

# SCCT NEWSLETTER

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

September 2021



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## Jean-Daniel Ruch

Ambassador of Switzerland to Turkey

### Dear Friends of Turkey and Switzerland,

During my conversation with the President of Turkey following the presentation of my credentials, on 9 September, he underlined his wish to see our economic relations further intensify. We see eye-to-eye. Promoting trade, investment and innovation is a top priority of Switzerland in Turkey. As Ambassador, to fully exploit the potential of cooperation between the unique Swiss ecosystem and the host country has constantly been at the top of my action. In this area, I also bring in Turkey the experience of my previous assignments in Serbia as well as in Israel.

The Consulate General and the Swiss Business Hub in Istanbul, my Embassy in Ankara, are there to support the Swiss companies and to create favorable framework conditions for them. But, ultimately, the Swiss companies fill this framework with substance and colors. It is clear that no government policy can replace the interest and the involvement of the private sector. Furthermore, the Swiss Chamber of Commerce in Turkey plays a central role. I am particularly impressed by the start-up program and hope very much that this will be a cornerstone of a fruitful Turkish-Swiss cooperation in the area of innovation. Haven't Switzerland and Turkey stood out remarkably in the latest WIPO innovation rankings? Switzerland by remaining number one. Turkey by showing a most remarkable progression. There is a huge untapped potential there. I look forward to work with Swiss and Turkish economic operators to make the sky the limit.

Sincerely,

**Jean-Daniel Ruch**

Ambassador of Switzerland to Turkey





## Emre Soykan

General Manager,  
Belimo Turkey

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

I graduated from the Mechanical Engineering Department of Istanbul Technical University in 1995. Then, I received a master's degree in Management and Organization at Marmara University. I had decided to work in heating, cooling and ventilation before even graduating and started to work for Form A.S. as a sales engineer. Over the years, I continued my career mainly in international companies like Honeywell and Siemens assuming different roles and responsibilities. Since 2019 I have been working as managing director of Belimo Turkey Otomasyon A.S.

BELIMO is a market leader company in HVAC sector. With its 45 years of experience it designs, manufactures and sells many products used in mechanical automation, including valves, damper actuators and sensors. BELIMO produced a total of 7 million actuators in 2020, maintaining its worldwide leadership in this field. At the beginning of the year 2020, Belimo produced its 100 millionth actuator and in doing so reached another milestone in the company's history. In order to maintain its preeminence in innovation, it allocates more than 8% of its turnover (53M Swiss Francs as of 2020) to R&D every year.



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

Belimo is not new in the Turkish market and was represented by a distributor from the 1980s. The brand was very well known among the HVAC sector in Turkey. In 2016, in order to be much closer to its stakeholders, Belimo opened a branch office in Istanbul. Our goal is to introduce our innovative products to the market. Turkey is a growing country. Turkish construction companies are very strong and do business all over the world. Therefore, it is crucial for us to work with them from the beginning of the projects and assure that our energy efficient and innovative products are involved in their projects.

Furthermore, we wanted to share our application knowledge and started Belimo Education Turkey. Each year, we organize hands-on training programs in our premises. We also foresee that Turkey is going to be a manufacturing hub for HVAC equipments and some global players already invested in Turkey with acquisitions or joint ventures. Meanwhile, the export business is growing in the HVAC sector suggesting an increase in the demand for technological solutions and products in mechanical automation.





### Tell us three extraordinary things about Belimo Turkey?

**Energy efficiency:** The Belimo Energy Valve™ is an electronic pressure independent control valve with software-based services and cloud connectivity, measuring flow and temperature to monitor coil performance and energy consumption while maintaining the optimal delta T. Automatic reports show actual and historical performance data, recommending the further potential for energy savings, predictive maintenance and troubleshooting. We started to evaluate and calculate the energy savings of the buildings and industrial plants in Turkey. Since the opening of our Istanbul branch, we focused on introducing our Belimo energy valve to avoid low Delta T syndrome in Air handling Units and the application areas are increasing day by day.

**Indoor air quality:** People spend approximately 90 percent of their time indoors and breathe 12,000 litres of air per day. It is therefore important to understand the powerful influence that indoor air quality has on our wellbeing. Belimo shares its deep insights about the effects of indoor humidity, VOC and central air treatment systems and presents valuable suggestions for your health.

Belimo started an initiative about indoor air quality and interviewed consulting engineers and experts in the ventilation sector around the world to identify the priorities when aspiring to create a healthy indoor air environment in a building. In the process, seven essential factors for ensuring healthy indoor air in non-residential buildings have emerged. Belimo Turkey implemented the same initiative for Turkey and works to increase the awareness.

**Could connectivity:** Connectivity has always been a key feature of our products. Providing even better products with the right digital connection is our focus now and in the future. The ecosystem of Belimo IoT devices enables flexible system integration through all common building automation communication protocols and Building IoT platforms. With the help of the additional IoT connection, buildings can be optimized, managed and maintained more easily. Belimo Turkey provides quarterly reports for their customers about their cloud-connected devices and makes recommendations for saving energy.

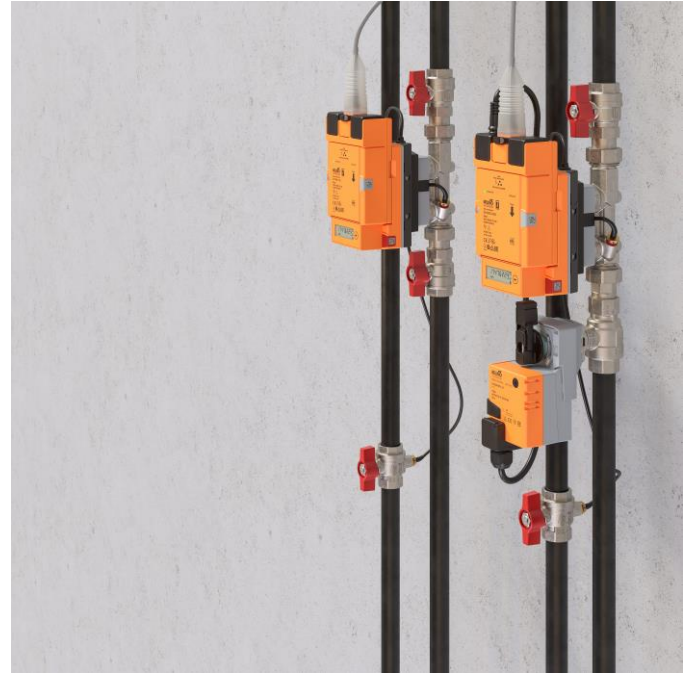
### What is the biggest challenge Belimo Turkey is facing in Turkey?

Ever-changing conditions are the most challenging part of our business in Turkey. We always need to be ready for changing regulations and demands as well. Therefore we keep our organization ready to swiftly adapt in line with changing conditions.

### What are the gains?

Belimo offers energy efficient innovative products to the market. We started to be involved in most of the big projects from the design phase. Our application experts support the design offices and select the most suitable

products for the project. We learned a lot about the market dynamics and key players.



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

We are very strong in air business of the business and our market share keeps increasing each year. On the other hand, we aim to increase our market share in water business. This year, we introduced new products to the market. Belimo enters the energy metering business with certified products. We are planning to make new collaborations with facility management companies. We already increased our digital marketing activities and planned road shows for 2023. We will focus on renewal projects for reducing the consumption. Commercial buildings, hotels, shopping malls will be renovated within 10 years. We are preparing for this transformation and new requirements of the end users.

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

Buildings are responsible for 40 percent of global CO2 emissions. With proper building controls systems, energy savings of up to 50 percent can be achieved in comparison with buildings lacking such features. All the products we have recently launched are focused on energy efficiency, comfort and safety. We are pleased to see that our entire industry has developed and evolved in this direction.

# Past Events



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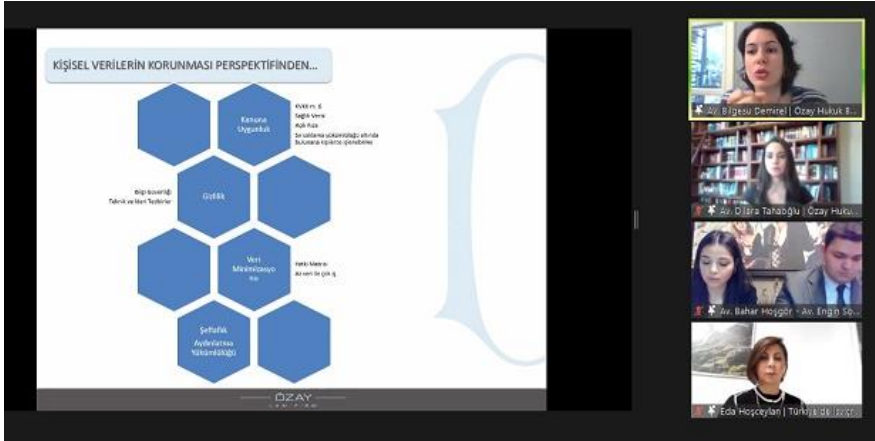
## INVITATION LEGAL WORKSHOP | 23 SEPTEMBER 2021

SCCT and Özay Law Firm are pleased to invite you to a legal workshop on the

### EVALUATION OF COVID-19 VACCINE AND PCR TEST IN TERMS OF LABOR LAW, PERSONAL DATA LAW AND CONSTITUTIONAL RIGHTS

- Problems raised in practice by the necessity of vaccination and PCR testing within the scope of employee-employer relationship
- Legal evaluation of the delicate balance between the privacy of health information and public health

23<sup>rd</sup> September 2021, Online  
«Legal Workshop»



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The Swiss Chamber of Commerce in Turkey and Özay Law Firm jointly organized a legal workshop on «EVALUATION OF COVID-19 VACCINE AND PCR TEST IN TERMS OF LABOR LAW, PERSONAL DATA LAW AND CONSTITUTIONAL RIGHTS.».

Distinguished lawyers of Özay Law Firm, Ms Bilgesu Demirel, Mr N. Engin Sokullu, Ms Bahar Hoşgör and Ms Dilara Tahaoglu shared valuable information about:

- Problems raised in practice by the necessity of vaccination and PCR testing within the scope of employee-employer relationship
- Legal evaluation of the delicate balance between the privacy of health information and public health



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Within the ongoing market campaigns of Switzerland Global Enterprise, we have created diverse insightful content to inform interested Swiss companies about the business opportunities in the Turkish market. In concrete terms, we have published a factsheet and a listicle of projects in the Turkish infrastructure sector. Also, there is a guide available about Smart City projects, a factsheet about the Turkish construction sector and we have conducted an interview with two leading Turkish FinTech experts Prof. Dr. Selim Yazici, Professor at Istanbul University and Co-Founder FinTech Istanbul, and Dr. Soner Canko, FinTech Advisor. Moreover, we are in the process of updating our business guide and legal provision document.

After selecting the four finalists of the Swiss Turkish Startup Program in June – Khenda, Rebus Labs, SmartHelios and Tarabios – the winner announcement will take place on 5<sup>th</sup> October 2021 as a Cocktail Reception sponsored by UBS at the Residency of the Consul General of Switzerland in Istanbul. The winning teams will be awarded CHF 7500 Grant, free flights to the other country, Membership to Switzerland Global Enterprise, Silver Sponsorship to the Swiss Turkish Chamber of Commerce in Turkey and much more. Besides the official announcement of two winning teams, the cocktail reception offers the startups a unique opportunity to present their companies and network with leading stakeholders of various, relevant industries. In addition, a program of selective meetings around the event enables startups to get a foot into the markets. Furthermore, the organized mentoring program will match all four finalists with well-selected mentors to learn from the extensive experience and connect with a network that may be able to provide concrete support.







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In the beginning of September, Swiss State Secretary of Foreign Affairs, Mrs. Livia Leu visited Turkey. During this visit, political consultations have been held with Deputy Minister of Foreign Affairs Mr. Faruk Kaymakci.

State Secretary of Economic Affairs Marie-Gabrielle Ineichen Fleisch and a Swiss delegation visited Istanbul and Ankara at the end of September. The visit does not only signal Switzerland's continuing interest in good economic relations but also promoting business cooperations between Swiss and Turkish companies and organizations. The economic missions serve the goal to overcoming challenges in bilateral trade and to connect Swiss and Turkish business'. Turkish EPC companies (Engineering-Procurement-Construction) enjoy a specific interest from the Swiss government and official institutions due to their global footprint. During an EPC Roundtable, the Swiss delegation consisting of relevant stakeholders and leading Turkish contractors had the chance to exchange their perspectives and solutions to improve Swiss-Turkish cooperation. This roundtable has been followed by a visit of the Swiss delegation to the Waste from Energy Plant in Istanbul as an example of a successful cooperation by Hitachi Zosen Inova AG and Makyol. The visit to the plant has been honoured with the attendance of Istanbul Mayor Mr. Ekrem Imamoglu. The program of the Swiss economic mission continued in Ankara with official meetings and meetings with different organizations in Turkey.





05.10.2021

SAVE  
THE  
DATE

**WINNER TEAMS ANNOUNCEMENT**

@ RESIDENCY OF THE CONSUL  
GENERAL OF SWITZERLAND IN ISTANBUL

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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](http://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.



## Bi-annual General Assembly Meeting of the Swiss Chamber of Commerce in Turkey



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**Dear Members,**

Based on the recent decisions published by the Ministry of Interior and by the Governorship of Istanbul, we are able to announce that the Bi-annual General Assembly Meeting of the Swiss Chamber of Commerce in Turkey will take place on

**October 12<sup>th</sup>, Tuesday, 17:00hrs at  
Fairmont Quasar Istanbul, Luna Ballroom**

According to applicable legislation, personal attendance of the members is required and representation by proxy will not be accepted. The meeting will be organized in compliance with strict sanitary and social distancing measures.

Please kindly be informed that the annual membership fee should be paid until October 08th, 2021, in order to attend the 2021 Bi-annual General Assembly Meeting.

Candidates for Principal Board Member and Principal Auditor are kindly requested to apply to the Chamber until October 08th, 2021.

**Please confirm your participation not later than 05th October 2021.**

**REGISTER NOW!**

The General Assembly Meeting will be held in accordance with the Ministry of Internal Affairs circulars and current legislation within the scope of COVID-19 measures. In case of any mandatory change of the meeting because of COVID-19 related measures, we will inform our members accordingly.





The Swiss Chamber of Commerce in Turkey counts almost 150 companies active in Turkey its members. Switzerland is the 7th biggest investor in Turkey. The Chamber contributes with its work to this important economical relation between our two countries.

Consul General Julien Thöni and Deputy Consul General Roland Brun met after the regular board meeting with the President of the Chamber, Mr. Arpat Şenocak.

[https://www.instagram.com/p/CT4P\\_vkDv0E/?utm\\_medium=copy\\_link](https://www.instagram.com/p/CT4P_vkDv0E/?utm_medium=copy_link)



Switzerland's new Ambassador to Turkey, Mr. Jean-Daniel Ruch, has arrived in August in Ankara. On September 9, 2021 he presented his credentials to the President of the Republic of Turkey, Mr. Recep Tayip Erdoğan, and payed his respects at Atatürk's mausoleum. Welcome to Turkey, Mr. Ambassador Ruch!

[https://www.instagram.com/p/CT6rIV2sygZ/?utm\\_medium=copy\\_link](https://www.instagram.com/p/CT6rIV2sygZ/?utm_medium=copy_link)



The modernized #FreeTradeAgreement between EFTA and Turkey will enter into force on 1 October 2021. On August 25, 2021, the Federal Council approved the necessary ordinance amendment to implement the customs concessions provided for in the FTA.

The modernized agreement is intended to further expand trade between the EFTA countries and Turkey.

<https://www.linkedin.com/feed/update/urn:li:activity:6836604140194533376/>

## Global Innovation Index 2021: Innovation Investments Resilient Despite COVID-19 Pandemic; Switzerland, Sweden, U.S., U.K. and the Republic of Korea Lead Ranking; China Edges Closer to Top 10

Governments and enterprises in many parts of the world scaled up investments in innovation amid the massive human and economic toll of the COVID-19 pandemic, the Global Innovation Index 2021 showed, illustrating a growing acknowledgement that new ideas are critical for overcoming the pandemic and for ensuring post-pandemic economic growth.

[Read more](#)



[https://www.wipo.int/pressroom/en/articles/2021/article\\_0008.html?fbclid=IwAR1fUK7o6hK3lrC2KSgww-X0jgnF7GGzxpPFwQV43hCTu2g2TYR42wDH0/](https://www.wipo.int/pressroom/en/articles/2021/article_0008.html?fbclid=IwAR1fUK7o6hK3lrC2KSgww-X0jgnF7GGzxpPFwQV43hCTu2g2TYR42wDH0/)

## Geneva-born initiative to help organisations halve their carbon footprint

The race to reach net zero emissions is a huge undertaking and only possible with the help of businesses. Humanitarian organisations, hospitals and universities might not be the most polluting sectors but they can lead by example, according to a new Geneva-born initiative that intends to help them to halve their carbon footprint by 2030.

[Read more](#)



[https://genevasolutions.news/climate/geneva-born-initiative-to-help-organisations-halve-their-carbon-footprint?fbclid=IwAR053zhjhDM9NddLIdele-QNgcwZl-7mgz2ZH\\_oGv84aYYDq9hT6bCD45BA](https://genevasolutions.news/climate/geneva-born-initiative-to-help-organisations-halve-their-carbon-footprint?fbclid=IwAR053zhjhDM9NddLIdele-QNgcwZl-7mgz2ZH_oGv84aYYDq9hT6bCD45BA)

## THE TOP 100 SWISS STARTUP AWARD 2021 CELEBRATES SWITZERLAND'S MOST PROMISING STARTUPS

The 11th edition of the TOP 100 Swiss Startup Award celebrated Switzerland's best startups: Planted Foods (1st), CUTISS (2nd), and 9T Labs (3rd) were the top picks of the expert jury. A selected audience of startups, investors, and key partners of the TOP 100 were present at the event, held at the newly renovated startup space in Schlieren. The award show was also live-streamed for a global audience. The 11th edition of the TOP 100 Swiss Startup Award was organized by Venturelab and facilitated by its presenting partners Credit Suisse and Swiss Venture Club.

[Read more](#)

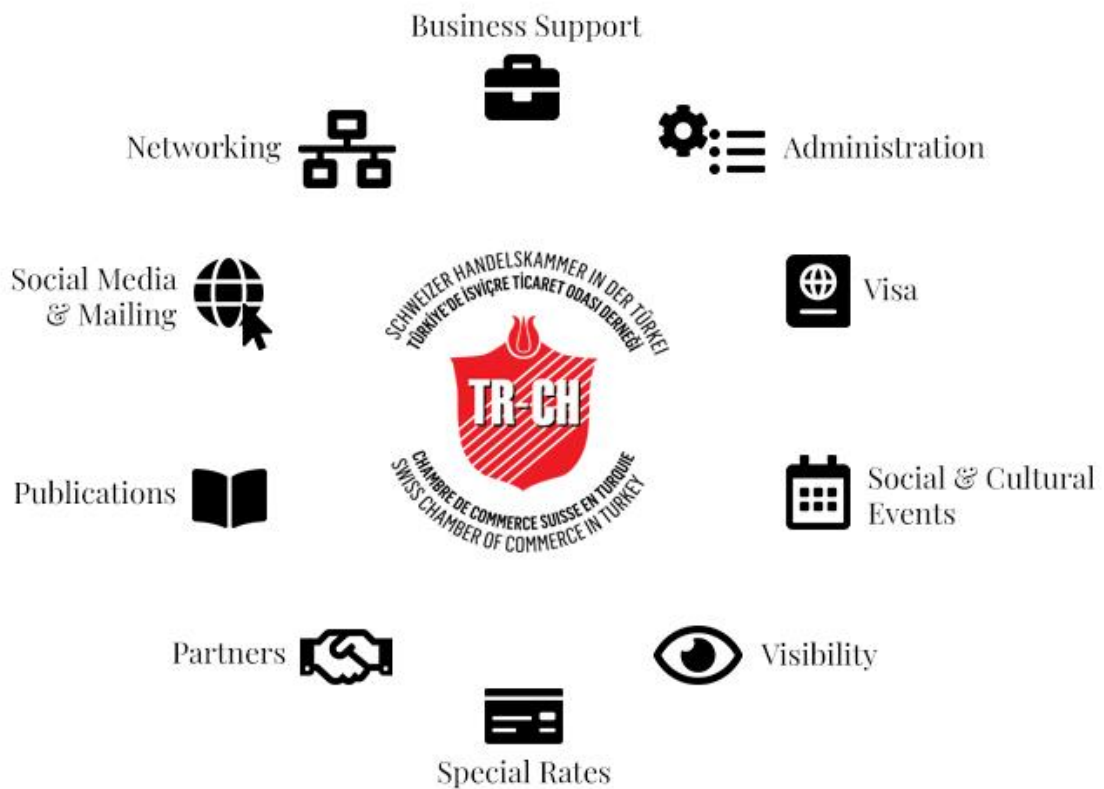


[https://www.swiss.tech/news/top-100-swiss-startup-award-2021-celebrates-switzerlands-most-promising-startups?fbclid=IwAR3nO-e2EPYFgyJFvku8ymm9PjDJ\\_shDKrZgNWPvTQjKxUk1uo06X9NQxAQ](https://www.swiss.tech/news/top-100-swiss-startup-award-2021-celebrates-switzerlands-most-promising-startups?fbclid=IwAR3nO-e2EPYFgyJFvku8ymm9PjDJ_shDKrZgNWPvTQjKxUk1uo06X9NQxAQ)



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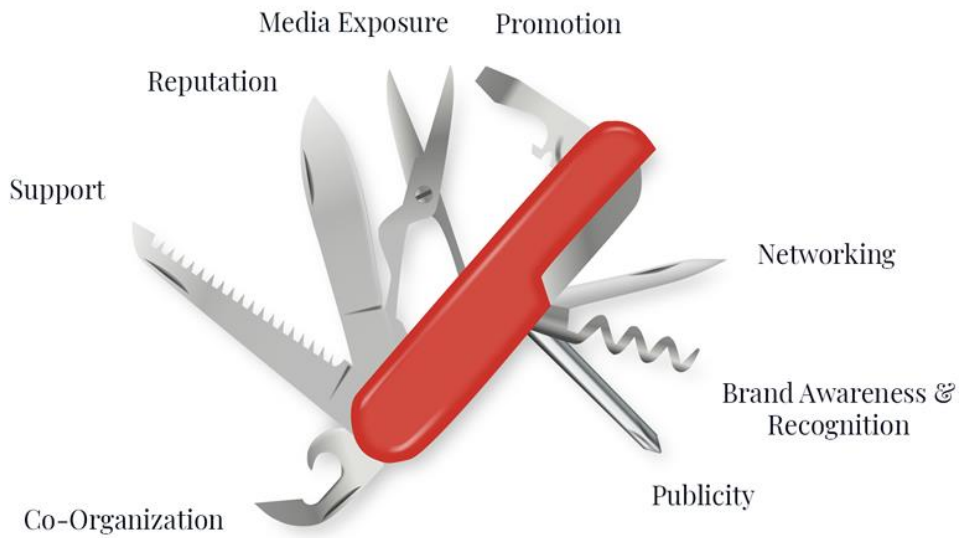






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## Why become a sponsor?



Sponsorships gain increased visibility and support the Chamber.

The Swiss Chamber of Commerce in Turkey offers numerous opportunities to enhance your business visibility through target marketing, event showcases and an improved online presence. Following sponsorships and advertising packages are available.



Please contact the Chamber office [sponsor@tr-ch.org](mailto:sponsor@tr-ch.org)

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We would like to extend our sincere gratitude and appreciation to all of our wonderful sponsors for their continued support and cooperation.

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