

SCCT NEWSLETTER



Newsletter of the Swiss Chamber of Commerce in Türkiye

November 2023

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METTLER TOLEDO

Alp Yılmaz

General Manager, Mettler Toledo

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

My name is Alp Yılmaz. I earned my bachelor's degree in Mechanical Engineering from Kocaeli University and later completed my MBA at Istanbul University. I commenced my career at Metrans A.Ş. and subsequently held positions in Sales and General Management with industry leaders such as Grunfos and Wilo Johnson Controls. Since October 2022, I've had the privilege of serving as the General Manager of Mettler Toledo for Türkiye and the Caspian Region. Beyond my professional endeavors, I'm actively engaged in promoting Diversity, Inclusion, and Talent Development across Europe, the Middle East, Africa, and India. As a professional coach, I provide voluntary career counseling, coaching, and deliver internal and external training and seminars, with a particular focus on culture change, sustainable success, and effective team management. Furthermore, I'm a dedicated sailor and amateur captain, actively participating in sailing and motor sports as both a racer and instructor.

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

Türkiye holds significant geopolitical potential for both local and global players. The workforce's skill sets, characterized by agility, are becoming increasingly vital for companies. Despite economic unpredictability, Türkiye remains an attractive investment destination when approached with the right strategies.

Name us three extraordinary things about Mettler Toledo?

Mettler Toledo is distinguished by its commitment to sustainability, its leadership in digitalization, and its adoption of servant leadership principles.

What is the biggest challenge Mettler Toledo is facing in Türkiye?

Navigating the ever-evolving landscape of regulations and standards presents a significant challenge for Mettler Toledo in Türkiye.

What are the gains?

Mettler Toledo maintains its position as a pioneer in high-quality standards and consistently adds value to the market and competitors through innovative solutions and digitalization.

How will the pandemic shape the new normal of traveller habits? What are Mettler Toledo's plans regarding this issue?

Even during the pandemic, Mettler Toledo continued its service and sales operations physically. We've adapted by developing flexible working models and online solutions for our customers and employees. Our plan is to enhance our effectiveness through remote service models and a more flexible working approach.



What future plans does Mettler Toledo hold and what are the upcoming projects?

Mettler Toledo, a global leader in precision instruments and services for laboratories and manufacturing, is expanding its product range and solutions. Our aim is to provide an even broader range of services and products, including software solutions, to our customers.

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

The harmonious synergy between Turkish and Swiss business cultures has created a strong and sustainable market presence. We anticipate this synchronization to yield even more significant results in the next 3 to 5 years, with Swiss investments growing substantially through a sustainable approach.

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

The Chamber of Commerce plays a pivotal role in facilitating and enhancing our business operations. It provides valuable support, connections, and resources that are instrumental in our success.



METTLER TOLEDO





Murat Çelikdemir

General Manager, Ideogen

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

I hold a BSc degree in Business Administration from Yıldız Technical University and have completed Executive Education Programs at renowned institutions such as IMD and INSEAD. My career began at Deloitte, where I gained invaluable experience in auditing and consulting, earning professional designations such as Certified Public Accountant, Independent Auditor, and Certified Fraud Examiner. During my tenure at Deloitte, I provided audit and consultancy services to prominent multinational companies, including Apple, Dow Chemicals, Novartis, Astra Zeneca, Procter & Gamble, Louis Vuitton, Ogilvy, and Marks & Spencer. These experiences spanned various industries, including FMCG, Pharmaceuticals, Technology, Media, Telecommunications, and Luxury Goods.

Afterward, I joined Ideogen Türkiye as a Finance and Business Development Director, where I was responsible for financial and operational management, business development assessments, and strategic alliance deals. After three years, I was appointed as the Operations Director, focusing on diversification and strategic deal-making to facilitate organic and inorganic growth. This role allowed me to merge my expertise in life sciences, finance, and corporate management. Since 2019, I have served as the Country Manager for Türkiye and neighboring regions, overseeing various business units, including specialty care areas such as Hematology, Oncology, Infectious diseases, and Rare diseases, as well as Consumer Care business lines.

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

Türkiye is a dynamic and rapidly evolving market with significant potential. Its strategic location bridging Europe and Asia provides unique opportunities for

businesses. The Turkish market has displayed resilience and adaptability, especially in the healthcare sector, which has been instrumental in navigating the challenges posed by the pandemic. Ideogen recognizes Türkiye's importance and is committed to contributing to its healthcare ecosystem by bringing innovative therapies to patients and addressing unmet medical needs.

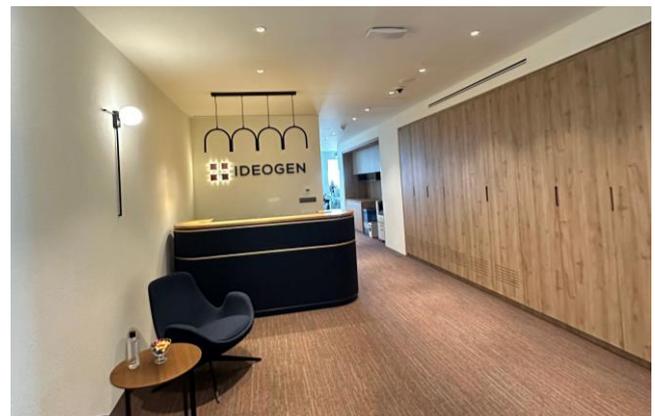
Name us three extraordinary things about Ideogen?

Certainly, I would say three extraordinary aspects of Ideogen are;

Our comprehensive approach. Ideogen is not just a pharmaceutical company but a complete solutions provider.

Global reach with local expertise. Ideogen has a wide-reaching presence across Europe and Eurasia, with regional hubs and field offices in key markets. This allows us to provide geography-specific solutions and adapt to the unique requirements of each region.

Future-focused innovation. Ideogen is actively expanding its capabilities by entering the high value injectables and Gene Therapy manufacturing space in the EU. This strategic move positions us as a vertically integrated, specialty pharmaceutical organization ready to meet the evolving needs of personalized medicine.



What is the biggest challenge Ideogen is facing in Türkiye?

One of the significant challenges in Türkiye, as in many markets, is navigating the complex regulatory landscape. Ensuring timely access to innovative therapies for patients while complying with regulatory requirements is an ongoing priority. Additionally, fostering collaborations and partnerships with local stakeholders to drive innovation and access to healthcare solutions remains a challenge that we are actively addressing.

What are the gains?

Our gains in Türkiye include providing patients with access to innovative therapies and addressing unmet medical needs. We have also contributed to the local economy by creating job opportunities and partnering with local healthcare institutions. Furthermore, our presence in Türkiye strengthens Ideogen's global network and allows us to exchange knowledge and best practices between regions.

How will the pandemic shape the new normal of traveler habits? What are Ideogen's plans regarding this issue?

The pandemic has indeed reshaped traveler habits and raised awareness of healthcare measures during travel. Ideogen is committed to ensuring the safety and well-being of our employees and partners. Our plans include adapting to the evolving travel landscape by implementing robust health and safety protocols, exploring virtual collaboration options, and staying informed about local regulations to facilitate business continuity while prioritizing safety.

What future plans does Ideogen hold, and what are the upcoming projects?

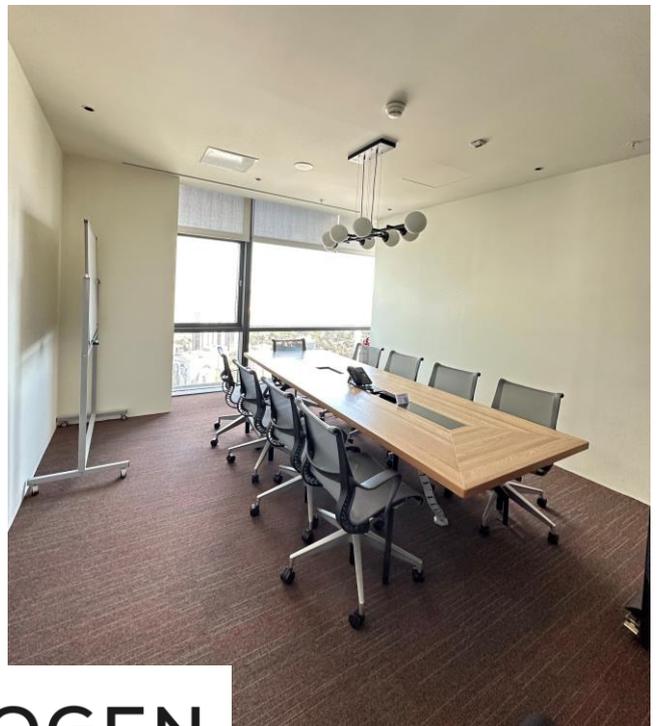
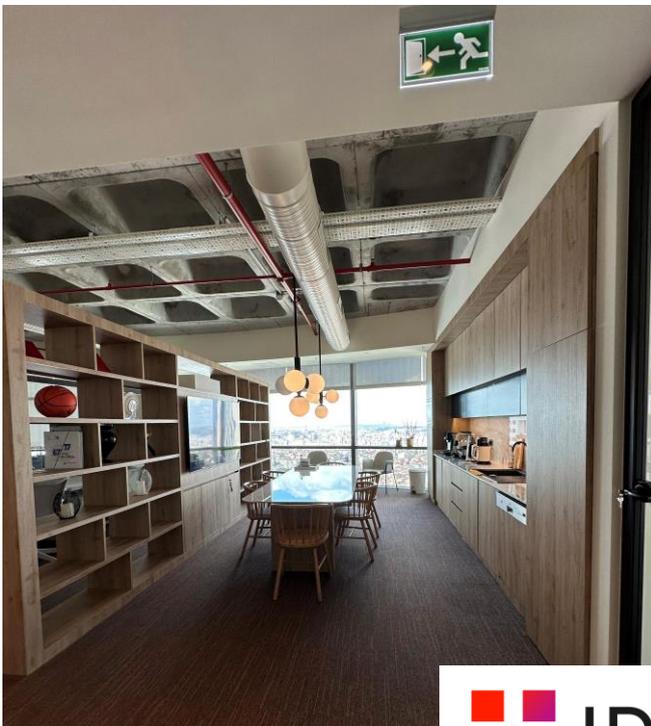
Ideogen is continuously striving to evolve and innovate. Our future plans include expanding our product portfolio, further strengthening our presence in Türkiye and neighboring regions, and enhancing our capabilities in manufacturing. We are also exploring strategic partnerships and collaborations to accelerate our mission of addressing unmet medical needs and delivering life-changing therapies to patients.

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

Ideogen is dedicated to making a meaningful impact on healthcare, and we welcome opportunities for collaboration and partnership. We believe that by working together with local stakeholders and the broader healthcare community, we can achieve our shared goal of improving patients' lives.

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

Actually, we are very new to the community. I am sure The Chamber of Commerce will play a crucial role in facilitating business activities and networking opportunities. It provides a platform for businesses to connect, exchange ideas, and stay informed about Switzerland and Türkiye, industry trends and business community. Ideogen values its relationship with the Chamber of Commerce as it enhances our ability to engage with the local business community, build relationships, and contribute to the economic development of Türkiye and the regions we serve.





Fatma Karakulah, LL.M

Legal Manager

(Compliance, Consultancy Services and Contracts)

University: University of Fribourg
Master of Law (LL.M)

University of Neuchatel
Actively pursuing a Ph.D.

During which time period have you gone to school in Switzerland?

Allow me to provide a brief introduction of myself. I currently hold the position of Legal and Compliance Manager at Ilhan&Duman Attorney Partnership. Furthermore, I am actively pursuing a Ph.D. at the University of Neuchatel. My educational background includes a Master of Law (LL.M) degree from the University of Fribourg, and I embarked on my academic journey with a Bachelor of Law from the University of Istanbul. I have been a member of the Istanbul Bar Association since 2010 and, as of 2023, I have also been serving as a mediator.

I have had the privilege of residing in Switzerland on two occasions. The first instance was in 2012, just two years after obtaining my attorney's license. During that period, I pursued an LL.M (Master of Laws) degree and spent a year in the charming and historically rich city of Fribourg, located in the western part of Switzerland. The experiences and memories from that time were truly remarkable, leading me to anticipate a return to Switzerland. As expected, my second sojourn in Switzerland took place in 2016 when I embarked on my Ph.D. studies at Neuchatel University, where I resided until August 2020.

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

Switzerland, renowned for its wealth, happiness, exceptional quality standards, and more, is often seen as a dream destination. Beyond its captivating allure, Switzerland holds special significance for Turkish lawyers due to its pivotal role as the source of our civil law. Türkiye adopted the Swiss civil code and code of obligations in the 1920s. However, my personal journey to Switzerland was an unexpected and positively transformative experience.

In 2012, I was fully immersed in my role as an in-house lawyer at a telecommunications company, dedicating all my efforts to the job. During this time that one of my

professors mentioned that Fribourg University offered scholarships to students, and I decided to apply for the LL.M. program in international business law, as previously mentioned. To my delight, I was awarded a full academic scholarship, marking the unexpected beginning of my journey to Switzerland.

Do you have any special memories?

Answering this question poses some difficulty for me. My five years in Switzerland were filled with happiness, and I cherish countless memories from that time. Allow me to share a particular aspect of my experience – my efforts to immerse myself in Swiss culture by enrolling in a course titled "The Life in Switzerland." This course was primarily designed for foreigners preparing to take the Swiss nationality exam, even though I wasn't in the process of seeking Swiss citizenship. Instead, my motivation was a deep passion to better understand Swiss culture. Enrolling in this course also presented a personal challenge, as it was conducted entirely in French. However, I saw this as an opportunity to enhance my proficiency in the language. Upon completing the course, I had acquired a wealth of valuable knowledge, much of which even my Swiss friends had not been familiar with before. I vividly remember an instance when I discussed the history of Fribourg and explained why it is a bilingual canton, with both French and German as official languages. My friends were genuinely impressed, affectionately dubbing me "Fribourgeoise" in recognition of my knowledge about the region. It was a delightful experience to showcase my appreciation for their culture. Interestingly, during our cultural exchanges, I had the chance to educate my Swiss friends about the term "Fribourgeoise," revealing that it also referred to a traditional Swiss breed of cattle from the Canton of Fribourg in the 1960s. This mutual sharing of knowledge fostered a strong bond, and at times, it felt as though, if they had the authority to do so, they would have readily granted me Swiss nationality on the spot.





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

I can summarize my experience in Switzerland as a blend of dedicated hard work and significant professional and personal growth, which involved cultivating a global network of colleagues and friends. It is undeniable that my time in Switzerland allowed me to develop profound expertise in international law. However, I must also acknowledge that Switzerland offered me a unique perspective on life.

Switzerland is synonymous with values like punctuality, equality, and democracy. While it may be perceived as rigid when it comes to adhering to rules, I personally witnessed that whenever I had a valid reason, there was a willingness on the part of others to consider my perspective. The culture of mediation in Switzerland left a lasting impression on me, and the level of respect within society was truly exceptional.

Having resided in Switzerland for five years, I can attest that the quality of life and the tranquil atmosphere played a pivotal role in shaping me into a better person.

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

I would like to frame this question within the context of post-graduate legal education. Drawing from my own experiences during my LL.M. studies in both Türkiye and Switzerland (incidentally, I completed a coursework stage in a master's program in Türkiye before obtaining my master's degree in Switzerland), I can provide some insights.

In Switzerland, the approach to lectures is distinct. The curriculum is structured to foster a comparative analysis of different legal systems through discussions rather than delivering lectures verbatim. In this environment, lectures are not presented in a traditional sense; instead, the courses are moderated through the posing of pertinent questions, encouraging students to approach legal matters from diverse perspectives. Self-discipline in how to study is emphasized in Switzerland, and during lessons, we collectively engage in the process of critically

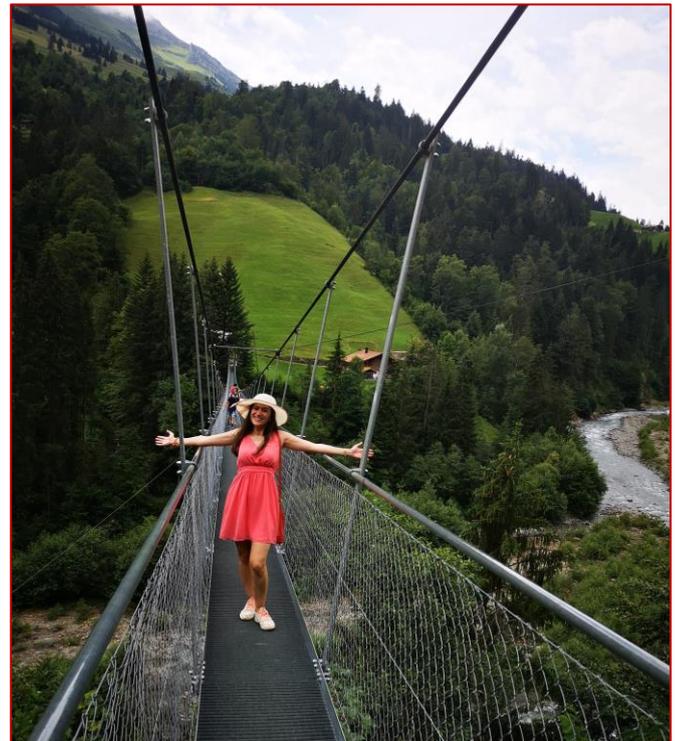


examining legal concepts, much like preparing a collaborative meal where everyone contributes their ingredients.

On the other hand, in Türkiye, the educational approach typically involves professors delivering lectures as the primary mode of instruction, with discussions occurring if time permits.

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

Related to my answer above, I couldn't be more appreciative of gaining self-discipline, learning how to start a research and to develop it using comparative law practice. Thanks to my education in Switzerland, I am a person who believes there is always an alternative for each solution to a conflict. Therefore, I definitely recommend a post-graduation journey to Turkish lawyers.





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

Swiss Business Hub Türkiye continues its projects at full speed in the second half of the year and devote itself to its prominent areas of focus include textiles, railways/infrastructure, cleantech, and niche sectors like cosmetics.

End of September, SBHTR participated– in cooperation with the Swiss Chamber of Commerce in Türkiye - with Louis Widmer SA, a Swiss cosmetics company, with a booth at this year's "Beauty Istanbul Exhibition" was held between 27 - 29 September. At this fair Louis Widmer SA presented its products and met potential business partners. In addition, B2B meetings with some Turkish cosmetic companies was organized, to exchange ideas about the Turkish market and discuss potential future collaborations.



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.

Before these events, SBHTR will be supporting an expert forum "Renewable Energies Türkiye", held from 15-16 November in Istanbul as part of the EIF Energy is Future trade fair, mainly organized by the Turkish Ministry of Energy and Natural Resources and the Turkish Ministry of Trade. Other cooperation partners will be the Swiss Embassy, the Swiss Chamber of Commerce in Türkiye, Advantage Austria and the Deutsch-Türkische Industrie- und Handelskammer.

Interest in the Turkish market is still present, which is also reflected in the new mandates related to export promotion. If you have any questions regarding export promotion, please contact the Swiss Business Hub Türkiye directly via istanbul.sbhturkiye@eda.admin.ch.

Past Events



21st September 2023, Grand Hyatt Istanbul «End of Summer Cocktail Reception»



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End of Summer Cocktail Reception



On September 21st, our Chamber hosted the most splendid End-of-Summer Cocktail Reception at the luxurious Grand Hyatt Istanbul, also kindly sponsored by Grand Hyatt Istanbul. The evening began with an enchanting flute concert by the exceptionally talented Nihan Atalay and her students. The ethereal melodies set the perfect tone for a night of celebration and connection. We had the distinct honor of welcoming the new Consul General of Switzerland, Ms. Beatrice Schaer, to our vibrant Chamber community. We extend our heartfelt thanks to Grand Hyatt Istanbul and our event sponsors Metrans, Dolsar Engineering, Mettler Toledo, Mettler 1929, Logitech, Swiss Centerdent for their gracious sponsorship, making this unforgettable evening possible.

In the spirit of giving back, all proceeds from this event was donated to The Community Volunteers Foundation (Toplum Gönüllüleri Vakfı (TOG)) to supporting the victims of recent earthquakes in Türkiye.

Event

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METTLER TOLEDO





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Omya Türkiye operates with four separate production facilities in Çanakkale, İzmir, İzmit, and Kırşehir. It grinds a variety of low-hardness industrial minerals such as calcium carbonate, barite, talc, kaolin, and dolomite, which it either sources from its own mines or approved external quarries. The ground natural minerals meet the functional filler needs of various sectors, including but not limited to paper, paint, plastic, and food, both domestically and internationally.



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Heetsoft offers innovative and cutting-edge software solutions for businesses in Türkiye, Europe, and MENA. We specialize in enterprise resource planning (ERP) systems, customer relationship management (CRM) software, and custom software development. Our solutions are designed to help businesses streamline their processes and improve efficiency, resulting in increased profitability.

What sets Heetsoft apart from our competitors is our commitment to providing exceptional customer service. We believe that our clients' success is our success, and we strive to provide them with the highest level of support possible. Our team of experienced professionals is dedicated to helping our clients achieve their goals by providing customized solutions tailored to their specific needs. Whether it's developing new software, optimizing existing systems, or providing expert advice and support, we pride ourselves on delivering results that exceed expectations.



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Our firm is highly qualified and skilled in advising public companies in their daily operations particularly about their regulatory filings, corporate governance activities, reporting and disclosure requirements and various securities offerings including IPOs, cross-border and domestic debt and equity offerings (DCM and ECM deals) involving Reg S/144A issuances, Sukuk transactions and also, highly specialized in different types of loan and security transactions, alternative financing models and financial and regulatory compliance matters affecting client's business. We regularly advise and support our clients in their investments, strategies, and day-to-day operations.

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About Us

Established in 2000, TYH Tekstil is one of the largest garment manufacturers in Türkiye with more than 4000 employees and the production capacity over 20 million pieces.

- 8 production facilities located in Marmara, Aegean and the Black Sea regions
- 2 headquarters in Istanbul and Izmir
- Regional offices in the U.S. and the U.K.

XVII. SWISS-TURKISH ECONOMIC FORUM



17 NOVEMBER 2023 | 09:00-12:00
Swissôtel The Bosphorus, Istanbul

RENEWABLE ENERGY - POWERING A SAFER FUTURE
“Why green energy makes economic sense?”

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PROGRAM

09:00 - 09:30

REGISTRATION

09:30 - 09:45

OPENING SPEECHES

- **Arpat Şenocak**
President, Swiss Chamber of Commerce in Türkiye
- **Jean-Daniel Ruch**
Ambassador of Switzerland to Türkiye

09:45 - 10:05

KEYNOTE SPEAKER

- **Bora Şekip Güray**
Director, Sabancı University Istanbul International Center for Energy and Climate (IICEC)

10:05 - 10:25

COFFEE BREAK

10:25 - 11:25

PANEL

- **Moderator: Alkım Bağ Güllü**
Director, SHURA Energy Transition Center
- **İsmail Çıldır**
General Manager, Xpo Türkiye
- **Dr. David Reber**
Ambizione Group Leader, The Materials for Energy Conversion unit of the Swiss Federal Laboratories for Materials Science and Technology (Empa)
- **Canan Gürsel**
Project Finance Unit Manager, Türkiye İş Bankası
- **Önder Akar**
CEO, smartPulse Technologies

11:30 - 12:00

Q&A / CLOSING

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[SPEAKER RESUMES](#)



Discover Proven Ways to Manage Overwhelm at Work

We all have different hats, so many tasks and responsibilities. Sometimes it gets like a rollercoaster in our head, and we feel, we just want to give up and don't do anything anymore. We can't think, we can't focus and we lose motivation and our stress level, anxiety and fear increases immediately. In such moments, we all need some **proven ways to manage overwhelm**.

Whenever you have that feeling, whenever you feel that it is too much to address and you have huge baggage on your shoulders, try these few things to get back on track as it is only a matter of redirecting your energy on what you can do that time and circumstance.



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**Online and In Person
Events Switzerland**

6 Tips to Manage Overwhelm at Workplace

- Breath and pause...**the most impactful way of managing your overwhelm feeling. What we do normally is to try to do even more, with speed, urgency and get even more stressed and nothing really gets done. Instead, pause. Take a break, walk around the block, drink a coffee. This will give you an opportunity to just feel calmer.
- Identify the source:** What makes you so overwhelm? Is it that you have too much on your plate at work? You start overthinking about situations which did not occur yet? Is it the person you deal with or the invitation or meeting you don't want to go to?
- Prioritize.** Do a brain dump and start thinking about what is important for you, not for any other person, for you to do that day, that hour. Ask yourself: what makes it so important or urgent, who is impacted and can it be done tomorrow. Anything can be done tomorrow. Remember tomorrow is another day. If you don't do any brain surgery of course.
- Now you have done your prioritization and you know what needs to get done sooner than later, ask for help and support, inform your manager if there will be a delay. **Be honest and authentic**, be real.
- Remember:** You are one person with one brain, 2 eyes, 2 ears, 2 hands and legs. You can do all at once. Create small steps that will allow you to advance in your tasks to be accomplished.
- And if you can cook fresh for your family, if you could not finish the project that day or whatever it is, **there is always** a tomorrow.



**ENGELSİZ YAŞAM FUARI
& FARKINDALIK ZİRVESİ**

**ACCESSIBILITY FAIR
& AWARENESS SUMMIT**



The Accessibility Fair and Awareness Summit, will be held this year for the 13th time!

We are thrilled to announce that the 13th Accessibility Fair and Awareness Summit, hosted by the Ministry of Family and Social Services, will open its doors **from November 30th to December 3rd 2023, at the Istanbul Expo Center including the "International Day of Persons with Disabilities" December 3rd, 2023.**

The Accessibility Fair is here to spread awareness and unite all under one roof! Our event offers an extraordinary collaboration platform, uniting non-governmental organizations and government institutions all together.

EYAF EXPO 2023 presents a valuable opportunity to showcase mobility products, care equipment, rehabilitation technologies, communication tools and other products that support health and quality of life. This event promises unique opportunities for all attendees.

Discover groundbreaking innovations in health and rehabilitation, support products and services that improve the lives of the disabled and elderly.

Don't miss EYAF EXPO 2023, where collaboration, awareness, and making a difference come together. Your participation will be contributing to a noble cause – supporting individuals with disabilities.

We look forward to your participation to **EYAF EXPO 2023!**

For more information and registration, you can contact us at <https://eyafexpo.com/> and overseas@eyafexpo.com

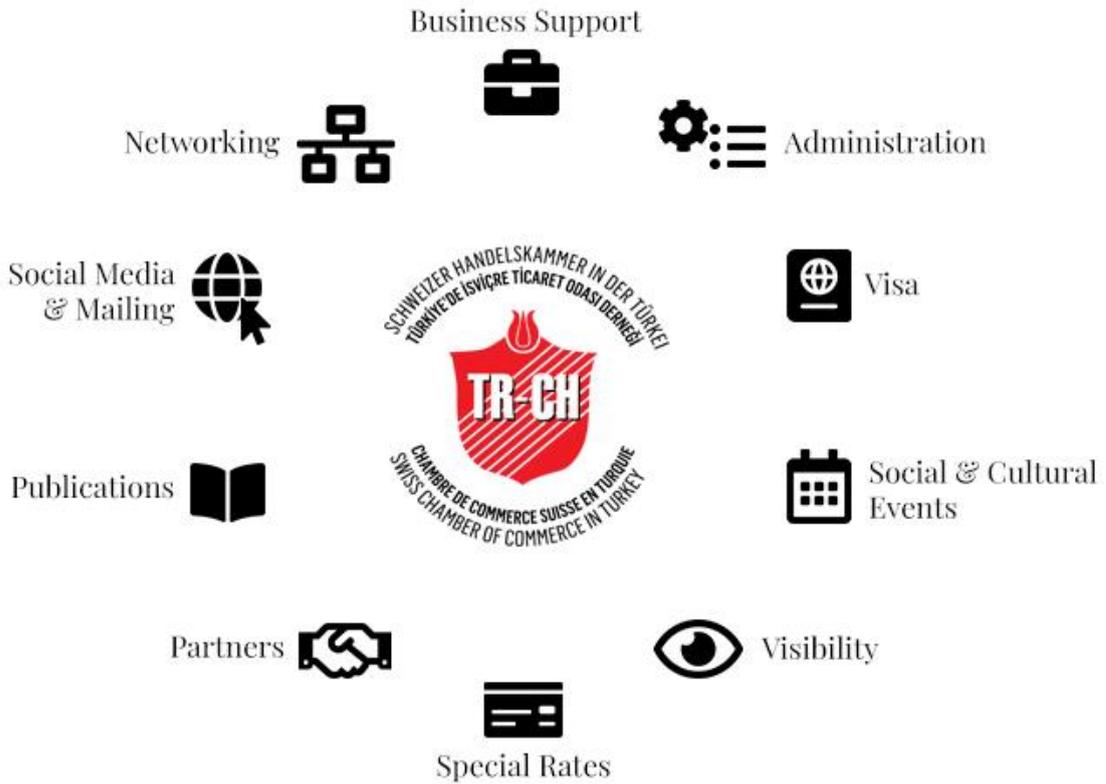
The Istanbul Expo



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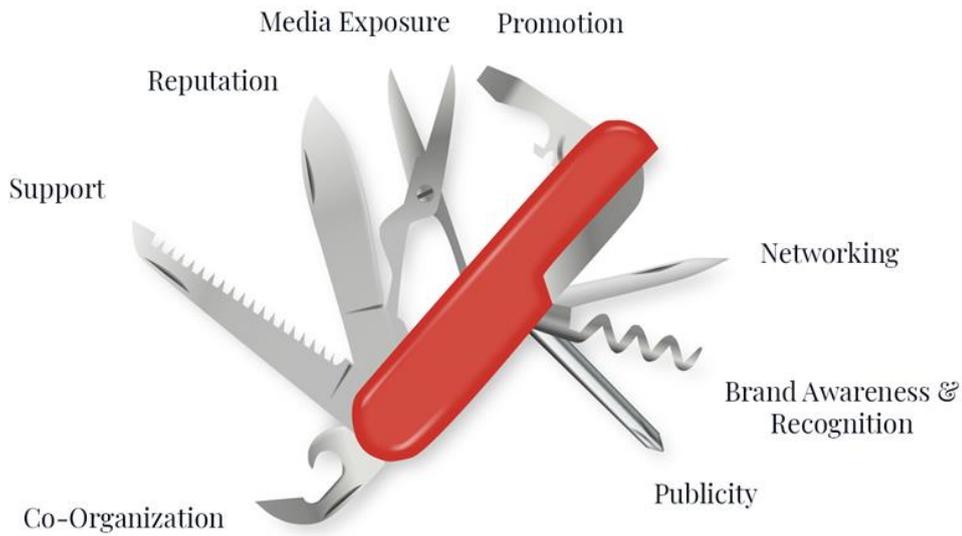




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Sponsorships gain increased visibility and support the Chamber.

The Swiss Chamber of Commerce in Türkiye 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

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