

MODERATOR



Batuhan Besler

General Manager, Georg Fischer Turkey
Board Member, Swiss Chamber of
Commerce in Turkey

Batuhan is heading the Georg Fischer Hakan Plastik organisation in Turkey and Middle East since 2014. He is responsible for the sales company in Turkey, as well as for exports to more than 70 countries and two manufacturing plants in Çerkezköy and Şanlıurfa. Batuhan holds a B.Sc degree in Mechanical Engineering and an MBA on marketing & Finance.

He is an entrepreneurial professional with more than 25 years of experience in various management positions, all gained in multinational environments across different functions and countries, worked in different sectors with experience from B2B to B2C, both in established as well as start-up companies, such as 3M, Nokia, British American Tobacco and Hilti. He is married and has one son..

PANELISTS



Reto Bachmann

Area Sales Manager Europe,
Middle East & Africa,
Rittmeyer AG

Reto Bachmann graduated as an Electrical Engineer in 1996. Graduated as a Master of Advanced Studies in Brand and Marketing Management University of Luzern, Switzerland in 2016.

In the position as Head of Europe, Middle East and Africa Business Unit Instrumentation for Rittmeyer AG, Switzerland.

PANELISTS



Shelly Ovadia

CEO, Tektaş Watches & Jewellery

Shelly Ovadia, born in Turkey, had her High school education in Milan, Italy in classical studies. She holds the bachelor's degree from ETI, University of Geneva, Switzerland.

She has 35 years of experience in watch distribution and implementation of luxury Swiss brands in Turkey. Ovadia is representing Switzerland in Turkey and Turkey in Switzerland as well as in other international networks.

PANELISTS



Arpat Şenocak

Partner, Gide Loyrette Nouel

Arpat Senocak graduated from Neuchâtel Law School in 2001 and qualified as a lawyer before all Swiss Courts in 2003. Specializing in the field of mergers and acquisitions, he joined the international law firm Gide Loyrette Nouel in 2004. He qualified as a Turkish lawyer in 2008 and is now a partner at Özdirekcan Dündar Şenocak Attorney Partnership, the correspondent firm of Gide Loyrette Nouel in Turkey.

He has been involved on a large scale of inbound and outbound cross-border M&A transactions in Turkey, Europe and Africa, and specializes in sectors such as banking, insurance, industry and energy. He also has extensive experience in insurance-related transactions including the setting up of bancassurance partnerships and regulatory restructurings.

Arpat Senocak has been a Board member of the Swiss Chamber of Commerce in Turkey since 2012 and has been acting as President since March 2016.