

# SCCT NEWSLETTER

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

January-March 2022



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## Arpat Şenocak

President of Swiss Chamber of Commerce in Turkey

**Dear Readers,**

Whereas several countries started the year with a loosening of Covid-related measures and were hoping to get back to some kind of normal, the World has faced another major crises in the context of the military intervention of Russia in Ukraine. As the conflict grows, the situation becomes increasingly concerning and it is extremely difficult to anticipate how it will evolve. The thoughts of our Chamber and of the Swiss business community in Turkey are with the people of Ukraine, and we are all hoping for a sustainable cease-fire to be announced in the nearest future.

On the local front, our Chamber is planning to be again quite busy this year, with several major organizations already at the agenda. Our focus theme for 2022 will be the "green economy" and we are planning in this context to follow the global trends of accelerated transition in several business sectors towards a more sustainable economic model. Climate change and sustainability have indeed become salient topics for debate amongst government leaders and corporations and we are willing to support the development of new strategies in this respect for Turkey. Our Chamber will there organize in cooperation with the Embassy of Switzerland in Ankara series of "green" events to promote sustainable development and positive social impact for the community.

Another major highlight for this year will be our involvement in the co-organization of the "Swiss Days 2022" in cooperation with the Consulate General of Switzerland in Istanbul and the Swiss Business Hub Turkey. We are very much looking forward to this event which will be organized in September, for the second time following a very successful edition in 2019.

Last but not least, we hope to be able to come back to physical gatherings with our members and organize networking and social events in the coming weeks. Stay tuned for more information on the upcoming program.

Sincerely yours,

**Arpat Şenocak**

President of Swiss Chamber of Commerce in Turkey





## Michel Beneventi

General Manager, Nestlé Waters Turkey

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

It has been 24 years in Nestlé and since early 2021, I have been working as the General Manager of Nestlé Waters Turkey. For 10 years I held various positions within Finance and Control, including CFO of Nestlé Waters European Markets. After that I managed the integration of the Henniez Group to Nestlé Waters Switzerland. Then I had the change to go overseas and work as GM in Nestlé Anglo Dutch Caribbean. Before my current assignment in Turkey, I worked as Nestlé Waters General Manager in UK.

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

Today, Turkey is one of the 5 largest markets of Nestlé Waters and holds a promising development. Therefore, it is a key market for our company's goals and growth strategy.

In the last 10 years, we have invested approximately 1 billion TL in various areas including production, R&D and innovation in Turkey. We will continue our investments to pay back to nature for what Bursa and Uludağ have presented to us.

In this first year, the economic situation has been quite challenging. We managed to balance our business strategy considering the potential headwinds. At the same time, the Company remains conscious of the consumers' purchasing power while taking pricing decisions to maintain a viable business model.

### **Name us three extraordinary things about Nestlé Waters Turkey.**

My team is great at change. Dealing with volatility and uncertainty is part of the DNA of this country and in Nestlé Waters we excel at it. Everyday there could be new challenges and every day the team will look at it and find solutions. This could de-stabilize others, but not us.

We maintain the positive attitude in all we do. We always look for opportunities, not obstacles. Nestlé Waters people have the 'glass half full' mindset and if the glass appears half empty, we fill it with passion.

At Nestlé Waters, we are fortunate enough to be able to choose what we do. If you do what you love, you will also have a higher chance of being successful.

We observe that people love to work for companies where they can really make a difference.

So, we are enablers of innovative ideas and encourage our people to contribute further to our future decisions. I think I've mentioned more than three. I feel lucky and proud to lead such an organization.

### **What is the biggest challenge Nestlé Waters is facing in Turkey?**

I would say pandemics, as in all around the world, has affected our operations in Turkey. So, the biggest challenge was pandemic related topics. We needed to continue our operations uninterruptedly -because water is a basic need for our customers and very critical for health. At the same time, we had to safeguard our teams and customers against the risks. Thanks to our dedicated team, we managed that.

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

Many Turkish consumers have water coolers in their houses and use 19-liter refillable bottles delivered to their doorstep. That gives us a broader audience. Moreover, people in Turkey are tech-friendly and are open to innovations. We already had mobile app for house deliveries. During the pandemics we have switched to online payment due to social risks, and this was well received by our consumers.



## Michel Beneventi

General Manager, Nestlé Waters Turkey

### **How will the pandemic shape the new normal of traveler habits? What are Nestlé Waters' plans regarding this issue?**

We are both in in-home business and out-of-home business and able to get balance between in-home and out-of-home consumption adapting ourselves to change in both channels. We do consider also on-the-go consumption and have products typically bought on impulse and/or for outdoor activities.

Sustainability has never been so important for all these channels as consumer are looking for greener alternatives. As the world's leading bottled water brand, we believe we have a responsibility towards a sustainable future and the sustainable use of water resources. We care about providing fresh and pure water to our consumers. Wherever we bottle water, we want to be part of the water solution, helping both people and nature thrive. We work to reduce our environmental footprint throughout our product life cycle. We want to be part of the water solution, by putting sustainability at the heart of our business, helping both people and nature to thrive everywhere we are bottling water. Nestlé Waters' water commitment builds on our strong heritage of nature protection and water stewardship to help ensure the future prosperity of ecosystems and the availability of safe, clean water.

### **What future does Nestlé Waters Turkey hold and what are the upcoming projects?**

We know the water challenge is global, but it can only be tackled through local solutions. Therefore, our upcoming projects are mostly focused on sustainability. We will expand our existing practices and identify local solutions and increase our co-operations. For instance, in April 2021, we began to use bottles made of 50% recycled

material for one liter Nestlé Pure Life and then we adopted this practice for our local water brand Erikli. We aim to gradually switch to this environmentally friendly bottle in all packaging sizes and sales points by 2025. Our 2030 global ambition is to strive for zero environmental impact in our operations and aim to achieve "net zero" emissions by 2050.

With Erikli, we implemented a pioneering project to protect biodiversity of Uludağ, where our water is sourced. Uludağ is a valuable ecosystem with more than 30 species living in harmony. We said "We must Protect" this ecosystem and embarked on a new journey. In the upcoming days we will be initiating related actions.

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

I always read the SCCT newsletters with ambition and get inspired by the interviews and articles. I hope I could also give a spark to the readers.

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

Personally, I find Chamber of Commerce a vital organization that works for collective interest of the members and society. Whether you are starting up or scaling up, innovating, and exporting Chamber of Commerce is there for your business. Throughout the history it also has helped businesses navigate through the worst of times, as in the coronavirus pandemic. I am very interested to participate to some of the workshop or conferences and continue to learn and at same time to add value to other members.



# COMPLIANCE FOR FINTECH START-UPS – COMPETITIVE ANALYSIS OF SWISS ECOSYSTEM



ŞENGÜN & PARTNERS

Avukatlık Ortaklığı | Attorney Partnership

19<sup>th</sup> January 2022, Online

«COMPLIANCE FOR FINTECH START-UPS – COMPETITIVE ANALYSIS OF  
SWISS ECOSYSTEM»

The financial service industry in Turkey now continues to attract entrepreneurs to establish new businesses and these start-ups are subject to different regulations based on their activities. While Switzerland remains a captive base for innovators in the financial sector, in this webinar, Şengün & Partners Attorney Partnership demystified the most represented areas of the Swiss Fintech ecosystem and regulatory framework by comparing the Turkish legal system.

### SPEAKERS



İclal Arıuç Demirtaş  
Head of Technology Department



Gazali Demir Soysal  
Managing Senior Associate

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# Past Events



## 3-Country Business Webinar

### MOVING FROM LINEAR TO CIRCULAR ECONOMY: Challenges & Opportunities

16<sup>th</sup> February 2022, Online  
«3-Country Business Webinar»



in cooperation with



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#### OPENING SPEECH



**Ariane Tinner**

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

#### SPEAKERS



**Gülin Yücel**  
Partner  
Brika Sustainability



**Nicolas Freudiger**  
Co-founder  
ID Genève Watches



**Tunc Karabayer**  
Founder/Project Lead  
Döngüsel Ekonomi 101 &  
Favor/Scale360 Circular Innovation

“MOVING FROM LINEAR TO CIRCULAR ECONOMY: Challenges & Opportunities” webinar within the Switzerland-Austria-Germany Embassies’ 3-Country Business Meeting Series was held on Wednesday, February 16 in cooperation with the Embassy of Switzerland in Turkey, Brika Sustainability, ID Genève Watches and Döngüsel Ekonomi 101 (Circular Economy 101). Distinguished speakers shared their valuable insights.

Watch the webinar:



# Past Events

March 23<sup>rd</sup>, 2022  
Test the Waters

## COSMETICS IN TURKEY



## 23<sup>rd</sup> March 2022, Fairmont Quasar Istanbul «Test the Waters – Cosmetics in Turkey»



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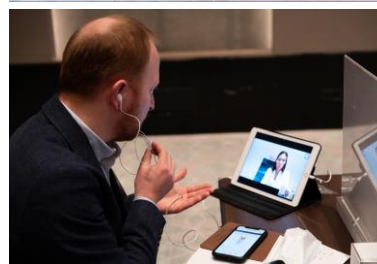
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"Test the Waters – Cosmetics in Turkey" Event ,  
organized by the Swiss Chamber of Commerce in  
Turkey and Swiss Business Hub Turkey.

That week was all about beauty, skincare and  
Swissness in Istanbul!

The Swiss cosmetic companies Jacqueline Piotaz  
Cosmetics AG, Laboratoire Mergens, Swissline by  
Dermalab S.A., Swissmor and Tal presented their  
amazing brands and products to potential Turkish  
partners.

After a 5 minute virtual company pitching,  
the potential partners could sample the products and  
attend online one-on-one meetings on the spot.





## *Iftar Feast at Fairmont Quasar Istanbul*



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Inspired by Anatolia's rich culinary heritage, enjoy the authentic iftar menu of **Aila Restaurant** during the holy month of Ramadan.

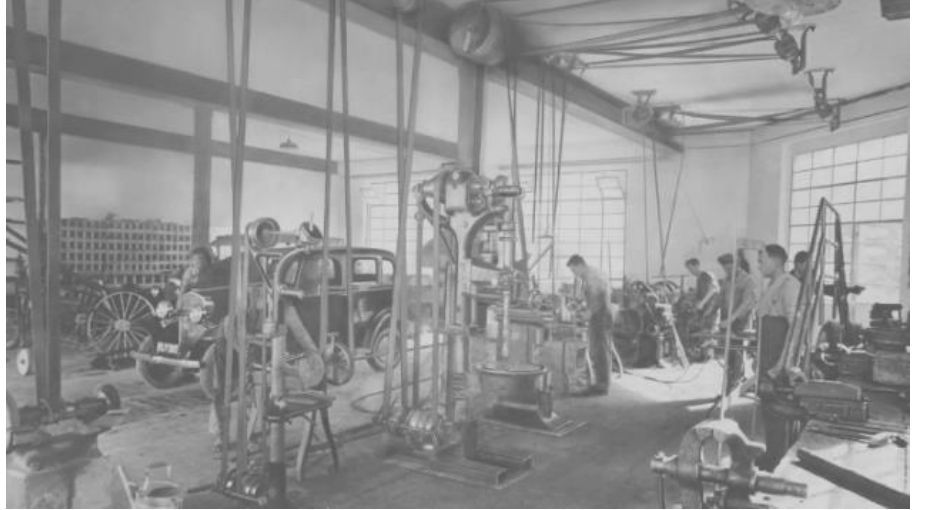
**%15 discount will be applied to SCCT Members for iftar!**

For reservations: 0531 258 33 33





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## ABOUT HILTI

**We are committed to building a better future  
for our local communities and for the people  
with whom we work.**

Hilti was founded in 1941 and evolved from a small family start-up to the trusted global business we are today. Hilti is still family-owned, with its global headquarters in Schaan in the Principality of Liechtenstein, where Martin Hilti established the company more than 80 years ago. Our aim is to build a better future. We want to help our customers build faster, safer and more sustainably, while being mindful of the legacy we leave behind. We want to be proud of the mark we make on the world. We operate our own plants, research and development centers, logistics and repair centers around the world. This ensures Hilti quality in all we do.



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Sümer A.Ş. was established in 1981 in Ankara is a leading manufacturer in the medical device sector. It has aimed advancement since the day of its establishment by also taking growth and compliance with the contemporary technologies and protecting the environmental conditions. Our manufacturing takes place in an area of 25.000 m2 in Ankara Organized Industrial Zone.

Our Firm is following the innovations in its sector and in abroad through its research and development unit and its application staff with a strong infrastructure of engineers, and is continuing to produce devices it had developed in computer environment based on such innovations with high technology and to contribute their development so as to be most beneficial for the Turkish medicine.

Our Firm has been currently certificated for compliance with ISO 9001 quality management system, ISO 13485 medical device quality management system certificate and ISO 14001 environment management system certificate and with product certificates under MDD 93/42/EEC Medical Devices Directive and PED 2014/68/EU Pressurized Equipment certificate. Furthermore, our steam sterilizers, and disinfection and washing devices have been certificated by the German accredited body.



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Positioned along the glimmering shoreline with stunning panoramic views across the Bosphorus on the European side of the city, Mandarin Oriental Bosphorus, Istanbul is nestled in the Naile Sultan pine grove and the sophisticated Kuruçeşme district. This chic and luxurious urban resort promises a tranquil stay in the heart of the city and the opportunity to experience everything that Istanbul has to offer.

Following Mandarin Oriental's legendary service excellence enhanced with Asian touches, Mandarin Oriental Bosphorus, Istanbul, redefines luxury. With international award-winning chefs leading the restaurants, as well as cafés and bars, opulent ballrooms, meeting rooms, and event venues, Mandarin Oriental Bosphorus, Istanbul is the ideal destination for global travelers





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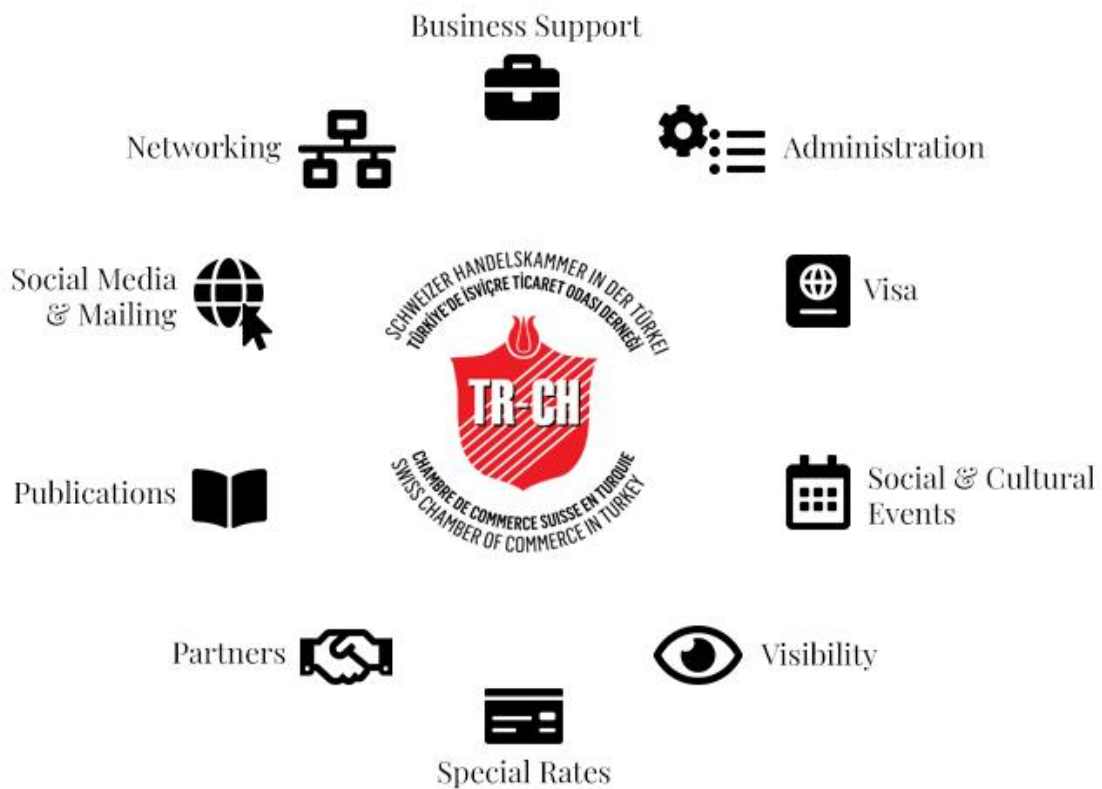
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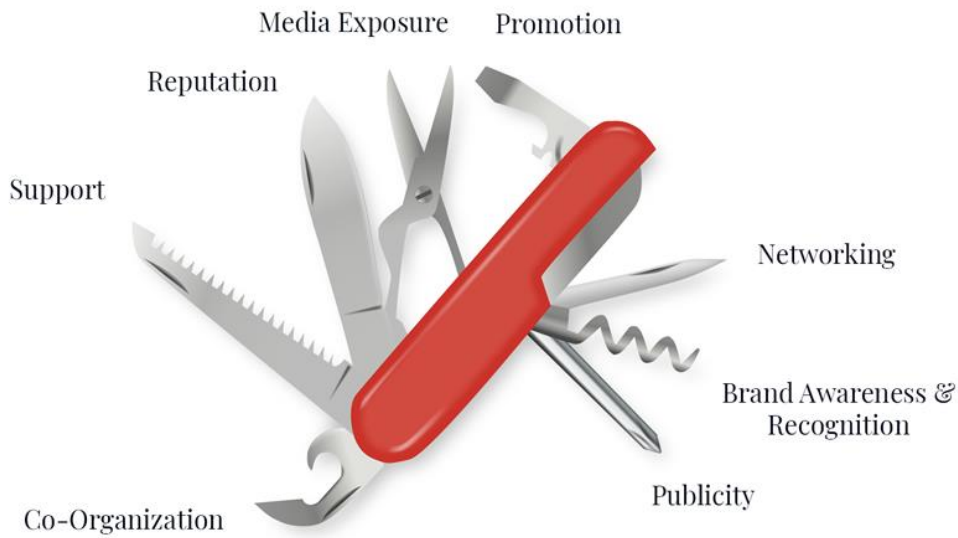
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Please contact the Chamber office [sponsor@tr-ch.org](mailto:sponsor@tr-ch.org)

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