

# SCCT NEWSLETTER

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

March 2021



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**Mehmet Yıldırımli**

Head of Swiss Business Hub Turkey

**Dear distinguished Members of the Swiss-Turkish Community,**

Eight years have passed since I came to Istanbul opening and building up the Swiss Business Hub Turkey. Over the years, many things inspired and fascinated me. Above all, I had the pleasure and honor to develop such an intense working and friendship relationship with our dynamic chamber of commerce and some of you distinguished colleagues, partners, friends. My warmest thanks go to Mr. Arpat Senocak and Ms Eda Hosceylan and the entire Swiss Turkish Chamber of Commerce Board members as well as the whole SCCT team for their constructive cooperation and tireless efforts over the past years. Together we have achieved a lot of important tasks and many challenges are yet ahead of us. Though, I am leaving the Swiss Business Hub and Turkey, but I will be always a part of the Swiss Turkish family. In my new position as “Senior Regional Marketing Manager EMEA” at Switzerland Global Enterprise headquarter, I will still keep an eye on Turkey and I hope and believe that we will be able to continue the success of the previous years.

Another big thanks goes to my precious colleagues from the Consulate General of Switzerland in Istanbul and the Embassy of Switzerland in Ankara for the excellent cooperation and major contributions in recent years. Despite the permanent economic and political challenges, I strongly believe that we achieved a greater Swiss Turkish impact than expected.

Finally, I would like to take this opportunity, to wish my successor Ms Yasemin Öztürk every success in her new position and hope that she will greatly enjoy the work and activities.

I will always remain bound to Turkey and instead of bidding farewell, I say goodbye wishing you every success for the future.

Sincerely,

**Mehmet Yıldırımli**  
Head of SBH Turkey





## Eray Ulugöl

General Manager, Angst + Pfister Turkey

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

In 1993, I graduated from Mechanical Engineering Department of Middle East Technical University. I worked as a research assistant in the same department and received my master's degree in 1996. Later, I completed Executive MBA program at Koç University in 2005, and finally General Management Program at Harvard Business School in April 2019.

I started my professional career at Borusan Mannesmann in 1996 and then took different roles and responsibilities in design, maintenance, production, 6 Sigma and factory management. Between 2011 and 2013, I worked as the Plant Manager at Federal Mogul responsible from Sapanca and Izmit plants.

Since June 2013, I have been working as the CEO of Angst Pfister Advanced Technical Solutions in Turkey. At the same time, I am the Chief Production Officer of Angst + Pfister Group (our mother company) with its head quarter located in Zürich.

Angst + Pfister Group is an international organization operating in many countries of Europe, America, and China. Angst + Pfister has production facilities in Turkey, Italy, and Denmark. The main product groups are antivibration technology, sealing technology, engineering plastics, drive technology, and fluid handling technology. Our products are used almost everywhere.



Angst + Pfister Turkey is producing high performance sealing and antivibration components for its domestic and global customers in the automotive and industrial sectors.

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

As everybody agrees on it, Turkey has a huge potential with its people, culture, resources, and geographical location. But now, as a country, we are far away to utilize these fully. On the other side, myself and Angst + Pfister, we are quite optimistic about the future of Turkey and we continue with our investments in our Bursa plant. We have capacity expansion plans with the state-of-the-art technologies.

One important characteristics of the Turkish market is its dynamism. The market itself and the business environment are very adaptive. They position themselves very quickly to the changes.

### **Name us three extraordinary things about ANGST+PFISTER Turkey?**

**Very motivated and hardworking team.** Even during the very challenging Covid 19 days, we won record number of new projects.

**Our R&D centre in Bursa and our engineering capabilities.** Angst Pfister is among the first 250 companies in Turkey with the highest R&D spending. As of today, we continue our activities with an R&D team of 47 people working on product, concept, elastomer, and technology development in Bursa.

**Our customer base.** 80% of our production from Turkey goes to our global customers like Porsche, Bentley, Lamborghini, Aston Martin, BMW, Daimler, Renault, Siemens, Stadler, Alstom, Bombardier, CNH ...

### **What is the biggest challenge ANGST+PFISTER is facing in Turkey?**

We are an export-oriented company and serving to multinational OEM's all around the world. But we are not very well known in Turkey. We have difficulties to convince our potential domestic customers. They are buying sealing and antivibration elements from our competitors in Europe that we can design and produce in Bursa. This is very strange for us, but we are working hard to change this. We started to receive first results.

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

Last year, Angst+Pfister Turkey won an important domestic project, namely TOGG, domestic car of Turkey. We will design and develop all suspension bushings, engine mounts and shock absorber bushings in this project. More than 24 different anti vibration parts. The prototypes were already delivered for mule vehicles. We are proud to be selected for this challenging project.

### **What future plans does ANGST + PFISTER Turkey hold and what are the upcoming projects?**

As I stated before, we are planning to further increase our capacity in Turkey. We will grow by 60% in the next 4 years.

Electric vehicles are certainly one of the important focus areas of Angst+Pfister Turkey. Last year, we commissioned our high frequency test bench in our R&D laboratory which allows the examination and measurement of the high frequency behaviour of anti vibration products to be used in electric vehicles. Now, our correlation studies continue with Porsche. Our gearbox bushings will be used in the new Porsche Panamera. In line with the long range and comfort expectations of electric vehicles, we continue to work at full speed to lighten the products, improve the noise level in the cabin and improve their life performance.

Another focus area is railway projects and high-speed trains. Recently, Angst Pfister won London underground project from Siemens. Suspension elements will be designed and produced in our Bursa plant

In sealing technology, we would like to offer elastomers with unique properties and the associated approvals.

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

In 2020, Angst+Pfister looked back on a history of one hundred years, from a Swiss family business to an international corporation. A proud old age usually leads – for people and companies – to praise experience and wisdom. We prefer to look forward and keep fit for times of profound change. Any company that has been a market success for such a long time has a proven willingness to embrace change as an opportunity, and to adapt flexibly to new requirements.



Your readers can visit our webpage to have more information about our company, products and services.

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

In general, Swiss Chamber of Commerce is acting like a bridge between countries, companies, and individuals to further develop business activities. It provides us excellent networking opportunities.

**Angst+Pfister**

[www.angst-pfister.com/tr/](http://www.angst-pfister.com/tr/)



# Online Meeting



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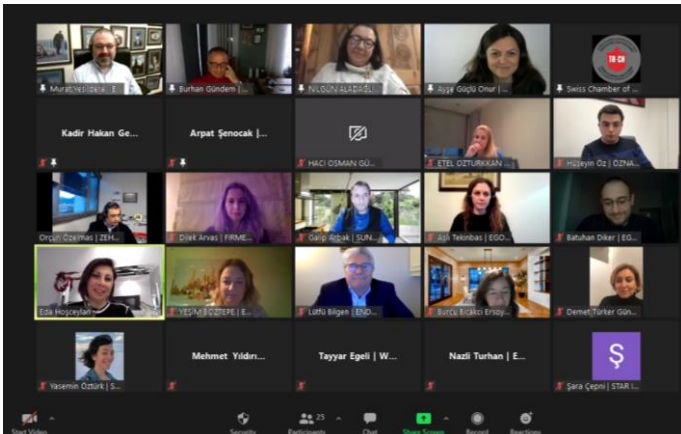
EgonZehnder



*“Good Leadership needs Resilience”*

14<sup>th</sup> January 2021, Online  
«CEO Talks»

The Swiss Chamber of Commerce in Turkey and Egon Zehnder jointly organized a «CEO Talks» meeting with its members on “Good Leadership needs Resilience”, which was moderated by Ms. Ayşe Güçlü Onur, Egon Zehnder’s office leader in İstanbul and Mr. Murat Yeşildere, Senior Partner at Egon Zehnder.



## Customs Inspection from A to Z and Practical Control Recommendations in Customs Transaction



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20<sup>th</sup> January 2021, Online

«Customs Inspection from A to Z and Practical Control Recommendations in Customs Transaction»

The Swiss Chamber of Commerce in Turkey and PwC Turkey jointly organized a webinar on “«Customs Inspection from A to Z and Practical Control Recommendations in Customs Transaction»”

Ms Ezgi Türkmen, Partner at PwC Turkey, Mr Gökhan Yurdakul, Indirect Tax Director at PwC Turkey and Mr. Ahmet Solmaz, Tax Technology Coordinator at PwC Turkey shared valuable information about:

- Scope of the customs inspections
- Statutory rights of the inspected companies
- Management of the customs inspections
- Results of the inspections, closure and next steps
- The most important topics of inspections in the recent times
- How do we identify our risks of the inspection topics?
- Practical controls usage of the technology for determining the risk in early phase

### S P E A K E R S



**Ezgi Türkmen**  
Partner at PwC Turkey



**Gökhan Yurdakul**  
Indirect Tax Director  
at PwC Turkey



**Ahmet Solmaz**  
Tax Technology Coordinator  
at PwC Turkey

## Swiss Turkish WEBINAR Series

24<sup>th</sup> February 2021  
14.00 – 15.00 (Turkey Time)



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Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra  
  
Consulate General of Switzerland  
Swiss Business Hub Turkey

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## 24<sup>th</sup> February 2021, Online «How valuable is a local partnership?»

The Swiss Chamber of Commerce in Turkey hosted the 7<sup>th</sup> Swiss-Turkish Webinar Series on "How valuable is a local partnership?", in cooperation with the Swiss Business Hub Turkey and Switzerland Global Enterprise.

The webinar started with opening remarks by Ms. Yasemin Öztürk, Local Trade Officer Swiss Business Hub Turkey at Consulate General of Switzerland in Istanbul.

The insightful panel discussion was moderated by Batuhan Besler, General Manager, Georg Fischer Turkey and Board Member, Swiss Chamber of Commerce in Turkey. Expert panelists, Mr Reto Bachmann, Area Sales Manager Europe, Middle East & Africa, Rittmeyer AG; Ms Shelly Ovadia, CEO, Tektaş Watches & Jewellery and Mr Arpat Senocak Şenocak, Partner, Gide Loyrette Nouel shared their insight and strategies on "How valuable is a local partnership?"

Impressive number of attendees joined the webinar and actively took part in the Q&A session with the speakers.

The screenshot displays the webinar interface with the following elements:

- Moderator:** Batuhan Besler, General Manager, Georg Fischer Turkey and Board Member, Swiss Chamber of Commerce in Turkey.
- Speakers:** Reto Bachmann (Area Sales Manager Europe, Middle East & Africa, Rittmeyer AG), Shelly Ovadia (CEO, Tektaş Watches & Jewellery), and Arpat Şenocak (Partner, Gide Loyrette Nouel).
- Webinar Title:** Swiss-Turkish WEBINAR Series, 24<sup>th</sup> February 2021, 14.00 – 15.00 (Turkey Time).
- Topic:** How valuable is a local partnership? Panel Discussion with Experts.

**WEBINAR RECORDING**



## TURKEY ENERGY OUTLOOK: Energy Markets, Investments and Technologies

Date: Wednesday, 17<sup>th</sup> March 2021  
Time: 15:30-16:30 (Turkish Time)  
Venue: Zoom Webinar, Turkey

### Guest Speaker



**Bora Şekip GÜRAY**

Director, Sabancı University IICEC

### Welcoming Speeches

### Program

#### Ariane Tinner

Head of Economic and Cultural Affairs  
Counsellor, Embassy of Switzerland in Turkey

#### Dr. Mehmet Doğan Üçok

Coordinator, Sabancı University IICEC

## 17<sup>th</sup> March 2021, Online «3-Country Business Webinar»

### 3-Country Business Webinar

17<sup>th</sup> MARCH 2021



in cooperation with



SABANCI UNIVERSITY  
ISTANBUL INTERNATIONAL  
CENTER FOR ENERGY AND CLIMATE



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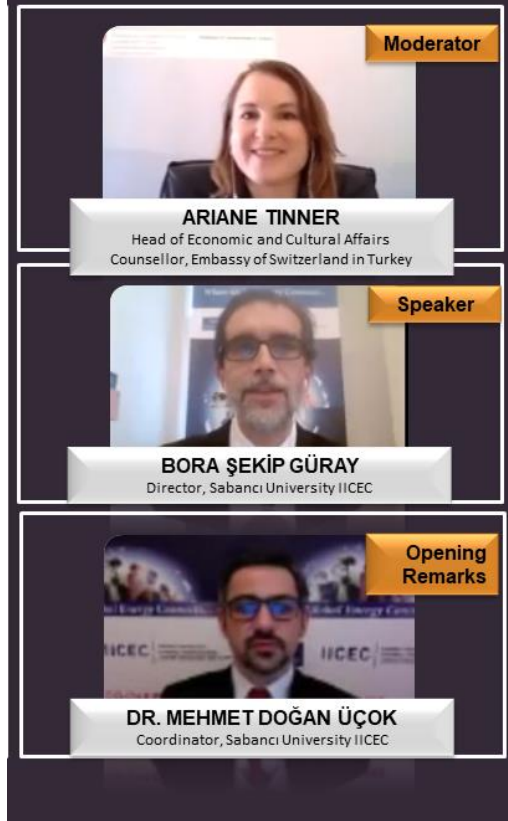
“Turkey Energy Outlook: Energy Markets, Investment and Technologies” webinar was held.

### TURKEY’S CLEAN ENERGY POTENTIAL IS VERY HIGH

“Turkey Energy Outlook: Energy Markets, Investments and Technologies” webinar within the Switzerland-Austria-Germany Embassies’ 3-Country Business Meeting Series was held on Wednesday, March 17 in cooperation with the Embassy of Switzerland in Turkey, Sabancı University Istanbul International Center for Energy and Climate (IICEC) and Swiss Chamber of Commerce in Turkey.

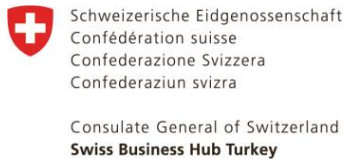
Turkey’s high potential, in renewable energy lead by wind and solar, energy efficiency, electric vehicles and many other clean energy options was underlined at the webinar. It was emphasized that the growth to be achieved in these areas in the coming years would contribute to a more secure and clean energy future.

[Read more](#)



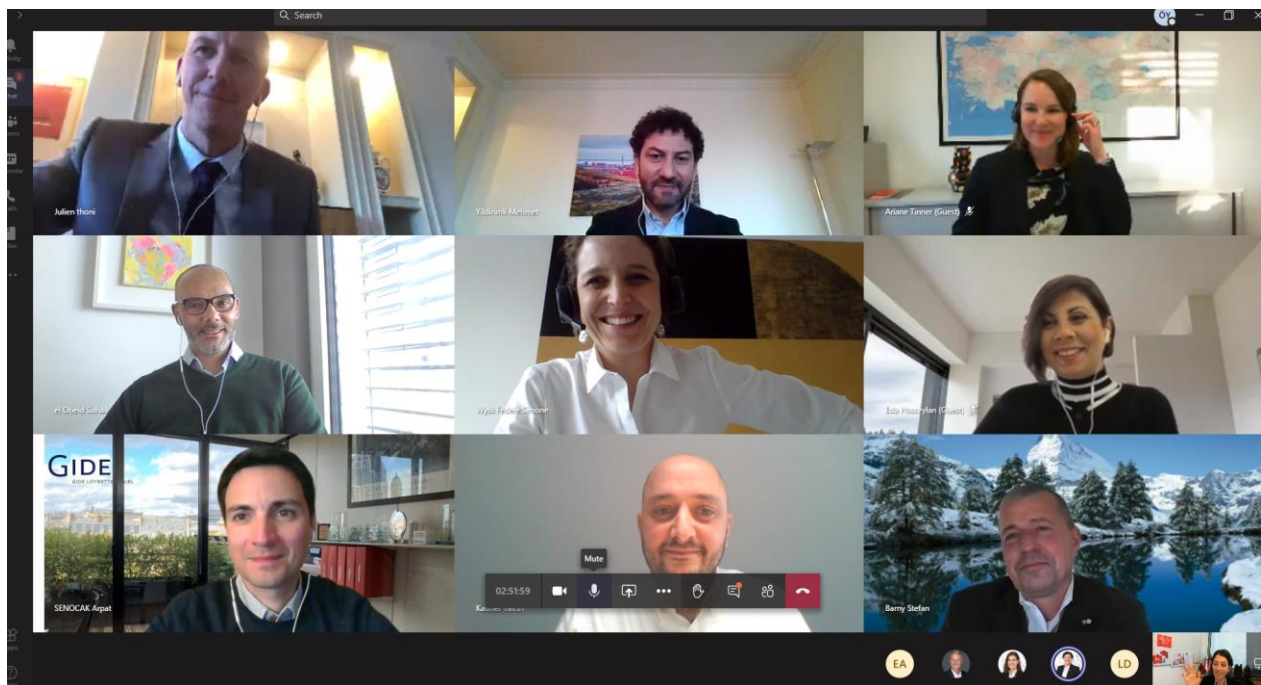
WEBINAR RECORDING





The SBH Turkey continued to perform well by making a dynamic start to 2021. One of the first events in 2021, co-organized with the Swiss Chamber of Commerce in Turkey, was the 7th Swiss Turkish Webinar Series which took place at the end of February 2021. Topic was “How valuable is a local partnership?”. The next webinar will take place in April/May 2021.

Another highlight in Q1/2021 was the virtual visit of Ms. Simone Wyss, CEO of S-GE. The SBH Turkey family had the great honor to welcome their CEO Ms Simone Wyss and their colleagues from Switzerland, Ms Monica Zurfluh, Ms Felicitas Gartmann, Mr Benedict Schwartz, Mr Suhail el Obeid, Mr Stefan Barny, in Turkey. In cooperation with the Swiss General Consulate in Istanbul, with the Swiss Embassy in Ankara as well as with the Swiss Chamber of Commerce in Turkey, they had the pleasure to talk about insights of the Turkish market and industries, the opportunities and also future projects, best practices, learnings as well as challenges and success stories.



Exciting presentations have been given by the Consul General Mr Julien Thöni and his colleague Ms Arianne Tinner, Head of Economic Affairs from the Swiss Embassy in Ankara. There has been a fruitful discussion with the president and the director of the Swiss Turkish Chamber of Commerce Mr Arpat Senocak and Ms Eda Hosceylan. Furthermore, the SBH Turkey team was pleased to have one of their esteemed S-GE/SBH Turkey customer/partner BELIMO during the virtual visit with them. Mr Yalcin Katmer, Head of Sales EMAI, astonished them with interesting worldwide projects of Belimo. Furthermore, he presented the visitors the successful cooperation with the SBHTurkey/ S-GE team.



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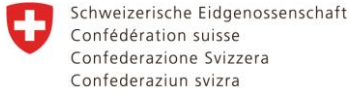
enabling new business

The upcoming months will be filled with the Swiss Turkish Startup Program (STSP) and the 2nd EPC (Engineering, Procurement, Construction) summit, and of course not to forget, with the Swiss Days 2021. Concerning STSP, the application kickoff will start at the end of March 2021. Under the umbrella of Artificial Intelligence, the defined sectors are the following: Automotive, Energy & Renewable Energy, Pharma, Food, Textile and Infrastructure & Construction. In June, there will be the virtual pitching event in front of the nominated jury from Switzerland and Turkey. The names of the winners will be announced later.

The 2nd EPC workshop will be included within S-GE's 1st infrastructure marketing campaign of this year. Turkey plays a leading role in the EPC market, and Switzerland offers innovations in engineering, procurement and construction. Together, the potential of the two countries for EPC projects is huge. This workshop, which offers a platform and potential for EPC projects worldwide, is scheduled for 23 March 2021 and target audience will be Swiss suppliers for Turkish EPC projects and Turkish EPC contractors.

And last but not least, preparations for Swiss Days 2021 have been started. Details will be shared in the next newsletter edition.





Consulate General of Switzerland  
Swiss Business Hub Turkey



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## SWISS TURKISH STARTUP PROGRAM

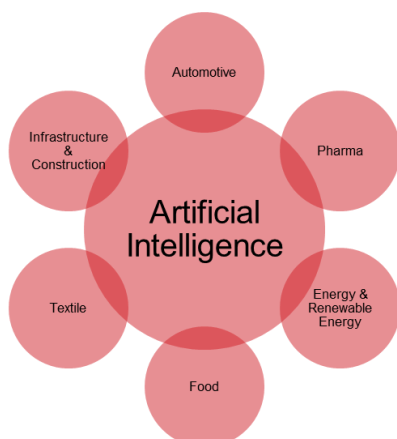
Swiss Days Istanbul 2021



### Goal

**The Swiss-Turkish Startup Program aims to**

- connect the Startup landscapes of Switzerland and Turkey
- foster an exchange of knowhow and innovation
- open doors to relevant stakeholders



### Background

Each year, given the favorable technological surroundings for startups, roughly 40,000 new companies are established in Switzerland – placing the nation in 2nd place within the Global Entrepreneurship and Development Index (GEDI), of 2019. Thus, in the European region Switzerland is leading the ranking for the second year in a row, not least because of the outstanding performance in offering opportunities for startups, process innovation, and high growth. 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 a stronger focus on adapting technological innovations to how we interact with things on a day-to-day basis.

[READ MORE](#)



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CCIFT, SCCT and Gide are pleased to invite you to the webinar on

**REMOTE WORKING REGULATION**

Remote working model and arrangement on the working conditions

Speakers:

**ESRA GÜLLER**

Chief Human Resources Officer, Axa Turkey

**ALİ OSMAN AK**

Partner, Özdirekcan Dünder Şenocak Attorney Partnership

**İLKE ÖZENÇ**

Associate, Özdirekcan Dünder Şenocak Attorney Partnership

**29 MARCH 2021 MONDAY, FROM 2.00 PM TO 4.00 PM***The presentation will be in Turkish***REGISTER NOW**

Türk-Fransız Ticaret Derneği, Türkiye'de İsviçre Ticaret Odası Derneği, ve Gide Loyrette Nouel işbirliğiyle

**UZAKTAN ÇALIŞMA YÖNETMELİĞİ**

Uzaktan çalışma modeli ve çalışma koşullarının düzenlenmesi

konulu çevrimiçi seminere katılmanızı dileriz.

Konuşmacılar:

**ESRA GÜLLER**

İnsan Kaynakları Bölüm Başkanı, Axa Sigorta

**ALİ OSMAN AK**

Partner, Özdirekcan Dünder Şenocak Avukatlık Ortaklığı

**İLKE ÖZENÇ**

Avukat, Özdirekcan Dünder Şenocak Avukatlık Ortaklığı

**29 Mart 2021 PAZARTESİ, SAAT 14.00 - 16.00***Toplantı dili Türkçe'dir***ONLINE KAYIT - ONLINE REGISTRATION**SWISS CHAMBER  
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**“The Use of Rapid Antigen Tests and the Benefits they can Provide to the Normalization Process.”**



**Miray Akgüç**

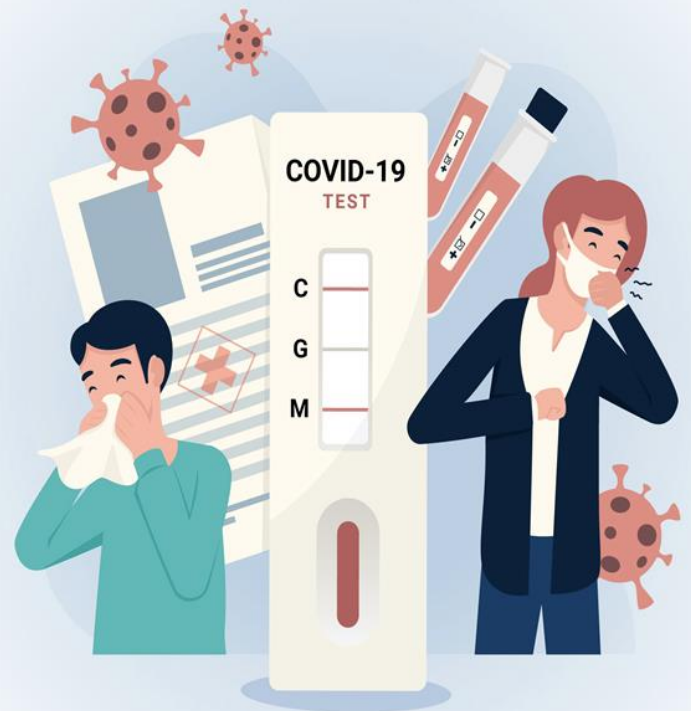
Roche Diagnostics Turkey  
Medical Specialist

**Date & Time:** 31 March, 11.00-12.00 (Turkey Time)

**Venue:** Zoom Webinar, Turkey

**Event Language:** Turkish

**Participation:** Free of charge



#### SPEAKERS RESUME

We all witness and observe restricting impacts of COVID-19 on various industries and, as Roche Diagnostics Turkey, we make efforts to make all solutions we offer on international basis to be accessible in Turkey as well. We constantly evaluate the benefits of different COVID-19 test options we offer for overcoming pandemic-related restrictions in hospital laboratories and other areas where non-laboratory tests are required.

Among these, rapid antigen test options proved to contribute to increasing the safety levels and supporting the continuation of life and business during pandemic in hotels and other industries in different countries.

Roche Diagnostics offered the rapid antigen test in Turkey in December to healthcare professionals. Thanks to antigen tests, pandemic control can be achieved faster and with reasonable costs in many workplaces. We would like to invite and inform your institution's Occupational Health and Safety Experts and/or Medical Personnel to our session to discuss the use of rapid antigen tests and the benefits they can provide to the normalization process.

**REGISTER NOW**

8 Swiss-Turkish  
Webinar Series07<sup>th</sup> April 2021 | 15:00 – 16:30 (Turkish Time)"THE SCIENCE BEHIND  
THE COVID VACCINE  
& REWRITING THE FUTURE  
OF BUSINESS"

MODERATOR

**Dr. Avinash Potnis**Managing Director  
Novartis Pharma, Turkey

SPEAKERS

**Ari Zoldan**CEO, Quantum  
TV Personality**Dr. Gökhan Duman**Director of Clinical Site  
Operations, PfizerYou can submit your questions to the moderator & speakers in advance to [info@tr-ch.org](mailto:info@tr-ch.org)

## Program

1. Opening  
Speeches**Mr. Arpat Şenocak**  
President, Swiss Chamber  
of Commerce in Turkey**Mr. Julien Thöni**  
Consul General of  
Switzerland to Turkey

## 2. Panel

## • Moderator

**Dr. Avinash Potnis**  
Managing Director Novartis Pharma, Turkey

## • Speakers

**Ari Zoldan**  
CEO, Quantum. TV personality**Dr. Gökhan Duman**  
Director of Clinical Site Operations, Pfizer

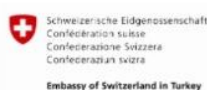
## 3. Questions &amp; Answers

You can submit your questions to the moderator  
& speakers in advance to [info@tr-ch.org](mailto:info@tr-ch.org)

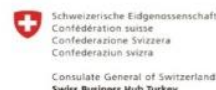
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SPEAKERS RESUME





## Become a “Giggle Buddy”



***Have you ever met a princess in a hospital? Or a captain? Children enter a world of colorful dreams and unforgettable moments when “Theodora Sevgi Doktorları” walk down the hospital corridors.***

The pandemic taught us the value of laughing, hugging and having joyful moments together. As Theodora Sevgi Doktorları, we continue our work with the video visits VIZI VIZI Program to make children in hospitals laugh again – even on a screen!

**Giggle Buddy is our new donation project.**

Our donors, who want to become a Giggle Buddy of a little patient, can accompany the smile of a child who has been treated at the hospital for a long time by **donating monthly** as much as they wish.

Recurring donations are very important to us because they become continuous smiles.

**Would you like to know what kind of change you will create with your continuous support?**

- The laughter of the children will cross the walls of the hospital and their journey to the world of dreams will begin.
- You will become the Giggle Buddy of a little patient waiting to laugh.
- And more than just laughter, you will help us keep every child we visit stay in the moment, reminding them that they are children.

We invite all organizations and private donors who believe in our mission and want to become a Giggle Buddy to visit: [Click Here](#)

### About Theodora Sevgi Doktorları

Staying in the hospital is a difficult thing for a child. "Theodora Sevgi Doktorları", are specially trained professional artists, making weekly visits to long-term hospitalized children to bring them joy, hope and laughter. As part of the Theodora Foundation in Switzerland, the Turkish project regularly visits 26.000 little patients each year in 9 hospitals located in Istanbul and Ankara.

[www.theodora.org](http://www.theodora.org)



## Three Swiss cities make the top 20 of a new global safety index

Zurich, Basel and Bern have been ranked within the top 20 safest cities in the world, according to a new crowdsourced survey. Published by Numbeo – which describes itself as “the world’s largest cost of living database” – the data is based on people’s responses to online questionnaires about the city they live in. Numbeo uses the data to publishes snapshot-style indexes twice a year, and in the latest safety index, Zurich is ranked as the fifth safest city, with Bern at number 12 and Basel at 16.



<https://www.timeout.com/switzerland/news/three-swiss-cities-make-the-top-20-of-a-new-global-safety-index-020521>

[Read more](#)

## Novartis is the world leader in trademark filings

**Swiss pharmaceutical firm Novartis filed the most international trademark applications with the World Intellectual Property Organization (WIPO) in 2020.**

The Basel-based firm filed a total of 233 Madrid applications (104 more than in 2019) moving it from third to first place based on 2020 figures. The pharma company was followed by Huawei Technologies of China (197), Shiseido Company of Japan (130), ADP Gauselmann of Germany (123) and L’Oréal of France (115).



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

[Read more](#)

## Survey: Swiss cities will continue to exert strong pulling power

The vast majority of Swiss residents live in towns and cities. Over the next 20 years urban areas will continue to attract a growing number of new arrivals, many of whom will want to own their own property, a new survey shows.



<https://www.swissinfo.ch/eng/survey--swiss-cities-will-continue-to-exert-strong-pulling-power/46369910>

[Read more](#)

## Switzerland rises to top of global eCommerce table

**Switzerland spends more on healthcare than any other European country.**

Europe remains the most prepared region for eCommerce, according to UNCTAD's Business-to-Consumer (B2C) eCommerce Index 2020. For the first time, Switzerland leads the UNCTAD B2C eCommerce Index, just ahead of the Netherlands. In 2019, 97% of the Swiss population used the internet. The only non-European economies among the top 10 are Singapore, ranked fourth, and Hong Kong (China) in the 10th position.



[Read more](#)

<https://www.enterprisetimes.co.uk/2021/02/25/switzerland-rises-to-top-of-global-e-commerce-table/>

## 10 super promising Switzerland-based startups to watch in 2021

Switzerland is famous for its beautiful landscapes with breath-taking mountains and lakes. But did you know that last year Switzerland was ranked the most innovative economy in the world? The country is also home to a thriving startup scene with over +47 accelerators and incubators, +20 investment funds, +18 events and networking organizations, and many other ecosystem players. Operating in various sectors, Swiss startups are mainly prominent in fintech and blockchain, with the Zug region having even gained the nickname "Crypto Valley."



[Read more](#)

<https://www.eu-startups.com/2021/02/10-super-promising-switzerland-based-startups-to-watch-in-2021/>

## Switzerland meets challenges with solutions

**Switzerland's financial center faces its challenges with confidence, says the CEO of the Swiss Bankers Association.**

Understandably, Switzerland's banks have become keener to make their voices heard and see their strengths and advantages highlighted. On December 7, 2020, the government and the financial sector launched 'finance.swiss', an information portal promoting the country's financial centre, allowing readers to learn about its unique strengths.

[Read more](#)

<https://www.thebanker.com/Comment-Profiles/Switzerland-meets-challenges-with-solutions>



## Nestle Plans to Help Distributing Vaccines in Covid-19 Fight

Nestle SA, the world's largest food company, plans to help distribute Covid-19 vaccines to communities, especially in developing countries, once shots become more readily available.

The maker of KitKat chocolate and Nespresso coffee could help with the financing or logistics of the rollout, Chief Executive Officer Mark Schneider said. Nestle partnered with the International Federation of the Red Cross early in the pandemic to donate money, food, bottled water and medical-nutrition products to most-affected countries.

<https://www.swissinfo.ch/eng/nestle-plans-to-help-distributing-vaccines-in-covid-19-fight/46337708>

[Read more](#)

## WEF: Swiss president pleads for sustainable growth

Building a sustainable global economy, digitalisation and increasing international cooperation are among the important issues on the Davos Agenda, said Guy Parmelin in his opening speech at the World Economic Forum's (WEF) online conference. "A crisis is a productive state. You simply have to get rid of its aftertaste of catastrophe." Parmelin, who holds the rotating Swiss presidency this year, said on Sunday that this quote by Swiss writer Max Frisch defined the goal for this year very well.



<https://www.swissinfo.ch/eng/wef--swiss-president-pleads-for-sustainable-growth/46314680>

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## International protection of Swiss food names to be improved

Swiss producers will find it easier to have geographical indications for their products protected internationally – for example Zuger Kirschtorte (kirsch cake from Zug), Bündnerfleisch (dried meat from Graubünden) or Tête de Moine cheese from the Jura.

At present, Swiss producers have to submit a separate application for the protection of their geographical indication in each state.



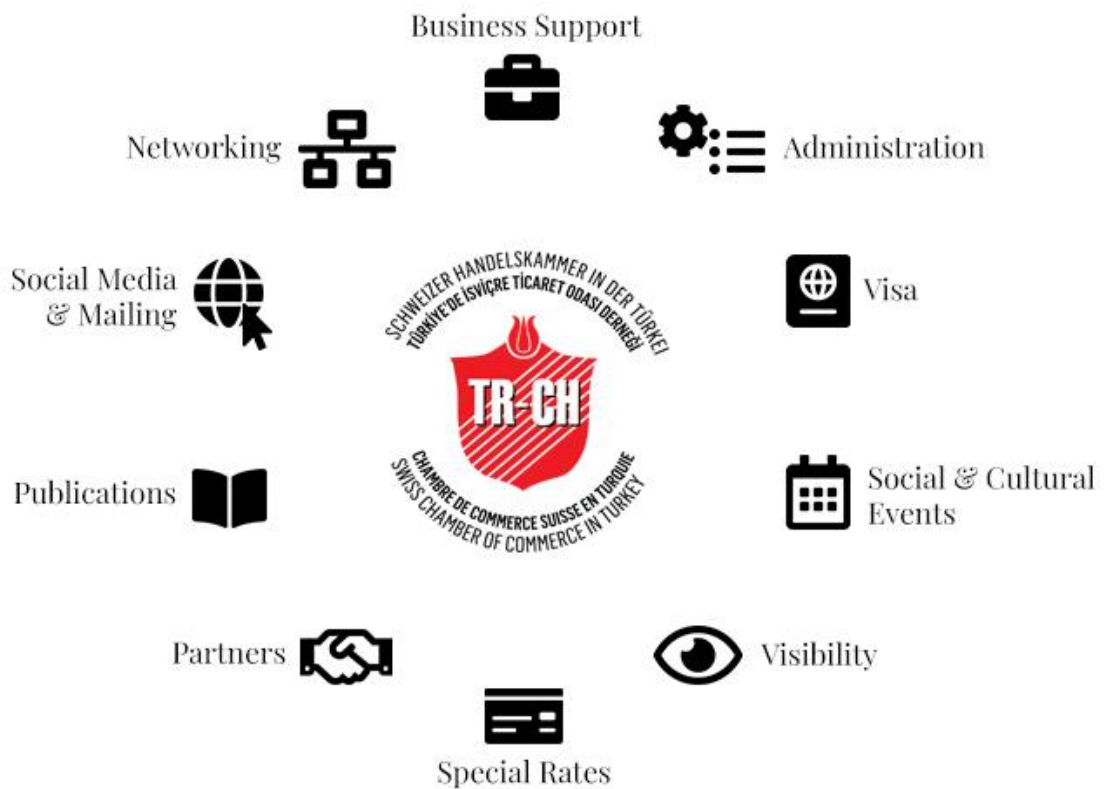
<https://www.swissinfo.ch/eng/protection-of-swiss-food-names-abroad-to-be-improved/46416448>

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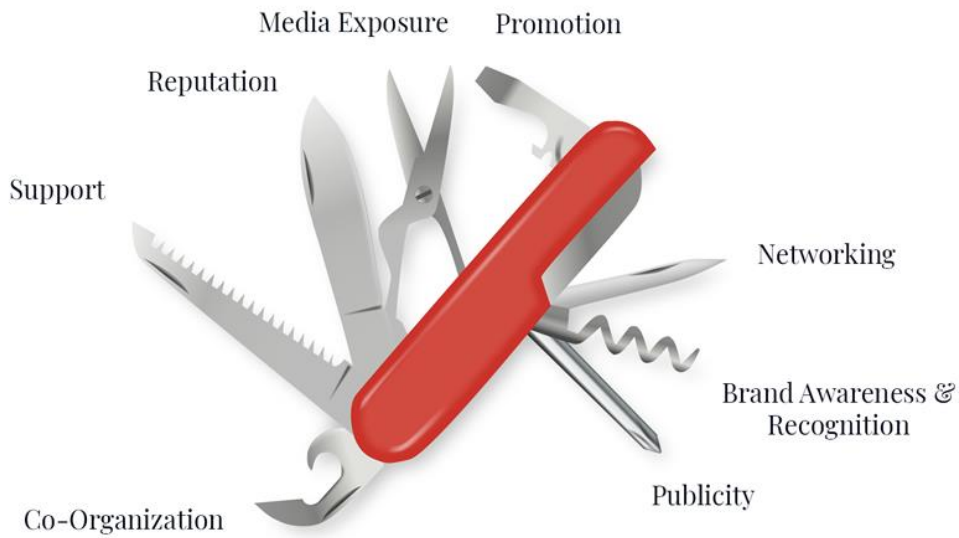
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