

XVIII. Swiss-Turkish Economic Forum

SHAPING TOMORROW

Enhancing Swiss-Turkish Collaboration in Education, Training & Development, and Leadership Talent



SPEAKERS RESUME



Arpat Şenocak

Swiss Chamber of Commerce in Türkiye
President

Arpat Şenocak graduated from Neuchâtel Law School in 2001 and qualified as a lawyer before all Swiss Courts in 2003. Specializing in the field of mergers and acquisitions, he joined the international law firm Gide Loyrette Nouel in 2004. He qualified as a Turkish lawyer in 2008 and is now a partner at Özdirekcan Dündar Şenocak Ak Attorney Partnership, the correspondent firm of Gide Loyrette Nouel in Türkiye.

He has been involved on a large scale of inbound and outbound cross-border M&A transactions in Türkiye, Europe and Africa, and specializes in sectors such as banking, insurance, industry and energy. He also has extensive experience in insurance-related transactions including the setting up of bancassurance partnerships and regulatory restructurings. Arpat Şenocak has been a Board Member of the Swiss Chamber of Commerce in Türkiye since 2012 and has been acting as President since March 2016.

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SPEAKERS RESUME



H.E. Guillaume Scheurer

Ambassador of Switzerland to Türkiye

Guillaume Scheurer was born in Neuchâtel in 1963, originally from Dombresson/NE and Seedorf/BE. He holds a law degree from the University of Neuchâtel and is a registered lawyer in the same canton.

He joined the Federal Department of Foreign Affairs (FDFA) in 1992 after working in the private sector, and did his diplomatic internship in Bern, South Africa and Geneva, where he obtained a diploma in international security policy from the Geneva Graduate Institute for High International and Development Studies in 1994. That same year, he worked in the Policy and Research Section of the Swiss Agency for Development and Cooperation (SDC) before joining the OSCE Coordination Staff in 1995 for the Swiss Chairmanship of the Organization for Security and Cooperation in Europe (OSCE) in 1996. In 1997, he was appointed Deputy Head of the OSCE and Partnership for Peace Section in the Political Directorate. He was then transferred in 1998 to Vienna to the Swiss Delegation to the OSCE. In 2001, as first collaborator at the Swiss Embassy in Tehran. Returning to the Headquarters in 2005, he held the position of Deputy Head of the Political Division for Human Security.

In 2009, he was appointed Deputy Ambassador at the Swiss Embassy in Washington. In 2013, he returned to Vienna as Deputy Head of the Swiss Delegation to the OSCE in anticipation of the Swiss Chairmanship of this Organization in 2014. In October 2015, Mr. Scheurer was appointed Ambassador to Ukraine and Moldova, with residence in Kyiv. From September 2019 to August 2024, he was Ambassador of Switzerland in Rabat.

He arrived in Ankara on August 10th 2024 and he is the Ambassador of Switzerland to Türkiye. In the Swiss Army, Mr. Scheurer is a first lieutenant of artillery.

Mr. Guillaume Scheurer is married to Ms. Farin Scheurer and father of a son born in 2000.

20 September 2024, / 09:00 – 12:30 / Yapı Kredi bomontiada, 4th Floor Meeting Room

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SPEAKERS RESUME



Prof. Dr. Deniz Yuret

Koç University

Deniz Yuret is a full-time professor at Koç University, Computer Engineering Department in Istanbul and the founding director of the Koç University - İş Bank (KUIS) AI Center. Prof. Dr. Yuret received his BS, MS, and PhD from MIT, where he was a member of MIT AI Lab (now CSAIL) from 1988 to 1998.

Before joining Koç University in 2002, he co-founded the question answering start-up Inquiria, Inc. which was later acquired by Oracle.

His research is focused on Artificial Intelligence, Machine Learning and Natural Language Processing.

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SPEAKERS RESUME



Ayşe Güçlü Onur

Egon Zehnder Türkiye
Office Leader

Ayşe Güçlü Onur is the Office Leader of Istanbul and also leads Egon Zehnder’s Financial Services, Private Equity, and Financial Officers practices in Türkiye. She is a trusted senior talent management advisor serving Turkish and international clients. In addition to her client work, she co-leads the Learning & Development Practice of the firm globally. Ayşe is active in the firm’s Executive Assessment and Development and engages in a variety of initiatives as a member of its global Diversity and Inclusion Council.

Prior to joining Egon Zehnder, Ayşe set up and led BNP Paribas JV’s strategy and business development function in Istanbul. Before that she was a Strategy Consultant with Booz Allen Hamilton in New York and London, where she advised a roster of financial services clients. Earlier, Ayşe was an Istanbul-based Senior Consultant with Arthur Andersen.

Ayşe earned an MBA from Duke University in the U.S. and a BA from Bosphorus University in Istanbul. She is a member of TUSİAD, serves on the advisory council of Endeavor Turkey, and cofounded Yenidenbiz, a social venture that helps talented women re-enter the workforce after a lengthy break. Ayşe also belongs to the European advisory board of the Fuqua School of Business at Duke University. She is the proud mother of two young children.

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SPEAKERS RESUME



Erik Swars

Swiss Federal University for Vocational Education and Training (SFUVET)

Head of International Affairs

Erik Swars is Head of International Affairs at the Swiss Federal University for Vocational Education and Training (SFUVET) since 2013. SFUVET is Switzerland's expert organisation for VET and offers training to VET professionals, conducts VET research, contributes to the development of occupations and supports international cooperation in dual VET.

His department implemented successfully more than 50 cooperation projects in skills development all over the world. Within the Swiss VET Academy he developed and implemented international training programs with focus on leadership, Swiss VET and pedagogy. In his role Erik works closely together with international organizations such as ILO or Global Apprenticeship Network GAN or as a UNESCO-UNEVOC network member.

Previously, he worked at the Ecole Polytechnique Fédérale de Lausanne (EPFL) and at Swiss Post. He holds a degree in Economics from the University of Tübingen and an MBA from the University of Lausanne, Switzerland.

Erik is author of several articles and publications, among others co-author of the book "Vocational and Professional Education and Training in Switzerland", published in 2016 in English and 2021 in Chinese.

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SPEAKERS RESUME



Leszek Wacirz

Nestlé Türkiye
CEO

Leszek Wacirz has gained extensive experience in different roles and units in Poland and Italy during his 30-year tenure at Nestlé. Leszek Wacirz began his career at Nestlé as a Sales Representative and was appointed as Sales Director for the Poland & Baltics Region in 2001. After serving as Business Executive Manager of the Ice Cream category in 2006, he assumed the role of Business Executive Manager for the Winiary brand in 2007. In 2013, he became Business Executive Officer for the Italian Buitoni brand, where he has delivered remarkable business results in many areas over the years.

His strong leadership, team spirit and passion for innovation brought Leszek Wacirz to a market management position as Country Manager of Nestlé Romania in August 2017. With the establishment of the Southeastern Market, which includes Romania, Bulgaria and 7 countries in the Adriatic region, Leszek Wacirz took over the market in April 2020.

In January 2022, Leszek Wacirz began his role as Nestlé Türkiye CEO, and with his significant experience in the fast-moving consumer goods sector, global vision and management expertise, he is responsible for the management of Nestlé Türkiye, one of the most important markets in the Nestlé world.

Leszek Wacirz, a graduate of Political Science, holds certificates from London Business School in Leadership and International Institute for Management Development Lausanne in Business Programs.

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SPEAKERS RESUME



Dr. Aybike Mergen

Özyeğin University
Assistant Professor

Dr. Aybike Mergen is a social sciences scholar with a focus on leadership, audience dynamics, and decision-making processes. She is currently an Assistant Professor of Management at Özyeğin University. She earned her PhD from Graduate School of Business, Koç University, and she was a visiting scholar at Schulich School of Business, York University during her PhD studies.

Dr. Mergen's academic background also includes two master's degrees, MSc in Economics from Tilburg University and MA in Political Science from Sabancı University. Prior to her academic career, she gained valuable industry experience through two years of management consultancy at Ernst & Young (EY) and Deloitte.