

# SCCT NEWSLETTER



Newsletter of the Swiss Chamber of Commerce in Türkiye

January 2024

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*Warmest wishes for  
a joyful and  
a prosperous New Year! ✨*





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## Corinna Seiberth

Counselor, Head of Economic, Commercial and Cultural Affairs

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

It is a great pleasure to write these lines to you as the new Economic and Culture Counselor at the Swiss Embassy in Ankara. My family and I moved to Ankara this summer and since then, we have the pleasure to discover the Turkish way of life. Despite the economically challenging circumstances, we found a very welcoming and warm environment and we settled in very well. As 2023 comes to an end, the first few months in my new role already brought impactful cooperation projects.

Cooperation is crucial, in good times but especially in difficult times. In October, we supported French Swiss artist Saypé for an earthquake relief art project in Hatay. He showed us how zero waste art can capture a moment in our common memory and bring hope to people in need. With the support for this project, we remembered the victims of the tragic earthquakes earlier in 2023 and we reaffirmed our solidarity with Türkiye and the people in the earthquake affected areas.

For the celebration of the centenary of the Republic and the Treaty of Lausanne, the Swiss Embassy and the Consulate General could count on the much-appreciated support of many sponsors to make our vision of the commemoration of this special occasion come true. As a lasting memory, we planted a specific variety of a Swiss “Damassine” plum tree at the Residence of the Swiss Embassy in Ankara and on the campus of the University of Ankara. The trees were especially cultivated from Pleujouse in the Swiss Jura and are said to have their origins in this region. As these trees grow, may our Swiss-Turkish friendship and collaboration grow. Together with the Consulate General, we brought an original composition by Swiss artist, François Lindemann to Türkiye for two friendship concerts. They were performed by Turkish and Swiss soloists, among them musicians from the Presidential Symphony Orchestra (CSO) and well-known Turkish percussionist Okay Temiz. The premiere took place in the prestigious hall of the CSO in Ankara in November, followed by a concert at the equally renowned CRR hall in Istanbul.

Finally, as we are all acutely aware, climate change is one of the major challenges of our time. Switzerland has committed itself to net-zero greenhouse gas emissions by 2050 and Türkiye by 2053. To achieve this goal, we must use all existing and newly emerging technologies to make the way we use energy on this planet more sustainable. In November, Dr. David Reber from the Swiss Federal Laboratories for Materials Science and Technology (Empa) joined us as a speaker for two events: A joint event on new energy technologies organized together with the Turkish Ministry of Trade and our colleagues from the German Turkish Chamber of Commerce and from Advantage Austria at the Energy is Future Congress and for the Swiss Turkish Economic Forum organized by the Swiss Chamber of Commerce in Türkiye. He shared insights into the challenges of storage technologies and on his research on flow batteries. Both events showed untapped potential for Swiss Turkish collaborations and we will continue to facilitate such exchanges between Swiss and Turkish researchers and companies for 2024 and beyond

With these thoughts, I convey to you my warmest regards, and best wishes for 2024

### Corinna Seiberth

Economic and Culture Counselor,  
Swiss Embassy, Ankara





## LIEBHERR

### Danyel Temizkan

Managing Director, Liebherr Türkiye

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

After graduating from Baden-Wuerttemberg Cooperative State University Villingen-Schwenningen, Department Banking, I have worked for Deutsche Bank AG, Stuttgart, as Customer Relationship Manager for 8 years. I joined Liebherr Group in 2008 and started to work as Head of Finance of Liebherr Türkiye and Liebherr Azerbaijan. In 2010 I was appointed as Managing Director Finance & Administration in Türkiye and I have also served as Managing Director in Liebherr Azerbaijan from 2010 until 2018.

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

Türkiye is a dynamic market for us. Especially the need for infrastructure projects, like highway, railway constructions, energy and logistic investments in the country have been important for our growth. We also expect that investments in green-energy, e.g. Wind energy projects, logistic facilities, e.g. ports, and other infrastructure will remain dynamic, due to the geographic location and growing population of the country, so that our growth potential is still ongoing.

#### **Name us three extraordinary things about Liebherr Türkiye?**

The Liebherr Group is a family-run technology company with a broadly diversified product portfolio, which includes a total of 13 product segments. The creative exchange between the segments promotes the development of innovations and visionary technologies, fascinating products and services, which make a real difference. Liebherr aims to inspire their customers with all their solutions. In doing so, the limits of what was previously feasible are being redefined time and time again, meaning Liebherr often also contributes to the technological progress.

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

There are several challenges, we face in Türkiye, like high inflation, volatile exchange rate situation and fast changing regulatory conditions. But from our point of view one major challenge is shortage of skilled blue-collar labour. There is a huge need for technicians with mechanical, electrical and hydraulic know-how and language skills.

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

Despite the challenges we face, a dynamic environment with business opportunities in Türkiye allowed us to grow steadily. Our diversified and tailor-made product portfolio with innovations is matching with customer needs, so that we were able to serve as preferred partner for landmark projects. Some examples for this projects are Istanbul New Aiport, Çanakkale Bridge, Akkuyu Nuclear Power Plant, Yusufeli Hydropower plant, Ankara-Niğde Highway Construction and several high-speed train construction projects.





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

We see high potential in the green transformation, as our innovative products play a key role in this manner. Our efforts in alternative transmission solutions on the one hand and energy-efficient production methods on the other hand will help us to contribute to a greener future.

Another main topic is digital transformation for us. With the aid of new information technologies and digital data, new solutions and business models will be developed to help customers deal with the challenges they currently face. Liebherr is working systematically to stay one step ahead in this digital transformation. We see digitalisation as an opportunity to enhance existing services and to develop completely new business models.

Digitalisation will allow us to make existing services even more efficient, such as condition monitoring or jobsite planning for our customers. Products like Remote Service App, Crane Planner 2.0 or MyLiebherr.com are already used digital solutions, in order to assist our customers around their Liebherr products. All these services will be more and more used here in Turkey, too.

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

I recommend to all SCCT newsletter users to follow our quarterly online magazine 'Liebherr Türkiye'den Haberler' on following website [www.liebherrturkiyedenhaberler.com](http://www.liebherrturkiyedenhaberler.com)

This online magazine contains news about exciting job-site reports, new technological developments and interesting videos. Especially, a breath-taking video about our 2 tower cranes on top of 1915 Çanakkale Bridge is worth to be watched.

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

Regular updates, events and workshops concerning new regulations, economic developments are very beneficial for myself and our company. Additionally the opportunity to get in touch with companies, who have similar challenges and experiences is very important for us.

**LIEBHERR**



# Past Events

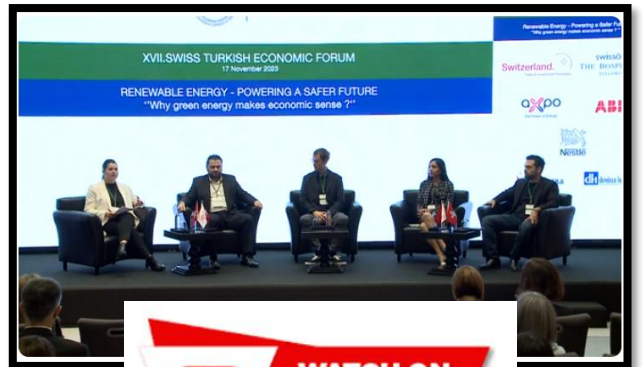
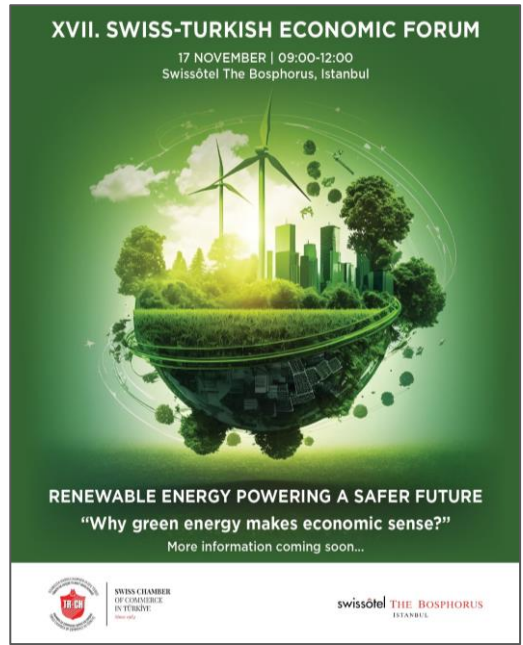


## November 17<sup>th</sup> 2023, Swissôtel The Bosphorus, Istanbul «XVII.SWISS-TURKISH ECONOMIC FORUM»

The XVII. Swiss-Turkish Economic Forum, which unfolded under the theme '**Renewable Energy - Powering a Safer Future**' took place at the luxurious Swissôtel The Bosphorus, Istanbul, on November 17.

The forum served as a dynamic platform, uniting visionaries, industry leaders, and experts to deliberate on the indispensable role of renewable energy in shaping a secure and sustainable future. Our distinguished speakers, including **Bora Şekip Güray, Alkım Bağ Güllü, İsmail Çıldır, Dr. David Reber, Canan Gürsel, and Önder Akar**, illuminated the discussions with their profound insights and expertise.

Access below the extensive video coverage of the event on the SCCT YouTube channel.



The **XVII. Swiss-Turkish Economic Forum** was graced by the insightful opening speeches of Ambassador Jean-Daniel Ruch and SCCT President Arpat Şenocak.

The forum delved into the economic advantages of embracing renewable energy solutions, highlighting not only the environmental benefits but also the strategic and financial advantages for businesses.

The discussions emphasized the increasing importance of integrating sustainable practices into the core of modern business operations. Aligning with eco-friendly strategies is not just a choice but a necessity for long-term success.

The event concluded with an engaging Q&A session, fostering interactive dialogue between participants and speakers.



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## SPONSORS





## November 27<sup>th</sup> 2023, CRR Concert Hall Istanbul TÜRKİYE-SWITZERLAND FRIENDSHIP CONCERT

### The Swiss Chamber of Commerce in Türkiye Joins Exclusive Concert Commemorating the Republic of Türkiye's 100th Anniversary

In a celebration marked by musical elegance and cultural unity, The Swiss Chamber of Commerce in Türkiye had the distinct pleasure of attending an exclusive concert at the CRR Concert Hall Istanbul, commemorating the 100th anniversary of the Republic of Türkiye. Hosted by the Consulate General of Switzerland in Istanbul, this event was a testament to the enduring bonds between the two nations.

The evening unfolded with a mesmerizing showcase of Swiss musical compositions, offering a beautiful and harmonious tribute to the historic milestone of Türkiye's centennial. The concert resonated with cultural significance, creating an atmosphere of celebration that highlighted the profound connection between Switzerland and Türkiye.

Following the captivating musical performances, the post-concert gala cocktail provided a delightful opportunity for attendees to network and reflect on the significance of the occasion. It was a moment to cherish shared experiences and celebrate the strong cultural ties that bind our communities together.

The evening not only paid homage to the rich history of Türkiye but also strengthened the foundation for continued collaboration and friendship between our nations.







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Through constant investment in leading technology, processes and personnel we provide world class services but still benefit from the advantages of being a respected local firm. Our personnel have vast experience of all of the latest best practice methods for both local and international business allowing you to focus on your core activities with absolute confidence.

We are also expanding our global network through international partnership agreements, in 2008 we signed a partnership agreement with global HR firm Patersons and UCMS to serve the Turkish subsidiaries of its multinational Clients.

In 2016, we started a business partnership with Process Solutions, the leading accounting & payroll outsourcing group in the European region, on projects in our region.

In 2019, we were accepted as a member of Allinial Global, an independent association of accounting and consulting firms with 236 members in 85 countries.



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Neovii is a fully-integrated independent, global biopharmaceutical company with a patient-focused mission to develop and bring to market novel life-transforming therapies to improve the outcomes in transplantation medicine, haemato-oncological and immune disorders. Neovii was founded in 2013 by the acquisition of Fresenius Biotech inheriting more than three decades of experience in specialty pharmaceuticals.

Neovii's global headquarters are in Rapperswil-Jona, Switzerland, its biologics manufacturing site and German operations are in Gräfelfing, München, Germany. Neovii employs approx. 150 employees and has presence in nearly 60 countries worldwide.

Neovii Türkiye liaison office established in 2019 for company representation, communication, and technical support to current distributor in the country. Dr.Tansu Çınar represents company as Country Manager Türkiye. Türkiye has a well-developed infrastructure and a well-educated workforce, making it an attractive destination for businesses. Türkiye also has a strategic location, acting as a bridge between Europe and Asia, which can help to reach new markets and customers. It is a pleasure being member of Swiss Chambre of Commerce Türkiye as a Swiss company and we wish a fruitful 2024 to all members.

## REPKON

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“As Hero Turkey, we are part of an international food company that employs people who are passionate about natural and good nutrition.

Hero Turkey, we are an indispensable part of the Swiss Hero Group, which has achieved global success with its deep-rooted history of more than 130 years and its care for nature. Turkey is one of the 8 countries in the world where Hero Group carries out production. All our products produced in Turkey, in addition to being leaders in the local market, are exported to neighbouring countries, especially the Turkish Republics, and the Middle East.

Additionally, Hero Baby is the first and only baby supplement brand producing in Turkey. We care about our nature with the responsibility that comes with this and the experience of being a global and well-established brand. In addition to supporting local production, we conduct training every year to raise awareness of our farmers about natural and sustainable agriculture in order to make local production sustainable.”



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**The Swiss Chamber of Commerce in Türkiye has assembled a 100 Laptop Donation Project for Gaziantep Students, in commemoration of the 100th anniversary of the Republic of Türkiye.**



In response to the recent earthquake in Gaziantep, the Swiss Chamber of Commerce in Türkiye, in collaboration with member companies, has initiated a laptop donation project for affected students. Recognizing the immediate need for computers at Gaziantep University Engineering Faculty, the chamber, with the generous support of their members, has successfully secured 100 laptops for donation. Logitech Türkiye has graciously contributed to the cause by donating 100 computer mouse to complement the Swiss Chamber of Commerce in Türkiye's laptop donation initiative for Gaziantep students.

To enhance the impact of this collective effort, a mission visit is planned for February to personally deliver the laptops to the students in need. We extend our gratitude to all participating member companies for their generous contributions, making a meaningful difference in the lives of those affected by the earthquake.



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## THANK YOU & GOODBYE!



It's time to bid a fond farewell to our Corporate Communication Manager, **Ms. Sevda Topcu Çakır**. Her dedication and creativity have played a pivotal role in shaping the success of the Swiss Chamber of Commerce in Türkiye.

Sevda, your impact will be remembered, and your vibrant spirit will be missed. **Wishing you all the best in your future endeavors and the exciting journey into motherhood!**

A heartfelt thank you for everything!

## FAREWELL





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## CONGRATULATIONS!



The Swiss Chamber of Commerce in Türkiye is thrilled to welcome **Ms. Dilruba Odabas** as our new Corporate Communication Manager.

Please join us in congratulating Ms. Odabas and wishing her all the best in this exciting new chapter!

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### NEW APPOINTMENT



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XVII. SWISS TURKISH ECONOMIC FORUM  
17 November 2023

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



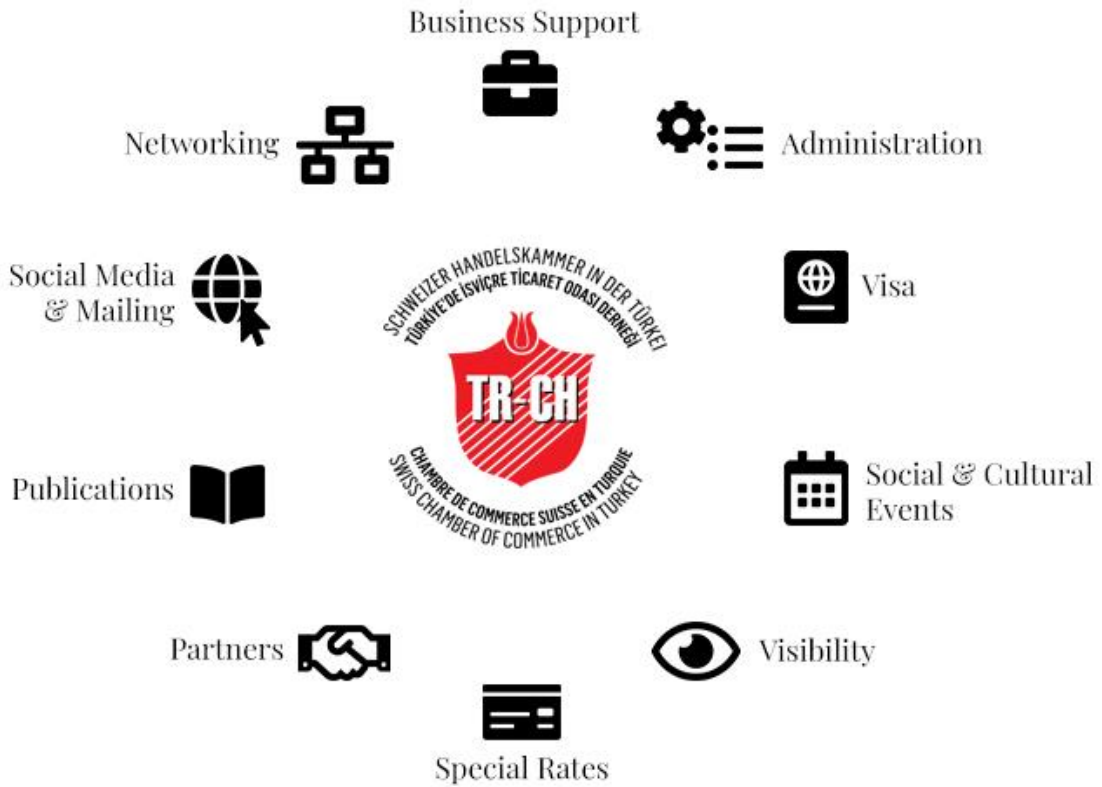




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## Why become a member?



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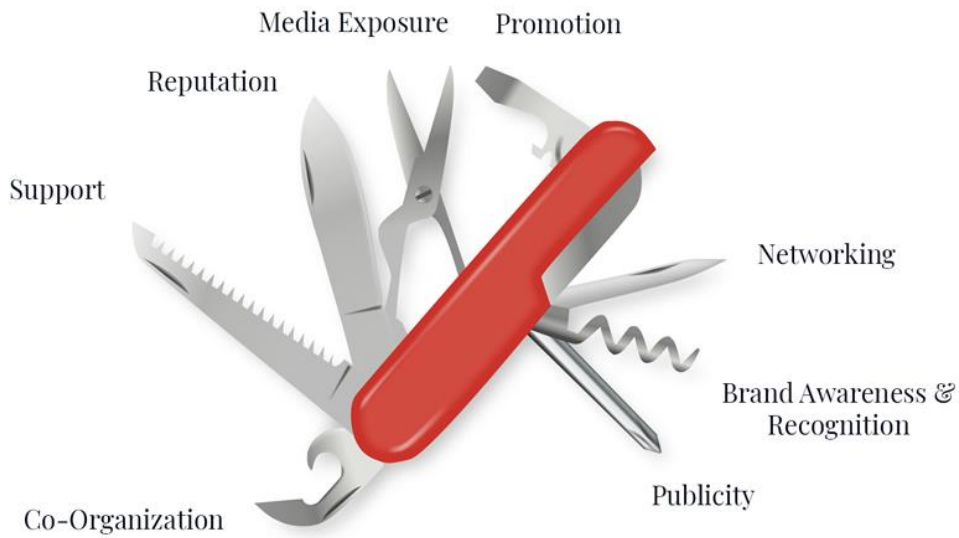




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## Why become a sponsor?



Sponsorships gain increased visibility and support the Chamber.

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

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