ALLSAFE certificate as a result of the audit conducted by Bureau Veritas.

We are going above and beyond to keep our guests and staff safe but while doing it we strive to "turn moments into memories". With that in mind, we have crafted tailor-made event offers in our suites for an intimate occasion for family, friends and business associates.

For those seeking for a quiet yet productive workplace in a safe environment, we have prepared business packages that includes guest room usage, high speed internet, printing and stationery services, coffee, tea and water in the room, complimentary parking and valet service and more.

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

We continue to organize culinary events ranging from local and authentic delicacies to international fare. There are more to explore at Fairmont Quasar Istanbul.

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

Swiss Chamber of Commerce in Turkey brings local businesses and the community together and it is a great platform for networking with industry professionals and exchanging know-how. It has been a pleasure doing this interview with you and I wish everyone good health.

*Fairmont*  
QUASAR ISTANBUL





## SOURCING IN TURKEY. SHIFTING OF THE VALUE CHAIN

How to establish and maintain the supply from Turkey

Panel Discussion

30th September 2020, Online  
«Swiss Turkish Webinar Series»



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The Swiss Chamber of Commerce in Turkey hosted a successful webinar on "**SOURCING IN TURKEY. SHIFTING OF THE VALUE CHAIN.**"

The panel discussion was moderated by Suhail El Obeid, Senior Consultant Africa, Middle East, Iran & Turkey, Switzerland Global Enterprise.

Distinguished panelists, Serden Kececioğlu (Managing Director, C2FO Turkey), İrem Aydın (Founder, MIM Sourcing GmbH) and VERENA ZIEGLER (Co-Founder and CEO, BeWear) shared their valuable insights on "How to establish and maintain the supply from Turkey?"



# Online Workshop

## FLEXIBLE WORKING (WORKING FROM HOME - REMOTE WORKING)

Working from home due to pandemic  
Essential change on the working conditions and working from home  
Determination of the working hours - overtime work - rest breaks  
Exercise of the Employer's supervision right during the term of working from home  
Maintenance of the food and transportation allowances during the term of working from home  
Protection of trade secrets and sensitive data of the enterprise during the term of working from home  
Application of the equal treatment principle during the term of working from home  
Working from home and work accidents

15th October 2020, Online  
«FLEXIBLE WORKING»

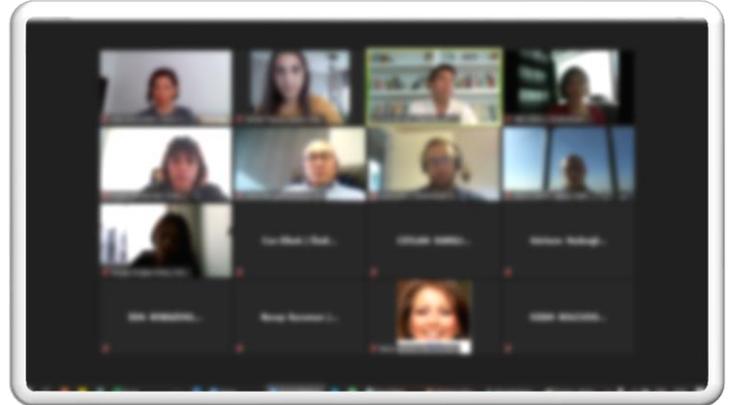
**GIDE**  
GIDE LOYRETTE NOUEL

**ÖZDİREKCAN DÜNDAR ŞENOCAK**  
AVUKATLIK ORTAKLIĞI



The Swiss Chamber of Commerce in Turkey and Gide Loyrette Nouel jointly organized a workshop on "FLEXIBLE WORKING (WORKING FROM HOME - REMOTE WORKING)".

Mr Ali Osman Ak, Partner of Özdirekcan Dündar Şenocak Attorney Partnership, presented the assessment of Working from home due to pandemic, Essential change on the working conditions and working from home, Determination of the working hours - overtime work - rest breaks, Exercise of the Employer's supervision right during the term of working from home, Maintenance of the food and transportation allowances during the term of working from home, Protection of trade secrets and sensitive data of the enterprise during the term of working from home, Application of the equal treatment principle during the term of working from home, Working from home and work accidents.



## CUSTOMS UNION A BUSINESS PERSPECTIVE

November, 19<sup>TH</sup> 3pm - 5pm (Local Time, Turkey)



19th November 2020, Online  
«CUSTOMS UNION – A BUSINESS PERSPECTIVE»

The Swiss Chamber of Commerce in Turkey participated in a digital forum on “CUSTOMS UNION - A BUSINESS PERSPECTIVE” organized in cooperation with TOBB, TEPAV, KAS and EU bilateral chambers. The webinar was with high-level dialogue from a variety of distinguished panelists on the necessity of a modernized customs union agreement.



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## USIMP NATIONAL PATENT FAIR AND UNIVERSITY - INDUSTRY COLLABORATION NATIONAL CONGRESS ONLINE

Output-Oriented University-Industry Collaboration

25 - 29th November 2020, Online  
«USIMP National Patent Fair & University – Industry  
Collaboration National Congress»



Virtual Booth Image



Virtual Booth Image

Due to the global pandemic the "[VI. USIMP Patent Fair](#)" was held **ON-LINE**, from **25 - 29 November 2020**. The virtual Congress and Patent Fair was organized by [USIMP](#) along with hosting partners from member institutions. The main theme of this year's event was "Output-Oriented University-Industry Collaboration with Effective Interfaces" and the organization was supported by a highly prestigious Advisory Board.

The Swiss Chamber of Commerce in Turkey and the Swiss Business Hub Turkey has participated as usual and exhibited with a virtual booth between the 25th and 27th November 2020.



Virtual Booth Image



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Consulate General of Switzerland  
**Swiss Business Hub Turkey**

The Turkish Contractor's Association and the Swiss Business Hub Turkey (SBH TR), with the support of the Consulate General of Istanbul and the Swiss Embassy in Turkey, organized with partners from Turkey and Switzerland its first EPC (Engineering, Procurement, Construction) Summit in 2020. The Turkish Contractors gained a proper insight about the Swiss Government's export promotion, the Swiss technology industry, the Swiss Export Risk Insurance (SERV) and their offer to Turkish Contractors as well as about the Swiss financing solutions for infrastructure projects supported by SERV.

And without losing sight of the daily business goals, SBH TR supported a Swiss company, coming from the Biotechnology sector, establishing their market presence in Turkey.



But the next aims and initiatives have already been set. The Swiss Business Hub in Turkey alongside Switzerland Global Enterprise (S-GE) and the Swiss Turkish Chamber of Commerce in Istanbul (SCCT) is working towards the Swiss-Turkish Start-up Program (STSP), one of the upcoming projects within 2021, with the goal to link the two (finalist) Tech-Startup companies into the local ecosystems and landscapes, by introducing relevant stakeholders to similar counterparts in a differentiated market. As part of this project and to discuss a possible STSP collaboration, Mehmet Yildirimli, Head of SBH TR, visited among others Prof. Dr. Handan Inci Elci, Rector of Mimar Sinan Fine Arts University and Prof. Dr. Adem Erdem Erbas, Vice President of Mimar Sinan Fine Arts University.

Furthermore, as you may already know, the Swiss Business Hub Turkey (SBHTR), in cooperation with the Turkish-Swiss Chamber of Commerce (SCCT), is organizing a Swiss-Turkish Webinar series in the wake of the pandemic. The next 7<sup>th</sup> webinar will take place at the beginning of next year. The theme will be as follows: How to establish a successful partnership with Turkish distributors.

Unfortunately the traditional Christmas Cocktail will not take place this year. Therefore, in consideration of social distancing rules, smaller events – in a different format – will be organized.



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## SWISS-TURKISH STARTUP PROGRAM

Each year, given the favorable technological surroundings for start-ups, roughly 40,000 new companies are established in Switzerland – placing the nation in 2nd place within the Global Entrepreneurship and Development Index (GEDI), of 2017. While the Eastern, German speaking, part of the country predominantly specializes in kick-starting their entrepreneurial ventures within the branch of financial services, the French and Italian speaking regions place stronger focus on adapting technological innovations to the ways in which we interact with things on a day-to-day basis.

Turkey averages at establishing 550 new Start-ups each year, with \$488 million in angel & VC funding raised between 2010- 2018, is the largest Start-up hub in Southeast Europe. Turkey's population is both digitally connected and active, evidenced by being the 9th largest market for Facebook, 6th largest market for Instagram, 7th largest market for Twitter, and the 10th largest market for YouTube globally. Private corporations in Turkey have become active players in the Start-up ecosystem, organizing and sponsoring a variety of events and activities to support the formation and growth of local Start-ups. With a number of new investment funds, the level of start-up investment is expected to reach new heights of \$200 million annually, enabling Turkish start-ups to become even more competitive on the global stage.

The goal of the Swiss-Turkish Startup Program is to link the two Tech-Startup companies into the local ecosystems and landscapes, by introducing relevant stakeholders to similar counterparts in a differentiated market.

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The main aim of The Guide Dogs Association in Turkey is to help the blind or visually impaired enhance their quality of life through easy mobility in their environment. The Association plans to achieve this by providing mobility training to the blind or visually impaired, and for those who are suitable, with Guide Dogs. The Guide Dogs Association in Turkey is a non-profit organization standing with donations. Every donation made will be used to provide guide dogs visually impaired individuals.

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23.11.2020

## GENDER EQUALITY IN GLOBAL BUSINESS LIFE AND PARTICIPATION OF WOMEN IN COMPANIES' BOARD OF DIRECTORS

Gender equality, in brief, means that individuals are not exposed to unequal behaviors and attitudes only because of their gender. Undoubtedly, in the 21st century, gender equality is a concept that should be present and common across the world and in all areas of life, without exception. However, unfortunately human beings are still discussing and questioning the requirements of the concept in some areas, far from fulfilling the requirements of this concept on a global scale.

Today, although the problems carry on especially in some societies clearly, important steps have been taken to ensure gender equality in many areas of social life. Especially in developed western societies, the social order and necessities brought and required by this concept have been understood to a great extent.

However, can we mention equality in business life, which is an important part of our lives, regardless of gender? Unfortunately, we cannot give an affirmative answer to this question.

[READ MORE](#)

## 2020 Swiss Christmas market guide (Corona edition)

Like every year, we would have loved to present you with a huge line-up of traditional Swiss Christmas markets.

But 2020 is different in every respect. Due to the spread of the Coronavirus, we had to learn to adapt. We have decimated our social contacts and we have stayed indoors more than ever. And now that we are approaching Christmas, we remember the previous year's **events and gatherings**. The times we met up with friends for mulled wine, to ice-skate or to share a fondue.

[Read more...](#)



Source: <https://www.newlyswissed.com/swiss-christmas-market-guide-2020/>

## Coronavirus: the situation in Switzerland

The daily number of new coronavirus cases across Switzerland reached more than 10,000 at the beginning of November. The spread of the virus has since slowed but the burden for hospitals remains high.

[Read more...](#)



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

## Swiss post-Covid economic recovery 'fourth best in the world'

**Switzerland economic resilience and capacity to rebound from the coronavirus pandemic is the fourth best in the world.**

According to a study released on Wednesday by Horizon Insight and Strategy, Switzerland is among the best-placed countries in the world to recover from the coronavirus pandemic.

The study looked at countries' capacities to rebound from the pandemic, looking at health, social and economic indicators.

Switzerland placed fourth behind Finland, Norway and Germany.

[Read more...](#)



Source: <https://www.thelocal.ch/20200910/swiss-post-covid-economic-recovery-fourth-best-in-the-world>

## World's fastest full-body scanner turned on in Bern

The world's fastest whole-body PET/CT scanner has gone into action at Bern University's Inselspital. The scanner opens up new dimensions in research, diagnostics and therapy planning, the hospital said.

"The new PET/CT scanner, which is going into operation at the department of nuclear medicine, is a real milestone," said the department's head doctor Axel Rominger in a statement on Wednesday.

[Read more...](#)



Source: <https://www.swissinfo.ch/eng/world-s-fastest-full-body-scanner-turned-on-in-bern/46184876>

## Parliament Building to be lit orange as protest against violence against women

Bern, 24.11.2020 - On 25 November, International Day for the Elimination of Violence against Women, the Parliament Building will be lit up in orange, the colour chosen to symbolise the day. Combating violence against women is a priority for Switzerland, both at national and international level. A further aim of this initiative is to highlight the authorities' practice of zero tolerance towards violence against women, particularly during the pandemic.

[Read more...](#)



Source: <https://www.admin.ch/gov/en/start/documentation/media-releases.msg-id-81280.html>

## Swiss drones to the rescue!

Researchers and mountain rescuers in Switzerland are making huge progress in the field of autonomous drones as the technology becomes more in-demand for global search-and-rescue operations. But barriers to entry remain.

[Read more...](#)



Source: <https://www.swissinfo.ch/eng/swiss-drones-to-the-rescue-/46184648>



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## Why become a member?



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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.

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To use your member discount, contact our team:

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# Season's Greetings

*With best wishes for the holiday  
season and  
the coming year...*

***Stay safe and healthy!***





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