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PRESS RELEASE

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SWISS DAYS ISTANBUL 2024 TO BE HELD AT YAPI KREDİ bomontiada ON SEPTEMBER 20-21

Swiss Days Istanbul 2024 will take place on September 20-21 under the theme “Design Your Future,” bringing together visitors with leading Swiss companies in the fields of Education, Experience and Career. The event will also feature Swiss cuisine and various stage performances, making it a focal point of the city.

Swiss Days 2024 is organized in collaboration with the **Swiss Consulate General, Swiss Business Hub Turkey** (Switzerland's Export and Investment Office in Turkey) and the **Swiss Chamber of Commerce in Turkey**. The event aims to strengthen the strong cooperation between Switzerland and Turkey.

A promotional meeting was held at the Swiss Consulate Residence with the participation of **Consul General of Switzerland in Istanbul Swiss Consul Philippe Brandt, Şişli Mayor Resul Emrah Şahan and Ayşe Güçlü Onur, Board Member of the Swiss Chamber of Commerce in Turkey.**

The third edition of Swiss Days is organized under the theme **Design Your Future** focusing on **education, experience and career** to promote Switzerland and Swiss brands. Swiss Days 2024 will bring Swiss music, culture, gastronomy, technology and economy to Istanbul in a festival-like atmosphere. The event will be open to the public and free of charge on September 20 and 21. The gastronomic concept of the festival is created by **Swiss chef Erich Ruppen**, with street food flavours curated by **BAU Culinary Art's chef David Shipman**.

Swiss Days 2024 will feature five different panels with distinguished speakers such as Yılmaz Yıldız - CEO of Zurich Insurance Group Turkey, Erik Swars - Head of the International Relations Department at the Swiss Federal University for Vocational Education and Training (SFUVET), Natacha Theytaz - Country Head of Novartis Turkey, Dr. Hakan Çoban - Deputy Secretary General of the Istanbul Chamber of Industry, Ali Güler - President of Adecco Group Akkodis Turkey, Dilistan Shipman - Dean of the BAU School of Applied Sciences, Kerem Demirkol - Head of Resort Operations TR/ES/PT/NL/GR/IT at Hapimag, Todor Kalamaris - General Manager of Conrad Hilton Istanbul, Başar Vural – Chairman, GM and Country Holding Officer of ABB Turkey, Başak Ünal - Marketing and Corporate Communications Director at Nestle Turkey, Sinem Erdoğan Yavuz - General Manager of Logitech Turkey, Tayyar Egeli - General Manager of Weidmann Turkey, Associate Professor Dr. Oğuz Demir from Şişli Municipality and Istanbul Metropolitan Municipality, Selen Kocabas - Board Member of Yeniden Biz, Mentor and Angel Investor, Onur Yaprak - Marketing

Director at Procter & Gamble, Prof. Dr. Tunç Bozbura from Bahçeşehir University, Leyla Alaton - Businessperson and Activist, Ahu Serter - Founder of Fark Lab/Arya and Selen Okay Akçalı - President of Yanındayız Association.

On the festival grounds, on the evening of September 20, there will be a **DJ performance by Power FM**, a **Street Dance Battle**, and live performances by **Reyhan Karaca, Salman Tin & Sefo**. On the evening of September 21, following another DJ performance by Power FM, live broadcasts will feature **Reynmen & Bilal Sonses**, followed by a DJ-performance by the famous Swiss musician **Kadebostany**.

Philippe Brandt, Consul General of Switzerland in Istanbul, was delighted to organise the Swiss Days Istanbul for the third time this year, saying: "The Swiss Days Istanbul 2024 are intended to strengthen Switzerland's visibility in Türkiye, further promote bilateral cooperation and support young people in shaping their future path. Switzerland and Türkiye have a long history of cooperation in various fields. With the 'Swiss Days Istanbul 2024', we are addressing the young population in Türkiye. We want to offer them a platform where they can connect with Swiss companies based in Turkey and get hands on advice, tips and ideas for their career planning from experts from Switzerland and Türkiye. Young people growing up in Türkiye are very valuable, so we want to help show them career opportunities not only but also in Swiss companies in Türkiye, who are investing in this country and creating thousands of jobs."

Şişli Mayor Resul Emrah Şahan also stated regarding Swiss Days 2024: "We place great importance on the Swiss Days 2024 taking place in Şişli, the heart of Istanbul. Unfortunately, we are struggling with a dual employment issue in our country. On one hand, we have a skilled workforce and on the other hand, we face a significant unemployment problem. Therefore, as the Şişli Municipality, we have undertaken important projects in our district to address the employment issues created by the economic crisis through our Career and Competency Management Center, PERPA Employment and Development Center and Şişli Entrepreneurship Valley projects. We will continue to do our utmost to ensure that our youth can look to the future with confidence through sustainable collaboration models in the fields of employment and entrepreneurship."

Ayşe Güçlü Onur, Board Member of the Swiss Chamber of Commerce in Turkey, said: "As the Board of the Swiss Chamber of Commerce, we have worked hard on this event and are very excited. Under the theme of shaping the future together, we will discuss in our panel how employees and leaders should prepare themselves for such an uncertain future with valuable participants."

Opening of Swiss Days

Swiss Days Istanbul 2024 will kick off on the morning of September 20 with the XVIIIth **Swiss-Turkey Economic Forum**, featuring opening speeches by **Arpat Şenocak, President of the Swiss Chamber of Commerce in Turkey** and **Guillaume Scheurer, Swiss Ambassador to Turkey**. Prof. Dr. Deniz Yüret from Koç University will deliver a keynote speech on the roles of education, artificial intelligence and business in developing future leadership skills. The forum will continue with a panel titled "What Are the Critical Success Factors for Leaders in the World of the Future?" focusing on artificial intelligence, technology and changing business dynamics.

Swiss Days Istanbul 2024 Partners

By the support and participation of **Swiss Tourism and Şişli Municipality**, Swiss Days Istanbul 2024 at **Yapı Kredi bomontiada** will offer visitors enjoyable and colourful moments

with various Street Foods, Swiss delicacies, Kahoot, Spinning Wheel, Alphorn, Quiz, Family Corner, Photo Booth, Power FM live broadcasts and career stands from Swiss companies. Swiss Days Istanbul 2024 is organized in collaboration with **Yapı Kredi bomontiada, dDf Dream Design Factory, Power App, Sipan Babur Production, BAU Culinary Arts, and DRC Strategic Communications.**

Gold sponsors for Swiss Days Istanbul 2024 include ABB, Turkish Airlines, Çivi Partners, MG International Fragrance (in collaboration with dms-firmenich), P&G, and Swiss Approval. **Silver sponsors** include Roche, Tektaş, Enco, and **Bronze sponsors** are Macroonline, Barry Callebaut, Bordier, Geberit, Fairmont Quasar Istanbul, Habib Bank, Metrans, Toblerone, Schindler, Vakko, and Zurich Insurance Group Turkey. Additionally, Mettler Toledo, Weidmann, The Adecco Group, Nespresso, Sennik Tourism, and Sicpa are **supporting organizations.**

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

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