

SCCT NEWSLETTER

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

July 2021



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Yasemin Öztürk

Head of Swiss Business Hub Turkey

Dear distinguished Members of the Swiss-Turkish Community,

Six years ago I have joined the Swiss Business Hub Turkey as a Local Trade Officer. I can look back on many successful executed projects and constructive cooperation. From the beginning on I was impressed by the close relations with the Swiss Turkish Chamber of Commerce and appreciated the inspiring exchange and dynamic dialogue that resulted in many fruitful initiatives.

Since April 1, 2021, I am proceeding with my duty as the Head of Swiss Business Hub Turkey. In my new role, my aim is to realize many new projects and continue the successful way of working with the same level of excitement and joy, where it is especially important to me to keep the intense working and friendship relationship with our Chamber of Commerce.

It is my pleasure to contribute to our long-standing presence in the Turkish market and foster the Swiss-Turkish family.

I am looking forward to further fruitful cooperation in the future.

Sincerely,

Yasemin Öztürk

Head of Swiss Business Hub Turkey





WEIDMANN

Tayyar Egeli

General Manager,
Weidmann Electrical Technology

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

I was born in 1968 in the city of Manisa where both my Mother and Father were lawyers. I graduated from İzmir Bornova Anadolu Lisesi in 1986 and then completed both my undergraduate and graduate studies in the Electrical and Electronics Engineering Faculty at Middle East Technical University, Ankara. During my graduate studies, I worked at TÜBİTAK as a Project Engineer. However, I did not like this job! I felt happier when I was communicating with people rather than making calculations at my desk. So, after finishing military service, I looked for a job in a sales or marketing department within the electrical sector.

Luckily it did not take me long to find one, and in March 1994 I was hired by AEG Transformer Factory (ex-AREVA, ex-ALSTOM, and now a General Electric plant) as an Export Sales Engineer. Due to the nature of my position, I visited South East Asia three to four times per year, and the Middle East two to three times per year. This helped me to learn about and adapt to working in multicultural environments. My last position with ALSTOM was as the Sales Manager for Distribution Transformers.

Following my time at ALSTOM, I joined Nexans in 2006 as their Commercial Director. Finally, I joined Weidmann Electrical Technology in September 2010. During my time with Weidmann I have had many different tasks and responsibilities. I am the General Manager of the Weidmann plant in Turkey, as well as the Vice President of Sales and Marketing for Alternative Applications, reporting to the Head of the Weidmann Electrical Technology business area.

Last but not least, I am married and have two lovely daughters aged 20 and 13.

So far, what is your impression of Turkey and the Turkish market?

Turkey has several advantages for companies that target European, Middle Eastern and North African markets. The main ones are the logistical advantage from being in the geographic location of Turkey; that we are a young, fast learning, and experienced workforce at both blue-collar and managerial levels; and that we have relatively low labor costs. With all these advantages, many multinational companies use Turkey as a hub to do business in the EMEA region. With respect to our industry, meaning the transformer markets, Turkey is an important manufacturing hub and has a large domestic production capacity for both Power and Distribution Transformers, creating excellent opportunities and potential in the local market.



(Power Transformers)





Tell us three extraordinary things about Weidmann Turkey?

Weidmann Turkey was built in 2014 and we had a five-year business plan to realize this investment. I am pleased to say that within two years we had already achieved the sales and production targets we had forecasted for the end of year five. Of course, we had a lot of support from our Management in Switzerland.

Weidmann as a Group has an excellent company culture which you feel from the very first day of joining. I strive to implement the same culture at our plant in Turkey. At Weidmann, people are more important than machines, job safety is more important than profit, commitments given to all business partners (customers, suppliers, employees) are kept. I believe this makes Weidmann quite a special place for both employees and our customers.

Our factory dogs have become famous with customers and employees around the world! Çakil and Bamm-Bamm are rescue dogs that live onsite as part of our security team. However, due to the friendly nature of the dogs (not necessarily great for security!), they have become popular members of the team, with employees and customers from across the world greeting them whenever they visit. Recently we posted an update about them on social media as visitors at our site have been restricted due to the COVID pandemic. The post attracted more than 4,500 hits!

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

The biggest challenge has been, and still is, the tough competition in the market and the region. Price levels are extremely competitive meaning companies need to find different ways to thrive. For Weidmann, we believe we can manage this by continuously increasing our efficiency and productivity, without lowering the quality of our products and services. For this purpose, we apply a global "Lean Journey" program which, uses the six Sigma and Lean Production methodologies to ensure we remain competitive!

Weidmann Turkey is a member of the global Weidmann Group, headquartered in Switzerland. Are all the companies in your group focused on electrical technology?

The Weidmann Group comprises three divisions (Electrical Technology, Medical Technology and Fiber Technology) with the common theme that they all focus on technology. As an example, Weidmann Medical Technology is a leading, independent producer of technically advanced injection-molded components for the medical device and pharma industry. Its focus lies in the development of innovative solutions to customer requirements, supplying some of the world's largest organizations in these fields. Over the last year, Weidmann Medical played a key role in the global supply of COVID testing equipment. Sampling cassettes produced by Weidmann enabled the most advanced and accurate testing of patients for COVID. Given the rapid development of the global pandemic, Weidmann Medical Technology was able to increase production capacity to provide testing for up to 2.4 million patients per week.



Weidmann Electrical Technology has a very long history. What do you think is the secret to your success and the longevity you have achieved?

There are many reasons why the Weidmann Group and its oldest and largest division, Electrical Technology, is today over 140 years old. One of them is innovation which is a key part of our company culture. From the very start, Weidmann employees have been encouraged to innovate wherever possible, solving customer problems and offering new products that bring value to the market.

In the 1930's Weidmann invented Transformerboard, a key component in the insulation system of transformers that enabled the development of the power grid we all rely on today. But, of course, one innovation does not necessarily make a company! Since then, we have continually developed solutions that meet customers' requirements, from designing and developing components that insulate the world's largest Ultra High Voltage projects, to developing fiber optic sensing technology that can be embedded in our material and installed inside a transformer to provide performance data from within the critical asset.



What does the future hold for Weidmann Turkey and what are the upcoming projects?

Weidmann Turkey is a relatively young production hub within the Weidmann Electrical Technology's global footprint. However, our performance and contribution to the organization within this short time has been recognized, both financially and from an Operational Excellence point of view.

We aim to continue to improve our performance, providing the highest quality products, and services to our customers. One advantage of having a young, qualified, and motivated workforce is our desire as a team to continue to grow our customer base and

product portfolio, ensuring that we can contribute to the overall business around the world. Needless to say, this will mean an increase in production capacity and employment opportunities at Weidmann Turkey.

In addition, Weidmann continues to innovate, releasing new products, ideas and services that meet the everchanging needs of the Transformer Industry. Weidmann Turkey will use these new developments to continue to promote and grow our business within the region. An area of real opportunity today lies in the renewable energy generation sector. Weidmann is well positioned with products and services to support our customers in this fast-moving space.

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

Most transformers produced today continue to use the insulation design criteria created by Weidmann Electrical Technology more than 50 years ago. Having this legacy and remaining the market leader for insulation systems is both an excellent opportunity, but also a responsibility.

We would like to invite your readers to visit our web page and follow us on our social media channels so they can discover more information about the products and services provided by Weidmann.

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

Swiss Chamber of Commerce is not only an organization that strengthens the relations between the Swiss companies in Turkey, but they also act like a bridge between countries, companies, and individuals to further develop business activities. They provide us with excellent networking opportunities.

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

WEIDMANN

www.weidmann-electrical.com





Nazlı Hepyaz İşeri

Business Advisor, CTI Coach & Mentor



Ms Hepyaz İşeri, during which time period have you gone to school in Switzerland?!

I have been in Switzerland , Lugano first for summer school at TASIS in 1988 and then for university at Franklin University between 1990-1994.

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

To be frank I was planning to go to UK for university, had filed my applications and had completed my interviews. But Franklin University was always at the back of my head. My summer school experience at TASIS left a very valuable memory of life in both Switzerland and Lugano . In addition to that my parents at that time had ties with Lugano and supported my choice to be in the heart of Europe. It also gave me the opportunity to learn a second foreign language which was Italian.



Do you have any special memories?

‘Lugano Citta del mio cuore’ I have the fondest memories. Svizzera Italiana as a region is very rich in many aspects, travel, culture, natural surroundings, food, life.. Situated in a short distance to Como & Milano , has the advantage to live and experience both countries . Train connectivity has been key to our short excursions in and out of Switzerland ,where else can you find a 09:02 train schedule? 🚆 Punctual to the second!





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

Switzerland is a safe heaven for students. The quality of life and systems is unparallel to what I have seen in other places. The whole country is a campus. International students and life at schools is one of the most valuable education I have recieved so far.

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

Switzerland, provides students with a deep and broad education on an international level. Multilingual life is a natural part of living and therefore allows to learn at least two languages.

And on top of that it is one the safest, most beautiful countries, full of rich culture and life.

I would send my son to school in Switzerland without any doubt today, so I would recommend everyone wishing, to do so

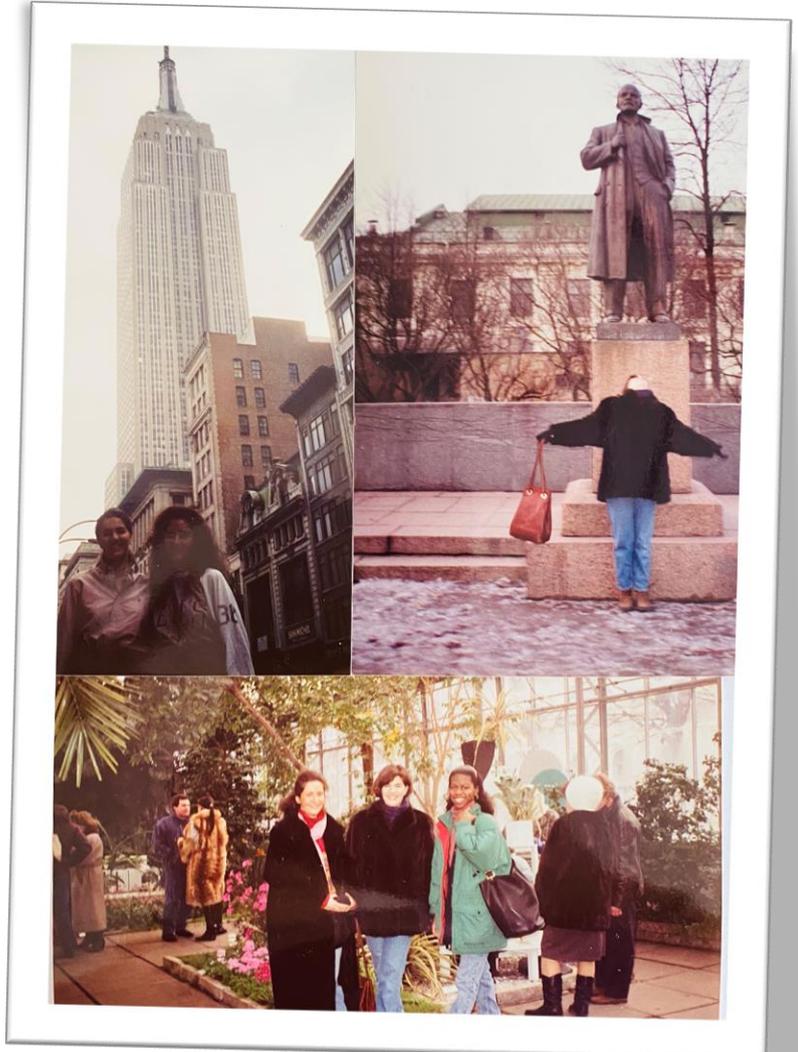
Please give us a brief insight into your personal experiences during that time.

Franklin University in the 1990's was a single campus but now has expanded extensively. The Swiss American education allowed for students from nearly 40 different nationalities to be together. The school had two unique propositions ; first one - learning another foreign language (Italian, German, French) and secondly - Academic Travels, which all students after the first year had to take a corresponding class and join in a travel & take an exam to get the credits for the class.

This allowed me and many other students to see and experience cities they would not choose to see. I had been to Paris, Moscow & St Petersburg (just after The Wall came down) , New York, Washington DC. We studied art, business, culture... been to the Supreme Court, NYSTE .. and many other valuable learning experiences. It not only thought us history, culture,business & life but allowed us to live it.

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

Franklin University is an American School in Switzerland but many ways influenced by Swiss quality in education. The American system allows for deep experience based learning and being in Switzerland allows you to do it in a natural, techinal & structred manner. So at the time of my schooling there were many differences. Having said that coming from a Turkish education systems provided for other areas at which we excelled such as math & science.



Past Events

Confederazione Svizzera
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Embassy of Switzerland in Turkey

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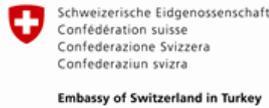


SWISS CHAMBER
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IN TURKEY
Since 1984

Vocational Education and Training (VET)

 The Swiss Experience

02nd June 2021, Online
«3-Country Business Webinar»



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Since 1984

“Vocational Education and Training (VET) – The Swiss Experience” webinar within the Switzerland-Austria-Germany Embassies’ 3-Country Business Meeting Series was held on Wednesday, June 02 in cooperation with the Embassy of Switzerland in Turkey and OSTİM Technical University Ankara. Distinguished speakers shared their valuable insights on VET System in Switzerland.

Watch the webinar:



SPEAKERS

 Mergim Jahiu Project Manager A case study: Bulgaria	 Nouran Wahba Commercial Apprentice A Personal Experience
 Thomas Haas Director General A Company Experience	 Sévérine Zaugg Head of Carpentry A Company Experience

E-Commerce now, next and beyond: *Why the Boom is Here to stay?*



30th June 2021, Online
«9th Swiss-Turkish Webinar Series»



The Swiss Chamber of Commerce in Turkey hosted the 9th Swiss-Turkish Webinar Series on

«E-Commerce now, next and beyond: Why the Boom is Here to stay", in cooperation with the Swiss Business Hub Turkey and Switzerland Global Enterprise.

The webinar started with opening remarks by Mr Arpat Şenocak, President of the Swiss Chamber of Commerce in Turkey.

Watch the webinar:

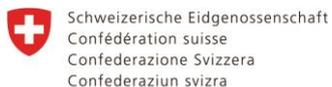


SWISS CHAMBER OF COMMERCE IN TURKEY



Distinguished speakers, Mr. Emre Ekmeççi, (President of Turkish E-Commerce Association), Mr. İrfan Nalcacı (CEO, Konyali Saat), Mr. Ramazan Altınay (Chief Supply Chain Officer, n11.com) shared their valuable insights on e-commerce. The insightful panel discussion was moderated by Mr. Philip Morger (Senior Consultant Internationalization Starters, S-GE).

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

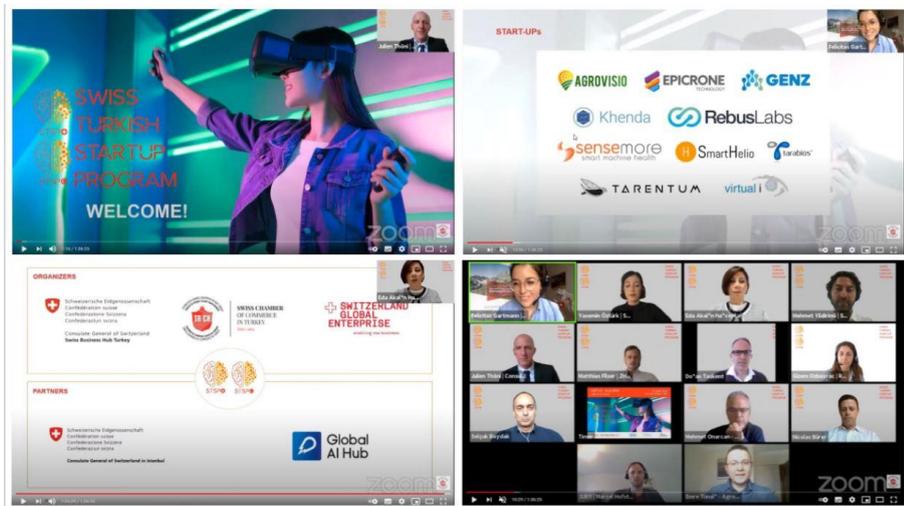


Consulate General of Switzerland
Swiss Business Hub Turkey



Swiss-Turkish Startup Program

This year the first Swiss Turkish Startup Program has been organized in close collaboration with the SCCT. Dozens of Artificial Intelligence startups have applied for the program from which the best 10 startups have been preselected to pitch their innovative ideas and companies to renowned jury members from Turkey and Switzerland. The jury has chosen four finalists that will attend a cocktail reception with UBS at the Swiss Residency where they will get the chance to present their company to business representatives and to network.



This program is the first of its kind to bring the Swiss and Turkish startup landscape together in that format leading the connection of both countries to a new level. The two winning teams will be announced at the beginning of October within a cocktail reception at the Swiss Residence in Istanbul.

Continuing with our successful and insightful webinars, the 9th Swiss Turkish Webinar Series aired on June 30th giving stage to the branch that is one of the rare sectors that has experienced an unprecedented boom, namely E-Commerce. Titled with "E-Commerce now, next and beyond: Why the Boom is Here stay?" our valuable experts and speakers at the webinar were Emre Ekmekci, President of the Turkish E-Commerce Association (ETID), Irfan Nalcaci, CEO of Konyali and Ramazan Altinay Chief Supply Chain Officer at n11.com.

9th Swiss-Turkish Webinar Series

30th June 2021 | 11:00 – 12:00 (Turkish Time)

E-Commerce now, next and beyond: *Why the Boom is Here to stay?*

Submit your questions in advance to info@tr-ch.org

MODERATOR

PHILIP MORGER

Senior Consultant Internationalization Starters, S-GE

SPEAKERS

EMRE EKMEKCI

President, Turkish E-Commerce Association.
Board Advisor, E-Commerce/Marketplace Expert

IRFAN NALCACI

CEO, Konyali

RAMAZAN ALTINAY

Chief Supply Chain Officer, n11.com

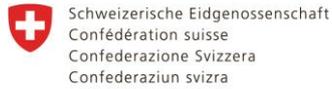
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SWISS CHAMBER OF COMMERCE IN TURKEY
SİRKER KATK

SWITZERLAND GLOBAL ENTERPRISE
enabling new business

With the moderation by Philip Morger from Switzerland Global Enterprise, who is an e-commerce expert and consultant internationalization starters, the experts have shared their first-hand insight of the Turkish e-commerce market and where the market is expected to develop.



Consulate General of Switzerland
Swiss Business Hub Turkey



Mid-June the Consul General Mr. Julien Thöni and Ms. Yasemin Öztürk, Head of Swiss Business Hub Turkey visited the city of Izmir to get together with Mr. Mahmut Özgener, President of the Chamber of Commerce in Izmir; Mr. Yavuz Selim Köşger, Governor of Izmir; Mr. Tunç Soyer, Mayor of Izmir; and Mr. Ender Yorgancılar, President of the Aegean Region Chamber of Industry (EBSO). The program, organized by the Honorary Consul Mr. Hasan Umur, also included a dinner with some representatives from Swiss companies located in the region.



To promote the diversity of the Turkish market, we will publish an interview with Cleantech experts in August 2021 covering a broad range of fields and business opportunities in the Turkish Cleantech market. In addition, we prepare an infrastructure interview pointing out the business opportunities in terms of big contractor's projects.

Last but not least, at the end of August, Ms. Yasemin Öztürk will be in Switzerland and together with the country consultant Mr. Suhail El Obeid, they will carry out the first physical Country Consulting Week of this year. The aim is to share their local expertise and market-specific knowledge with Swiss SMEs who are interested in Turkey's export market and who are thinking about building up a market presence in Turkey.

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LET'S MEET THE 4 FINALISTS





What is Khenda doing?

Khenda is an AI-based video analytics platform that helps manufacturing plants to increase their efficiency at production lines by analyzing manual activities.

Our algorithm automatically analyzes each manual process from video streams and gathers critical data that has never existed. With this big data, industrial engineers can easily increase the efficiency and quality of production by making improvements in manual processes.

Who stands behind Khenda?

Co-founders (Aykan & Cagkan) are brothers who complement each other perfectly according to their DISC personality analysis. They worked together for 6 years in a start-up called Eravis.

(Eravis is a machine vision company that was founded by Cagkan.)

Khenda raised €220K at a €2.2M valuation. Investor: Diffusion Capital Partners (www.dcp.vc)

Also, we graduated from KWORKS Accelerator.

Why are you interested in the Swiss market?

Labor activities are getting more valuable day by day in EU countries. Companies have to improve manual activities' efficiency to compete internationally. The Swiss manufacturing industry has lots of manual processes which we can help them at the global competition.

What are the long-term goals of Khenda?

We will open sales offices in the EU and the US this year. Our long-term goal is to become a global deep-tech company in the field of AI-based video analytics.



What is Rebus Labs doing?

Rebus Labs provides turn key solutions for cold chain, supply chain visibility and regulatory compliance automation for healthcare, and food industries. We design smart devices that connect and combine any type and quantity of sensors with real time connectivity that makes real assets smart.

Who stands behind Rebus Labs?

Rebus Labs was founded by Michael Boyman, M.Sc. and is supported by several Angel Investors, as well as String Ventures. Additionally, Rebus Labs has been awarded with approximately 15M EUR grant funding from various international research agencies over the past years due to our work on improving the cutting edge IoT designs and pushing the boundaries of the existing technology.

Why are you interested in the Swiss market?

Switzerland is both geographically and economically the center of the continental Europe. Furthermore, it is also known for their stable legal and economic infrastructure. The Swiss market hosts a significant number of pharmaceutical manufacturers, as well as other global brands and potential customers. That is why we have moved our headquarters to Bern, CH in January 2019.

What are the long-term goals of Rebus Labs?

Rebus Labs' long term goals is to provide a globally standardized turnkey service for cold-chain traceability and regulatory compliance in the verticals of healthcare, food and other perishable goods.



What is SmartHelio doing?

SmartHelio gives second life to solar panels, helping to generate more clean energy and prevent e-waste. We have built a proprietary edge computing based IoT hardware and deep diagnostic technology which can detect sick solar panels, helps them to get repaired and reused.

Who stands behind SmartHelio?

Govinda Upadhyay (Founder & CEO) is recognized by Forbes 30under30. SmartHelio is his second start-up, his first startup is Solar Ed-tech providing solar education to over 100,000 kids around the world.

Why are you interested in the Swiss market?

In the past 5 years, solar PV installations in Turkey have grown 26 times, from 0.249 GW in 2015 to 6.67 GW in 2020 and it's expected to reach 38 GW by 2030. Given this exponential growth, it will be essential for the country to automate the management of these solar assets to ensure maximum ROI and faster adoption. SmartHelio wants to take the early mover advantage and help the Turkish market reach it's renewable energy goals and beyond.

What are the long-term goals of SmartHelio?

Long term goal is to become the brain of all clean energy sources, however, our short and medium term goal is to accelerate the adoption of solar energy by improving its affordability, efficiency, effectiveness and sustainability using AI, IoT and other frontier technology.



What is Tarabios doing?

We are a spinoff company from Koc University. After 10 years of R&D, we have developed a mobile Blood Coagulation Monitoring Platform, producing lab quality results. The final product will be ready by the end of this year and available for both patient self-testing and Point of Care use. Our goal is to bring the lab into the palm of the patients and enable telemedicine for a better standard of care.

Who stands behind Tarabios?

Koç University

Why are you interested in the Swiss market?

Our target market is Europe and we are collaborating with German med-tech development companies for the final product. Switzerland has a strong healthcare market with many global brands. It would be important to receive smart money from a Swiss Strategic Partner, CVC or VC in order to build network, manufacture, and access markets. We consider moving our HQ to Germany next year but Switzerland is also a good candidate for building a strong brand image.

What are the long-term goals of Tarabios?

After launching the first application, PT/INR, our goal is to initiate sales first in Turkey and German speaking countries. Then along with the additions of new applications i.e. TT, ACT, aPTT, we will expand sales to overall Europe, USA and the rest of the world. Our patented platform technology is also highly capable, so we will continue to develop new application for medical and industrial markets.

ANKARA




MÖVENPICK
Hotel Ankara



Our Hotel in the heart of Turkey's capital

The Mövenpick Hotel Ankara is a modern 5 star hotel located in the [Söğütözü business district](#) of Ankara, the Turkish capital city. Close to the ministries, government buildings and major corporate headquarters, it is an excellent choice for business travellers. At walking distance to fashionable shopping malls with cinemas, bowling and a kids ´ club, it is also ideal for leisure travellers and their families.

Enjoy spacious Superior [rooms](#), state-of-the-art [meeting rooms](#) and gourmet dining. Discover novel culinary delights created by blending Turkish and international cuisine – served up with impeccable Swiss customer service.

Winner of Luxury Wellness Hotel 2015 award by Luxury Travel Guide Global Awards.

Check out our latest [hotel offers](#) at the Mövenpick Hotel Ankara. Great savings and deals available for business or leisure trips.

Specially for SCCT members

- **Accommodation:** 15% off our online room rates
- **Food & Beverage:** 10% discount from our Plus Restaurant & Lobby Bar / A La Carte menu prices
- **SPA:** 20% discount on poster massage prices



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Mövenpick Hotel Izmir is located in the heart of the city and offers the perfect combination of Swiss excellence with the traditional Turkish hospitality. At Mövenpick Hotel Izmir we value safety, comfort and happiness of our guests above all. Never sacrificing quality, thinking about even the smallest details we adopt the best approach. We would like to inform you that we have to follow all criteria set forth by the Ministry of Tourism, the Accor chain which we are part of and Izmir metropolitan municipality. At Mövenpick Hotel Izmir, care about your health.

About the promotion

- Valid from 1st of May to 31st of August, on corporate bookings.
- Open buffet breakfast included.
- Second person difference is 15€.
- Mövenpick Hotel Izmir reserves the right to change these terms and conditions at any time without prior notice.
- The offer is not valid during Marble fair (24.08.2021-28.08.2021)

For reservation

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hotel.izmir@movenpick.com

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Featuring stunning views of the Bosphorus and "Asia Tomorrow" concept, Ukiyo Restaurant & Bar, on the fifth floor of Fairmont Quasar Istanbul, takes you on a culinary journey to the Far East.

During summer, enjoy al fresco dining at the Ukiyo terrace and discover the best sushi as well as authentic tastes of the Far East while soaking up the sunset overlooking the Bosphorus, Old City and Prince Islands.

Specially for SCCT members 15% discount will be applied at dinner.

(Valid until 31.08.2021, excluding special days and promotions)
For reservations: 0212 403 85 00

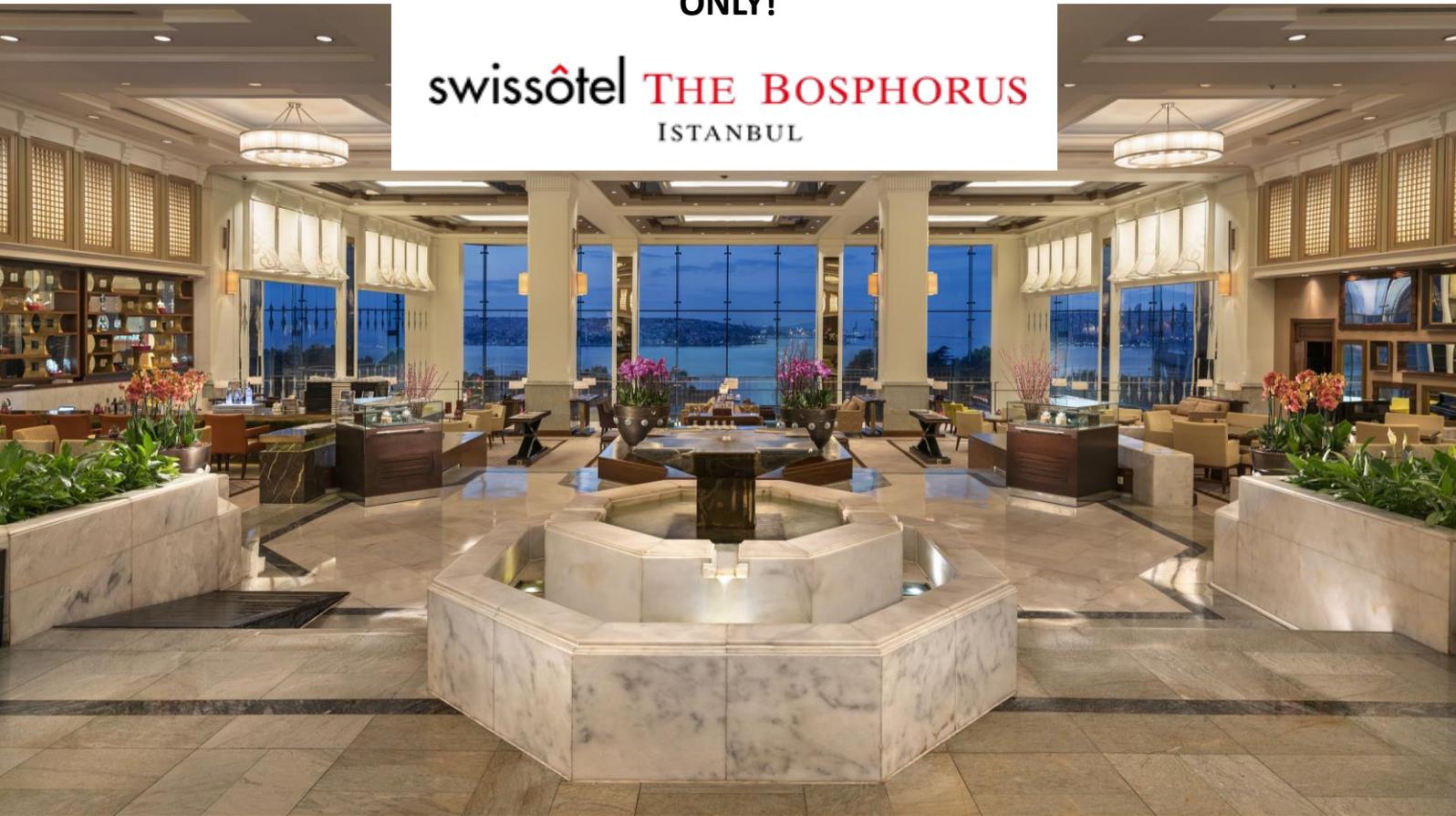


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- ✓ Sabrosa Restaurant
- ✓ Café Swiss – Food expenses
- ✓ Purovel Spa – Daily Entrance on Weekdays
- ✓ Purovel Spa Membership
- ✓ Bosphorus Club Limited Edition Package



- Above discounts are valid between 01 January 2021 and 30 December 2021.
 - Above discounts do not include special events and campaigns on special occasions.
 - Above mentioned discounts are only for Platinum Sponsors of the Swiss Chamber of Commerce.
- For reservation please contact: sponsor@tr-ch.org

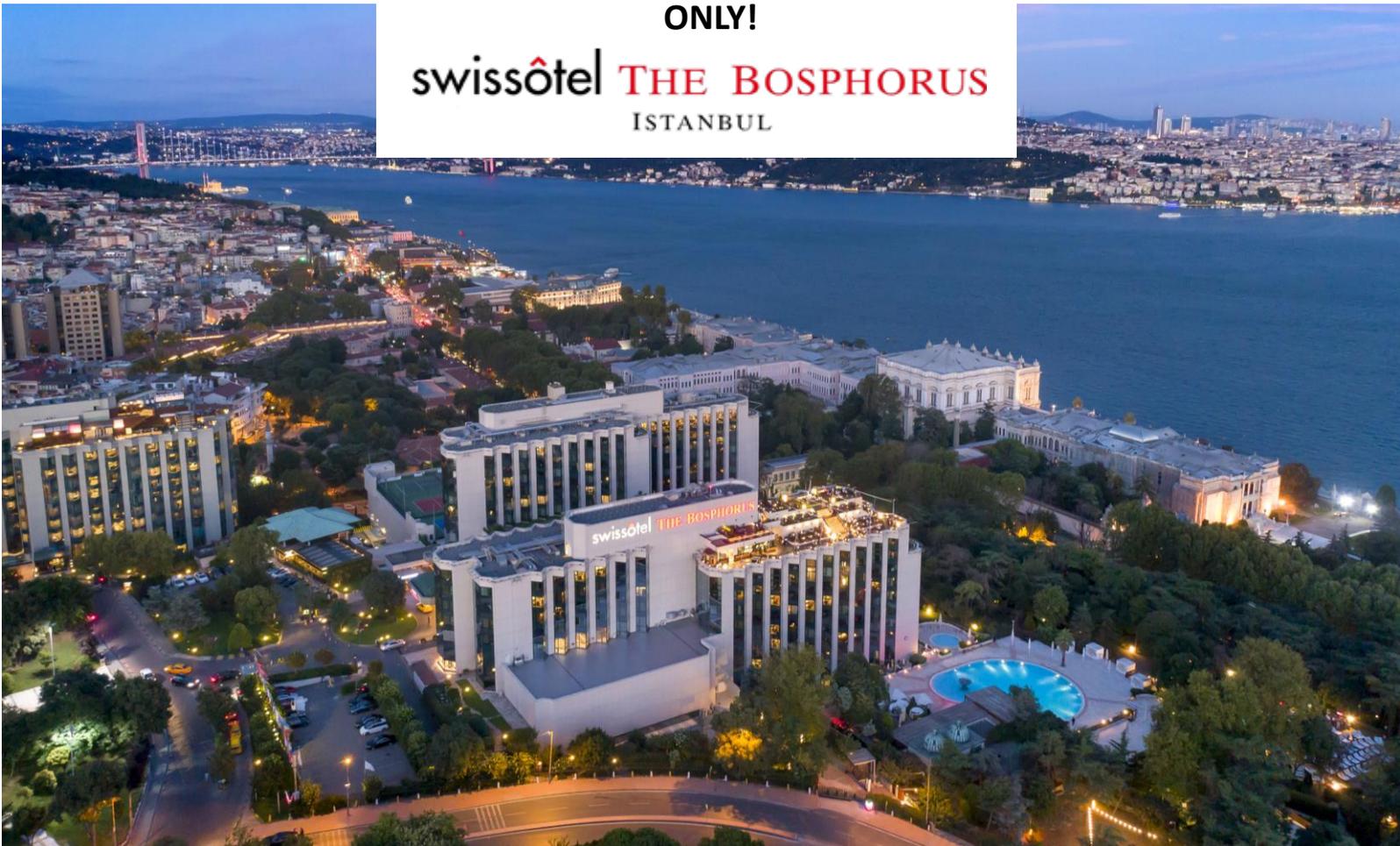


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Smiles and giggles for our children in hospital

Theodora Gigue Doctors announce Holiday Smiles and giggles for our children in the hospital.

Make a donation for these special days: 520 TL
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We love our feasts because we enjoy laughing and spending pleasant times with our loved ones.

If you want to make these precious moments even more meaningful, you can give joy and laughter to children under long-term treatment in hospitals and put a big smile on their faces.

You can cover as many child visits as you want by using the link below or by donating to our bank account.

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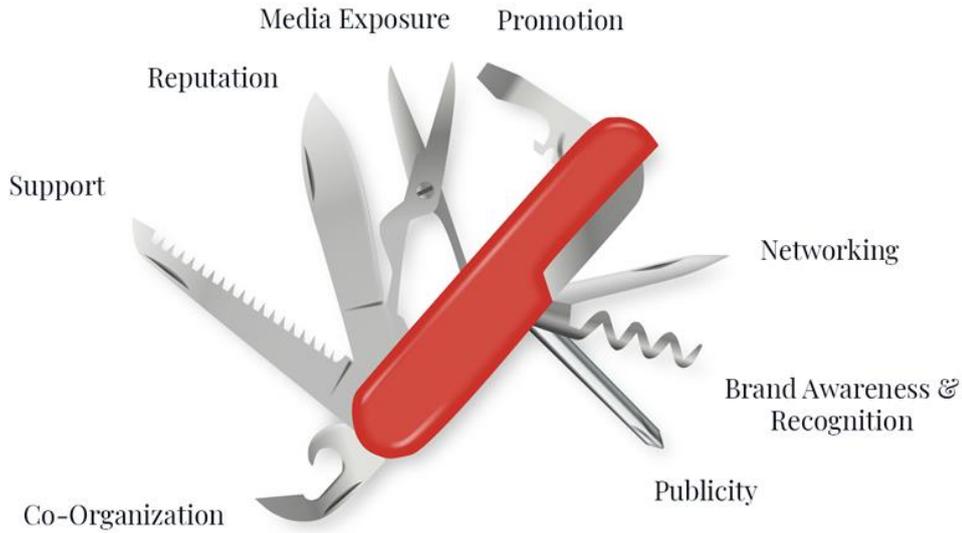
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