

# SCCT NEWSLETTER



Newsletter of the Swiss Chamber of Commerce in Türkiye

August 2023

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IN TÜRKİYE  
*Since 1984*

## Leszek Wacirz

Nestlé Türkiye, CEO

### Dear Swiss Chamber of Commerce in Türkiye Members and Readers,

I believe that beginnings have an exciting beauty. It is a privilege to meet you at the beginning of this issue.

I have held various leadership roles of different regions in the world of Nestlé for 29 years. In January 2022, I joined Nestlé Türkiye Family as CEO. Being a part of an inspiring team and sharing a strong team spirit in Türkiye, one of the favorite markets of Nestlé, which was born in Switzerland and has become the world's leading food & beverage Company today, is a source of pride.

First of all, I would like to share with you the roots of Nestlé and its origin story that values people. Our story began in 1866 when our founder, Henri Nestlé, developed the world's first milk-based infant formula to save the life of a baby who cannot be breastfed. For 157 years, we have grown by developing new products and categories. From infant nutrition to medical nutrition, we touch the lives of billions of people every day at every stage of life. Today, we have become the leader of the industry, with our more than 2,000 brands in 186 countries.

We met our consumers in Türkiye in 1875 and established our first factory in 1927. Celebrating its 100th anniversary this year, we became one of the first global investors in the history of the Republic. For 117 years in this country, we have been working with all our strength to unlock the power of food to enhance quality of life for everyone, today and for generations to come. We grow by producing with the inspiration that we get from Türkiye, move forward as the pioneer of firsts, and thus strengthen our roots even more. From the first local pistachio chocolate to the first instant coffee, we have our signature on many innovations. We continue to contribute to the country's economy by adding a new milestone to our journey with Türkiye's first Medical Nutrition Factory, which we opened last year.

At the same time, we put sustainability at the center of our activities in Türkiye, guided by our global commitments, local experiences and our "Net Zero" roadmap until 2050. We offer the market not only high quality and delicious products for individuals, but also products that take care of the future of the planet. We aim to create carbon-neutral brands and a wasteless life cycle for our products, from the field to the table and from the table to recycling.

In line with our purpose, we work for "Creating Shared Value" all over the world, socially, environmentally, and economically. We strive to create value with our purposeful and long-run projects that are beneficial for Türkiye. Accordingly, we support the welfare of the farmers in Gaziantep with the "Let's Have a Rich Pistachio Harvest" project, which we initiated under the leadership of Nestlé DAMAK and in cooperation with the TEMA Foundation. With our "Healthy Steps" project, which we carry out together with the Ministry of National Education, we aim to increase the nutrition awareness of our children.

As Nestlé Türkiye, which keeps Nestlé's global purpose and values alive in this geography, we continue to grow the benefit we create for individuals and families, our communities, and the planet. On behalf of the Nestlé Türkiye Family, I would like to thank Swiss Chamber of Commerce in Türkiye, which is one of our valuable stakeholders with whom we are always proud to be in solidarity on this journey and from whom we gain the greatest strength.

Best regards,

**Leszek Wacirz**  
Nestlé Türkiye CEO





# logitech®

## Sinem Erdoğmuş Yavuz

Country Manager, Logitech Türkiye

### Ms Erdoğmuş Yavuz, tell us a little bit about your background.

After graduating from Marmara University, Department of International Relations, I completed my master's degree in economics at the same university in 2002. That same year, I went to the Autonomous University of Madrid for my doctoral studies. So, my career path started in Spain along with my PhD journey. After undertaking various roles in Marketing and Sales at Vestel Iberia for four years, I returned to Türkiye in 2006 and worked as a manager and senior executive at The Coca Cola İçecek (CCI), British American Tobacco, The Coca Cola Company, Nestlé Türkiye, and 3M respectively. In 2021 our roads crossed with Logitech, and I took up my job as Country Manager of Logitech Türkiye.

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

Türkiye has always been a difficult market for foreign investors. However, when you are familiar with its dynamics, it is a market with a lot of opportunities and a very high potential. The secret to success in this competitive environment is having a strong team, multi-dimensional thinking, to act flexible and adaptability, and the ability to make quick decisions. Another characteristic of this market is that despite the challenging economic environment, consumers always appreciate quality products and good service and reward the brands with brand loyalty. As Logitech, we have been perceived as a reliable and quality brand in the eyes of both users and business partners since the day we entered the Turkish market. My team and I are working with all our strengths to make our customers' lives easier, to provide a good user experience, and to strengthen our brand perception further.



### Name us three extraordinary things about Logitech Türkiye?

Three key elements that make Logitech extraordinary are its visionary approach, success in R&D, and holistic sustainability approach.

Logitech has been a leading brand since it was founded in a garage 42 years ago and has always created products that were ahead of their time. Remarkably, it still acts with the same enthusiasm and vision for the future. Of particular note, Logitech works like a fast-moving consumer goods company to meet the needs of its users and can develop and launch products very quickly in its R&D center. Lastly, Logitech, whose entire product portfolio was certified carbon neutral in 2021 and who is committed to being climate positive from 2030, also takes a holistic approach to sustainability by addressing social challenges and injustice. The fact that approaching the subject of sustainability not only in terms of nature and the environment but also with its social impact dimension shows how much Logitech has internalized this subject as a technology company.





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### **What is the biggest challenge Logitech Türkiye is facing in Türkiye?**

Türkiye offers many opportunities with its young population and emerging economy. At Logitech Türkiye, we see each challenge as an opportunity. For us, crises and regulations are fields of experience where we learn new information, develop new strategies, and think outside the box.

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

As I mentioned earlier, Logitech users are also brand advocates. With our product quality and customer service, Logitech users love and believe in our brand, making us the market leader in many categories year after year.

### **What future plans does Logitech Türkiye hold and what are the upcoming projects?**

Our priority, of course, is to grow our business, reach more people and listen better to the needs of our users to offer them the best product and user experience. As of 2021, we initiated the transformation for these goals from the inside by changing both our office and our team structure. We continue to enrich our internal talent pool with experience-oriented hires from different sectors. We are delighted to move to a larger and more sustainable office with the strength we have developed by growing as a team.

### **Do you have Individual and Administrative Earthquake Precautionary Measures?**

Unfortunately, our country has been tested by a major earthquake disaster that only occurs once every 500

years. As a team, we received a series of training courses on this issue. We are in direct contact with the management of our office building on this issue. Instead of forgetting, we are conducting frequent drills to ensure we learn how to live with the reality of earthquakes.

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

Designing products that are commonly used in daily life is a difficult task. People have very different expectations, styles, and priorities. But Logitech has been doing it incredibly well for over 40 years, prioritizing user experience, design, sustainability, and quality. Our products are sold in almost every country in the world. Logitech designs products that help businesses thrive and bring people together through music, gaming, streaming, video, and computing. In this sense, I must say that working for a benefit-oriented company satisfies my soul.

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

I believe that being together with people and institutions that share the same vision develops and enriches us. The interaction between different perspectives, experiences, and skills increases our creativity and makes us more open to learning. I believe that working together in collaboration and learning from each other will allow us to come up with new ideas and move forward and will inspire our potential to achieve greater success together.





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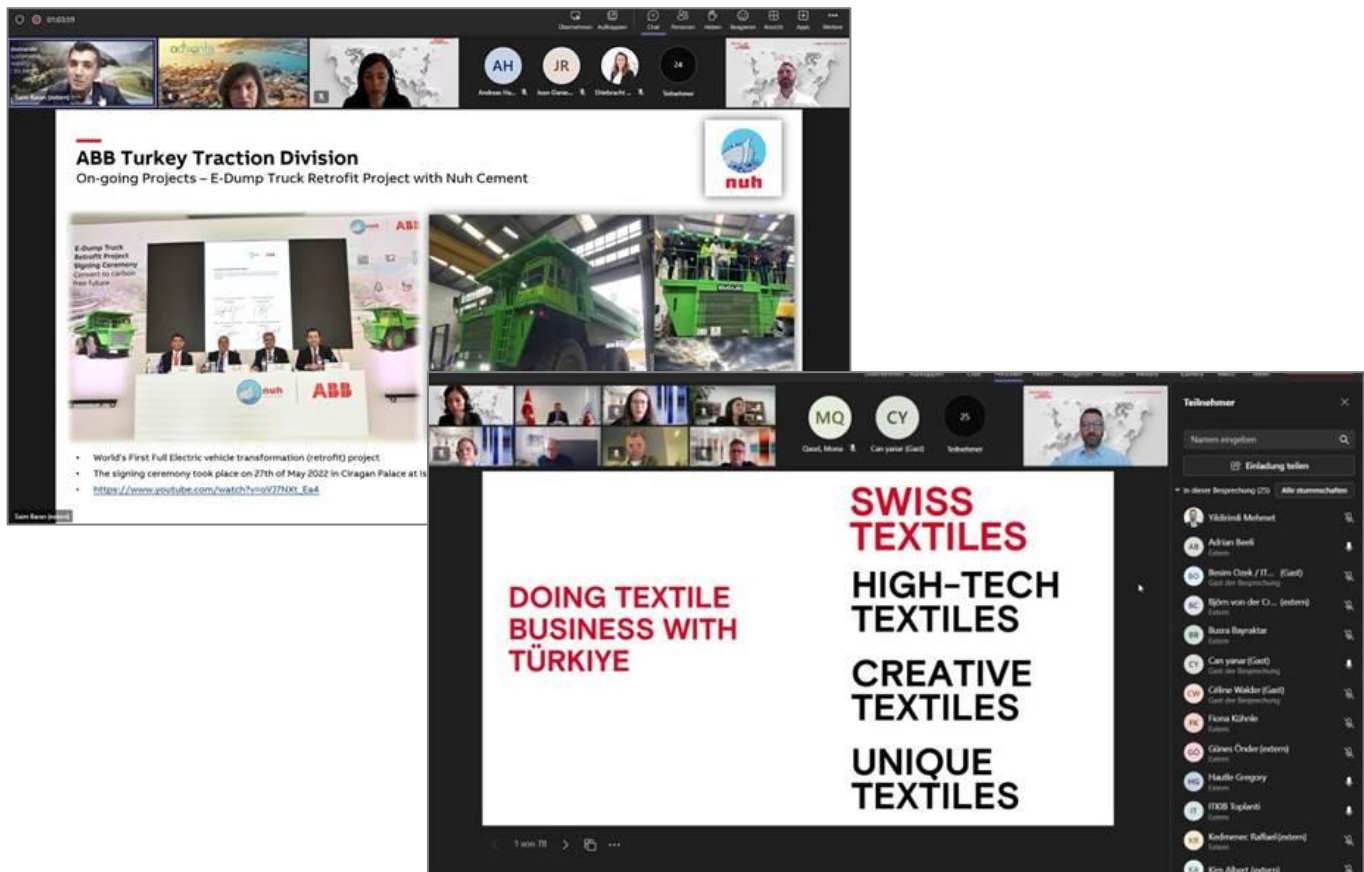
**Consulate General of Switzerland in Istanbul  
Swiss Business Hub Türkiye**

The **Swiss Business Hub Türkiye (SBHTR)** can reflect upon a highly successful year in 2023, filled with notable achievements and positive outcomes. Prominent areas of focus include textiles, railways/infrastructure, cleantech, and niche sectors like cosmetics.

At present, the SBHTR is diligently organizing a range of events focused on the key topics. These include webinars and roundtable conferences aimed at engaging Swiss companies and facilitating delegation trips to Türkiye. The goal is to foster fruitful collaborations and encourage Swiss businesses to explore opportunities in the Turkish market.

As part of the pre-promotion efforts, two webinars have already been conducted in the textile and infrastructure/railway sectors. The purpose of these webinars was to promote and advertise the upcoming delegation trips. Specifically, a textile delegation trip is scheduled for Q3/2023, while a delegation trip focused on infrastructure/railway is targeted for the following year, 2024. These initiatives aim to facilitate valuable networking opportunities and explore potential partnerships in these respective industries.

As part of the preparations, the SBHTR has conducted individual market studies on the focus topics to highlight the potential of Türkiye for Swiss SMEs. Another key focus area is the field of Cleantech. In this regard, a Fact Finding Mission is also being planned, accompanied by a roundtable conference. These initiatives aim to provide valuable insights and facilitate knowledge sharing among stakeholders interested in the Cleantech sector. The goal is to foster collaborations and identify opportunities for Swiss companies in Türkiye's sustainable and clean technology industry.





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In addition, the SBHTR successfully organized an education event in Istanbul, specifically targeting prestigious Swiss private schools, namely Saint Charles Collège et Lycée and EHL Hospitality Business School. During the event, representatives from both schools delivered insightful presentations, providing Turkish parents with valuable information about the Swiss education system and the opportunities offered by these esteemed institutions. The primary objective was to attract Turkish parents and students to consider the Swiss education system as a viable option for their academic pursuits. The event aimed to showcase the quality and advantages of Swiss education, fostering international partnerships and promoting educational exchange between Türkiye and Switzerland. The Swiss Business Hub Türkiye (SBHTR) can reflect upon a highly successful year in 2023, filled with notable achievements and positive outcomes. Prominent areas of focus include textiles, railways/infrastructure, cleantech, and niche sectors like cosmetics.

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**Consulate General of Switzerland in Istanbul  
Swiss Business Hub Türkiye**

The mission of our Consul General Julien Thöni came to an end this June. After almost four years in Türkiye, it was time for him to say goodbye. This summer he will take up his new post as Ambassador to the Swiss UN Mission in Geneva. As a farewell, the Consul General hosted a farewell concert and reception at the Lycée Notre Dame de Sion in Istanbul, which also served as an early Swiss national celebration. Ambassador Jean-Daniel Ruch and various dignitaries took the opportunity to bid farewell to Julien Thöni and thank him for his work in Istanbul. In addition to his numerous other tasks, Mr Thöni was very committed to supporting and maintaining good relations with Swiss companies in Istanbul.

Special thanks go to the baroque flutist Ms. Nihan Atalay, Swiss flutist Ms. Eliane Williner and French pianist Mr. Renaud Moutier for the delightful concert and the sponsors of this event who made this evening possible. These are: ABB, Barry Callebaut, Dolsar, Efes, Enco, Geberit, Güler Kimya, Hapimag, ITC, Metrans, Nestlé, Oerlikon, Omya, Ontrans, Otto's, Sonova, Tektas and UBP. Many thanks to all for your generous support.

Mrs Beatrice Schaer took over as Head of the Consulate General in Istanbul at the beginning of August. Consul General Beatrice Schaer has spent the last years as Head of Protocol at the Swiss Foreign Office in Berne.





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Our production plant is located in Dilovası, Kocaeli and we have an office in Akasya, Acıbadem which is the center of Istanbul's Anatolian Side.

PCS Holding, an industrial investor company for group companies such as Stadler, Aebi Schmidt, ELP, TSA, Rieter, Autoneum, Swiss Steel, became a partner of Sönmez Trafo together with Sönmez Family.

Our current export rate is more than 85% to all over the world; the main markets which we are working is Central Europe, North America and Australia.



# ARCON

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## HISTORY

Arcon Kozmetik, one of Türkiye's leading companies in the field of selective cosmetics, was established in 1997 in Istanbul by Deniz Aksoy and Burç Aksoy.

Arcon Cosmetics, which started its journey of success in the world of cosmetics with the Yardley brand, broke new ground in 1999 and entered into a cooperation with Dior, the leader of the selective cosmetics world. After this breakthrough, which was one of the turning points of the brand, it continued to make a difference in its field by bringing together many world-famous selective cosmetics brands under the same roof, and today it has become the undisputed most important distributor of the world's most exclusive and prestigious brands in Türkiye.

In 2008, it incorporated Hermes, one of the world's most important selective brands, Issey Miyake, Narciso Rodriguez, Jean Paul Gaultier and Sensai. It took its selective brand distributorship to the next level by incorporating Paco Rabanne and Carolina Herrera in 2009, Zadig & Voltaire in 2015, Dolce & Gabbana in 2016, La Prairie in 2021 and Givenchy in 2023.

Carrying its long-term creative marketing strategies forward step by step with its constantly improving employees,

Arcon Kozmetik continues to increase its market share by choosing innovative approaches in the corporate field and marketing processes, and by making use of technology in every field with its young and dynamic team.

In today's business world, which changes very rapidly and brings new pursuits to us with this change, Arcon Kozmetik can adapt very quickly according to the realities of brands, the world and our country, and with this structure, Arcon Cosmetics is taking firm and reliable steps for the future.

Apart from its Istanbul headquarters, Arcon Kozmetik also has regional representatives in Ankara and Izmir.



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**Ideogen Group GmbH is a Swiss**, privately-owned, specialty pharmaceutical and disease management company addressing unmet medical needs in Oncology, Hematology, and Rare/Orphan diseases, along with a diverse range of other therapeutic areas. With a strong track record in navigating the commercialization process, Ideogen guides unlicensed products through Managed Access Programs (MAP) to achieve licensed sales of registered assets.

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Ideogen's accomplishments to date are driven by a robust in-house medical and clinical team, experienced key account management professionals, and established partner relationships in specialized settings that demand geography-specific solutions. This unique combination of expertise enables Ideogen to excel in delivering life-changing therapies to patients at the speed of life. With its headquarters in Switzerland, sub-regional hubs in Austria, Netherlands, and Spain supported by field presence in Germany, France, Italy, UK and regional hub in Türkiye catering to Turkish, Middle East, and Russia/CIS markets, Ideogen boasts a wide-reaching presence that covers Europe and Eurasia effectively. Continuously striving to transform into a pioneer, Ideogen is actively expanding its capabilities by entering the high-value injectables Gene Therapy manufacturing space in the EU. This strategic move will position Ideogen as a vertically integrated, specialty pharmaceutical organization with comprehensive CDMO capabilities, ready to meet the emerging needs of the next generation of personalized medicine.



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## ABOUT US

İlhan&Duman Attorney Partnership was established on 02.01.2012 in İstanbul. It provides professional, effective, uninterrupted and solution-oriented legal consultancy and advocacy services to a large number of national and international clients in different sectors. İlhan&Duman Attorney Partnership aims to establish long-term relationships with its clients, particularly in the Telecommunications, Energy, Construction, Hospitality, Automotive, Transportation, Software and Industrial sectors, to provide them with the best solutions to meet their business and industry requirements. In this context; it works on the provision of all kinds of preventive legal services and the resolution of disputes through litigation or alternative means within the scope of Labor Law, Law of Obligations, Corporate Law, Commercial Law, Consumer Law, Administration Law, Intellectual Property Law, Competition Law, Bankruptcy and Enforcement Law, Contract Management, Personal Data Protection Law, Family Law, Law of Inheritance, Associations and Foundations Laws.

Litigation and consultancy services are carried out efficiently and solution-oriented through approximately 30 lawyers, each of whom is an expert in their own field and has experience and expertise. İlhan&Duman Attorney Partnership provides these services through its solution partners in almost every province of Türkiye in the most accurate way, without compromising the ethics of the profession, taking into account the brand value of its clients and in accordance with the obligations set out in the Legal Profession Act and code of conduct rules for lawyers. İlhan & Duman Attorney Partnership, with its expert team, has adopted the mission of contributing to the success of its clients in business life, prioritizing their success ahead of its own success and responding to their changing legal needs more accurately and effectively.



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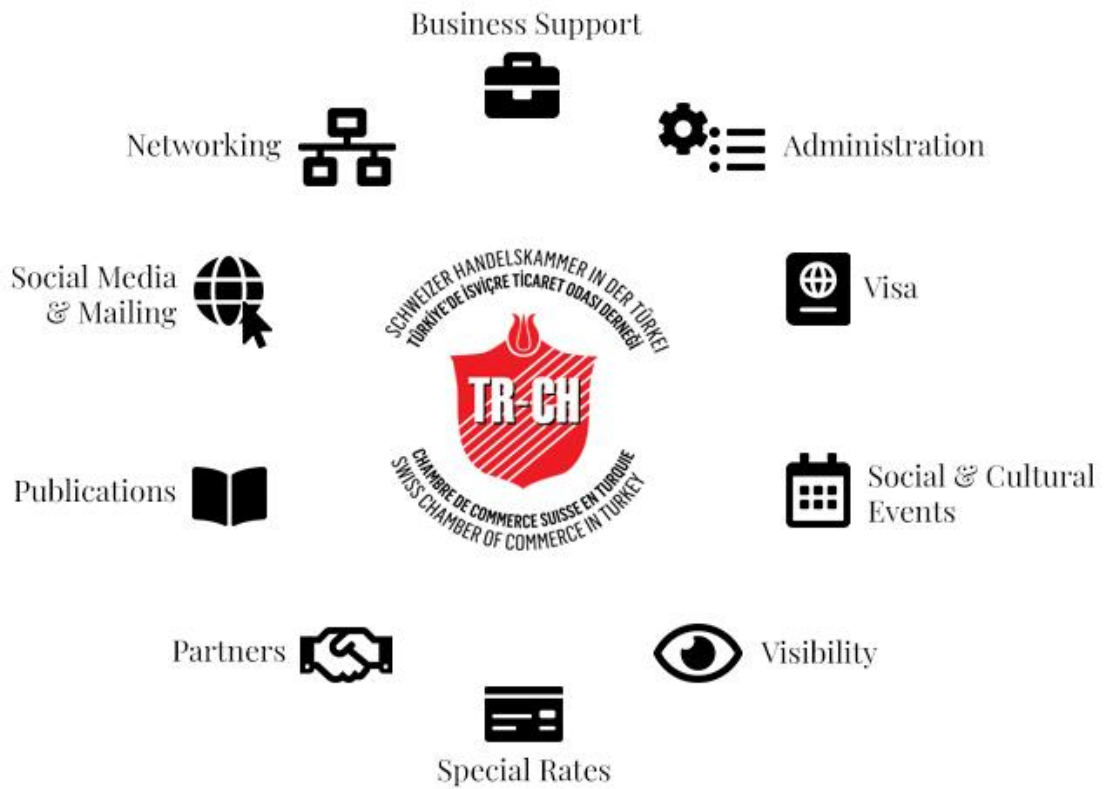




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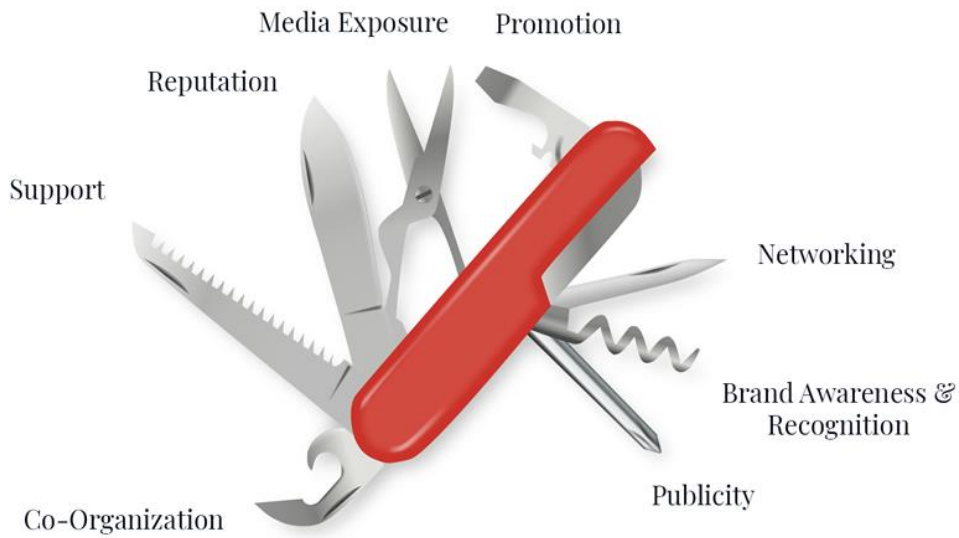




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