

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



**2015**

**3<sup>RD</sup> QUARTER NEWSLETTER**

## - Welcome New Members -



[AECOM](#) is a premier, fully integrated professional and technical services firm positioned to design, build, finance and operate infrastructure assets around the world for public- and private-sector clients. The firm's global staff - including architects, engineers, designers, planners, scientists and management and construction services professionals - serves clients in over 150 countries around the world. AECOM is ranked as the #1 engineering design firm by revenue in Engineering News-Record magazine's annual industry rankings, and has been recognized by Fortune magazine as a World's Most Admired Company. The firm is a leader in all of the key markets that it serves, including transportation, facilities, environmental, energy, oil and gas, water, high-rise buildings and government. AECOM provides a blend of global reach, local knowledge, innovation and technical excellence in delivering customized and creative solutions that meet the needs of clients' projects. A Fortune 500 firm, AECOM companies, including URS Corporation and Hunt Construction Group, had revenue of approximately \$19 billion during the 12 months ended June 30, 2015.

[BD](#) is a leading medical technology company that partners with customers and stakeholders to address many of the world's most pressing and evolving health needs. Its innovative solutions are focused on improving medication management and patient safety; supporting infection prevention practices; equipping surgical and interventional procedures; improving drug delivery; aiding anesthesiology and respiratory care; advancing cellular research and applications; enhancing the diagnosis of infectious diseases and cancers; and supporting the management of diabetes. The company is more than 45,000 associates in 50 countries who strive to fulfill the purpose of "Helping all people live healthy lives" by advancing the quality, accessibility, safety and affordability of healthcare around the world. In 2015, BD welcomed CareFusion and its products into the BD family of solutions.



[Cleveland Clinic](#) is a nonprofit, multispecialty academic medical center that integrates clinical and hospital care with research and education. Today, with more than 1,400 beds on Cleveland Clinic main campus and 4,450 beds system-wide, Cleveland Clinic is one of the largest and most respected hospitals in the USA. Cleveland Clinic has large and busy research and education institutes. Located in Istanbul, Cleveland Clinic Global Solutions, Turkey is part of Cleveland Clinic's international footprint servicing patients and medical professionals throughout the region. Through its pooled efforts and joint commitment to advancing medical care and education, Cleveland Clinic works collaboratively with well-established hospitals, universities and research centers to enhance their programs and services. It also helps growing medical institutions to develop their manpower and to strengthen their infrastructure by efficiently utilizing resources.

[Harvard Business School The Istanbul Research Center \(ITRC\)](#) opened in 2013 and plays an important role in helping the School develop and strengthen relationships with business and academic leaders in the Middle East, North Africa and Central Asia.



HARVARD | BUSINESS | SCHOOL  
Istanbul Research Center

Drawing on Istanbul's strategic location historically, as a gateway between the East and the West, it offers a unique vantage point from which the School can connect to this part of the world. To further support activity in the Middle East, the ITRC has a senior researcher based out of Dubai to work with faculty doing research in the broader region.



**Hewlett Packard  
Enterprise**

[Hewlett Packard Enterprise](#) creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society. The world's largest technology company, HPE brings together a portfolio that spans software, services and IT infrastructure to solve customer problems. HPE offers "end-to-end" global technology solutions to businesses and institutions regardless of their size.

Among the solutions provided by HPE there are IT infrastructure systems, New Style of Business Solutions, virtualization and data center transformation as well as information process for businesses. HPE is the largest technology company in the world. HPE has the position of market leadership as #1 or #2 in nearly all our core markets across SMB and enterprise. HPE operates in approximately 170 countries worldwide with its 150,000 employees. Meg Whitman is HPE's President and Chief Executive Officer. Gungor Kaymak is the Managing Director of HPE Turkey.

[Keiretsu Forum](#) is a global investment community of accredited private equity angel investors, venture capitalists and corporate/institutional investors. Keiretsu Forum was founded in the San Francisco East Bay in California in 2000 by Randy Williams. It is a worldwide network of capital, resources and deal flow with 39 chapters on 3 continents. Keiretsu Forum members invest in high-quality, diverse investment opportunities. Keiretsu Forum membership is comprised of serious investors, business leaders, venture capitalists, corporate/institutional investors and serial entrepreneurs. Keiretsu Forum enjoys synergies and close relationships with venture capital firms, universities, and other partner organizations. Its quality and diverse deal flow comes from its community of members, venture capitalists, sponsors, incubators and universities. Keiretsu Forum members invest in investment opportunities that focus on emerging technologies, healthcare/life sciences, consumer products, real estate and other segments with high growth opportunity.

KEIRETSU



FORUM



[Novo Nordisk](#) is a global healthcare company with a history of innovation and achievement in diabetes care dating back to 1923. Headquartered in Denmark, Novo Nordisk employs 32,500 people in 75 countries, manufactures in 16 countries and markets its products in 190 countries. Novo Nordisk has pioneered many therapeutic breakthroughs in diabetes care, specialising in therapeutic proteins to provide life-saving treatments for people with diabetes and rare bleeding disorders. Today diabetes remains company's primary focus, and

worldwide, almost 24 million people are treated with Novo Nordisk injectable diabetes care products. Novo Nordisk Turkey, started operating in 1995, serves 600,000 people with diabetes in Turkey with its complete portfolio of insulins and devices as well as its growth hormone products, hormone replacement therapies and haemophilia treatment for bleeding disorders.

[MSD](#) is a global healthcare leader working to help the world “be well”. MSD is a trade name of Merck & Co., Inc., with headquarters in Kenilworth, N.J., U.S.A. From developing new therapies that treat and prevent disease to helping people in need, MSD is committed to improving health and well-being around the world. Through the years, MSD researchers have helped to find new ways to treat and prevent illness - from the discovery of vitamin B1, to the first measles vaccine, to cold remedies and antacids, to the first statins to treat high cholesterol. In more than 140 countries worldwide, MSD demonstrates its commitment to increasing access to healthcare through far-reaching policies, programs and partnerships in more than 140 countries worldwide. MSD's core values are driven by a desire to improve life, achieve scientific excellence, operate with the highest standards of integrity, expand access and employ a diverse workforce that values collaboration. MSD has been operating in Turkey since 1992 delivering a very broad portfolio of innovative drugs and vaccines for the benefit of Turkish patients.



**THE RITZ-CARLTON**  
ISTANBUL

[The Ritz-Carlton, Istanbul](#), is located in the heart of the city overlooking the Bosphorus, is just 15 minutes from the famous historical old town attractions. The vibrant nightlife districts of Beyoğlu and Karaköy as well as the famous Galata Tower are a 25-minute stroll from the hotel and Istanbul's sophisticated shopping areas. Guests at Bleu Lounge can enjoy Bosphorus views alongside Mediterranean inspired snacks and live music. At Atelier Real Food restaurant, guests are welcomed by glittering views of the Bosphorus while the open kitchen entices with its Rotisserie, using fresh local seasonal ingredients. The spacious Club Lounge provides culinary presentations throughout the day and a comfortable space to unwind with colleagues, friends or family, with a dedicated Concierge to attend to Club guests' every need. The hotel's Spa features eight treatment rooms, a 17-metre indoor pool and authentic Turkish Hammam. More than 2,403 square meters of meeting and conference space, highlighted by a magnificent Bosphorus view, are available for memorable events.

## – Member News –

### AECOM

#### *AECOM named as a World's Most Admired Company*



For the first time in its history, AECOM has been recognized by Fortune magazine as one of the World's Most Admired Company, an annual list that identifies companies with the strongest reputations across almost all industries. According to Fortune, the World's Most Admired Companies list is considered to be the definitive report card on corporate reputation. The companies featured on the list represent “the pinnacle of excellence” in nine key performance areas: ability to attract and retain talented people, quality of management, social responsibility to the community and the environment, innovativeness, quality of products or services, wise use of corporate assets, financial soundness, long-term investment value and effectiveness in doing business globally.

### Amway

#### *Amway Turkey Presents Artistry Hydra-V to Media*

Amway's new skin care collection ARTISTRY Hydra-V Media Launch took place at the historical Turkish Bath “KETHUDA” in Istanbul on September 2<sup>nd</sup>. Amway product trainer presented the product line and Turkish results of recent research by Amway Europe on preferences and beliefs regarding skincare. More than 40 journalists from major women magazines and newspapers & lifestyle, beauty, cosmetics editors & bloggers participated to the event.



### Baker & McKenzie

#### *Baker & McKenzie named World's Strongest Law Firm Brand for the Sixth Consecutive Year*

Baker & McKenzie has again been named the strongest global law firm brand in the 2015 Acritas' Global Elite Law Firm Brand Index. The Firm ranked top for each of the measures that makes up the Index – awareness, favorability, consideration for multi-jurisdictional deals and for multi-jurisdictional litigation - and once more widened its lead over its nearest competitor. The ranking is based on interviews with 1,059 senior legal buyers across the world's largest multinationals with revenues in excess of \$1bn. [Read More](#)

➤ [Baker & McKenzie Named World's Leading Real Estate Firm by Euromoney](#)

### Boeing

#### *Boeing Turkey Names New Leader*



Boeing named Aysem Sargin Isil as Managing Director of Boeing Turkey. She will serve as Boeing's senior executive in the country, leading the enterprise's strategy, integration, and growth and productivity efforts locally. Isil is based in Boeing Turkey's Ankara headquarters and reports to Bernie Dunn, President of Boeing Middle East, North Africa and Turkey (MENAT). “We are privileged to welcome Aysem Sargin Isil to the Boeing team in Turkey,” said Dunn. “Aysem brings 20 years of extensive experience to Boeing, including broad government and commercial work in the Turkish and regional markets. Aysem's unique capabilities and perspective will allow us to deepen and strengthen our relationships and further enhance our ability to satisfy our Turkish customers in this important and growing market.” Prior to joining Boeing, Isil was Government Affairs and Policy Director for General Electric in Turkey and before that External Affairs Manager for British Petroleum Turkey. Isil worked for more than 10 years in the U.S. Embassy in Ankara as a Senior Economic Advisor, where she covered the U.S.-Turkey trade and investment portfolio, with specific focus on energy, aviation, healthcare and telecommunications sectors. Isil holds an Economics degree from the Middle East Technical University.

➤ [Boeing Forecasts Rising Demand for Commercial Airline Pilots, Technicians](#)

### Conrad Istanbul Bosphorus

#### *Conrad Istanbul Bosphorus has been nominated “World's Leading City Hotel” Award*

Awarded as Turkey's Leading Conference Hotel for the 3<sup>rd</sup> consecutive year and as Europe's Leading City Hotel this year, Conrad Istanbul Bosphorus, once again has been nominated for a significant prize at the World Travel Awards 2015. In the 22<sup>nd</sup> edition of these prestigious awards, Conrad Istanbul Bosphorus competes for the title of *World's Leading City Hotel*. Voting for the nominees will continue until Sunday, 8 November at Conrad Istanbul Bosphorus at [World Travel Awards website](#).



### Deloitte

#### *Deloitte's “The Future of Manufacturing” Report*



According to Deloitte's “[The future of manufacturing](#)” report, manufacturing is no longer simply about making physical products. Changes in consumer demand, the nature of products, the economics of production, and the economics of the supply chain have led to a fundamental shift in the way companies do business. Customers demand personalization and customization as the line between consumer and creator continues to blur. Added sensors and connectivity turn “dumb” products into “smart” ones, while products increasingly become platforms—and even move into the realm of services. As technology continues to advance exponentially,



barriers to entry, commercialization, and learning are eroding. Together, these shifts have made it more difficult to create value in traditional ways. The changing economics of production and distribution, along with shifts in consumer demand and the emergence of “smart” products, are pushing manufacturers to explore radically new ways of creating and capturing value.

- Deloitte’s “The future of the global power sector” Report

## ESBAŞ

### *Protocol Agreement Signed for Aegean Free Zone Operation and Expansion*

A protocol signing ceremony was held on August 21<sup>st</sup> in the ESBAS Technology Center Conference Hall, officiated by Turkish Minister of Economy Mr. Nihat Zeybekci for the expansion of the Aegean Free Zone and time extension of the ESBAS-Aegean Free Zone Development and Operating CO. operating license. “As you know, our Minister of Economy, Mr. Nihat Zeybekci has indicated that all legal steps are being taken for the expansion of the Aegean Free Zone. As ESBAS, we are focused on growth and we have had long and comprehensive discussions with the ministry of economy on establishing the applicable regulations for the 600 dunam (148 acres) of expansion area. This expansion will increase annual trade volume to 7 billion dollars and pave the way for further employment of 5,000 people at the Aegean Free Zone” said Dr. Faruk Guler, CEO of ESBAS.



## EY

### *EY Turkey’s growth rate has increased more than 20% in FY15*



EY Turkey’s growth rate has increased more than 20% in FY15, compared to previous year and it produced over 1 million 300 hours of work. The year ahead, 200 new graduates will join EY and company’s headcount will be the largest number ever by around 1300 employees. Besides its increasing number of new graduates, total number of partners in EY Turkey has also reached to 46, including 5 new partners’ promotions. The company congratulates its new EY Turkey Tax Services Partners: Ahmet Sağlı, Hande Aksoy, Serdar Sumay and EY Turkey Assurance Services Partners: Cem Uçarlar and Damla Harman. In FY15, EY has the largest number of promoted and direct admit partners since 2008. New partner promotions’ number was 1.371, and EY headcount reached 212,000 globally – an all-time high. The organization invested US\$535m in training and delivered 8.2m learning hours to give its people the skills needed to deliver in this fast-changing world. EY announced combined global revenues of US\$28.7b for its financial year ended 30 June 2015. This represents an 11.6% increase over financial year (FY) 2014 revenues in local currency. All of EY’s service lines continued to grow in FY15 ahead of their FY14 growth. Read More

- EY launched a new report: “From classroom to boardroom”

## Goodyear

### *Pietro Saletta appointed as the Managing Director of Goodyear Turkey*

The Goodyear Lastikleri Board announced the appointment of Mr. Pietro Saletta as Managing Director Goodyear Lastikleri TAS, Turkey effective July 1, 2015. Joining Goodyear in 1996, Pietro Saletta has extensive leadership experience in the tire industry and has a strong understanding of both our consumer and commercial businesses.

- Generation Y Demands Vehicles with Sustainable Technology!
- Goodyear and London School of Economics Join Forces for Road Safety Research!

## Hertz

### *Hertz Turkey has expanded into Erbil*

World’s first car rental company Hertz, continues to extend its franchise network. Currently operating with 40 car rental locations in Turkey, the company has now become the master franchisee for North Iraq and opened its first car rental location at Erbil downtown. A second location will also be open by mid-November at Erbil International Airport. Hertz Turkey is interested in operating in other markets of the region as well and working to expand its franchise network.



## Honeywell

### *Honeywell Inspires a Record Number of Turkish Teachers and Students at US Space Center*



Twelve teachers from Turkey were among 205 Science, Technology, Engineering and Mathematics (STEM) educators from 24 countries invited to participate at this year’s Honeywell Educators @ Space Academy event, held at the US Space & Rocket Center in Huntsville, Alabama. During their stay, the teachers participated in a variety of space-related activities and collaborated on new ideas and techniques to engage students. Honeywell also invited 16 students from Oman, Bahrain, Qatar, United Arab Emirates, Russia and Turkey to Huntsville to join the Honeywell Leadership Challenge Academy (HLCA). The HLCA program is open to children of full-time Honeywell employees around the world and provides 16-

to 18-year olds with a unique opportunity to solve “challenges” using hands-on skills, and to present their findings or opinions to experts in the field. The applications for HLCA 2016 are open from September 14 to November 1, HESA 2016 from October 12 to November 6. To find out more, visit [educators.honeywell.com](http://educators.honeywell.com) and [leadership.honeywell.com](http://leadership.honeywell.com).

## Intel

### Intel Turkey organizes Robotics Competition within Turkey Innovation Week

Intel Turkey organizes *Intel Turkey Robotics Competition* initiative in cooperation with Turkish Exporters Assembly, to be held during Turkey Innovation Week event in December 2015. It is aimed to raise awareness and demonstrate latest and most interesting robotics technologies produced in global and in Turkey within such an important event that attracts more than 50,000 people and brings prominent figures of government and business together every year. The competition is open to everyone from middle school students to university graduates, from makers to corporate employees. Owners of the best 50 applications will be invited to the Turkey Innovation Week for a robotics faire. During the event, most successful 10 applications will receive monetary awards as well as recognition from high-ranking government officials on stage.



## JLL

### JLL Turkey Published "Turkey Commercial Real Estate market Overview" Report

JLL Turkey published "*Turkey Commercial Real Estate Market Overview*" report regarding Turkey's economic situation, retail, office, logistic and hotels markets. Turkey, which was one of the top improvers for the past two editions of JLL's Global Real Estate Transparency Index, was on the decline in the eighth edition of the survey, launched in 2014. Substantial implementations for enhancing real estate transparency are essential for maintaining investment momentum in countries such as Turkey. For more information please [click here](#).



## Johnson & Johnson

### Johnson & Johnson Stood Out At The B20 Conference!

Johnson & Johnson participated to B20 Turkey with the leadership of Janssen Turkey Managing Director Asgar Rangoonwala. In line with the three pillars of B20 Business Leaders Forum has been organized and Asgar Rangoonwala has been invited to Advancing the Bio-Economy for Sustainable Growth Panel for sharing J&J's approach to bioeconomy which plays critically important role for the future growth of the G20 economies. Asgar Rangoonwala stated that they strive for value adding solutions in line with their healthier Turkey vision, and he continued: *At a general level, health is wealth. There is a clear economic benefit in longer, healthier, happier and more productive lives. We have touched almost 5 Million people's life with our medicines, solutions and ideas. Without giving breaks, we are focusing on breakthrough innovative science which requires intensive R&D studies. I certainly believe that both the related parties of government and the industry have the same perspective but while creating sustainability for the healthcare services, it is crucial to provide sustainability to the industry and to offer innovative solutions to the patients as much as the other countries can do.*



## Junior Achievement Turkey

### JA Turkey - Company Programme 'Volunteers Training'



JA Turkey Company Programme offers high school students the opportunity to learn how to take a business idea from concept to reality. Students form their own real enterprise and discover first-hand how a company functions. They elect a board of directors amongst their peers, they find a business idea and find start-up capital by issuing shares. After that they start to produce and market.

Company Programme students around the world have had hands-on experiences that develop new skills such as teamwork, leadership, presenting, planning and financial control as they learn to take responsibility for the success of their company. The programme is supported by Volunteer Advisers from the business world who are on hand to guide and mentor the companies. In accordance with this purpose, JA Turkey is inviting interested parties who want to be a Mentor of Junior Achievement Companies that will be set up in current school year (2015-2016) to "JA Turkey – Company Programme Volunteers Training" on Saturday, December 5, 2015 (between 10.00-13.00 at D.ream – Buyukhanli Plaza Besiktas, Istanbul)

## KPMG

### The First Payment Institution and Electronic Money Institution Licenses Attained with KPMG's Support

UPT Ödeme Hizmetleri A.Ş. has been announced as the first "Payment Institution" licensed by Banking Regulation and Supervision Agency (BRSA) in July 2015. Moreover, BRSA licensed Türk Elektronik Para A.Ş as the first "Electronic Money Institution" in Turkey as of August 2015. KPMG Türkiye supported both UPT Ödeme Hizmetleri A.Ş. and Türk Elektronik Para A.Ş throughout the whole licensing process. BRSA has provided license to 6 companies until now and 3 out of this 6 companies' processes in this area are led by KPMG Türkiye.

## Liberty Sigorta

### Liberty Sigorta Renewed its Official Website

Liberty Sigorta, one of the insurance companies in Turkey especially known for its innovative products and services, has renewed its [official website](#) with a new responsive design, increasing its accessibility from desktop computers as well as mobile devices such as smart phones and tablets. The growth of mobile internet usage in Turkey has made it a worthwhile and necessary investment for the company, offering easy and quick access to the essential information for its customers. The new website has also been developed by latest technology, with modern and effective design to make site navigation more



comfortable for users. The web site offers two special features: New product menus with clear explanations attractive for the customers to choose the best fit insurance product for their needs, and quick launch claims bar for customers who need prompt solution for their claim notification. Liberty Sigorta has been operating in Turkey since 2008 with more than 600 agents and 8 regional offices. Based on the recent financial results, the company has been growing faster than the market with 20% which was 6 pts more than the insurance market overall.

### ***Lighthouse Worldwide Solutions***

#### ***2015 CEDAW Awardee is Dr. Tae Yun Kim***

Over the next few weeks the 2015 CEDAW Women's Human Rights Awardees will be announced and the Friends honors individuals and organizations who embody the principles of the United Nations Articles of the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW). The Entrepreneurship Award will be presented to Dr. Tae Yun Kim whose courage and success as an entrepreneur demonstrates the right for women to participate in economic and social life. Dr. Tae Yun Kim is the CEO and Founder of Lighthouse Worldwide Solutions which she launched in 1982 in the Silicon Valley. Dr. Kim continues to drive Lighthouse to create innovative new products making Lighthouse the leader in environmental monitoring systems and particle measurement devices. Known around the world as a business visionary, Dr. Kim was awarded the grand prize from all the businesses in the California Chamber of Commerce's "Simply Success Story Challenge" for the bold and innovative way she led Lighthouse through an economic downturn. Her company was also awarded the "Best Place to Work" in San Francisco/Silicon Valley for 2 years in a row.



### ***MSD Turkey***

#### ***MSD's Breakthrough Immuno-oncology Drug "Pembrolizumab" Received European Commission's Approval***



MSD's "pembrolizumab" received European Commission regulatory approval based on Phase 3 data which showed it is the first and only anti-PD-1 therapy to provide a statistically superior survival benefit as a monotherapy compared to ipilimumab, the current standard of care for advanced melanoma (skin cancer). The approval will allow marketing in 28 EU member states. MSD is advancing a broad and fast-growing clinical development program for pembrolizumab with more than 100 clinical trials – across more than 30 tumor types and over 16,000 patients – both as a monotherapy and in combination with other therapies. Registration-enabling trials of "pembrolizumab" monotherapy are currently enrolling patients in melanoma, non-small cell lung cancer, head and neck cancer, bladder cancer, gastric cancer, colorectal cancer, and Hodgkin Lymphoma, with further trials in planning for other cancers. There are currently five ongoing clinical trials in Turkey on urothelial cancer, head and neck cancer, gastric cancer, and gastro-esophageal cancer recruiting patients.

### ***Moroglu Arseven***

#### ***Moroglu Arseven welcomes Nilay Göker as Counsel, plus new staff across all levels***

Moroglu Arseven's 2016 hiring season sees [Nilay Göker, LL.M.](#), join the firm as Counsel, effective from 1 September 2015. The firm's Partners collectively welcome Nilay, noting that her proven track record advising a range of clients about mergers and acquisitions, private equity and complex financing structures within transactional matters will complement the firm's capabilities in these areas. Other recent staff developments see promotions within the Moroglu Arseven team and recruitment of staff at all levels. The firm wishes prosperous careers for all involved. [Read More](#)

➤ *Moroğlu Arseven, K&L Gates LLP and EY Turkey Hold Construction and Infrastructure Conference in Istanbul*

### ***Nielsen***

#### ***Nielsen Turkey Shines with Clients at the Stage for Gold and Bronze Awards***

The Nielsen Turkey team were deemed to be worthy to receive Gold and Bronze awards with their shopper studies in the Expert Baykush Category with Efes - "There is a Detective at the Alcoholic Drinks Rayon" and in the Insightful Baykush Category with Unilever - "The 'Dative Case' of Shopping" in the Oscar of the Research World the Baykush Awards event which has been organized by the Turkish Researchers' Association to reward the most successful research projects on marketing and social content.



### ***Philip Morris / Sabancı***

#### ***G20 YEA 2015: Turkey as a Magnet***



Enrique Jimenez, Managing Director Philip Morris /Sabancı, participated to the 'Turkey as a Magnet' session of G20 Young Entrepreneurs' Alliance Summit as a speaker. The summit, held between September 7-9, brought together the names leading entrepreneurship in the world and in Turkey. Before the session where Enrique Jimenez shared his point of view about how to increase Turkey's global investment attractiveness, he came together with a group of journalists and gave information on Philip Morris /Sabancı's current investments and future plans. [Click here](#) to read the press release and the speech of Enrique Jimenez made during the subject session.

## *Serap Zuvin Law Offices*

### *Serap Zuvin Law Offices Published Four New Articles on Monday*

The article “[Why Cape Town Convention is Really Important?](#)” which was published on August 21, 2015 underlines that the Cape Town Convention goes beyond the Geneva Convention and creates a more predictable and secure, substantive legal environment, in determining the law applicable to security and title reservation rights for aircrafts. Another article “[Data Protection Legislation in Turkey and Comparative Analysis in the US, UK, EU](#)” was published on July 23, analyzing Turkey’s efforts to enact a law on data protection and compares the current situation in Turkey and the existing legislations of EU, UK and US. Furthermore, the article “[American Investment in Turkey: U.S. State Department Report](#)”, which was published on August 18, 2015, analyses the two main recommendations, which are (1) fighting corruption and (2) expanding the Customs Union agreement with the European Union (EU), in the Investment Climate Statement released by the United States. And the article “[U.S Fails to Renew EXIM's Charter. Is It A Challenge For Turkish Aviation Sector?](#)” which was published on July 21, 2015, handles the reasons why the United States Congress failed to renew the EXIM’s charter of the U.S. and the its possible impacts to Turkish aviation sector since U.S. EXIM Bank plays substantial role in the same by virtue of financial support provided to Turkish airline companies.

## *UPS*

### *UPS Accelerates Progress toward Sustainability Goals*

UPS released its [13<sup>th</sup> annual Sustainability Report](#), highlighting its growing investment in alternative fuel and advanced technology vehicles and commitment to log 20 million hours of volunteer time by the end of 2020. According to the report, UPS logged 154 million miles in 2014 toward its goal of driving 1 billion miles with the fleet by the end of 2017 – an almost threefold increase from 2013. UPS reported that 5.4 percent – or 25 million gallons – of its total gas and diesel purchased in 2014 was displaced with alternative fuels including natural gas, propane, ethanol, biomethane, renewable diesel, and electricity. The commitment to alternative fuel and advanced technologies will allow UPS to reduce its annual use of gasoline and diesel 12 percent by the end of 2017. For more information on UPS's sustainability initiatives, please visit [www.ups.com/sustainability](http://www.ups.com/sustainability).



## **- Meetings & Activities -**

### **July 1 | Attendance at the 4<sup>th</sup> of July Reception**

The U.S. Consulate General in Istanbul hosted a 4<sup>th</sup> of July Reception on the evening of July 1<sup>st</sup> at its Istinye premises to mark the 239<sup>th</sup> anniversary of the Declaration of Independence. The cocktail reception kick started following the U.S. Ambassador to Turkey John R. Bass and U.S. Consul General Charles F. Hunter's opening remarks. Local government representatives, religious community leaders along with large number of invitees from the diplomatic, business, academic, cultural, NGO, and media circles attended the event.

### **July 2 | Meeting with IDEMA**

On July 2<sup>nd</sup>, AmCham Turkey/ABFT Executive Director Elif Demircan held a meeting with Dr. Ali Ercan Ozgur, General Secretary of Corporate Social Responsibility Association of Turkey and the Founder and Managing Director of IDEMA. The meeting focused on cooperation opportunities amongst the associations and discussion on strategies for moving forward with Sağlam KOBİ/Business Disaster Resiliency Program for Turkey as part of ABFT's annual corporate social responsibility project.

### **July 9 | Meeting with American-Turkish Council**

On July 7<sup>th</sup>, Eli Lovely, Director of Communications and Marketing at American-Turkish Council, paid a visit to AmCham Turkey/ABFT office for discussions on potential collaboration areas amongst the associations beneficial for both sides.

### **July 9 | AmCham Turkey/ABFT Summer Reception with U.S. Consul General**

On July 9<sup>th</sup>, AmCham Turkey/ABFT organized a summer reception with U.S. Consul General Charles F. Hunter at Consul General's residence in Arnavutkoy with the attendance of 70+ participants. The Reception kick started with the opening speech of Charles F. Hunter, U.S. Consul General who thanked ABFT for its efforts in being a valuable partner on strengthening bilateral economic relations between Turkey and the U.S. Mrs. Serra Akcaoglu, AmCham Turkey/ABFT Chairwoman and Citibank Turkey CEO and Board Member provided her remarks on ABFT's achievements so far and shared updates about the Association's 2015-2017 strategy and planning with the newly elected Board. Manoj Desai also gave his farewell speech who has spent four years in Turkey as Principal Commercial Officer at the U.S. Commercial Service in Istanbul.



### **July 14 | Meeting with Toplum Gönüllüleri Vakfı / Community Volunteers Association**

On July 14<sup>th</sup>, AmCham Turkey/ABFT Executive Director Elif Demircan held a meeting with Evren Ergeç, General Manager at Community Volunteers Association of Turkey at ABFT office. The meeting featured discussions on potential collaboration opportunities between the organizations in moving forward with both sides' corporate social responsibility projects.

### **July 30 | Meeting with AmCham Kyrgyz Republic**

On July 30<sup>th</sup>, Zarina Chekirbaeva, Executive Director at the American Chamber of Commerce in Kyrgyz Republic visited Turkey and held a meeting with Elif Demircan, AmCham Turkey/ABFT Executive Director for introduction of both sides' activities to each other and information exchange on business and investment opportunities in both countries.

### **August 6 | Meeting with FMConsulting**

On August 6<sup>th</sup>, AmCham Turkey/ABFT held a meeting with Sezin Ata, Consultant at FMConsulting, for discussions on potential collaboration opportunities between the organizations in moving forward with projects related to market entry strategies, business and investment opportunities in Turkey seminars across the U.S. In this endeavor, AmCham has been providing its support to FMConsulting to reach out to target groups and forming business partnerships in the U.S. through its wide network of contacts amongst business associations and trade unions.

### **August 6 | Meeting with AmCham Uzbekistan**

On August 6<sup>th</sup>, Tatyana Bystrushkina, Executive Director at American Chamber of Commerce in Uzbekistan paid a visit to ABFT office in order to hold a meeting with Elif Demircan, AmCham Turkey/ABFT Executive Director for introduction of both sides' activities to each other and discussion on potential cooperation areas between the AmChams for future events and activities.



### August 19 | Meeting with TurkishWIN Representatives

On August 19<sup>th</sup>, Cangul Akar, CampusWIN Program Manager at TurkishWIN, and AmCham Turkey/ABFT held a meeting at ABFT premises for introduction of both sides' activities to each other and discussions on collaboration opportunities within the scope of AmCham's Women Leadership Program and seminars for university students across Anatolian universities.

### August 20 | Meeting with GE Global Representative

On August 20<sup>th</sup>, AmCham Turkey/ABFT Executive Director Elif Demircan, ABFT ICT Committee Chairman Umit Cinali and ICT Committee member company representatives from BTS Partners, Cisco, GE, Intel, Microsoft and PayPal came together with Samta Bansal, Global Product Marketing Manager at GE at a dinner for discussions about partnership and collaboration opportunities amongst the parties related to the ICT industry development in Turkey.

### August 21 | Meeting with ARTED

On August 21<sup>st</sup>, Mine Öztürk, AmCham Turkey/ABFT Board Member, Healthcare Committee Chair and Baxter International Turkey General Manager and Elif Demircan, Executive Director held a meeting with ARTED (The Association of Research Based Medical Technologies Manufacturers) representatives including Ozgur Tomruk, ARTED Chairman and General Manager, Global Surgery at Johnson & Johnson, Dilek Bayraktar, Secretary General at ARTED and Erdinc Eroglu, General Manager at Beckman Coulter. During the meeting, parties introduced their activities to each other and discussed possible collaboration opportunities related to both sides' healthcare industry studies in Turkey.

### August 24 | Meeting with ISPAT President

On August 24<sup>th</sup>, AmCham Turkey/ABFT Board members held a meeting with Arda Ermut, The Republic of Turkey Prime Ministry Investment Support and Promotion Agency (ISPAT) President. The meeting entailed discussions about ISPAT activities and future plans, ABFT's priority working areas and strategies of action.

### August 27 | Support for Humanitarian Aid Institutions in Cooperation with START Event

On August 27<sup>th</sup>, AmCham Turkey/ABFT held an event entitled "*Support for Humanitarian Aid Institutions in Cooperation with START*" at Hilton Istanbul Bosphorus with the attendance of John R. Bass, U.S. Ambassador to Turkey and Dr. Fuat Oktay, Republic of Turkey Prime Ministry Disaster and Emergency Management Authority (AFAD) Turkey President along with the leaders of humanitarian organizations that are helping Syrian refugees in Turkey and AmCham member company representatives. The event served as a platform for AmCham members to hear from and network with the leaders of START-supported international NGOs and United Nations agencies that are providing humanitarian aid to Syrian refugees in Turkey and discuss opportunities for collaboration. 35+ people from different institutions attended the event.



### August 28 | Meeting with Apple Global Representatives

On August 28<sup>th</sup>, Claire Thwaites, AmCham member Apple's Senior Government Affairs Manager EMEA and Sernur Tatari, Apple Turkey Government Affairs Senior Manager visited ABFT office for information exchange about AmCham's activities, ICT committee efforts, as well as for discussions on recent industry developments in Turkey. Zeynep Guven, Advisor at Advisor at U.S. Chamber of Commerce Regional Office, Hakki Can Yildiz and Can Sozer, Senior Associates at Baker & McKenzie also participated the meeting.

### September 1 | Meeting with Atlantic Council

On September 1<sup>st</sup>, AmCham Turkey/ABFT Executive Director Elif Demircan held a meeting with Defne Sadiklar Arslan, Country Turkey Representative and Director of Atlantic Council's Energy and Economic Summit at the Grand Tarabya Hotel. During the meeting, parties exchanged information regarding each organization's events and activities in Turkey with discussions on potential collaboration areas beneficial for both sides.

### September 3-5 | Attendance to B20 Turkey Conference

The Business 20 (B20) 2015 conference took place on September 3-5 in Ankara with the attendance of more than 1200 business leaders and CEOs, governmental leaders and representatives of prominent civil society organizations across 60+ countries for advisory meetings for the G20 group. The conference served as a recommendation-making platform to reflect the views and opinions of the global business community ahead of the G20 Summit in November. AmCham Turkey/ABFT Board Members and Executive Director Elif Demircan attended and represented AmCham at the conference.



### **September 7 | Dinner with Myron Brilliant, Executive Vice President and Head of International Affairs, U.S. Chamber of Commerce (USCOC)**

On September 7<sup>th</sup>, AmCham Turkey/ABFT members of the Board of Directors attended a dinner on the occasion of the Turkey visit of Myron Brilliant, Executive Vice President and Head of International Affairs at U.S. Chamber of Commerce. During the dinner, parties have exchanged information regarding both parties' events and activities in Turkey and the U.S. and discussed business and investment related issues with particular emphasis on Turkey. Alongside ABFT members of the Board of Directors including Mrs. Serra Akcaoglu, AmCham Turkey/ABFT Chairwoman and Citibank Turkey CEO and Board Member, Haluk Yalcin, PwC Territory Senior Partner, Ihsan Necipoglu, Dow Turkey and Central Asian Republics General Manager, Mine Ozturk, Baxter International General Manager, Tankut Turnaoglu, Procter & Gamble Chairman of the Board, Turkey and Caucasus, Neil Pryor, PepsiCo Turkey General Manager, Andrei Holban, 3M Turkey Managing Director, Elif Demircan, ABFT Executive Director, the U.S. Chamber of Commerce U.S.-Turkey Business Council Executive Director Jennifer Miel and MECC Regional Office Advisor Zeynep Guven attended the dinner program.

### **September 8 | 1<sup>st</sup> of the Quarterly Briefings with U.S. Consulate Representatives**

On September 8<sup>th</sup>, AmCham Turkey/ABFT organized a panel discussion with U.S. Consulate Representatives at U.S. Consul General Charles F. Hunter's residence in Istanbul for discussions on the current political, economic and commercial and security developments in Turkey. Following the introductory remarks of Neil Pryor, AmCham Turkey/ABFT Board Member and PepsiCo Turkey General Manager, the event started with the remarks of Charles F. Hunter, U.S. Consul General who then moderated the event through updates from Andrew Abell, Political Economic Section Chief, Roger Rigaud, Consular Section Chief, Neil Pickett, Commercial Officer, Anton Kort, Regional Security Officer and representatives from Overseas Security Advisory Council (OSAC). More than 60 participants representing 40+ AmCham member companies attended the event for information exchange and timely updates from the Consulate Representatives.



### **September 8 | Attendance to Welcome Reception at U.S. Consul General Residence**

On the evening of September 8<sup>th</sup>, a welcome reception was organized at the U.S. Consul General Charles F. Hunter's residence in Istanbul in honor of Deputy Principal Officer Christy Agor, Political Economic Section Chief Andrew Abell and Public Affairs Section Chief Jeffrey Anderson. AmCham Turkey/ABFT Executive Director Elif Demircan attended this event.

### **September 11 | Luncheon with James C. Collins, Executive Vice President, DuPont**

On September 11<sup>th</sup>, AmCham Turkey/ABFT organized a luncheon on the occasion of the Turkey visit of James C. Collins, Executive Vice President and a member of the company's Office of the Chief Executive at DuPont at Hilton Istanbul Bosphorus. Following the introductory remarks of Daniel R. Matthews, AmCham Turkey/ABFT Board Member and Baker & McKenzie Managing Partner, James C. Collins delivered his remarks on the company's evolution over the last 213 years of its operation, the next generation of DuPont as well as his insights on DuPont's Food Security Index. AmCham member company representatives from Cargill, Deloitte, Dentons, DuPont, Hilton, Moroglu Arseven, Nielsen, Serap Zuvin Law offices, Spencer Stuart and UPS and attended the event.

### **September 14 | Meeting with Global Relations Forum**

On September 14<sup>th</sup>, AmCham Turkey/ABFT Executive Director Elif Demircan held a meeting with Nigar Agaogullari Yalinkilic, General Manager at Global Relations Forum. During the meeting, both parties introduced their activities to each other and discussed potential cooperation opportunities beneficial for both sides.



## October 6<sup>th</sup> | AmCham Turkey/ABFT 11<sup>th</sup> Anniversary GALA



The 11<sup>th</sup> Anniversary Gala of the American Business Forum in Turkey (AmCham Turkey/ABFT) took place at the Ritz Carlton Istanbul on Tuesday, October 6<sup>th</sup> with the Guest of Honors Minister of Economy of Republic of Turkey Nihat Zeybekci and Deputy United States Trade Representative Ambassador Michael Punke.

The U.S. Ambassador to Turkey John R. Bass, U.S. Consul General Charles F. Hunter, the CEO and Board Member of Citibank Turkey and Chairwoman of ABFT Serra Akcaoglu and other ABFT Board members attended the Gala, assembling the top leaders of business world from both sides of the Atlantic. Throughout the night, the keynote speeches by the guests of honors discussed the economic relations between Turkey and the U.S., updating the guests about the current economic developments between the two countries.

In her opening speech, **AmCham Turkey/ABFT Chairwoman and Citibank Turkey CEO and Board Member Mrs. Serra Akcaoglu** drew attention to the huge trade potential between Turkey and the US: in comparison to the previous year, the U.S. has moved up two ranks to the 8<sup>th</sup> place in Turkey's FDI inflows composition, there are currently more than 1000 U.S. companies with operations in Turkey and that the U.S. Department of Commerce has listed Turkey as one of the priority markets in the world. These statistics demonstrate the significance and strong potential of US-Turkey bilateral trade and investment relations. Mrs. Serra Akcaoglu continued her speech by reaffirming AmCham Turkey/ABFT's strong commitment for further increasing bilateral trade and investment relations through stimulating foreign direct investments and by strengthening the business environment in Turkey.



**Minister of Economy of Republic of Turkey Nihat Zeybekci** underlined the significance of Trans-Pacific Partnership (TPP) and Transatlantic Trade and Investment Partnership (TTIP) within the context of Turkey's relations with the EU and U.S. while assuring both sides about Turkey's readiness and commitment in moving forward.

Mentioning about the historical significance of bilateral economic relations between Turkey and the U.S., the **Deputy United States Trade Representative Ambassador Michael Punke** highlighted the progress achieved in bilateral trade relations between Turkey and the U.S. over the past ten years with more than 1000 U.S. companies making Turkey their home.

### AmCham Turkey/ABFT 11<sup>th</sup> Anniversary GALA Sponsor Acknowledgement

AmCham Turkey/ABFT thanks the distinguished speakers, participants, and generous sponsors of its 11<sup>th</sup> Anniversary Gala including;

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



We are pleased to announce that Nilufer Kaya Kanli has joined AmCham Turkey/ABFT as “*Policy Officer*” effective November 2015. Before joining to ABFT, she worked at Ozyegin University as a Part-Time Lecturer, took part in an EU Technical Assistance Project as a Senior Expert, consulted to private companies and public institutions, worked at TOBB ETU Center for Social Policy Research as a Business Development Coordinator, at Izmir Development Agency as an Expert and at Social Security Institution as an Assistant Expert. She holds a Bachelor's degree in Statistics and Master's degree in Economics from Middle East Technical University. She obtained a Doctoral degree in Economics from Ege University. In doctoral thesis, she analyzed the importance of foreign direct investment for the growth process of Turkey, the determinant effects of country risk factors on foreign direct investment and the links between foreign direct invest, financial markets and growth. ([nilufer.kaya.kanli@amchamturkey.org](mailto:nilufer.kaya.kanli@amchamturkey.org))