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Swiss Business Hub Türkiye



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Since 1984



## **PRESS RELEASE**

Istanbul, September 22, 2024

### **‘SWISS DAYS ISTANBUL 2024’ BECOMES THE CITY’S FOCAL POINT**

**Swiss Days Istanbul 2024, under the theme “Design Your Future,” brought together thousands of visitors with leading Swiss companies in the fields of Education, Experience, and Career, offering participants unforgettable moments through various Swiss delicacies, workshops, competitions, and stage performances.**

Swiss Days 2024 was 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 aimed to enhance the strong cooperation between Switzerland and Turkey.

This year's Swiss Days, the third edition, emphasized education, experience, and career, promoting Switzerland and Swiss brands under the theme “Design Your Future.” The event brought Swiss music, culture, gastronomy, technology, and economy to Istanbul in a festival atmosphere on September 20 and 21 at Yapı Kredi bomontiada.

Panels held during Swiss Days 2024 featured esteemed speakers, including Yılmaz Yıldız, CEO of Zurich Insurance Group Turkey; Erik Swars, Head of the International Relations Department at the Swiss Federal Institute for Vocational Education and Training; Natacha Theytaz, Country President 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, Director of BAU School of Applied Sciences; Kerem Demirkol, Head of Operations for Hapimag Resorts (TR/ES/PT/NL/GR/IT); Todor Kalamaris, General Manager of Conrad Hilton Istanbul; Başar Vural, President and Country General Manager of ABB Turkey; Başak Ünal, Marketing and Corporate Communications Director of Nestle Turkey; Sinem Erdoğan Yavuz, General Manager of Logitech Turkey; Tayyar Egeli, General Manager of Weidmann Turkey; Assoc. Prof. Dr. Oğuz Demir, Representative of Şişli Municipality and Istanbul Metropolitan Municipality; Selen Kocabas, Chairwoman, Mentor, and Angel Investor at Yeniden Biz; Onur Yaprak, Marketing Director at Procter & Gamble; Prof. Dr. Tunç Bozbura from Bahçeşehir University; Ahu Serter, Founder of Fark Lab / Arya; and Selen Okay Akçalı, Chairwoman of the Yanındayız Association.

On the evening of September 20, the festival area featured a **DJ performance by Power FM** and a **Street Dance Battle** for visitors enjoying entertaining moments with

**Reyhan Karaca and Sefo.** The evening of September 21 began with another DJ performance by Power FM, followed by concerts from **Reynmen & Bilal Sonses**, and culminated with a performance by famous Swiss musician **Kadebostany**.

### **Swiss Days Istanbul 2024 Partners**

With the support and participation of **Swiss Tourism** and **Şişli Municipality**, Swiss Days Istanbul 2024 held at Yapı Kredi Bomontiada offered **11.000 visitors** enjoyable and colourful moments through various street foods, Swiss delicacies, Kahoot, Wheel of Fortune, Alphorn, trivia competitions, a family corner, photo booth, live broadcast from Power FM, and career stands of Swiss companies. Swiss Days Istanbul 2024 was held in collaboration with **Yapı Kredi Bomontiada, dDf Dream Design Factory, Power App, Sipan Babur Production, BAU Culinary Arts, and DRC Strategic Communications.**

**Gold sponsors** of Swiss Days Istanbul 2024 included ABB, Turkish Airlines, Çivi & Partners, MG International Fragrance (in collaboration with dms-firmenich), P&G, and Swiss Approval, while **Silver sponsors** were Roche, Tektaş, and Enco. **Bronze sponsors** included 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 also supported the event.

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