

## **PRESS RELEASE**

Istanbul, September 20, 2024

### **XVIII. SWITZERLAND-TURKEY ECONOMIC FORUM HELD UNDER THE THEME “SHAPING THE FUTURE” WITHIN THE SWISSDAYS 2024 AT YAPI KREDİ BOMONTIADA**

**The annual forum organized by the Swiss Chamber of Commerce in Turkey to enhance the cooperation between Switzerland and Türkiye addressed this year topics such as education, experience, development, and leadership under the title “SHAPING THE FUTURE.”**

The Switzerland-Türkiye Economic Forum is a significant event organized by the Swiss Chamber of Commerce in Turkey, focusing on current economic issues and sector trends. The forum brings together experts from Switzerland and Türkiye to discuss critical topics shaping the future of global industries, sectors, and societies, including innovation, digital transformation, Industry 4.0, smart cities, artificial intelligence, blockchain and education.

Since 2005, the Swiss Chamber of Commerce in Turkey has organized the Switzerland-Turkey Economic Forum annually, with the support of the Swiss Embassy in Turkey, the Swiss Consulate General in Istanbul, S-GE, and the Swiss Business Hub Turkey. This initiative aims to strengthen trade relations between SMEs in Switzerland and Türkiye.

The forum targets over 200 guests, including business leaders, policymakers, educators, and professionals from both countries. This diverse participant group fosters significant dialogue and collaboration across various industries and sectors.

This year's XVIII. Switzerland-Türkiye Economic Forum was held as part of the “**Swiss Days Istanbul**” event, which takes place biannually in collaboration with the Swiss Consulate General in Istanbul, the Swiss Business Hub Turkey, and the Swiss Chamber of Commerce in Turkey. Swiss Days Istanbul was traditionally held at Yapı Kredi bomontiada on September 20 and 21, 2024. The purpose of this year's event was to showcase Switzerland's potential for cooperation in education and trade, celebrate the friendship between the two countries, and promote Swiss companies operating in Turkey.

The main theme of this year's Swiss Days Istanbul was: “Design Your Future – Education. Experience. Career.”

The event aimed to address the gap between the needs of the private sector and the future workforce of the country by focusing on the career development of young professionals in Türkiye, particularly highlighting the needs and expectations of Swiss companies operating in the country. Additionally, the forum addressed issues related to vocational training.

The opening of Swiss Days Istanbul took place on September 20 with the Switzerland-Türkiye Economic Forum. The forum began in the morning and continued until noon. The opening speeches were delivered by **Mr. Arpat Şenocak, President of the Swiss Chamber of Commerce in Turkey** and **Mr. Guillaume Scheurer, the Swiss Ambassador to Türkiye.**

In his opening speech, **Mr. Arpat Şenocak** stated, "This year, with the hard work of our team, we are holding the 18th Switzerland-Türkiye Economic Forum under the title 'Shaping the Future,' where we will discuss how employees and leaders should prepare for such an uncertain future."

**Mr. Guillaume Scheurer**, the Swiss Ambassador to Türkiye, mentioned, "More than 150 Swiss companies are operating in Türkiye, providing over 19,000 job opportunities. Since these positions are often high-level, there is significant knowledge transfer, which is very important for the Turkish economy. However, the potential is still great; we need to work with authorities in Turkey to enhance this potential."

Following the opening speeches, Prof. Dr. Deniz Yüret from Koç University delivered a keynote address on the roles of education, artificial intelligence, and the business world in developing future leadership skills.

The forum continued with a panel titled "What Are the Critical Success Factors for Leaders in the Future World?" This panel focused on artificial intelligence, technology and changing business dynamics, discussing key success factors. The panel was moderated by Ayşe Güçlü Onur from Egon Zehnder Turkey, with panelists Erik Swars from SFUVET, Leszek Wacirz from Nestlé Turkey, and Dr. Aybike Mergen from Özyeğin University.

The forum concluded with a question-and-answer session where participants could interact directly with the speakers and panellists, followed by closing remarks summarizing the main points and future steps.

<https://www.tr-ch.org/tr/swiss-days-istanbul-2024/>

For Detailed Information:

Duygu Özsoy

DRC Strategic Marketing and Communication

[duyguozsoy@drciletisim.com](mailto:duyguozsoy@drciletisim.com)