



Türkiyede İsviçre Ticaret Odası Demeği  
Swiss Chamber of Commerce in Turkey  
Die Schweizer Handelskammer in der Türkei

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Swiss Chamber of Commerce in Turkey



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TÜRKİYE'DE İSVİÇRE TİCARET ODASI DERNEĞİ  
SCHWEIZER HANDELSKAMMER IN DER TÜRKEI  
CHAMBRE DE COMMERCE SUISSE EN TURQUIE



## Editorial

President of Osec  
Ruth Metzler-Arnold

### Dear Readers,

Osec, an organisation that I have been President of since spring 2011, has a clear idea of how it wishes to proceed in developing its services for Swiss SMEs in the export trade. With regard to the period from 2012 to 2015, at the strategic level we are talking about «moderate growth» and a «expanded range of services». What exactly does this entail? This means that we will be focusing our export promotion efforts – efforts which are part of our mandate from the Swiss government, along with the promotion of imports and Switzerland as a business location – more closely on opening up new markets outside the euro and dollar zones and on countries with which Switzerland either has or will soon have a Free Trade Agreement. This means that the external network, something from which Swiss SMEs profit in full, will be extended by expanding existing Swiss Business Hubs in fast-growing countries and opening Commercial Offices (precursors to Business Hubs) or Hubs in new target countries. Most of these locally based offices are set up within Swiss Embassies or Consulate Generals, although bilateral chambers of commerce are also used in some cases.

This year, our strategy is taking us to Mexico and Hong Kong. The external network, which – following an initial consultation in Zürich – is the next point of contact for Osec in the export country in question, has included a Commercial Office in Mexico City since late May, while the 19<sup>th</sup> Swiss Business Hub is scheduled to open its doors in Hong Kong in October. This will make it possible for the Swiss export industry to gain an even better foothold in this important market and gateway to China.

Turkey also has an important role to play in this strategy, something which is attested to by the fact that Osec's external network is slated to add a Commercial Office in Istanbul next year. It is a logical choice, as Turkey is an up-and-coming market that is expected to become one of the world's ten biggest economies within the next ten years. Its geographic proximity, dynamic population of some 75 million people and role as the country located at the crossroads between Europe and Asia all make Turkey a market that is particularly attractive to Swiss business for the future.

As part of an official economic mission undertaken by Federal Councillor Johann Schneider-Ammann in

late March of this year, I was able to see this dynamism for myself. Exports to Turkey grew markedly in 2010 and 2011 – and this growth is expected to continue. It is not just for longstanding sectors such as pharmaceuticals, chemicals and mechanical engineering that opportunities are growing, for fields like clean room technology, building infrastructure and waste management also present profitable opportunities for Swiss firms – and not only in the Turkish market itself. Turkey is also a strategic and politically quite stable starting point from which to expand within the Arab world and the Orient.

Even so, we see Turkey as a complex, non-homogenous market that can be difficult and confusing for new entrants. That fact that companies have continued to hold back somewhat with enquiries regarding Turkey has also helped to convince us that expanding our activities in Asia Minor is the right move.

I look forward to working with the Swiss Chamber of Commerce in Turkey to face these challenges and opportunities for Swiss business.

Ruth Metzler-Arnold



## Interview with...

Name: Betül Mardin

Position title: IMAGE Public Relations  
Honorary President

Date of Birth: 1st December, 1927

Place of Birth: Istanbul

Marital status: Single

University: None

**Mrs Mardin, thank you so much for your time and the privilege of having an interview with you. You are known as the „Grande dame of public relations“ since you brought PR to Turkey in 1968. Do you remember your first assignment?**

Yes, of course I do. The first time I heard about Public Relations, I hadn't got any clue what it was. It sounded to me like something that was rude or even vulgar. But when the director of AKBANK came to me in 1968 and told me that he needed help for gaining new customers, I went to the library and read almost every book I could find about Public Relations. There were only a few in those times.

I liked what I had read and decided to focus on this field and extended my knowledge

as much as I could. I had to confess that I was not quite sure, if I would do it right. But I gave my best. Actually it was more like "learning by doing".

Suddenly there was a PR-boom in Turkey. In a short time, I got ten more clients. This showed me that I could not be that bad at my job and finally I realized that I wanted to do this for the rest of my life.

**Your PR Company IMAGE is member of the SCCT since 1994. Can you tell us the reasons for joining our Chamber?**

In 1994, I started to work at the International Public Relations Association (IPRA). First I worked there as an accountant and organized a lot of seminars. Later I reached the top of IPRA and became the President. Those days IPRA was located in Geneva and therefore, I traveled to Switzer-

land unaccountable times. IPRA invited Turkish guests like Rahmi Koç and the Ambassador. I was fascinated about this strong relationship between Turkey and Switzerland. When I later founded my own company, I still wanted to profit from the Swiss connection. It is very important to exchange ideas and network with new business people. The SCCT offers my company this opportunity and that's why IMAGE PR is still in the Chamber.

**Could you please define PR in one sentence?**

It is all about managing the flow of information between organizations and target groups in order to achieve the right impact on their image.

**You are a hard-working woman. What is your key to success? Are there any rules you have always kept?**

Being honest is my personal policy. Apart from this, I absolutely cannot lie. You will definitely achieve a goal faster, if you stay true to yourself and to others. There are four things that I always had avoided in my life: ignorance, prejudice, hostility and lack of knowledge. These are things you should get rid of. Otherwise, they will become obstacles in your way, especially in business.

Furthermore, energy, a good motivation and a strong desire to work are necessary. I always used to think positive and tried to increase my self-confidence. I recommend everyone to read everyday or they will hang back in to general knowledge. But I have a special recommendation for those who want to be successful in PR: Networking! Meet as much people as you can. For PR you need at least 300 people around you. One of them will definitely help you in a certain matter one day.

**Let's talk a little about Switzerland. What is your impression of this country? How do you characterize Swiss people?**

As I mentioned, I have been there a lot. Switzerland is truly a beautiful country with its breath-taking landscapes and lakes. When it comes to the people, I think they plan everything very well before they act. But that does not mean that they are too straightforward. On the contrary, I feel they are very flexible and adaptable to all living conditions. And I guess this is the reason why they are so suc-

cessful in Turkey. The combination of an easy way of living and pure discipline is something that I have only seen in Switzerland.

**There are many Swiss companies in Turkey. Does this have any influence on IMAGE Do you cooperate with Swiss clients?**

Before and after founding IMAGE I worked for a number of Swiss companies such as Swissotel The Bosphorus and Nestlé. The Swiss companies need our support to address the right message at the right time to the right target group. We know how to interact for example during Ramadan and other cultural and specific times. I like to cooperate with Swiss people because they are on the one hand very warm-hearted and on the other hand target oriented and finish their jobs quickly. These two attributes are essential for a good business.

Beforehand, I would like to say that I was raised by a Swiss governess, which is one of the reasons I think Switzerland is my second mother.

**Thank you very much Mrs Mardin. It was a pleasure talking to you. Please allow us to say that you look gorgeous today as always.**



## Interview with...

Name: Frank Reichenbach

Position title: Mövenpick Hotel Istanbul  
General Manager, Regional Manager  
Turkey

Date of Birth: 20.10.1955

Place of Birth: Gstaad, Switzerland

Marital status: Married, one daughter,  
one son, one grandson

University: Ecole Hoteliere de la SSH,  
Lausanne, EHL and IMD Lausanne

### SCCT: Mr Reichenbach, tell us a little bit about your background.

Born in Gstaad, in one of the cradles of Swiss Tourism and Hospitality, I have built my career in the international Hotellerie in Asia for The Peninsula Group in Hong Kong, Beijing and Manila, then for Shangri-la Hotels and Resorts in Bangkok, Surabaya, Singapore and Penang and Swissôtel in Tianjin and Seoul. Back in Switzerland I was the Director of the "Cesar Ritz" Hotel Management School in Le Bouveret and for the past 10 years now with Mövenpick Hotels & Resorts where I opened the Mövenpick Hotel in Beirut and Bahrain before moving to Istanbul and Turkey in 2005.

### SCCT: What's your impression of Turkey and the Turkish market so far?

Turkey has become one of the world's most popular tourism destinations. Its natural attractions, unique historical sites, improving touristic infrastructure

and its tradition of hospitality make it the ideal destination to enter the Turkish market. Turkey is also strong for the know-how in the hospitality sector and well-trained employees.

I also believe that Turkey has everything to compete on the world stage in MICE tourism. Istanbul has top convention centre facilities and every year they get better. Istanbul is the 7th most popular destination with 109 congresses and conventions held in 2010. In 2011 the number of conferences held in Istanbul raised to 113, 9th most popular destination.

But Istanbul also has something else that's difficult to explain, it is possibly one of the most vibrant and inspiring cities in the world where you can discover not only a dynamic cultural synthesis but also some of the best shopping, dining and nightlife anywhere. An effort was made to promote Ankara and Izmir as major MICE destinations, but Istanbul really stands out as a magnet. Geo-

graphically it is ideal for Europe, being only 3 to 4 hours from all the major cities. Turkish Airlines flies everywhere, with a new fleet, great reach, lots of publicity, and membership in the Star Alliance. Those factors combined, make accessibility a huge advantage.

Despite the start of the global economic downturn, the Turkish tourism industry managed to grow in 2008 and record its best ever year. Turkey was visited by 27.3 million tourists in 2009, 28.5 million tourists in 2010 and 31.4 million tourists in 2011. With this number of tourists, Turkey ranked the 7th and 6th most visited country in the world respectively in 2009 and 2010. Turkey received USD 21.3 billion of tourism revenue in 2009, USD 20.8 billion in 2010 and USD 23 billion in 2011. The tourism sector's target is to be among the top five countries in the world in terms of attracting the highest number of tourists and receiving the highest amount of tourism revenue by 2023.

**SCCT: Name us three extraordinary things about your company?**

Our Swiss heritage, Mövenpick Hotels & Resorts is passionate about delivering premium service, culinary enjoyment and sustainable environments – all with a personal touch. At our hotels in Turkey we follow this philosophy and also continue to add new products to exceed our guests' expectations with highly personalised services. We constantly encourage our team members to act in an entrepreneurial way, to search and be creative and daring in finding ways to WOW our customers and give them the opportunity and support to set the trends for the extra service touch required by the travel and accommodation sector in the future.

I am a big believer in the "Wow factor", but by that I do not mean indoor ski slopes or three-metre-high chocolate fountains. To me the Wow factor must be in the service delivery and customer interaction. For the late Ueli Prager, the founder of Mövenpick, the key to a successful business was a simple idea. "We aren't doing anything extraordinary," he was fond of saying. "We are simply successful because we are doing quite normal things in an extraordinary way," that says it all and sums it up very nicely!

Humanity and the way our team is able to build a rapport with guests, to understand and even anticipate their needs, is where we really achieve the

"Wow". What we try to do is to harness the potential of the city that our hotel is located in, combine it with our own insight and passion for detail and, as a result, to add value by enhancing the guest experience.

**SCCT: What is the biggest challenge Mövenpick Hotel is facing in Turkey?**

Nothing specifically. What Mövenpick Hotels are facing does not differ greatly from what my colleagues in the industry face. An increasing challenge is to find the right team members with the drive and passion for the service industry, and with the gift to Wow customers. The irregular shifts, the 24/7 readiness to deliver at every customer need, as well as being an efficient contact point the very best is promised (average or even good is and has never been enough to be competitive) and living up to this promise consistently, each and every time, I would say, are some of our challenges. The future is very bright indeed, the economy is developing very rapidly and the Ministry of Culture and Tourism is allocating more budget every year for the advertising not only to promote the cities but also the activities like the Istanbul Shopping Festival and bringing top world class artists and sports events to the city. The Olympic bid of Istanbul would be the culmination of attracting probably one of the world's most significant events. Everyone knows where Istanbul is on the map but the Olympics would anchor it forever.

**SCCT: What are the gains?**

Any and every such mid- and big-size events brings visitors and hotel guests to the city.

**SCCT: What future plans does your company hold?**

We have just opened our 3<sup>rd</sup> Mövenpick Hotel in Turkey in Ankara on June 18, 2012. We would like to further expand and therefore we are always looking for new and exciting projects.

**SCCT: What are your upcoming projects?**

As part of our strategy for portfolio expansion we will continue to offer our guests genuine Swiss hospitality also in other cities in Turkey. For the moment we are looking for new projects at the Asian side and also another one in Istanbul as well as in Antalya.

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

Representing a Swiss company in Turkey and also having been a board member for the past 2 years and now Secretary General of the SCCT, the role of the chamber and my involvement have become more important and interesting over time. With the new board of the SCCT under our new President and new Director we aim to substantially increase our memberships and we continuously look as we do in our hotels to Wow our existing and new members with our programmes and services.



### Swiss Alumni Reunion

*Pamir Bezmen (left), Karaca Taşkent (right) and Hans Peter Weidtman (below)*



## Memories from a Swiss Education

Name: Hans Peter Weidtman

School:

Institut auf dem Rosenberg,  
St. Gallen, Boarding School

German "Handelsabitur"  
(1954-1957)

My father, a German banker, became the new director of Deutsche Bank and moved to Istanbul in 1931. Born in 1938, I first visited a Turkish elementary school and right afterwards a French school. My elder brother was already on a boarding school in Switzerland – the "Institut auf dem Rosenberg" in St. Gallen. So it was crystal clear to which school I was supposed to go in 1954.

My father believed that I would have a better connection to international people in Switzerland; and he was absolutely right. From the first day on I felt the international benefits. I shared my room with a German, English and a Mexican and we became friends and learnt from each other. Furthermore, my father chose this school purposely because he didn't want me to go to a snobbish place. The students at Rosenberg were children of intelligent, wealthy merchant families.

All in all, I can say that this international way of living left positive marks on me – even today. Apart from the good edu-

cation, Rosenberg gave me the chance to meet great people, to ski and of course to expand my horizon.

I am still in touch with my school mates from St. Gallen. We often organize reunions with about 400 former Swiss students. It is an incredible close joining concerning friendship, business and charity. We do a lot to help each other and people in need.

I recommend parents to send their children to Switzerland in the last four years of grammar school. Having the Swiss Matura can be considered as the entrance card to every university in the world. The Swiss education teaches you French, German, Italian and other languages at once. I think this is the best basis the child can get before he/she chooses a university. Plus, the earlier someone socializes with different ethnics groups the easier it will be to achieve success in the international business life.

After boarding school I started the Banking education in Germany between 1958 and 1959.

During my career, I lived in many places like Munich, London, New York and Geneva. But as my father got old and sick, it was my duty to return to Turkey and to assume the control of our business.

In 1966, I fell in love with my Turkish wife and we decided to move to the USA. But we only stayed three months, after we had realised that I was too old to find a job and that our European way of life doesn't fit with that of the Americans. Finally, Istanbul got me back and I am truly happy to live here.

But if you asked me what the basement of my success and present contentment is, I will always answer without any doubts: those three unforgettable years in Switzerland.



## Memories from a Swiss Education

Name: Meral Muhayes

Schools: Prealpina  
Baccalauréat Français  
(1976-1979)

Université de Genève  
Sciences Economiques et  
Sociales (1979-1981)

**Please give us a brief insight on your personal experiences during your studies in Switzerland.**

I happened to meet students from all over the world, to ski during winter at least once a week and more during yearly skiing trips organised by our school. I had the chance to travel and go to concerts. Later at the university, I joined the Turkish Student group. Briefly, I thoroughly enjoyed beautiful scenery from the Mont Saleve and the Alps.

**Please describe briefly the Swiss education system in comparison to the Turkish one.**

We had the opportunity to express our point of view on politics, economy and to discuss in class with fellow students and teachers. We learned to listen to others and have a multicultural view on various topics. I was literature student, so of course I cannot compare the way French Literature is studied here in Turkey. But I assume the topics were not studied based on reciting by heart but more by finding out following guidelines, experiencing

and understanding.

**What is so special about Swiss education?**

It allows the students to connect with multicultural, multilingual environment, to have friends from all around the world, to study languages on the spot such as French, Italian and German and other languages as well, to learn the bases of democracy in a special country where democracy is practised at its best form. Also it certainly makes one gain a European attitude, thinking and questioning worldly issues.

**What would you recommend Turkish parents who want to send their children to a Swiss boarding school?**

They should expect their child to develop into a citizen "of the world" state of mind, they should encourage him/her to enjoy all the various sports and travelling experiences that is offered and to grasp the chance of meeting the future international business(wo)man who can help the business network the child will end up being in.

**Tell us something about the photo above.**

This photo was taken at our last high school class reunion in 2010. In the background you can see the Lac Léman, isn't it beautiful? The lady in pink was my former teacher; it was a pleasure to meet her after such a long time. Oh, and the person on the left, that's me.



*The mid 1970's in Geneva: Meral Muhayes and her memories from a Swiss Education*



## News from Members



### Relations between Switzerland and Turkey



From every official speech it becomes clear that the political relations between Turkey and Switzerland have been very stable for almost a century. Turkey established close political ties with Switzerland since the Lausanne Treaty was signed in 1923, which led to the international recognition of the sovereignty of the new Republic of Turkey as the successor state of the defunct Ottoman Empire. To further enhance bilateral commercial and economic relations, Turkey and Switzerland have signed a number of other agreements, including the Bilateral Investment Promotion and Protection Agreement (1988), Turkey EFTA Free Trade Agreement (1991) and Double Taxation Prevention Treatment (2010). The latter is expected to enter into force in January 2013 and will definitely boost trade relations and will be important for particularly small companies.

Also economic ties have improved over time. The bilateral trade volume increased considerably, from 1.1 billion USD in 2000 to 6.5 billion USD in 2011. Yet it is highly unbalanced since Swiss exports to Turkey accounted for slightly more than \$5 billion of that last year. Moreover, a considerable level of Swiss investments has been made in Turkey with some 600 Swiss companies currently engaged in commercial activities and employing more than 15,000 people in the fields of machinery, pharmaceuticals, chemicals production and the financial sector in Turkey. Between 2002 and 2011, the Swiss FDI stock in Turkey was 1.1 billion USD. In 2011, this stock value was 233 million USD. Most of the Swiss companies that have a presence in Turkey are well satisfied with the business environment, are growing and investing aggressively and are creating new jobs.

Nevertheless, much more commercial interaction could take place between both countries and the ultimate potential has definitely not been reached yet. Unfortunately, many Swiss companies have not yet realized the growth potential of the Turkish market or do not have the correct image of the Turkish economic potential. Turkey offers a huge and still often untapped market potential for several products and services. The domestic market is often less competitive than Western Europe and has a growth potential similar to China. Moreover being the springboard to neighbouring markets makes Turkey an ideal place for investment. Markets in the Middle East, North Africa, Caucasus and Central Asian Republics can easily be accessed through Turkey and the opportunity there is tremendous. During the last years the Turkish exports to these regions have been growing, while exports to the West have been declining. Especially global market players have already taken advantage of this strategic location by relocating their regional headquarters to Turkey.

Similar to Germany and Japan, Turkey is developing into a manufacturing base for global investors having well developed industries, a skilled labour force and high engineering skills. The unique advantages of Turkey could offer Swiss companies an alternative to China and India, being in the European Customs Union, only three hours away from the home front, and having a legal system based on the laws of European Countries. The low production costs, high number of working hours, availability of a diverse and capable workforce, and the vibrancy of the people make Turkey be able to compete with the best and important manufacturing sites of the world.

Switzerland's stability, competitiveness, and innovativeness as well as the image of Swiss made products and services could offer an abundant opportunity to Turkish businesses. Turkey's fast growth could definitely help Swiss companies to deepen their ties. Shortly, the Swiss experience, tradition and knowhow and Turkey's economic dynamism, growth potential and geopolitical location could form an ideal combination for successful and long term orientated commercial projects between the businesses communities of both countries. Joint investments could especially be successful in industries like medicinal and pharmaceuticals, chemicals, banking, machinery, and precision mechanics.

It is the mission of our Chamber, with the great support of embassies, consulates, associations, leading business organisations, multipliers and friends to further develop and enhance the brilliant combination and investment levels between Turkey and Switzerland. We are in the believe that paving the way for the development of economic, commercial, industrial and financial relations between Turkey and Switzerland is beneficial for all of us.

Francis Sermet (Managing Director at Albars Consulting)

## News from Members

### Dübör Backtrennmittel und Apparatebau AG

DÜBÖR Backtrennmittel und Apparatebau AG in Eiken (Switzerland) has been established in 1986. DÜBÖR's owner and CEO Holger Groneweg employs about 95 members of staff in the departments administration, sales and production. DÜBÖR Switzerland distributes a wide range of releasing agents, lubrication oils which are all made from pure vegetal raw materials which are GMO-free and IFS, HACCP, Kosher and Halal certified. There is furthermore a production plant for spraying machines.

There are several customers from the nutrition industry, such as producers of bread, cakes, and sweets. All important industrial bakeries and producers of pastry are important customers of DÜBÖR Backtrennmittel und Apparatebau AG. Bakeries with their innovative products are inspiring in developing new releasing agents and technologies.

DÜBÖR produces and constructs on customer's demands. The employees develop, construct and produce on individual demands according to an optimal process of customers. They aim to integrate individually the spraying machine into the customer's process.

Since centuries Holger Groneweg's ancestors are dealing in agricultural products such as coffee, malt and other high-quality products. Due to its high quality standards DÜBÖR's label TRENNAKTIV has become very popular since 1960. At the year that the first production plant built in Bad Salzuflen (Germany) and the other production plant in Ottmarsheim (France) are always develop more for the future. The values of Holger Groneweg and his family are tradition, quality and innovation. Due to these values, DÜBÖR delivers premium products to customers.

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# DÜBÖR®



## SİKA Turkey Success Story

General Manager  
Bora Yıldırım

*“Sika makes you feel  
that you work”*



**Congratulations, Mr Yıldırım. SİKA Turkey has been chosen as company of the year. How do you explain this great success? Where do you see differences according to other SİKA companies?**

Thank you. First of all let me give a brief information about the Award and the selection process of this Award within the Sika group. Starting with the year 2005, our group started an internal awarding process which is called as “Romuald Burkard Trophy”. The Romuald Trophy is the top prize to be won in Sika and awarded annually for the greatest achievement of a single company or unit of the Sika Group. It is named after Dr. Romuald Burkard, Honorary Chairman of Sika AG until 2004, representing the third generation of the founding family of Sika. The winner is being elected by the top management based on the proposals of the members of the group management. Criteria is the greatest achievement of the last year within Sika: Turnaround, growth, successful merger of companies, biggest improvement under difficult conditions and more. On behalf of all employees of Sika Turkey I would like

to share with you that it was a great moment in our business lives when we learned that Sika Turkey was awarded with the “Romuald Burkard Trophy 2011” as the best Sika company amongst more than 120 companies in the group.

I believe the success of Sika Turkey rests with its employees, for their know-how and passion for the business. Besides I believe that we have a strong team spirit and a can-do culture which creates the real difference.

**In February 2012, SİKA Turkey opened a new establishment in Tarsus. What were the reasons? Which goals do you want to achieve? Is there already any positive response?**

In the construction chemicals sector, delivery costs and the delivery time of the goods are two of the main key success factors of a company in the Turkish market. Regarding our long term strategy and prerequisite condition of being a market leader in our target markets we wanted to be closer to our customers in order to offer a better service. As a conclusion of our market analysis and long term vision we decided to build up our

second plant in Tarsus through which we can cover a wide geography in the South part of our country. Up to now it’s going very well as the capacity utilisation level is higher than our plans and all the responses from our customers are very positive which motivates us to plan similar investments in other locations of our country in the near future.

**SİKA has a remarkable past. And Switzerland plays an important role in this history. Which one?**

I believe these two are complementary. Our founder Kaspar Winkler was driven by this entrepreneurial spirit when he laid the cornerstone of our company in 1910. He was born into modest cobbler family and emigrated quite early from Austria to Switzerland. There he invented Sika – 1, a quick setting waterproofing admixture for mortar which was used to waterproof the Gotthard Tunnel, enabling the Swiss railway company to electrify this important connection between Northern and Southern Europe. Innovation met

demand! Kaspar Winkler recognized an upcoming global need for his “trailblazing” admixtures and launched subsidiaries around the world. Already in 1930’s, 15 Sika subsidiaries in Europe, USA, Argentina, Brazil and Japan established new construction chemicals markets. After many other milestones during the last century, developing innovative products and solutions and being consistent towards all stakeholders have made it possible for Sika to grow throughout for the last 100 years and now Sika is present in over 74 countries, with over 13,500 employees. When we look at the history of many other Swiss Companies which became very successful global organizations during the last century, I believe Switzerland play a decisive role in these achievements by creating a very effective platform for the enterprises.

**Your company is working on projects in a co-operation with the ETH Zürich. Can you tell us more about that?**

The ETH Zurich Foundation is an independent and non-profit institution with the aim to promote research and education at the Swiss Federal Institute of Technology Zurich (ETH). For this purpose, the foundation seeks partners and donors who wish to support ETH Zurich in strategic key areas. The work of the foundation is based on strategic guidelines set by ETH Zurich, directed to the needs of business and society as well as specific initiatives. Companies, organizations and individuals can strengthen the impact of their contribution by pooling with other partners and thus accelerate innovation and talents with maximum effect, Sika supports ETH spiritually and materially as a social responsibility in order to contribute the sustainability of the construction sector.

**What do you appreciate most about SİKA? Please share with us your career history and how you achieved your position.**

Sika’s corporate philosophy calls for the creation of a work environment in which innovation, mutual esteem and willingness to perform will flourish. Sika makes you feel that your work, your attitudes and your aspirations as an employee have a strong impact on shared success. I appreciate this approach and very strongly believe that this approach to the employees creates a kind of spirit which has a very positive impact to the working environment in Sika. I joined Sika Turkey in the year 2000 Sales & Marketing deputy manager having a responsibility for the distribution sales channel as well as the export markets which are mainly the CIS countries. In the year 2006 all marketing and sales activities have been consistently channelled via new Business Units, targeted at the four most important customer groups, “Distribution”, “Contractors”, “Concrete” and “Industry” and I was appointed as the Business Unit Manager for the “Distribution”. After 2 years I was promoted to a regional position in Sika’s global organization. I took over the responsibility of the Distribution Business Unit in IMEA Region (India, Middle East and Africa) as a Regional Business Unit Manager. It was a great opportunity for me to experience a global business environment and doing business with so many different markets as well as cultures. Then in the year 2009 I was appointed as the General Manager of Sika Turkey as well as the Area Manager for the “Area Turkey” which includes 11 countries. It is a great honour for me to lead such a valuable organization and the group of employees.

**Which future projects does SİKA Turkey hold?**

Certainly we want to grow and we aim to be an unbeatable No. 1 for all of our target markets. While running to achieve these targets organically we will also evaluate the opportunities of an inorganic growth which will help us to fulfil our growth targets.

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

It is a great pleasure for us to be a member of such an association in which we can have an easy access to the information and experience that our organization needs. Sharing experiences and easily learning from the others through a very valuable network is very important in our business lives. I would like to take this opportunity to thank to the management team of Swiss Chamber of Commerce in Turkey for their valuable efforts which creates a positive impact to our business lives.

## News from Members

### Yetergil Kiefer Management Consulting

#### Intercultural management consulting: building successful business relationships between Turkey and Switzerland

Turkey's export-driven economy and high GDP growth give it huge business potential. Thanks to its proximity to Europe, dynamic business environment, young, productive population and unsaturated markets, the country is an attractive proposition for international investors. Turkey is also the ideal bridgehead for businesses seeking to expand into key markets in the Middle East, Central Asia and the Caucasus. And Turkish businesses are also increasingly keen to expand into Switzerland.

Yetergil Kiefer Management Consulting supports Swiss companies aiming to harness the potential of the dynamic Turkish market and Turkish companies doing business in Switzerland.

#### Consulting services

Yetergil Kiefer Management Consulting helps companies develop projects and business relationships, research industries and create strategies. We also serve on boards of directors for Turkish or Swiss companies to help represent their interests, successfully steer their business, and serve as a bridgehead between Swiss and Turkish operations. Our services:

##### Market analysis and strategy

- Serving on boards of directors
- Reorganisation and M&A process
- Analysis and strategy specific to Turkey or Switzerland
- Market and industry analysis

##### Personal consultancy for executives and businesspeople

- Consulting and coaching
- Support with contract negotiations
- Project support and (co-)management
- Intercultural strategy development and implementation

#### Seminars and training

- Intensive seminars on business culture and communicating and negotiating

#### Selected projects in Turkey

Among other things Yetergil Kiefer Management Consulting has delivered projects for Nobel Biocare Services AG, ThyssenKrupp Presta France and the Swiss Organisation for Facilitating Investments (SOFI), and has given lectures at ABB University, the School for International Business Zurich, and the University of Zurich.

On 9<sup>th</sup> October 2012, Dr Yetergil will give a presentation at the event Turkey: The tiger economy at the Bosphorus organised by OSEC: <http://www.osec.ch/de/event/tuerkei-der-tigerstaat-am-bosporus>  
Dr. Devrim Yetergil Kiefer has been an **Osec Official Expert** for Turkey since 2008.



<http://www.poolofexperts.ch/en/experts/devrim-yetergil-kiefer/>

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## News from Members

### Agro Teknik A.Ş.

Agro Teknik A.Ş. is one of the major companies that provides complete full line products from Europe to Turkey, and Agro Teknik A.Ş. is the most know-how in agricultural market that provides complete system to the clients. Agro Teknik provides the following brands under Agro Teknik's distribution in the market of Turkey;

- Pöttinger (Full line Pöttinger's machines)
- Lely - Welger (Round bailers & D4040 - 6060 big bailers)
- Rauch (MDS – Axis Fertiliser Spreaders)
- Trioliet (Full line Trioliet's machines)



### BALLY Switzerland: Modern Craftmanship since 1851

Bally's hallmark is the crafting of exquisite leather. For 160 years, Bally has been globally recognised for its 'Swiss Made' quality and contemporary style. Timeless hand workmanship traditions continue to imbue collections with great style and substance.

Born in Switzerland in 1851, Bally has been at the very centre of European leather craftsmanship since artisans began combining ancient skills with new technology. The cohesion of form and function was a passion of Bally's founder, Carl Franz Bally, a global pioneer in shoe design, construction and production.

In 1976, Bally extended its product range to include handbags, leather accessories and ready-to-wear, which have become an integral part of Bally's modern collections for the global luxury market. Every product is testament to Bally's passion for perfection: the punctuation of a brogue; the soft touch of a bag's leather; the classic silhouette of a sartorial jacket; the elegant contour of a Bally heel.

Bally proudly celebrated the opening of Bally Nişantaşı Istanbul in October 2011, bringing the brand's understated elegance and timeless beauty to Turkish shoppers. With its ground floor dedicated entirely to Bally's luxurious accessory collections, the Istanbul store evokes a sense of refined ease by applying a natural palette contrasted against light and dark surfaces.

Now owned by LABELUX Group, Bally celebrated its 160th anniversary in 2011, making it the world's most enduring luxury brand. With ever increasing global operations and a robust eCommerce business, Bally continues to go from strength-to-strength every year.



**BALLY**  
SWITZERLAND





## The City Council of Sursee visited Istanbul

Date: 28<sup>th</sup> June – 1<sup>st</sup> July 2012

Location: Kanyon – Konyalı Restaurant

**Sursee** is a regional centre of economy, education, culture and sports of the Canton of Lucerne situated in the heart of Switzerland. The City Council of Sursee chose for his yearly culture trip in 2012 Istanbul. The Consul General of Switzerland, Mrs Monika Schmutz Kirgöz, invited us for a conversation in here office in Istanbul. Mrs Liliane Varani Perrenoud (Vice-Consul) and Mrs Esra Babacan (Economic and Commercial Assistant) gave us a lot and very interesting information about Istanbul and Turkey.

Following we met also the President of Swiss Chamber of Commerce, Mr Dogan Taskent.

We thank everybody for the interesting contacts and information. We are now able to understand the life and economy of Turkey better. For all these conversations we are grateful and hope to have in the future more contacts with Turkey.

*Written by the City Council of Sursee*

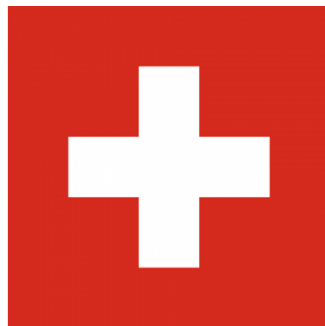




## Swiss National Day hosted by the Consul General of Switzerland, Ms Monika Schmutz Kirgöz

Date: 1<sup>st</sup> August 2012, at 18:30 hrs

Location: Swissôtel, Maçka







# Event Calender 2012

September - December

Month	Day	Time	Venue	Event Type	Event	Subject
September	13-14	Full Day	SWISSOTEL	Conference	WICS 2012 (World Intelligent Cities Summit)	SCCT is the Supporting Partner
September	15	18:00	ATATÜRK OLİMPİYAT STADIUM	Sports Event	UEFA WOMAN'S EURO 2013	
September	18	08:30- 12:30	KÖKSAL LAW OFFICE 4. LEVENT	Business Breakfast	"Significant Amendments brought by the new code of obligations and the problems emerged in practice"	Mehmet Köksal Speaker
September	23	12:00-17:00	KEMERCOUNTRY GOLF & COUNTRY CLUB	Social Event	Members & Families	Golf &BBQ
October	04			Trade Mission	Trade Mission - Canton of Neuchatel	Mission will visit TATEF Fair
October	09	17:30 – 20:00	ParkSA HİLTON HOTEL	Conference and Cocktail Reception		Swiss Arbitration
October	09		ZURICH - SWITZERLAND	Conference	"Mini-Event"about Turkey by OSEC	
October	10-11			Conference	Talking 2012 Istanbul, Fabio Napoleone	SCCT is the Supporting Partner
October	31	12:00- 14:30		Lunch	Founding Members and Former Presidents	To honour Founding Members and Former Presidents
November	11			Sports Event	Eurasia Marathon	Cocktail reception at Consul-General Mrs Monika Schmutz Kırğöz's residence
November	22	09:00 -15:00		Forum	8. Swiss-Turkish Economic Forum	
November	29	Full Day		Fair	Plast EurasiaFair	
December		18:00 -24:00		Event	PARTY	
December	21-23	Full Day	LÜTFİ KIRDAR CONGRESS CENTER	Exhibition	"SWISS TIME IN ISTANBUL" EXHIBITION	

## Announcement

### Turkey – Switzerland 4th Call for Proposals for Joint R&D Projects Deadline for Submission – 7 September, 2012

#### Scope

Turkey is chairing the EUREKA Initiative in the years 2012/2013 and Switzerland in the years 2014/2015. The corresponding ministries responsible for EUREKA have therefore decided to intensify their bilateral collaboration with an innovation partnership.

Turkey and Switzerland are now announcing the 4th Call for Proposals for joint R&D projects, focusing on developing innovative products and applications **in all technological and application areas**. Applicants are expected to develop ready to market solutions or projects which have strong market potential for Turkey and Switzerland.

Although this call invites projects in ALL thematic areas, special focus is given to the following domains:

- **Electronic, IT and Telecoms Technology**
- **Industrial Manufacturing, new Materials and Transport**
- **Environment, Energy and Clean Technologies**
- **Agrofood Technology**
- **Biological Sciences and Technologies**

OPET and TÜBİTAK will provide access to public funding for joint projects.

The call is announced in the field of market-oriented research and development between Switzerland and Turkey and in cooperation with EUREKA programs. Hence, the program is managed in cooperation and in line with the procedures of EUREKA innovation platform ([www.eurekanetwork.org](http://www.eurekanetwork.org)).

OPET and TÜBİTAK will provide all necessary assistance to project partners during project proposal, evaluation and monitoring phase. In addition, both parties will facilitate EUREKA application process and acquisition of the EUREKA label for accepted proposals.

#### Contacts for details and partner search requests

Turkey (TÜBİTAK): Mr. Emre YURTTAGÜL, +90 (312) 468 5300, e-mail: [eureka@tubitak.gov.tr](mailto:eureka@tubitak.gov.tr)

Switzerland (OPET): Mr. Andreas GUT, +41 (0)31 322 11 07, e-mail: [andreas.gut@bbt.admin.ch](mailto:andreas.gut@bbt.admin.ch)



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs FDEA  
**Federal Office for Professional Education and Technology OPET**  
Innovation Promotion Agency CTI

## Announcement

# WICS 2012

## World Intelligent Cities Summit

Swissôtel The Bosphorus, Istanbul, Turkey | 13-14 September 2012



EurAsia Strategies is delighted to announce the World Intelligent Cities Summit and Exhibition (WICS 2012), which will be held between the 13th and 14th September 2012 at Swissôtel The Bosphorus in Istanbul, Turkey.

The smart cities market is driven by the growth of smart energy, smart transportation and smart security among other sub-markets. According to a recent research, overall smart cities market -- valued at \$526.3 billion in 2011 -- is forecasted to grow double-fold to \$1,023.4 billion by 2016.

Over 100 leading Turkish and international experts will speak at this high profile business summit, during the keynote sessions and in-depth streams focusing on:

- Energy & Renewables  
(Wind, Solar, Geothermal, Waste to Energy, Water and Waste Water Infrastructure)
- Smart Grids
- Smart Transportation
- Electric Mobility
- Telecommunication
- Intelligent Buildings & Homes
- Infrastructure
- IT and ICT
- International Case Studies
- Finance & Investment



Bringing together government representatives, city officials, utilities, transport operators, developers, investors, contractors, solution providers and international corporations WICS 2012 will show you how to utilise cutting-edge technologies, integrated urban planning approaches and sustainable methodologies to transform urban spaces into better places to live.

To find out more details about World Intelligent Cities Summit (WICS) 2012 please visit the event website at [www.wicsummit.com](http://www.wicsummit.com) or call on +44 843 289 37 33 or email to [info@eurasiastrategies.com](mailto:info@eurasiastrategies.com)

## Announcement

### ISTANBUL TRILOGY

**Exhibition** at the Mimar Sinan University of Fine Art in Tophane,

1 - 15 November 2012

by the Swiss photographer **Charles Weber**



#### Subscription:

The General Consulate of Switzerland and the Swiss Chamber of Commerce in Turkey help this inspiring project by supporting the subscription to purchase:

**Original fine art prints of the photographs**

**in a limited edition of 10 pieces each numbered and signed.**

**For you, for your friends, for your company.**

**See the pictures, make your choice:** [www.charlesweberphoto.com/subscription](http://www.charlesweberphoto.com/subscription)

#### About the project:

*«Each image is a lie, a reduction, revealing only one profile of things.*

*This is why, like the cubists, I decided, for Istanbul, to concentrate several points of view in the same project, a triangulation of perspectives.*

*Combining: - Portraits, a documentary approach, human and social,*

*- Streets and Walls, a archaeological approach, subjective and aesthetic,*

*- Territory, a conceptual approach based on a chance system,*

*The intention is, beyond the usual «clichés», to reveal a new image of this city, not only for foreign visitors but also for its own residents.»*

More about : <http://webercharles.prosite.com>

## Announcement



Work Style talking is an editorial journey, a challenge for the imagination and for the concept of work identity: working processes are changing, transforming our ideas of work, dynamics of people and variations in social relations.

### Work Style Talking 2012 in Istanbul.

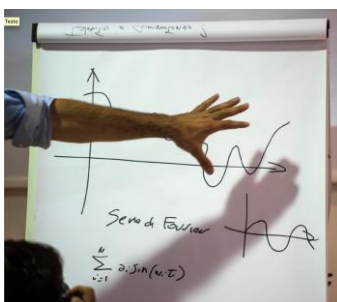
The focus moves now on topics like **Leadership**, **Creativity** and **Workplaces**, dealt according to the logic of the Third Millennium but reconsidering every single element by a different, original but not less realistic point of view.

**The Work Style Talking 2012 goal is to develop ideas, ways of thinking and operating models to overcome the daily challenges.**

The Work Style Talking 2012 will host people from different professional backgrounds so that even remarkable differences will inspire new visions enriching the discussion.

Will participate to talks ...

- ✓ professionals
- ✓ HR Managers
- ✓ Businessmen
- ✓ Journalists
- ✓ Researchers
- ✓ Academics
- ✓ Students
- ✓ Creative people in design



## Schedule

### Wednesday, October 10th 2012

3 pm - 5 pm: Talk 1 Leadership Styles

7:30 pm: Dinner

### Wednesday, October 11th 2012

10 am - 12 am: Talk 2 Compliance 'n' Creativity

1 pm - 2 pm: Lunch

2 pm - 4 pm: Talk 3 Workplaces

## Prices

### Individual purchase

You can buy a maximum of 3 Talks (note: sessions are held in parallel: see schedule).

- 1 Talk (280 Euro)
- 2 Talk (476 Euro)
- 3 Talk (672 euros)

### Purchasing Group

Starting from 3 participants get 15% off for each participant (max 8 participants per group).

The price for each participant at the Dinner is 55 Euros.

## About Work Style

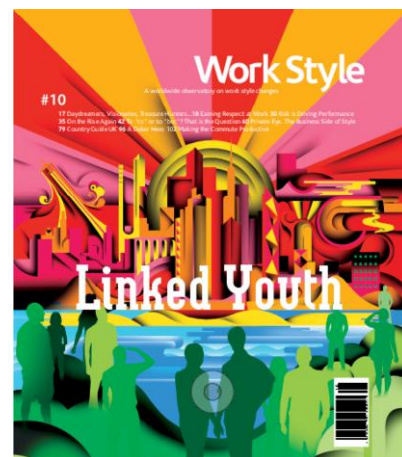
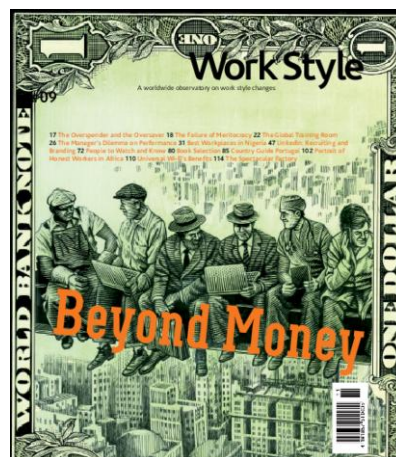
*A worldwide observatory on work style changes*

Organizes [workstyletalking.com](http://workstyletalking.com) on topics targeted to the relationship between the person who works and the company.

[Theworkstylemagazine.com](http://theworkstylemagazine.com) is interested in the changing world of work.

Contributors	1000 international authors
Target	Top Managers, HR, People Managers, Strategic Consultants
Distribution	Available in 30 countries
Circulation	30'000

[www.theworkstylemagazine.com](http://www.theworkstylemagazine.com)



## Announcement



**TÜRKİYE'DE İSVİÇRE TİCARET ODASI DERNEĞİ**  
**SCHWEIZER HANDELSKAMMER IN DER TÜRKEI**  
**CHAMBRE DE COMMERCE SUISSE EN TURQUIE**

The Swiss Chamber of Commerce in Turkey would like to inform you about the UEFA Women's Euro 2013 Qualifying match

**Turkey vs. Switzerland**



We are looking forward to a fair game and appreciate your active support at the stadium. May the best win!



Date: 15th September 2012  
Time: 18.00 hrs  
Location: Atatürk Olimpiyat Stadium





**KOKSAL**  
AVUKATLIK ORTAKLIĞI  
KOKSAL ATTORNEY PARTNERSHIP

The Swiss Chamber of Commerce in Turkey looks forward to your presence at a business breakfast conference “**Significant Amendments Brought By The New Code of Obligations and The Problems Emerged In Practice**” on Tuesday, September 18th, 2012, to be held at Koksal Attorney Partnership Office (1 Levent Mah., Levent Cad., Karanfil Sok., No.8, 34330, 1. Levent, Beşiktaş, İstanbul) between 08:30 – 12:30 hrs. Our Speakers will be Att. Mehmet Koksal, Att. Selin Beceni and Att. Aslı Döker.

Our Chamber's events, which are a forum for exchanging ideas and opinions, are excellent opportunities for you to contact and meet with other business professionals. If you would like to attend this business breakfast conference, please kindly let us know no later than September 12th, Wednesday. Please feel free to invite any of your colleagues and acquaintances who would be interested in attending this event.

The conference language is Turkish.

The seminar will be a great opportunity for you to learn:

- Commercial Lease Agreements
- Agreements including standardized terms and conditions (particularly general loan agreements of banks)
- Contracts of bailment and the consent of spouse

Participation fee : 100.- TL for Chamber Members, 130.- TL for Non-members.

For Payments:

Bank : AKBANK ORTAKLAR. TR 36 0004 6006 9288 8000 106318

PS: Please kindly mention your name and company name when you transfer the fee to our bank account.

RSVP: [info@tr-ch.org](mailto:info@tr-ch.org)

## News from Switzerland

### The shape of chocolate to come

*Universally loved and recession proof, chocolate continues to be a sweet prospect for both manufacturers and consumers. But while sales growth is expected to continue on an upward path, the industry also faces fresh challenges.*

New consumers have different tastes while established markets are riddled with health concerns and a fad for individualized products, according to a report from management consultants KPMG.

“Many companies are battling to stay on top of a rapidly shifting marketplace,” the report reads. “The requirement to offer local, highly tailored and increasingly diverse products represents a serious threat to market share.”

Chocolate’s association with Switzerland is a well-worn cliché, but not without good reason as the Swiss eat more per person each year (11.9 kilograms) than residents of any other country.

While the art of chocolate making may initially have been learned in Italy, milk chocolate was invented in Switzerland.

Switzerland is also home to the largest global chocolate maker, Barry Callebaut, which produces a huge range of recipes that manufacturers combine with other ingredients to turn into finished products.

The Swiss chocolate industry produced more than 176,000 tonnes of chocolate last year, raking in SFr1.7 billion (\$1.7 billion) in turnover. Lindt & Sprüngli is in the top league in the global premium chocolate sector, Toblerone is an instantly recognisable household brand, while food giant Nestlé produces some of the best known bars, including Kit Kat.

(Source: swissinfo.ch)

### Switzerland – the discreet shipping giant

*With 90 per cent of international trade transported by sea, landlocked Switzerland has grown into the world’s second biggest shipping power and transformed itself into a global raw materials distribution hub.*

One of the main factors behind this change is Geneva, which is home to shipping giants like Mediterranean Shipping Company (MSC), explained Bernard Morard, dean of the faculty of Economic and Social Sciences at Geneva University.

“[The city] manages to offer networks that include commodity traders, banks, as well as insurance, shipping and quality control companies,” he told swissinfo.ch.

According to the 2011 Review of Maritime Transport, published by the United Nations Conference on Trade and Development (UNCTAD), Switzerland ranks alongside Denmark and France as one of the three countries with the highest containership operating capacity.

“A large part of the Swiss presence is due to MSC, which is headquartered in Geneva,” said Jan Hoffmann, head of the UNCTAD’s Trade Facilitation Section.

In January 2011 MSC’s flotilla of 422 vessels accounted for 10.8 per cent of global shipping container capacity. This is surpassed only by the Danish firm Maersk Line (11.2 per cent) and followed by the French operator CMA CGM Group (6.6 per cent).

(Source: swissinfo.ch)



## Latest Members



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