

**“We are the strong voice of American business in Turkey”**



**2016**

**1<sup>ST</sup> QUARTER NEWSLETTER**

## - Welcome New Members -



Founded in 1969, [Anadolu Efes](#), world's 12<sup>th</sup> and Europe's 6<sup>th</sup> largest brewer, engages in the production, marketing and sale of a large portfolio of beer, malt and soft drinks across a broad region that includes Turkey, Russia, CIS countries, Pakistan and a number of European, Central Asian, and Middle Eastern countries with 85 companies and 50.000 employees.

[Heidrick & Struggles](#), headquartered in Chicago, is a worldwide executive search firm, specializing in chief executive and senior level assignments with complementary offerings focusing on leadership consulting and culture shaping. Heidrick & Struggles was founded in 1953 by Gardner Heidrick and

### HEIDRICK & STRUGGLES

John E. Struggles, both former employees of management consulting firm Booz Allen Hamilton. The partnership heralded the beginning of one of the first executive search firms in the United States. Their first three clients were West Virginia Coal & Coke Corporation, Northern Trust and Continental Can. Heidrick & Struggles served as a launching pad for many top companies in the modern executive search industry. In 1957, Heidrick & Struggles began expanding outside of the Midwest across the United States and onto both coasts with offices in Los Angeles, San Francisco and New York. In 1968, the firm officially became an international provider by establishing an office in London. The firm would go on to expand globally with more than 50 offices across six continents and establish a world-class reputation in leadership. In 2012, Heidrick & Struggles acquired Senn Delaney, a leading firm in corporate culture shaping. In 2015, Heidrick & Struggles acquired London-based advisory boutique Co Company, expanding its offerings with this leadership consultancy focusing on the service of accelerating organizational performance.

### WHITE & CASE

[White & Case](#) is a global law firm headquartered in New York City. The firm has approximately 2,000 lawyers in 39 offices throughout the United States, Latin America, Europe, the Middle East, Africa and Asia. Clients include public and privately held commercial businesses and financial institutions, as well as governments and state-owned entities, involved in sophisticated corporate and financial transactions and complex dispute resolution proceedings. With over 30 years of experience in Turkey, and offices in both Istanbul and Ankara, White & Case has deep roots in Turkey. It has worked on many "firsts" in the market. The Turkish offices of White & Case have been involved on behalf of private and public sector clients in numerous significant international transactions undertaken in Turkey, including project financings in energy and infrastructure, mergers & acquisitions, private equity transactions, privatizations and equity and debt offerings. White & Case also regularly advises clients on some of the most important cross-border litigation and arbitration proceedings impacting Turkey. White & Case has expertise in industries including banking and financial services, energy and infrastructure, oil and gas, healthcare and pharmaceuticals, defense and procurement and telecoms and technology.

## **– Member News –**

### **3M**

#### ***Opening of state-of-the-art Laboratory and a New Partnership***

On 11<sup>th</sup> of March, 3M held a grand opening event to celebrate new, state-of-the-art laboratory at headquarters in the United States. At 470,000 square feet, it houses up to 700 scientists and enhances collaboration and technology sharing even further throughout the company. It represents 3M's ongoing commitment to research and development and will strengthen the company's competitive edge into the future. On the other hand 3M is also honored to announce an international, multi-year partnership with the Nobel organization. 3M is now an International Partner of Nobel Media. This partnership brings together two organizations that share a commitment to innovation, education and scientific research. This is a unique opportunity to align 3M with one of the world's most prestigious and well-known organizations. As a Nobel International Partner, 3M will participate in international Nobel events, digital projects and mutually defined programs that may include Nobel Laureates and the 3M scientific community.



### **Amec Foster Wheeler**

#### ***Amec Foster Wheeler continues to play key role in Turkish mega projects market***

Amec Foster Wheeler is currently involved in the execution of two important projects in Turkey's refining and mining sectors. Amec Foster Wheeler performs the Project Management Consultancy (PMC) services for the STAR Refinery Project which is a Greenfield petroleum refinery investment in Aliaga, Izmir with 214,000 bbl/day capacity having an investment amount more than 3.5 Billion USD. The other project is Anagold Madencilik's Cöpler Sulfide Expansion Project for which Amec Foster Wheeler provides Engineering, Procurement and Construction Management (EPCm) services. This is a major investment in gold mining aiming to process 5,000 tonnes per day of sulfide ore utilizing the Pressure Oxydation process first time in Turkey.



### **Baker & McKenzie**

#### ***Iran Trade Roadshow, Finance Workshops and Pro-Bono Initiatives in March 2016***

In March 2016, Baker & McKenzie Istanbul hosted an Iran Trade Roadshow to discuss the Iran sanctions from the U.S., EU and Turkish perspectives. The firm's Istanbul-based Compliance Partner Birturk Aydin presented along with partners from the U.S. and Europe. Baker & McKenzie also held an acquisition finance workshop for Turkish and international banks which was led by Banking & Finance Partner Muhsin Keskin and Head of Tax Erdal Ekinci. The team has also been engaging in several pro-bono initiatives, including, researching minimum wage laws and labor standards for the Clean Clothes Campaign which aims to empower workers in the garment sector, participating in a firm-wide project to research the legal status of refugee children in Turkey for Save the Children and hosting a C@rma pro-bono session with local civil society organizations in celebration of International Women's Day.

- *Esin Attorney Partnership advises EBRD on its investment in Turkey's first corporate bond with TRLIBOR as its benchmark*
- *Esin Attorney Partnership advises Petgaz on asset transfer deal to Ipragaz*

### **Becton Dickinson**

#### ***BD Turkey Exports Talents to Regional Roles***

Seven Turkish talents from BD Turkey Organization are promoted to regional management responsibilities for Eastern Europe, Middle East and Africa (EMA) region since 2013. BD talents will continue to demonstrate excellent performance in a diverse and challenging EMA region where Turkey is one of the pioneer hubs. BD Turkey continues on its journey to export Turkish leaders for executive management roles who brings significant impact on driving BD's performance and advancing BD's contribution to healthcare: *Cem Durukan, EMA Regional Business Director for Medication & Procedural Solutions; Korhan Olgun, EMA Distributor*

*Excellence Associate Director; Özlen Yalçinkaya, EMA Public Affairs Director; Ediz Haksal, EMA Diabetes Care Marketing Manager; Alper Elmaslar, EMA Regional Platform Leader for Infection Prevention, Hazardous Drug Safety & Infusion Disposables; Nedim Albayrak, Turkey & Middle East Medical Affairs Manager; Ataç Cansever, Turkey & Middle East Preanalytical Systems Business Manager.*



### **Chadbourne & Parke**

#### ***Chadbourne & Parke's Client Seminar: Opportunities in Sub-Saharan Africa***

Chadbourne & Parke hosted over 35 Turkish companies at a client seminar entitled "Opportunities in Sub-Saharan Africa" on Thursday, March 24<sup>th</sup>. Partners from Chadbourne's Africa Practice were joined by representatives from many of Turkey's leading enterprises for this two panel event. The first panel focused on trends, opportunities, challenges and options for investment in the region. The second panel's discussion focused on government concessions, energy and infrastructure projects and financing sources for such projects. For additional information on seminar please contact Krista Şensürücü via email ([KSensurucu@chadbourne.com](mailto:KSensurucu@chadbourne.com); +902123861300).





## **Dow Turkey**

### **Town Hall Breakfast Meeting with Fadi Matar in Istanbul**



Fadi Matar, PA&GA Director for Dow India, Middle East, Africa, and Turkey visited Istanbul on 14-16 March, 2016. He gave a presentation entitled “*How do strong brands create business*” in a town hall session at Dow Turkey office. During the town hall meeting on the 14th of March, Matar gave a presentation on what branding means, how brand value is measured and how brands drive business value. Dow Turkey employees showed great interest in the presentation and asked a lot of questions throughout.

## **EY Turkey**

### **EY Turkey Launched the 14<sup>th</sup> Mergers and Acquisitions Report**

The Report is a thorough compilation of the facts and trends in mergers and acquisitions that were realized in Turkey in 2015, including comparisons with previous years. The Report also presents the results of EY’s traditional “*Mergers and Acquisitions in Turkey Survey*” whose participants comprised shareholders and upper management of prominent public institutions and private sector companies in Turkey. According to the report, while M&A activities hit record high globally, the value of deals decreased in Turkey and the number of deals remained at the same level in comparison with 2014. Out of 319 deals, the value of disclosed 140 deals reached US\$ 10.7 billion in 2015 in Turkey and the aggregate value stands at around US\$ 15 billion with undisclosed deals. In 2015, as was the case in 2014, the energy sector ranked first in terms of transaction volume and the IT sector ranked first in terms of number of transactions. In terms of transaction volume, the transportation and financial services sectors were also among the leading sectors in 2015. It is expected that Turkey, still considered as one of the strong and fast growth expected economies in the world, will continue to attract domestic and foreign investors in 2016. [Read More](#)



## **Goodyear**

### **Goodyear Lastikleri T.A.Ş. received the “Top Employers” certificate for the second consecutive year**

Goodyear Lastikleri T.A.Ş. has been recognized with the ‘*Top Employer Turkey*’ Award by the renowned Top Employers Institute, rewarding the Company’s continued commitment to providing an outstanding working environment that attracts and retains highly motivated, engaged and skilled associates. In addition to this award, the company has been awarded with “*People Respect Award*” given by Kariyer.net., receiving over 25,000 applications on kariyer.net in 2015 and fulfilling all award’s criteria. Goodyear was also recognized by Fortune Magazine as world’s most admired tiremaker, for the fourth year in a row.

## **Harvard Business School**

### **Harvard Business School Takes its Classroom Environment Online**



In collaboration with Harvard Business Review Turkey, HBS Istanbul Research Center welcomed HBS Professor Jill Avery, Senior Lecturer of Business Administration and marketing thought leader for a case study discussion on digital go to market strategies with the Turkey’s leading CEOs and opinion leaders in Istanbul on January 5<sup>th</sup>, 2016. The case discussion was a simulation of an executive education experience in the HBS classroom.

As Harvard Business School continues its efforts to build a deep understanding of and expertise in global business practice with the importance of the growing economies throughout the Middle East, HBS opened a new office in Dubai. In celebration of the new office opening, on February 7th, 2016 HBS organized an event with HBS Professor Linda A. Hill, Wallace

Brett Donham Professor of Business Administration and faculty chair of the HBS Leadership Initiative and Business leaders and HR Executives from the region showed high interest in the event.

## **Intel**

### **Intel was selected as one of the Corporate Social Responsibility champions by public choice in Turkey for the first time according to CSR 2016 research by GfK Turkey published in the Capital Magazine’s March 2016 Issue**

Intel was selected as one of the CSR champions by public choice in Turkey according to CSR 2016 research by GfK Turkey published in the Capital Magazine’s March 2016 Issue. Intel’s sustained commitment and successful CSR programs for closing the digital gap in Turkey was a major determinant in this success according to the article. (Source: Capital, March 2016)

- Minister of Family and Social Policies, Sema Ramazanoğlu, attended the Closing Event for the Young Ideas Strong Women Project in January
- Minister of Science, Industry and Technology, Fikri Işık, addressed the Intel Technology Conference participants in February

2016	ŞİRKET	2015
1	Sabancı Holding	1
2	Koc Holding	2
3	Yıldız Holding	4
4	Turkcell	3
5	İş Bankası	19
6	Yasar Holding	14
7	Eczacıbaşı Topluluğu	11
8	Arçelik A.Ş.	10
9	Hürriyet	*
10	Türk Telekom	15
11	Garanti Bankası	17
12	Intel	*
13	Zorlu Holding	9
14	Enka	7
15	Anadolu Grubu	13
16	Abdi İbrahim	*
17	Doğan Holding	12
18	Migros	*
19	Coca-Cola	17
20	Akbank	*

## JLL

### *JLL Launches its “Istanbul on the World Stage” Report*

[In latest JLL research](#), Istanbul has been identified as one of the world’s most dynamic and successful ‘Emerging World Cities’. Istanbul now sits firmly among Europe's 'Big Four' megacities and, is set to become a key player on the global stage, building on its diverse strengths, its growing international presence and the ways in which the city is being rapidly transformed. Real estate has a vital role to play in ensuring the city’s future success. Based on report highlights, JLL ranks Istanbul among the world’s top 20 most important business hubs, Istanbul as among the world’s top five visitor destinations, infrastructure expansion has been transforming the city, and Istanbul is witnessing an impressive level of new construction. Accordingly, by the end of the current development cycle the city is likely to be home to over 5 million sqm of modern retail space, Close to 7 million sqm of Grade A commercial office space, Around 9.5 million sqm of modern logistics space, In excess of 56,000 hotel rooms in over 500 graded hotels.



## Microsoft

### *Microsoft Lumia on Stage*



For the first time in its history, retail giant Harvey Nichols dedicated its store windows to a brand; Microsoft and its flagship device Microsoft Lumia mobile phone. This collaboration was a first practice of outdoor marketing in Turkey, where two sectors; luxury fashion and technology, combined forces to highlight the changing. As a commitment to Microsoft’s “Take Your Office Everywhere” slogan, Harvey Nichols created a unique window display installation for Microsoft Lumia phones at Istanbul Kanyon Shopping Mall. With this installation Microsoft and Harvey Nichols outdone the traditional marketing medium and went with a creative idea that underlined Microsoft’s vision for productivity in today’s modern workplace.

The window display had a range of stories based on the needs and life styles of different women in different settings. In a highly interconnected and information rich future, Microsoft and Harvey Nichols gave an insight on how to do more and achieve more in a fashionable way to their consumers.

## Miyamoto International

### *Miyamoto International Brings Earthquake Expertise to Reno city of Nevada State of U.S.*

The global earthquake structural engineering firm Miyamoto International has opened an office in Reno city of Nevada State of U.S. With 20 locations globally in areas of high seismic activity and risk, Miyamoto believes its expertise helping building owners, investors, builders and government prepare for strong seismic events is critical for resilient development. “We are very excited to be a part of Reno growth,” said CEO Dr. Kit Miyamoto, whose work helping countries recover from catastrophic earthquake damage and reducing disaster risk has been featured on CNN, the Discovery Channel, PBS, The New York Times and many other media outlets. In the United States, his message focuses on building better than code to protect people and property. “In areas of high seismic vulnerability like Los Angeles and Reno, we can engineer buildings that perform much better very cost effectively,” he said. “If you follow minimum code, it essentially gives you a ‘one earthquake’ building. We design buildings to remain operational after the event.” Dr. Miyamoto is also a California Seismic Safety Commissioner.

## Mondelēz International

### *Mondelez Appoints Can Buharali as Country Manager of Turkey*

Mondelēz International Corporate & Government Affairs Director (MENA, Turkey & Pakistan) Can Buharali is also appointed as the Country Manager of Turkey as of January 2016. Can Buharali has started to work at Mondelēz International in 2012 and has taken leadership roles in Corporate and Government Affairs and International Sales.



## Moroğlu Arseven

### *Moroğlu Arseven Contributes to Support Human Trafficking Project by STOP THE TRAFFIK and Financial Times*

Moroğlu Arseven contributed support to a project by [STOP THE TRAFFIK](#) on how supply chain transparency could be integrated into local legislative framework. The initiative is part of a Seasonal Appeal Partnership with the [Financial Times](#), aiming to bring greater knowledge and awareness of human trafficking to a global audience. The project’s primary aim is to assist policy makers and stimulate conversation, ultimately leading to legislative developments to eradicate modern slavery. Moroğlu Arseven’s support to the project involved suggestions how Turkish legislation could be amended to introduce an obligation on shareholders to disclose compliance with human rights considerations within supply chains, similar to the UK requirements. [Read More](#)

- [Bora İnkiler Acts as Guest Lecturer to Sports Law and Management Course at Kadir Has University](#)
- [Moroğlu Arseven and Işık Özdoğan Maintain High Ranking by World Trademark Review for 2016](#)



## Philip Morris / Sabanci

### Philsa Philip Morris/Sabanci Receives "Rising Stars of Export" Award

Philsa Philip Morris/Sabanci, always among the record taxpayers in the Aegean Region, has been honored with this reward for its exports. With approximately 135 million dollars of export in 2015, Philsa Philip Morris/Sabanci, continued its success in this area by becoming one of the highest exporters of the tobacco industry in the Aegean Region. Philsa Philip Morris/Sabanci, having previously been rewarded with the "Export Champions Awards" by Turkish Exporters Association, earned the title of "Highest Corporate Tax Paying Company" of Izmir for the 9<sup>th</sup> consecutive time in February. The company also has awards in the "Highest Investment" and "Highest Production" categories. Philsa Philip Morris/Sabanci Board of Directors Executive Director Enrique Jimenez, expressing the pleasure they feel in providing significant export income to Turkish economy each year, stated: "Our investment in Turkey has exceeded 760 million dollars to date. In addition to our investment and employment created, we provide significant contribution to the Turkish economy with an ever increasing export volume since 2010. As of 2016, we carry out exports to 28 countries. At the end of the last year, to increase our export volume and ensure the sustainability of our export performance, we made a new production investment of 80 million dollars. Thanks to these investments, our factory in Torbali, Izmir has become the largest production facility of Philip Morris International. As Philip Morris / Sabanci, we are honored to be able to contribute to the achievement of Turkey's economic goals."



## P&G

### P&G Published its Second Sustainable Development Report



P&G Turkey published its second Sustainable Development Report prepared in line with the company's new global sustainability vision. The Company implements projects that reduce its environmental footprint while enlarging its social one. Eliminating waste to landfill, reducing energy consumption and minimizing carbon emissions constitute P&G's way of protecting the planet while assuming its responsibilities. P&G Turkey has achieved good results in reducing its energy consumption, total carbon emissions and waste disposal in its Gebze and Şekerpınar production plants. Over the last 4 years, P&G Turkey reduced energy consumption by 17%, total carbon emissions by 13% and waste by 63%, and also achieved its objective of sending zero waste to landfill from its production facilities by November 2015.

## Radiometer Turkey

### Radiometer Turkey has won one reference account with HemoCue Product Line

In 2013, Radiometer acquired HemoCue AB. HemoCue, headquartered in Ängelholm, Sweden, is a leading global company in the field of point-of-care testing. HemoCue manufactures handheld instruments for Glucose, Hemoglobin, Plasma/Low Hemoglobin, HbA1c, Urine Albumin, WBC & WBC DIFF and unique disposable microcuvettes (micro sample collection system). Radiometer Turkey team is actively working on sales activities with HemoCue product lines and at the end of January, Radiometer Turkey had a new reference account, Hacettepe University, with 145 analysers and 370.000 tests of glucose. HemoCue offers unique microcuvette technology which results in lab quality results. In addition value, all glucose systems are connected to AQUIRE, Radiometer's IT solution, and the hospital management will benefit on avoiding invoice losses.



## Stryker

### Awarding International Investment in Turkey

On January 24<sup>th</sup>, Stryker's Medical division in Turkey was honored at a gala hosted by the Kayseri Chamber of Commerce with the 2015 International Capital Investment to Kayseri Award. Turkish President Tayyip Erdogan, the guest of honor at the ceremony, presented Stryker with the award in recognition of Stryker's direct investment in that country. "This is a big honor to get this important award from hands of Mr. President," said Ozan Kuyucuoglu, Business Unit Director of Sales, who was in attendance at the gala alongside Mike Steffler, Vice President of Global R&D and Innovation for Medical. Stryker began product design and manufacturing operations of hospital beds, stretchers and patient room furniture and accessories in Kayseri, Turkey, in September of 2015 after the acquisition of Muka Metal.



## UPS

### UPS Launches 100<sup>th</sup> Electric Vehicle in European Fleet

The launch is part of UPS's effort to retrofit diesel-powered vehicles with electric engines. The functionality of the vehicle is preserved while the electric engine reduces noise. These features make the vehicle ideally suited for use in city centers. For additional information on UPS' initiatives in the field of sustainability, please [click here](#).

## **– Meetings & Activities –**

### **January 5 | AmCham Turkey/ABFT Ankara Meetings**

On January 5<sup>th</sup>, AmCham Turkey/ABFT Executive Director Elif Demircan attended a series of meetings in Ankara, including Ministry of Economy for discussions on the general business and investment environment in Turkey and exchange of updates on Transatlantic Trade and Investment Partnership (TTIP). In the afternoon, Mrs. Demircan attended a brainstorming meeting at TOBB with representatives of International Chamber of Commerce (ICC) and relevant agencies for a conference organization on Turkey's intellectual property rights environment and discussions on strategies for advancement.

### **January 13 | New Year Reception & Briefings from U.S. Embassy and Consulate Representatives**

AmCham Turkey/ABFT organized a New Year Reception on January 13<sup>th</sup> at the U.S. Consul General Charles F. Hunter's residence in Istanbul. Following the welcoming remarks of Charles F. Hunter, AmCham Turkey/ABFT Chairwoman and Citibank Turkey CEO and Board Member Mrs. Serra Akcaoglu provided insights on AmCham's achievements in the past year, updating members on ABFT strategy and planning for 2016. The Reception continued with series of political, economic and security briefings from U.S. Embassy and Consulate Representatives. 60+ AmCham Turkey/ABFT members attended the event.



### **January 14 | Attendance at Google's Report Launch Roundtable**

AmCham Turkey/ABFT Executive Director Elif Demircan attended a roundtable organized by Google Turkey in collaboration with Ministry of Transportation, Communications and Maritime Affairs and Prime Ministry Investment Support and Promotion Agency of Turkey at Ciragan Palace Kempinski. The roundtable featured the launch of "*The Impact of Internet Regulation on Investment*" report and discussions on industry regulations and updates and internet investments in Turkey among the participants.

### **January 27 | Meeting with the U.S. Ambassador to Turkey**

On January 27<sup>th</sup>, AmCham Turkey/ABFT Board members attended meeting with John R. Bass, the U.S. Ambassador to Turkey in Istanbul. The meeting featured discussions on the general business and investment environment in Turkey and information exchange on recent commercial developments between Turkey and the U.S.

### **January 29 | USTDA Government Initiative Scoping Mission to Turkey & ABFT Roundtable Meeting**

AmCham Turkey/ABFT, in cooperation with the Foreign Commercial Service at the U.S. Embassy Ankara, organized a roundtable meeting with officials from the *USTDA Global Procurement Initiative* on January 29<sup>th</sup> at Baker & McKenzie premises in Istanbul. The initiative that aims to create awareness about best practices in government procurement regulations and procedures was led by Lauren Ziegler, Manager for Global Programs, USTDA and Daniel Gordon, Senior Advisor, GWU Government Procurement Law Program. The meeting featured discussions on U.S. companies' issues on public procurements in Turkey.

### **January 29 | Meeting with Representatives from U.S. Department of Commerce**

On January 29<sup>th</sup>, AmCham Turkey/ABFT Executive Director Elif Demircan attended a meeting with Arezu Yazd, Attorney Advisor to the U.S. Department of Commerce and Heather Pinnock for discussions on the private sector perspectives on customs standards and measures in Turkey.

### **February 2 | Meeting with Istanbul Chamber of Industry (ISO)**

AmCham Turkey/ABFT Executive Director Elif Demircan attended a meeting with Turker Celik, Deputy Secretary General and Elif Osman Pusat, Deputy Manager, EU and International Affairs at Istanbul Chamber of Industry (ISO) for discussions on potential cooperation areas of mutual interest for both institutions.

### **February 4 | Meeting with Hüsnü Dilemre, Acting Deputy Undersecretary at Ministry of Economy**

AmCham Turkey/ABFT organized a meeting with Mr. Husnu Dilemre, Acting Deputy Undersecretary at Ministry of Economy, Turkey at Deloitte Maslak Values House Istanbul. The meeting featured Mr. Dilemre's presentation on modernization of Turkey's Customs Union agreement with the EU and key topics covering the Turkish-American bilateral economic relations such as TTIP. The meeting then continued with an interactive Q&A session with 50+ AmCham member company participants.





### February 9 - 11 | 2<sup>nd</sup> PPP Airport Investments Summit

AmCham Turkey/ABFT became a media partner to the PPP Airport Investments Summit, held between the dates of February 9-11<sup>th</sup> at Hyatt Regency in Istanbul. Held under the patronage of the State Airports Authority (DHMI) of Turkey, the industry-leading event brought together leaders at the forefront of PPP developments in the Airport industry to share success stories, discussions on PPP models to increase airport capacity and understand the private sector perspective to Civil Aviation and financing opportunities.

### February 10 | Attendance at “3<sup>rd</sup> Independent Woman Directors Conference of Turkey”

The third “Independent Woman Directors Conference of Turkey” in association with IFC (International Finance Corporation), and Zorlu Holding was held at the Zorlu Performing Arts Center February 10<sup>th</sup>, 2016 as part of the Independent Woman Directors (IWD) project implemented by the Sabancı University Corporate Governance Forum. The Conference featured the launch of and discussions around the “2015 Report on Woman Directors in Publicly-Traded Companies in Turkey” report. AmCham Turkey/ABFT Executive Director Elif Demircan attended this event.

### February 25 | AmCham Board Meeting with ISPAT President Arda Ermut

On February 25<sup>th</sup>, AmCham Turkey/ABFT members of the Board of Directors organized a working lunch with Arda Ermut, the President of Investment Support and Promotion Agency of Turkey (ISPAT). The meeting featured information exchange and discussions on the business and investment environment in Turkey.

### February 26 | Meeting with TOG (Community Volunteers Foundation)

On February 26<sup>th</sup>, AmCham Turkey/ABFT attended a meeting with Gozde Doganay, Youth Support Department Coordinator at TOG for discussions on potential cooperation opportunities amongst the organizations, particularly within the scope of advancing AmCham’s Women Leadership Network initiative with TOG’s mentoring program which is designed to provide scholarship and mentorship opportunities for young people.

### February 26 | Meeting with the Commercial Counselor of Embassy of Japan

On February 26<sup>th</sup>, AmCham Turkey/ABFT Executive Director Elif Demircan attended a meeting with Taichi Noda, Commercial Counselor at the Embassy of Japan in Ankara at ABFT premises. The meeting featured best practice sharing related to AmCham’s operations in Turkey.

### March 2 | AmCham Turkey/ABFT Ordinary General Assembly

AmCham Turkey/ABFT’s Ordinary General Assembly took place on March 2<sup>nd</sup> at the Ritz Carlton Istanbul with the attendance of 60+ AmCham member company representatives. Following the welcoming remarks of Mrs. Serra Akcaoglu, AmCham Turkey/ABFT Chairwoman and Citibank Turkey CEO and Board Member, Ms. Christy Agor, Deputy Principal Officer at the U.S. Consulate General Istanbul took the stage, highlighting the important role of ABFT in strengthening bilateral commercial relations between Turkey and the U.S. with a significant membership base and achievements in the past term. During the General Assembly, AmCham’s 2015 Activity Report and Budget were presented and approved.



### March 3 | Back to Business Joint International Trade Networking Event

The Back2Business event series continued on March 3<sup>rd</sup> with a reception at British Consulate in Istanbul. It was a unique joint collaboration among the international chambers and Consulates in Istanbul with the attendance of representatives from local and international businesses, chamber of commerce, diplomatic missions and trade offices in Turkey. The event provided interactive experience for participants, bringing together a dynamic business community for networking opportunities.



### March 7 | Meeting with TUSIAD Board Members

On March 7<sup>th</sup>, the President and Board members of the Turkish Industrialists and Businessmen Association (TUSIAD) and AmCham Turkey/ABFT Chairperson and the members of the Board of Directors gathered together for information exchange on the business and investment climate in Turkey.

### March 9 | Attendance at YASED Gala and Ankara Reception

AmCham Turkey/ABFT Executive Director Elif Demircan attended YASED’s 35<sup>th</sup> year Anniversary Gala and Ankara Reception held on March 9<sup>th</sup> honoring H.E. Ahmet Davutoglu, Prime Minister of the Republic of Turkey.



### March 10 | “How to Attract and Retain Women in the Workplace in Turkey” Conference

On the occasion of International Women’s Day, AmCham Turkey/ABFT and the European Bank for Reconstruction and Development (EBRD) jointly organized a breakfast conference entitled “How to Attract and Retain Women in the Workplace in Turkey” on March 10<sup>th</sup> at Hilton Istanbul Bosphorus. The event brought together leading business figures including Mrs. Serra Akcaoglu, AmCham Turkey/ABFT Chairwoman and Citibank Turkey CEO and Board Member, Filiz Akdede, HP Turkey Managing Director, Osman Alpturer, Anadolu Group Human Resources President, Aysegul Aydin, Heidrick Struggles Partner in Charge, Gulsum Azeri, OMV Petrol Ofisi CEO, Michaela Bergman, EBRD Chief Social Counsellor, Marie-Anne Birken, EBRD General Counsel, Sani Sener, TAV Airports Co-Founder and CEO, Gulden Turkcan, President of W20 and Co-Chairman of IWD Advisory Board and Haluk Yalcin, AmCham Turkey/ABFT Board Member and PwC Turkey Territory Senior Partner. The event which was attended by more than 120 people focused on discussions around key trends in women employment in Turkey, gender responsive practices to increase female labor force participation and mapping out existing practices and keys for advancement in Turkey.



### March 14 | Meeting with WEConnect International

AmCham Turkey/ABFT Executive Director Elif Demircan attended a meeting with Nilay Celik, Turkey Representative of WEConnect International, a global initiative that helps women-owned businesses to succeed in global value chains through identifying, educating, registering and certifying women’s business enterprises and connecting them with multinational corporate buyers. The meeting featured discussions around cooperation opportunities between AmCham’s Women Leadership Network initiative and WEConnect as well as planning out joint corporate social responsibility activities amongst institutions.

### March 15 | Breakfast Program with Fadi Matar, Public Affairs & Government Affairs Director for Dow India, Middle East, Africa, and Turkey

On March 15<sup>th</sup>, AmCham Turkey/ABFT organized a breakfast meeting for its members with the keynote speaker of Fadi Matar, Public Affairs & Government Affairs Director for Dow India, Middle East, Africa and Turkey at the Ritz Carlton Istanbul. Following the welcoming remarks of Ihsan Necipoglu, AmCham Turkey/ABFT Board Member and General Manager of Dow Turkey and Central Asia, Fadi Matar took the stage for his presentation on the dynamics of brand management as main drivers of business value, ways to build successful branding stories and branding strategies that differ from B2B to B2C companies. 25 executives from American companies attended this interactive event.



### March 22-24 | Executive Trade Mission to Tashkent, Uzbekistan

The U.S. Embassy Tashkent and U.S. Commercial Service Turkey with the supports of AmCham Turkey/ABFT and AmCham Uzbekistan organized an executive trade mission to Tashkent, Uzbekistan on the dates of March 22-24<sup>th</sup>. The mission aimed to provide U.S. companies the opportunity to explore the Uzbekistan market, network with government officials, representatives of chambers of commerce and business groups and business leaders to discuss market insights and identification of prospective partners for business conduct in the market. Among the participants to the Trade Mission were executives from Dow Chemicals, Hill-Rom, Merck, ODC, Sikorsky and Takeda Pharmaceuticals.



### March 23 | “Corporate Well-Being Conference”

AmCham Turkey/ABFT and its member Cleveland Clinic jointly organized a dinner conference entitled “*Key Aspects and Practical Suggestions for Well-Being*” on March 23<sup>rd</sup> at Conrad Istanbul. Following the welcoming remarks of Mrs. Serra Akcaoglu, AmCham Turkey/ABFT Chairwoman and Citibank Turkey CEO and Board Member and opening remarks of Maria Andrews, Principal Commercial Officer at the U.S. Consulate General Istanbul, the event featured the presentations of keynote speakers of E. Murat Tuzcu, M.D., Professor of Medicine, Chief Academic Officer, and Chief of the Department of Cardiovascular Medicine at Cleveland Clinic Abu Dhabi; Dilara Koçak, RD, Nutrition and Dietetic Specialist; and, Aylin Ozdemir Lorenz, M.D., Managing Director, Cleveland Clinic Turkish Region. More than 130 people attended the conference that focused discussions on individual and corporate well-being, key principles and suggestions for healthy dietary patterns and importance of improving cardiovascular health.



### March 24 | Attendance at TAIK’s Roundtable Meeting & Dinner with the Minister of Economy of Turkey

DEIK/Turkey - U.S. Business Council (TAIK) organized a roundtable meeting and dinner with the Minister of Economy, H.E. Mustafa Elitas on March 24<sup>th</sup> at Wyndham Grand Istanbul. The meeting aimed to meet with the representatives of American companies with operations in Turkey and get their insights ahead of President of Turkey H.E. Recep Tayyip Erdogan’s Washington D.C., USA trip in April. AmCham Turkey/ABFT Chairperson, Executive Director attended the meeting.

### March 25-26 | Attendance at Uludag Economy Summit 2016

The Uludag Economy Summit 2016 took place at Grand Yazici Hotel in Uludag, Bursa with the attendance of Deputy Prime Minister H.E. Mehmet Simsek and leading public and private sector figures in Turkey. The themes of this year’s summit included tomorrow’s competitive sectors, the future of industry and Industry 4.0, leading trends and disruptive technologies, digital economy and innovation and the role and importance of women participation in business life. AmCham Turkey/ABFT Board members including Mrs. Serra Akcaoglu, ABFT Chairwoman and Citibank Turkey CEO and Board Member, Canan Ozsoy, GE Turkey President and CEO, Cigdem Ertem, Intel, Regional Director for the Middle East, Turkey and Africa, and Tankut Turnaoğlu, Procter & Gamble Chairman of the Board, Turkey and Caucasus were among the distinguished speakers and panelists of the Summit.

### March 30 | Meeting with Ryan Barnes, Turkey Desk Officer at U.S. Department of Commerce

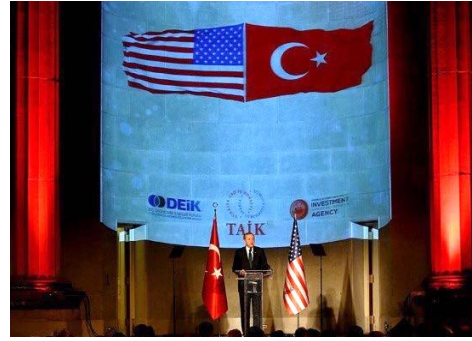
On March 30<sup>th</sup>, Ryan Barnes, Turkey Desk Officer at Global Markets at U.S. Department of Commerce attended a meeting with AmCham Turkey/ABFT, representatives from U.S. Commercial Service at U.S. Consulate General Istanbul including Maria Andrews, Neil Pickett and Gokce Tuncer, and Hakki Can Yildiz from Baker & McKenzie for discussions on the recently enacted Data Protection Law in Turkey and its potential industry-wide impacts for American businesses in Turkey.

### March 30 | AmCham Turkey/ABFT Meetings & Attendance at Events in Washington D.C., USA

On March 30<sup>th</sup>, AmCham Turkey/ABFT Executive Director Elif Demircan attended a roundtable luncheon hosted by the U.S. Chamber of Commerce’s U.S.-Turkey Business Council honoring H.E. Mustafa Elitas, Minister of Economy of Turkey and Rifat Hisarciklioğlu, President of TOBB. The meeting featured discussions and updates on bilateral economic and commercial relations between Turkey and the U.S. and Turkey’s inclusion within the TTIP framework. On the evening of March 30<sup>th</sup>, AmCham Turkey/ABFT Chairwoman and Citibank Turkey CEO and Board Member Mrs. Serra Akcaoglu, along with ABFT Executive Director Elif Demircan, attended a Gala Dinner organized by the Turkey-U.S. Business Council (TAIK) of the Foreign Economic Relations Board (DEIK) in collaboration with the Prime Ministry Investment Support and Promotion Agency of Turkey (ISPAT), in honor of



H.E. Recep Tayyip Erdogan, the President of Republic of Turkey. The Gala Dinner convened the global CEOs/executives of American Fortune 100 companies, which are also amongst AmCham Turkey/ABFT member companies, including Baker & McKenzie, Boeing, Citibank, Dow Chemical, Coca-Cola, Honeywell, Lockheed Martin and PwC.



### **AmCham Turkey/ABFT New Team Member**



We are pleased to announce that Pinar Islak has joined AmCham Turkey/ABFT as Communications Manager effective March 2016. Before joining ABFT, Pinar worked at Citibank Turkey as a Public Affairs Officer between 2006-2014, responsible for Media Relations, Reputation/Crisis Management, Event Management, Internal Communications and Corporate Social Responsibility. During 2015, she worked as a Communications Associate at AmCham UK, based in London. Pinar has her undergraduate degree in Sociology from Bogazici University. She has an MBA degree from Galatasaray University and an MA degree in International Marketing from Cardiff Met University.

AmCham Turkey/ABFT team and organizational structure is as follows:

- Elif Demircan, Executive Director
- Cagla Cavusoglu, Policy Manager ([cagla.cavusoglu@amchamturkey.com](mailto:cagla.cavusoglu@amchamturkey.com))
- Pinar Islak, Communications Manager ([pinar.islak@amchamturkey.com](mailto:pinar.islak@amchamturkey.com))
- Dilara Tilsim Olpak, Membership Services Coordinator ([dilara.olpak@amchamturkey.com](mailto:dilara.olpak@amchamturkey.com))