

SCCT NEWSLETTER

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

January 2021



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Mohamed Hammam

Treasurer of Swiss Chamber of Commerce in Turkey

Dear distinguished Members of the Swiss-Turkish Community,

As the new year starts, let me first wish you all a peaceful, prosperous and healthy new year, full of Swissness!

On behalf of the Swiss Chamber of Commerce in Turkey, it is my honor to greet you and say goodbye in this issue of the newsletter.

Having decided to leave Turkey for good after being here for a bit over thirty one years, I'm excited to start a new phase in my life at my country of citizenship Denmark.

My story with Turkey began in May 1989 when I was appointed by my parent company Scandinavian Airlines System (SAS)' subsidiary SAS Service Partner (SSP) as the Chief Financial Officer of the newly acquired Turkish airline catering company Uçak Servisi A.Ş. (USAŞ). In 1994, SSP has been acquired by Swissair's subsidiary Gate Gourmet, and in March 1995 I was appointed Managing Director of USAŞ & Regional Vice President of Gate Gourmet Turkey, Middle East & Africa, up until April 2010 when I decided to retire prior to my retirement age and to remain in Turkey. I then founded my own international trading and consultancy company "HITCO LLC", mainly specialized in the aviation services industry. I became a member of the Chamber in 1995 and joined its board in March 2002, and I was honored to continue serving as a board member for the past nineteen years, during which I was able to contribute in its management and further development with my knowledge and expertise in business life, beside serving as the treasurer of our Chamber since March 2016.

Having been doing business in Turkey for three decades has been very challenging but at the same time very interesting and has been a learning phase for me personally, as Turkey is a special business environment, and doing business here needs special skills to manage and be successful especially in crisis times. During these 31 years I have experienced three economic crisis and frequent political instability, as well as dramatic changes in the country's political parties and leadership, all of which have thought me how to continue doing business under such ever changing market conditions, while being successful and maintaining our market leadership. What I have also gained in addition, is the substantial business and private networks and circles on all levels that I consider as unique to Turkey and irreplaceable anywhere else, which in my case will be a draw back, and I will miss it very much.





Mohamed Hammam

Treasurer of Swiss Chamber of Commerce in Turkey

Speaking of the Chamber, I believe that prior to declaring Istanbul as a Swiss business hub and the introduction of the Swiss Trade Office, the Chamber has played and still is playing a significant role in promoting and helping many Swiss enterprises establishing their business bases in Turkey, beside providing professional services to its Turkish members who are either representing Swiss companies or those who are engaged in direct business relationship With Switzerland, and not to forget the organization of the annual Swiss-Turkish Economic Forum that has taken place throughout the past fifteen years, during which some bilateral agreements between the two countries have been signed. In addition, since 2019 has jointly with the Swiss Consulate General and Swiss Trade Office participated in the successful organization of the annual “Swiss Day”, all of which at the end of the day (in my opinion) is resulting in Promoting the desired ‘Swissness’ in Turkey.

Finally, I would like to take this opportunity to thank my dear friend the founder and honorary president of the Chamber Dr. Edgar Puffet, and all the former and current presidents whom I had the pleasure of serving under their leadership, as well as my fellow old and new board members, and all the members of the Chamber for their friendship and support all these years. I would also like to thank the Swiss Consul General in Istanbul Mr Julien Thöni and the Director of the Swiss Trade Office Mehmet Yıldırım for their fine cooperation, and invaluable support to our Chamber. A special thanks to the Swiss Chamber Team, Eda Hanım and Sevda Hanım for their continued hard work and dedication in well managing and further developing our Chamber, and for their personal assistance to me.

While it is sad to part from this beautiful country and dear friends and colleagues, both my wife and I are leaving Turkey with fond memories, and the hope to be able to return as visitors whenever the circumstances permit us.

Sincerely,

Mohamed Hammam

Treasurer of Swiss Chamber of Commerce in Turkey





Belma Başı

Managing Director, Franke Turkey

Ms Bas, tell us a little bit about your background.

I was born in Nevşehir. I have a bachelor's degree in Industrial Engineering. I started my career at Franke Turkey in 2001, worked in various positions in here including logistics, customer services, product management, marketing and I worked as deputy general manager for 1 year before being assigned as general manager Franke Turkey in 2020.

I have been married for 13 years and I am a mother of a son.

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

Turkey has big potential for all companies -as well as Franke- in all sectors due to its relatively big, young and open-minded population. Market is very dynamic and energetic but also very demanding in product quality, technology and service level. Competition is very high in the construction market where all major international brands are operating as well as strong and well-organized local brands. Local production capacities are high and can supply to worldwide markets with high quality products and competitive prices. Turkey has close relations with Europe and mentality and energy of Turkish business world makes it a very appealing market for all international brands.

Turkey market is mainly dominated by new residential projects. Especially in the last 1 years due to the covid-19, the increase in time spent at home, the determination of the needs in the home has grown the renovation market a lot.

Name us three extraordinary things about Franke Turkey?

Franke is a world leading provider of products and solutions for residential kitchens and bathrooms, the professional foodservice sector, as well as coffee

preparation and semi-/public washrooms since 1911 with 70 different companies and 9 thousand employees (with over 100 years history).

Franke Turkey started its operations in 1999 in Kartal, Turkey and as of 2004, moved to its plant in Gebze where it continues its activities.

Franke Turkey has started its operations with only sink and tap products but today it offers the widest product range in its sector in Turkey. Our current product range includes; stainless steel & granite sinks, taps, built-in appliances (hob, oven, hood, refrigerators, microwaves, waste disposers, dishwashers...etc.) and solid surface materials under the "Home Solutions" division.

With the acquisition of Faber (hood company) Group by the Franke Group at the end of 2004, our factory in Manisa continues its activities with a hood production capacity of 1.5 million and is among the 5 largest factories in the world with its export power.

*Make
it
Wonderful*

Another important thing about Franke is its "system concept" approach. With the system concept approach; our mission is to offer all the elements you need in the kitchen except wood / furniture from a single brand.

We want you to experience all the pleasures that cooking, eating and entertaining in a kitchen fitted with Franke products can bring. And that's what inspires us to "Make it Wonderful"

Premium materials, innovative products and sophisticated systems – these are just a few of the reasons why our products can be found in more than 100 million households around the world.



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

I can clearly say that **Covid-19** has been the most important challenge we faced in 2020, like everyone else.

Protection our **employees' health** is our priority and is continuing as usual.

Then with the increasing time our customers spend at home (working from home), kitchens have become a real meeting point for family members. In addition to this; compliance with increasing demands in parallel with increasing time spent at home and the bans imposed by the state from time to time and **keeping the service quality at the same level in all area** are among the issues we work mainly in 2020.



What are the gains?

The young, energetic and open-minded population of Turkey demands the best quality products with latest technology. Market is becoming more sensitive in sustainability, products with lower energy and water consumption, produced respectfully to environment and with very high before and after sales support and Franke is a one of the companies that has all these features under its umbrella too.

Franke offers Swiss quality in all its products and has the required international certificates to guarantee its quality. And Turkish market is showing its appreciation to Franke products and services which can be seen by the growth of Franke Turkey since 1999 when it started operating in Turkey.

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

The Swiss Chamber of Commerce in Turkey is our contact point and has vital importance in building the network between Swiss companies in Turkey.

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

There are many Swiss companies successfully operating in Turkey for many years and Franke wants to be one of these companies that reflects the "Swiss Quality and Heritage".

Franke would like to offer the best quality products with best service to empower the relations between Switzerland and Turkey.

We would like to invite your readers to visit our web page or follow us from our social media channels to have more information about our products and services Franke offers.



www.franke.com.tr

Instagram: franke_tr

Facebook: franke



Zeki Tanyeri

CEO, Cer Group A.Ş., İstanbul

High School: International School of Geneva
09/1984 – 1993

University: Webster University, Geneva
08/1993 - 06/1997
Finance & Financial Management Services

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

I first went to Switzerland in September 1984 and continued my education and training life in Geneva until 1998.

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

I went to Switzerland at my father's request, I started primary school in Istanbul, but my 2 big sisters continued their education in Geneva, my father asked me to attend primary school in Switzerland, in this way I started my educational life in Switzerland.



Do you have any special memories?

When I first settled in Geneva, I was 9 years old..I have a funny memory. In class, my teacher told me which pens to buy, so I asked Where to buy them, and she told me you could buy them from Migro. I asked her where it was. She said 4 stop after school and she said get off at the tram stop. I said I went to that stop many times, but I couldn't find it, I didn't know it turned out that spell S, is not read in French, so our Migros was there Migro, and I didn't find it again, eventually my friend took me and took my pencils and notebooks finally.

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

The years I lived in Switzerland were an amazing experience for me, I had great days, I made multi-national multi-language friends. I've had the opportunity to train with children and young people like me from all over the world. Because of the location of Switzerland, I had the opportunity to visit many cities in Europe and get to know different cultures.

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

The most obvious and big difference between Turkey and the Swiss education system is that you have a chance to learn a single language or up to 2 languages in school life in Turkey. But in Switzerland you can learn and studied many languages in the same time. There is also the opportunity to learn the most widely used English, French, German and Italian languages together with the culture of the world.

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

Education in Switzerland is conducted in a student-oriented manner, directed correctly by teachers in accordance with the student's abilities, and directed the student's education. The system works with a focus on information and technology. No student is forcibly referred to a branch that has no talent or interest. In Switzerland, the most proud of my education is the chance to learn so many cultures freely at the same time.



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

My advice to Turkish parents is that children should be included in the Swiss education system after the education they started in Turkey. If we can combine Turkish culture with the Swiss education system, our children will be able to conduct the commercial and cultural relations of the two countries in the most perfect way in the future.

Online Workshop

“IN THE LIGHT OF THE RECENT COURT PRACTICES, SURVEILLANCE OF THE ELECTRONIC COMMUNICATION OF THE EMPLOYEES, EMPLOYER'S RIGHTS AND THE CONSTRAINTS”

02nd December 2020, Online
«Legal Workshop»



ÖZDİREKCAN DÜNDAR ŞENOCAK

AVUKATLIK ORTAKLIĞI



The Swiss Chamber of Commerce in Turkey and Gide Loyrette Nouel jointly organized a workshop on “IN THE LIGHT OF THE RECENT COURT PRACTICES, SURVEILLANCE OF THE ELECTRONIC COMMUNICATION OF THE EMPLOYEES, EMPLOYER'S RIGHTS AND THE CONSTRAINTS”, which was presented by Mr Ali Osman Ak, Partner of Özdirekcan Dündar Şenocak Attorney Partnership. The webinar was followed by an interactive Q&A session.



08th December 2020, Online «Automatic Exchange of Information – AEOI»

On December 08 2020, The Swiss Chamber of Commerce had the pleasure of hosting a successful webinar on “Automatic Exchange of Information – AEOI”. The webinar started with opening remarks by Arpat Senocak, President, Swiss Chamber of Commerce in Turkey and Ariane Tinner, Head of Economic and Cultural Affairs, Embassy of Switzerland in Turkey. The panel discussion was moderated by Sedat Eratatar, Founding Partner, Eratatar Management Consulting. Distinguished panelists

- Mr. Binggeli Bertrand, Executive Director, Wealth Planning Group Head at Union Bancaire Privée – UBP S.A., Switzerland,
- Ms. Danute Rico Slotkus, Senior Wealth Planner, Banque SYZ SA, Switzerland and
- Mr. Ümit Barış Hınçal, Financial Services Senior Manager, PwC Turkey,

shared their valuable insights. Impressive number of attendees joined the webinar. You can access the webinar recording [here](#)

<p>Moderator</p>  <p>Sedat Eratatar Founding Partner, Eratatar Management Consulting</p>	 <p>SWISS CHAMBER OF COMMERCE IN TURKEY Since 1984</p>	<p>Speaker</p>  <p>Bertrand Binggeli Wealth Planning Group Head, Managing Director, Union Bancaire Privée- UBP S.A., Switzerland</p>
<p>Speaker</p>  <p>Danute Rico Slotkus Senior Wealth Planner, Banque SYZ SA, Switzerland</p>		<p>Speaker</p>  <p>Ümit Barış Hınçal Financial Services Senior Manager, PwC Turkey</p>



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Despite the difficult pandemic situation, the Swiss Business Hub Turkey (SBHTR) can look back on another successful year in 2020. In the course of COVID19, the SBHTR started a webi-nar series in cooperation with the Swiss Chamber of Commerce in Turkey (SCCT) and can already record six successful webinars. Topics so far have included the following: Effects of the COVID-19 crisis on the global economy and especially the Turkish economy; Legal and customs problems dur-ing / after COVID-19 in Turkey as well as sectoral clarifications (e.g. health care, production reloca-tions, etc.). The next webinar will take place in February 2021. The topic will be «Local partners in Turkey. How to build a successful partnership with Turkish distributors».

In Q3/2020, the SBHTR and the Turkish Contractors Association (TCA) organized their first online EPC Summit (Engineering Procurement Construction) with the support of the Swiss Consulate General in Istanbul and the Swiss Embassy in Ankara as well as various partners from Turkey and Switzerland. The Turkish contractors gained a market insight into the export promotion of the Swiss government and the Swiss technology industry. They given information about the Swiss export risk insurance (SERV) and its offer to Turkish building contractors as well as into the Swiss financing solutions for the infrastructure projects in and outside of Turkey. This successful summit was the starting signal of a summit series and will continue in 2021.



SBHTR supported in 2020 various Swiss companies with their market entry plans in Turkey, such as Swiss companies from the biotechnology industry and the health sector. The SBHTR also continued to receive numerous inquiries from Swiss SMEs with a view to establishing a market presence in Tur-key. In addition, despite the pandemic and taking into account social distancing measures, the SBHTR, in cooperation with the Istanbul Investment Agency, organized a Trade Consul Business Breakfast in the Swiss Residence.

The Swiss-Turkish Startup Program (STSP), one of this year's prior projects, aims to connect the Startup landscapes of Switzerland and Turkey and seeks to open doors to relevant stakeholders for artificial Intelligence startups in the defined sectors as the following: Automotive, Energy & Renewa-ble Energy, Pharma, Food, Textile.



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In hopes of this leading to a future exchange in know-how sharing, this project bears the signature of the Swiss Business Hub in Turkey (SBHTR) alongside Switzerland Global Enterprise (S-GE), the Swiss Turkish Chamber of Commerce in Istanbul (SCCT) and other third party partners from the pri-vate industry. As part of this project and to discuss a possible STSP cooperation, Mehmet Yildirimli, head of the SBHTR and Ms Eda Hosceylan, Director of SCCT, already visited and started the dis-cussions with various potential partners, including the Mimar Sinan University in Istanbul or the ZHAW, the University of Applied Science in Zurich, Roche, Digital Switzerland and with many more different Swiss and Turkish companies & organisations from the startup ecosystem, in Turkey and in Switzerland. At this time, a virtual pitching-event in front of the jury will take place in mid-June 2021 with five prese-lected Swiss & five Turkish Startups as local qualifiers. The showcase of the final two Swiss and two Turkish Startups will probably take place in September 2021 in Istanbul. The winner will be announced at the Gala Dinner of Swiss Days Istanbul 2021. Another important date will be the pitching and net-working at the Economic Forum, likewise as part of Swiss Days Istanbul 2021.

Preparations for this STSP project are running at full speed. Almost all names of the jury members have been confirmed, consisting of Swiss and Turkish business people and academics. For a more detailed view, please visit the website of SCCT in order to get more information regarding the project. Many more details will follow in the upcoming days and months.

Another promising project in 2021 will be the business-cultural and artistic project, called the City of Art (C.O.A.) Eskişehir. It aims to establish the world's largest open air museum in Eskişehir. World-renowned artists will work in Eskişehir for four years creating 200 masterpieces in total. In order to melt the worlds of technology, science, education, art/design and business, SBHTR will take an im-portant part with its activities in this project.

And not to forget: Swiss Days 2021 (SDI 21), which had to be postponed from 2020 to 2021 due to the unfortunate pandemic situation, which affected all activities worldwide. The SDI 21 will take place in form of a hybrid event, in September 2021. Further details and announcements will be made in due course. Last but not least, we would like to inform that for all our activities SBHTR receives beside the great SCCT team an additional support form the new Trainee Ms. Elif Atmaca who has recently started her one year Traineeship at SCCT.

If you have any questions concerning the above mentioned topics or if you have any ideas or need support, please do not hesitate to contact us at istanbul.sbhturkey@eda.admin.ch.





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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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Swiss spend record 12% of GDP on health

Switzerland spends more on healthcare than any other European country.

In 2018, Switzerland spent 11.9% of its gross domestic product (GDP) on health, reported the European Statistical Office, Eurostat, on Wednesday. In comparison, Germany invested 11.5% of its GDP and the United Kingdom 10%. The EU average was 9.9%.

In terms of per capita spending, Switzerland came in second to neighbouring Liechtenstein, which spent €8,380 (CHF9,104) per person on health that year.

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The world's first space 'garbage truck' will be Swiss

It is the first time the European Space Agency (ESA) has allocated such a large sum (€86 million) to a start-up. It's Swiss and its mission is to clean up space debris.

February 10, 2009, 4.56pm GMT: The American commercial satellite Iridium 33 collides with the Russian military satellite Kosmos 2251 at a speed of almost 42,000 km/h. The two spacecraft disintegrate into more than 600 pieces of scrap metal, which scatter at 20 times the speed of a rifle bullet.

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

WEF's Asian relocation to cost Switzerland tens of millions

Swiss hotels, restaurants and shops are counting up the cost of the World Economic Forum's (WEF) flagship event moving to Singapore next year. This year's 50th annual meeting realised a net gain of around CHF80 million (\$90 million) for the Swiss economy.

This windfall will be sorely missed by small businesses and the hospitality industry that have been ravaged by Covid-19. But WEF organisers were clearly not convinced that Switzerland would have the pandemic under control by early summer.

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

Forbes list: Swiss president among world's most powerful women

Simonetta Sommaruga took 56th place in the magazine's annual ranking of the 100 most influential women on the globe, which was published this week.

The Swiss politician placed ahead of Danish prime minister Mette Frederiksen (75), Finnish prime minister Sanna Marin (85) and pop icon Beyoncé (72), but well behind German chancellor Angela Merkel, who topped the list. Christine Lagarde, head of the European Central Bank, and US vice-president elect Kamala Harris rounded out the top three.

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Growth of public sector is masking a jobs crisis in Switzerland

Employment statistics show that addition of jobs in the public sector is helping deflect a major collapse in employment in Switzerland.

On Sunday, the SonntagsBlick reported on this development based on an analysis of employment statistics. At the top of the biggest losers in jobs is the gastronomy sector. At the end of the third quarter of 2020, Swiss bars, cafés and restaurants employed 168,200 people, some 23,000 fewer than in the previous year. The hotel sector is also one of the big losers, with 6,200 jobs lost in one year.

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BIOPHARMACEUTICAL GIANT LONZA TO BUILD TWO NEW PRODUCTION LINES AND CREATE 200 NEW JOBS IN VALAIS

Following a long-term strategic agreement in the field of bioconjugates with a global biopharmaceutical company, Lonza will build two new production lines in Visp by the end of 2022, which are expected to create up to 200 new jobs.

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1,500 square meters of surface area will be developed in a pre-existing "shell" to accommodate the two new ADC production lines. | Copyright Lonza

Geneva Science and Diplomacy start-up marks new stage

Amid high expectations, a Swiss government-sponsored foundation that aims to connect the worlds of science and diplomacy is entering a new phase towards launching concrete projects.

On Thursday the Geneva Science and Diplomacy Anticipator (GESDA), launched in 2019, unveiled a list of almost 100 diplomats and scientists who will meet to discuss how to implement recommendations identified in previous reports.

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Economic outlook for Switzerland in 2021

Lockdown, home office, travel bans. The pandemic has shaken up the economy, but its disruptive power is having a selective effect. While the pharmaceutical industry is sailing through the crisis unscathed, the watch industry is being hit harder than any time since the last world war. What is the future of Switzerland as a location for business, work and research?

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Everything that changes in Switzerland in 2021

From beer at gas stations to paternity leave, here's what's set to change in Switzerland in 2021.

2020 has not been a great year by all accounts. 2021 brings with it hope of something better - and a number of changes.

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A clock at the train station in Bern. Photo: FABRICE COFFRINI / AFP



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ABOUT ABDİ İBRAHİM

Abdi İbrahim, Turkish pharmaceutical industry leader, was founded in 1912 in Küçükmustafapaşa, İstanbul at a small pharmacy, by Pharmacist Abdi İbrahim Bey who had started the "healing" journey. Abdi İbrahim has the largest product portfolio in the sector, exceeding 200 brands and more than 450 products by developing its own products as well as working with 30 licensors.

With a powerful vision, dynamic structure and contemporary outlook, Abdi İbrahim has been the leader of Turkey's Pharmaceutical Industry since 2002. Today, Abdi İbrahim, which operates in 12 countries outside Turkey, exports to more than 60 countries ranging from Canada to European Union member states, from North Africa to Asia and creates the highest employment with 4.600 qualified employees in the Turkish pharmaceutical industry. The company also comes to the fore with its marketing and sales team, which is the largest in the industry.

Abdi İbrahim, having the first accredited R&D center in the industry, is a role model with its technological equipment and architecture as well as R&D processes in healing the future.

Abdi İbrahim has R&D Center, manufacturing facility for chemical products, Turkey's largest biotechnological manufacturing facility AbdiBio, hormone production facility and sterile ophthalmology & Sterile Inhalation production facility which will be operational in 2019 and Sterile Injectable & Oncology production facility which will be operational in 2021 in İstanbul Esenyurt production complex. Abdi İbrahim has also R&D Centers and production facilities in Kazakhstan and Algeria.

Abdi İbrahim, took part in a Swiss joint venture that acquired OM Pharma, a 83-year pharma company based in Switzerland, one of the leading countries in the pharmaceutical industry in 2020.

After the acquisition, Abdi İbrahim owned 28.5 percent stake in OM Pharma. The acquisition made Abdi İbrahim the first and only Turkish pharma company to form a strategic partnership with a European counterpart. Abdi İbrahim was also the only foreign partner in the Swiss joint venture that acquired OM Pharma.

Initiating "Rational Medicine Use Campaign" in its 100th anniversary, Abdi İbrahim aims to raise social awareness and achieve behavior change in the long term on unconscious medicine use, which has a high impact on public health and country economy.

In 2015, Abdi İbrahim renovated the health museum in the Dar al-Shifa', focusing on Ottoman medicine from the 15th to the 18th century, making the treasures of our medical history accessible to the public. Sultan Bayezid II Edirne Hospital Restoration Project has been awarded with 6 awards.

Abdi İbrahim has taken an important step by signing United Nations Global Principles Agreement in 2010 and given the opportunity to share high standards which it has acquired in the fields of human rights, as well as environmental and social responsibility. Besides, Abdi İbrahim has focused its activities on sustainability studies on level A of Global Reporting Initiative (GRI) and published its third Sustainability Report.

Maintaining its leading position in the Turkish pharmaceutical industry since 2002, Abdi İbrahim increases its effectiveness in international markets with each passing day, with the aim of "becoming one of the top 100 largest pharmaceutical companies in the world" apart from being a wholly local company, as per its vision for 2025.

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Firat International Transport was established in 1995 in Istanbul. The company entered the sector with road transport and has appeared in different areas with its continuous development policy and dynamic structure over the years. In 2004, the company started to serve in railway transportation and later on opened its 10.000m2 warehouse in order to serve in the field of storage and distribution.

After its last developments the company appeared as a important player in Turkey-Switzerland road freight line. The company provides transportation services for many years between Turkey and Europe but recently, the company has focused on TR-CH traffic and provides weekly partial and full truck services with its own vehicles. In particular, the company makes difference with its Swiss employees and provides better service to its Swiss and Turkish clients.

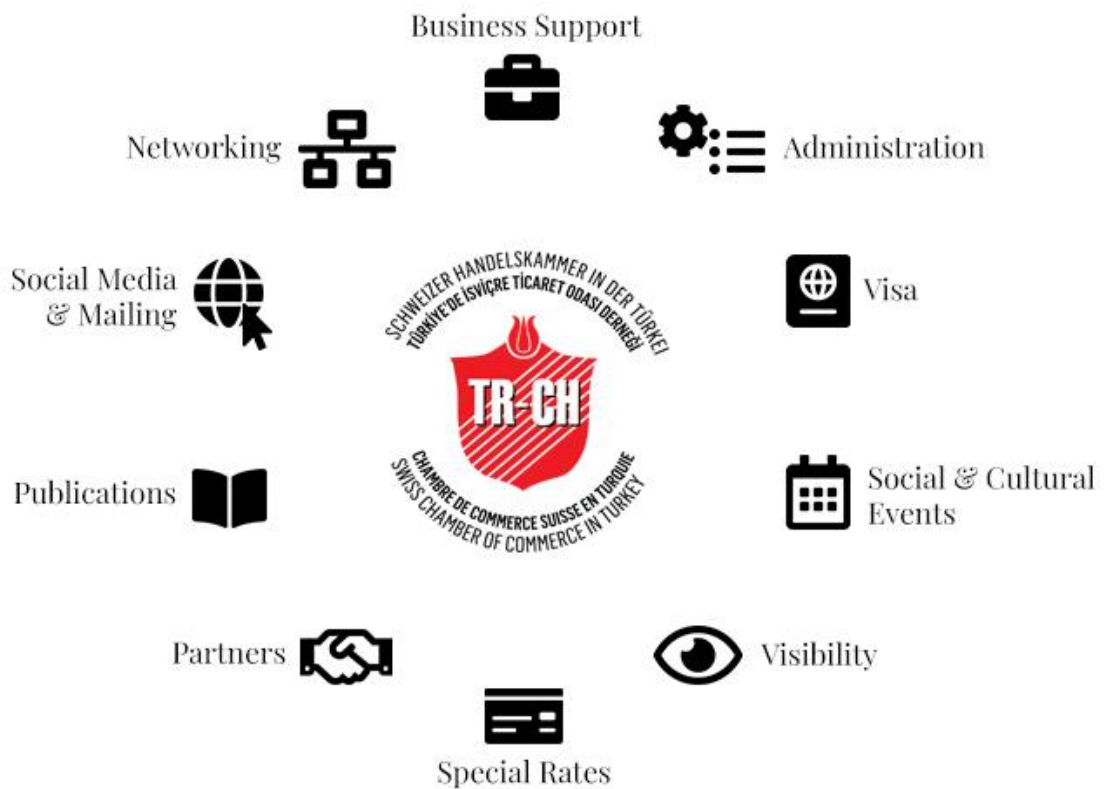
The company was established by Mr.Fahrettin Gümüş and currently, Mr. Hacı Osman Gümüş is running the business as a second generation of the company. Currently, the company has 35 employees and serves in Tuzla,Istanbul.

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