

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



2015

1ST QUARTER NEWSLETTER

- Welcome New Members -



[Dow](#) combines the power of science and technology to passionately innovate what is essential to human progress. The Company is driving innovations that extract value from the intersection of chemical, physical and biological sciences to help address many of the world's most challenging problems such as the need for clean water, clean energy generation and conservation, and increasing agricultural productivity. Dow's integrated, market-driven, industry-leading portfolio of specialty chemical, advanced materials, agro sciences and plastics businesses delivers a broad range of technology-based products and solutions to customers in approximately 180 countries and in high growth sectors such as packaging, electronics, water, coatings and agriculture. In 2013, Dow had annual sales of more than \$57 billion and employed approximately 53,000 people worldwide. [Read More](#)

[Hay Group](#) is a global management consulting firm that works with leaders to transform strategy into reality. Hay Group helps business leaders connect the organizational, people and cultural assets that underpin business performance and by linking these to hard financial outcomes, enable organizations to reduce costs and improve performance. Hay Group has over 2,600 employees working in 85 offices in 47 countries. Its clients come from the private, public and not-for-profit sectors, across every major industry and represent diverse business challenges. For over 60 years, Hay Group has been renowned for the quality of its research and the intellectual rigor of its work. Hay Group transforms research into actionable insights. It gives its clients breakthrough perspectives on their organization and Hay Group does it in the most efficient way to achieve the desired results.



Honeywell® [Honeywell](#) invents and manufactures technologies to address some of the world's toughest challenges initiated by revolutionary macro trends in science, technology and society. A Fortune 100 company, Honeywell creates solutions to improve the quality of life of people around the globe: generating clean, healthy energy – and using it more efficiently. Increasing peoples' safety and security. Enabling people around the world to connect, communicate, and collaborate. And equipping company customers to be even more productive. With approximately 132,000 employees worldwide, including more than 22,000 engineers and scientists, Honeywell has an unrelenting commitment to quality and delivering results in everything it makes and does.

[Janssen](#) which was acquired by Johnson & Johnson in 1961 is a global group of pharmaceutical companies with 40,000 employees across five continents. Janssen develops healthcare solutions in Central Nervous System, Infectious Diseases and Vaccines, Immunology, Hematology-Oncology, Cardiovascular and Metabolism therapeutic areas and ranks among the top 10 pharmaceutical companies in terms of global pharmaceutical sales. In addition to Janssen's quality products and healthcare solutions, the company leads the industry with its corporate culture based on Johnson & Johnson Credo. Janssen lives its values and applies them to its business activities. According to Fortune Magazine's World's Most Admired Companies 2015, Janssen is ranked #1 among the pharmaceutical companies. Janssen Europe, Middle East and Africa (EMEA), which includes Janssen Turkey, has activities in more than 100 countries, with 14,000+ employees and local offices in 30+ countries. [Read More](#)



The mission of [Junior Achievement \(JA\)](#) Turkey (*Genç Başarı Eğitim Vakfı*) is to inspire and prepare young people to succeed in a global economy. Using hands-on experiences, JA Turkey helps to prepare young people for the real world by teaching skills in financial literacy, workforce readiness and entrepreneurship. Junior Achievement trains community volunteers to deliver curricula, and to incorporate the sharing of personal and professional experiences with students. The hallmark of Junior Achievement efforts, these mentors inspire students by transforming the JA lessons into relevant messages that connect what is learned in the classroom to real-world situations. JA Turkey (*Genç Başarı Eğitim Vakfı*) is a member of Junior Achievement; the World's largest non-for-profit organization reaches more than 10 million students per year in 123 countries worldwide.

[Sandoz](#), a division of Novartis, is a global leader in generic pharmaceuticals, driving sustainable access to high-quality healthcare. Sandoz employs more than 26,000 people worldwide and supplies a broad range of affordable products to patients and customers around the globe. Sandoz holds the global #1 position in biosimilars as well as in generic anti-infectives, ophthalmics and transplantation medicines. Sandoz also holds leading global positions in key therapeutic areas ranging from generic injectables, dermatology and respiratory to cardiovascular, metabolism, central nervous system, pain and gastrointestinal. Sandoz develops, produces, and markets finished dosage form (FDF) medicines as well as intermediary products including active pharmaceutical ingredients (APIs) and biotechnological substances. Nearly half of the Sandoz portfolio is in differentiated products – medicines that are scientifically more difficult to develop and manufacture than standard generics. [Read More](#)





[Xerox](#) is the world's leading enterprise for business process and document management. Headquartered in Norwalk, Conn., Xerox has more than 140,000 employees and does business in more than 180 countries. The company is leader in document technology and services that include printers, multifunction devices, production publishing systems, managed print services and related software. Xerox continues to build on this heritage of innovation today. Now, through its acquisition of Affiliated Computer Services (ACS), Xerox is also a leader in business process and IT outsourcing. The company offers global services from claims reimbursement and electronic toll transactions to the management of HR benefits and customer care centers. The new Xerox is dedicated to innovation, service and giving their customers the freedom to focus on what matters most: their real business.

Member News -

3M

3M Customer Innovation Center



For over 110 years, 3M has fostered a culture of creativity and new ideas. As a company that is aware of the importance of R&D, 3M allocates approximately 6 percent of its yearly revenue to this endeavor. R&D labs need to be closely connected with application labs, known as *Customer Innovation Centers*, which are designed to provide customers opportunities to test and experience 3M products with the guidance of 3M technical staff. 3M, therefore, decided to establish a Customer Innovation Center in Turkey. The new center was officially opened on March 2015 with a ribbon cutting ceremony led by the Minister of Finance of the Republic of Turkey, Mehmet Simsek. Also in attendance at the opening of the center, which is located in 3M's Kavacik office, was U.S. Consul General in Istanbul Charles F. Hunter, The Republic of Turkey Prime Ministry Investment Support and Promotion Agency Vice President Arda Ermut as well as 3M International Vice President of R&D Joe Liu, 3M Central and Eastern Europe R&D Director Chris Howitt, 3M Central and Eastern Europe Vice President Giuseppe Castaldi, and 3M Turkey General Manager Andrei Holban. [Read More](#)

Amway

Amway Turkey organized "the Gene Map of Entrepreneurship" Panel

Amway Turkey organized a major event, "the Gene Map of Entrepreneurship", to present the Amway Global Entrepreneurship Report 2014 results in cooperation with the top university in Turkey, Bogazici University, on March 20, 2015. The event was organized as a panel with the high-level speakers as panelists from Women NGO, Bogazici University and young entrepreneurs, with special topics on entrepreneurship. Cem Seymen a famous economics journalist and editor/presenter of a major economy program at CNN Turk was the monitor for the Panel where speakers were Tayfun Ergun (Amway Turkey GM); Dr. Gulden Turkkan (Chairwoman of the Women Entrepreneurs Association of Turkey); Prof. Dr. Aysegul Toker (Bogazici University Dean of Faculty of Business Administration who is a member of the Academic Advisor Board for AGER 2014); Fulya Durmus (GfK Turkey GM); Basak Taspinar Degim (Armut.com household services platform founder owner); Dogan Asil (Fuskey.com – new generation HR digital platform founder owner). The event had over 250 participants. [Read More](#)



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Baker & McKenzie

Esin Attorney Partnership Ranked & Recommended by Chambers Global 2015

Esin Attorney Partnership, a member of Baker & McKenzie International, has been highly ranked and recommended by Chambers Global 2015. The Firm ranked in Tier 1 for Corporate/M&A and Corporate/M&A International, Tier 2 for Dispute Resolution as well as rankings for Capital Markets, Projects & Energy, Banking & Finance and Intellectual Property. Ismail Esin, Daniel Matthews, and Eren Kursun received individual rankings for their areas of practice with Dan Matthews in Band 1 for Banking & Finance - International and Ismail Esin in Band 1 for Corporate/M&A.

- [Baker & McKenzie advises Olgar Group on stake sale to Global Investment House](#)
- [Esin Attorney Partnership advises Dogan Group on Hepsiburada stake sale](#)

Boeing

Boeing and Ege University Celebrate Opening of New Composite Laboratory

A new composite laboratory officially opened at Ege University Ege Higher Vocational School in Izmir with the participation of the students and academicians of the school and Boeing executives, on Feb 2nd. Boeing financially supported the new composite laboratory, which will give students the opportunity to learn more about the use of composite material in terms of manufacturing, maintenance and repair and provided convenient tools and equipment. The composite laboratory will be used by the Aircraft Technology program which was initiated in 2010 at Ege Higher Vocational School. Within this program, 30 students will benefit from the composite laboratory in the basic aviation course as well as the applied courses on aircraft manufacturing, maintenance and motor lessons. [Read More](#)

- [Azerbaijan Airlines new Boeing 787 Dreamliner arriving at Sabiha Gokcen Airport, Istanbul](#)
- [Turkish Airlines, Boeing and Istanbul Technical University welcome the Class of 2014- 2016 of "Air Transport Management" Program](#)



Deloitte.

Deloitte Announces Two Reports

Deloitte's "[Economic Outlook: Oil prices down, Turkish economy up?](#)" report underlines that the sharp fall in oil prices will positively affect the macroeconomic balance of Turkey but the growth rate will realize below its potential. It is expected that in 2015, the GDP growth rate will be at around 3%, the inflation rate will be at 6.5-7% band and the current account deficit as share of gross domestic product will drop to 4.5%.

Deloitte's "[The call for rerouting: Turkish banking sector outlook 2015](#)" report analyzes Turkish banks' profitability in 2015. While banks try to manage long and short term risks, they will also continue to focus on cost effectiveness. This will be a period when Turkish



banks need to reconsider their current pricing strategies, target segments, operating models, investments and cost items. According to the senior executives of the reputable banks in the Turkish banking sector, digital banking and new branch models as well as banking solutions targeting the new generation are expected to gain more prominence in the coming years.



GE

GE Garage at ITU for 3D manufacturing

GE continues promoting the local innovation ecosystem through academic collaborations and new technologies. With this approach, GE started GE Garage in collaboration with Istanbul Technical University (ITU) in January 2015. GE Garage aims to strengthen local innovation in Turkey, develop competence in this area and generalize product-based solutions. GE Garage is an inspiring center where ideas and manufacturing are supported by targeting to contribute development of entrepreneurs and students within 3D printers, Desktop CNC machines, electronics and more. GE Garage's opening hours are on every Wednesday and Thursday between 9:00AM to 17:00PM. People, who are interested in this initiative, can make an appointment using the online appointment system at <http://geturkiyeblog.com/>



Goodyear

Goodyear Concept Tires Offer a Glimpse of the Future: Visionary tire technologies showcased at Geneva Motor Show

Two groundbreaking concept tires unveiled by The Goodyear Tire & Rubber Company at this week's 85th Geneva International Motor Show could radically change the role of car tires in the future. Though the two tires are concept products, the futuristic technologies stretch the imagination and provide a glimpse of what practical innovations may be on the horizon. The first concept – named "BHO3" – offers the possibility of charging the batteries of electric cars by transforming the heat generated by the rolling tire into electrical energy. The second concept – named "Triple Tube" – contains three tubes that adjust tire inflation pressure in response to changing road conditions, delivering new levels of performance and versatility.

"These concept tires reimagine the role that tires may play in the future," said Joe Zekoski, Goodyear's Senior Vice President and Chief Technical Officer. "We envision a future in which our products become more integrated with the vehicle and the consumer, more environmentally friendly and more versatile." [Read More](#)



Hilton

Ambassadors of Turkish Hospitality, Hilton Istanbul Bosphorus celebrates its 60th Year in Turkey



Hilton Istanbul Bosphorus, the first five-star hotel in Turkey and the longest operating Hilton hotel internationally, is celebrating its 60th anniversary in 2015. Hilton Worldwide's iconic hotel, which was opened in 1955 by our founder Conrad N. Hilton, quickly established itself as the hotel of choice for international 'jet-setters'. Having opened its doors on 10 June 1955, today the hotel still offers excellence for its guests, with its landmark central location, great views and beautifully landscaped gardens is an oasis of serenity amidst the bustle of one of the world's most vibrant cities. [Read More](#)

Honeywell

Honeywell Named One of the "World's Most Admired Companies" by Fortune Magazine

Honeywell has been selected as one of the "World's Most Admired Companies" by Fortune magazine for 2015, its ninth consecutive year on the prestigious list. Honeywell is ranked third overall within the electronics industry with first place rankings in quality of management, use of corporate assets and long-term investment value. Previously, Honeywell ranked 5th on the magazine's Aerospace & Defense list, but was moved to the Electronics category this year based on 2014 revenue in the Automation & Control Solutions business. Companies that appear on the Fortune Most Admired lists are selected from among 1,400 global companies. Executives, directors and analysts are asked to rate companies in their own industry based on nine criteria including innovativeness, quality of products/services, global competitiveness, social responsibility, quality of management and soundness of financial position.



HP

Minister of Science, Industry and Technology of the Republic of Turkey Visits HP Headquarters



Fikri Isik, Minister of Science, Industry and Technology of the Republic of Turkey visited HP headquarters during his Silicon Valley network building trip in Palo Alto, California, United States of America. Being informed about the latest technological innovations by HP officials; he also indicated that he finds HP as one of the key organizations in the planned ecosystem which will be designed to establish an Informatics Valley in Turkey and also recognized its future contributions to Turkey's development in the field of research and development as extremely significant. HP Turkey's CEO Gungor Kaymak and HP Turkey's Printing and Personal Systems Group Country Manager Filiz Akdede accompanied Minister Isik during his visit.

Intel

Intel Turkey's Galileo Project was launched by the Minister of Science, Industry and Technology on March 17th

The Intel Galileo Project was launched with a press conference held on March 17th with the participation of Fikri Isik, the Minister of Science, Industry and Technology of the Republic of Turkey and Burak Aydin, Intel Turkey Country Manager, along with great interest from the media, with 56 participants from 44 different media organization. The projects to be developed on the 1050 Intel Galileo Boards donated to 60 academicians from 37 universities will be entitled to participate in the New Ideas New Businesses competition at METU Teknokent (technology park of Middle East Technical University). The winner of the competition will receive a \$10,000 prize and also directly participate in the finals of Challenge-Up –a Europe-wide competition-, where the project owners will have the opportunity to introduce their projects to prominent investment companies like Intel Capital. [Read More](#)



- *Fikri Işık, Minister of Science, Industry and Technology of the Republic of Turkey visited Intel Headquarters in Santa Clara*
- *The opening ceremony of TJump was held on March 19th*

Nielsen

Erdem Tolon awarded at "The 6th Leaders' Shaping the Human Resources Activities"



Turkey Nielsen Marketing Effectiveness Leader Erdem Tolon was awarded with a plaque for his contributions to the activities of Marmara University throughout the year. "The 6th Leaders' Shaping the Human Resources Activities" event was organized by Marmara University Industrial Engineering Club between the dates of March 5-6th at Marmara University Goztepe campus. Erdem Tolon attended a Panel session for conversations on industry best practices and shared success stories with the students.

P&G

2 New Social Responsibility Projects from Ipana and Oral-B in alliance with the Turkish Dental Association (TDA)

P&G is improving millions of lives worldwide with its social responsibility projects in addition to its products and services. Since the beginning of its entrance to the Turkish market 59 years ago, Ipana has been a pioneer in various fields such as formulation, product diversity and social responsibility. Ipana is also supporting and sponsoring programs to improve the standards of oral health care in Turkey. Ipana and Oral-B are starting an oral health screening and awareness-raising program with the Turkish Dental Association (TDA). In this project, a uniquely designed "Mobil Clinic Van" that has high scale technology in order to conduct oral care check-ups will be visiting the largest six cities - Istanbul, Ankara, Izmir, Bursa, Adana and Gaziantep in order to raise the public's awareness on oral health care and at the same time conduct free oral care check-ups. Ipana and Oral-B will be supporting TDA in providing scholarships to PhD students in dentistry. PhD students who are successful in "Preventative Oral Care" research will be rewarded and supported with the Ipana and Oral-B Research Fund. [Read More](#)



PwC

PwC #2most powerful global brand & Ranked as #1 most valuable professional services brand



Brand Finance, the world's leading independent brand valuation and strategy consultancy, has ranked PwC as the second most powerful global brand. This puts PwC in the list of the world's 12 most powerful brands, the only ones to be awarded the top AAA+ brand rating based on Brand Finance's Brand Strength Index (BSI). It also ranks PwC as the most valuable professional services brand, with a brand valuation of \$17.3bn. Brand Finance calculate Brand Strength based on an analysis of various financial factors, marketing investment, brand equity and the impact of those on business performance. PwC's brand value has grown consistency over the last decade, from \$7.9bn in 2007 to \$17.3bn today.

Serap Zuvin Law Offices

Serap Zuvin Law Office Won the Mondaq Top Contributor Award

For the month February 2015, Serap Zuvin Law Office won the [Mondaq Top Contributor Award](#) by competing against strong Turkey challengers to win the award for Most Popular Article in Turkey. The article which brought Serap Zuvin Law Office the award has been the firm's Article on the Impacts of TTIP on the US, EU and Turkey. As one of the largest global advisory content suppliers, Mondaq has been creating one of the world's most comprehensive online resources of professionals' expertise and

knowledge and also includes legal, financial and regulatory information. Mondaq annually publishes thousands of articles from over 80 countries around the world and at the end of every month, for each country, Mondaq calculates the Most Popular Article based on which articles were read the most by registered business readers.

Stearns International

Stearns Completes Structural Engineering Verification Services for Tabouk Mosque Project

Stearns has completed its structural engineering verification services for two steel trusses in the Tabouk Mosque project in Tabouk City, Kingdom of Saudi Arabia. The Project is the largest mosque in the Middle East with steel trusses of 120m passing over the roof dome. Stearns has been appointed to analyze and rectify the existing excess vertical deflections of the trusses under gravity loads. The entire steel structure was designed with “articulated/pinned joints”; the nodes have details with flanges and bolts that show a lot of technical difficulties with many under designed in terms of structural geometry and details. Stearns provided a retrofit design with additional 3-D trusses joining the existing trusses for global stability and additional plates and members to strengthen the existing profiles. [Read More](#)



UPS

UPS Expands Special Commodities Program to More Countries, including Turkey



UPS announced a major expansion to its International Special Commodities (ISC) program. Now, via UPS, customers can ship biological substances and dangerous goods in excepted quantities and shipments utilizing dry ice to more than 20 additional international destinations. The expansion is a direct response to growing demand from biopharmaceutical manufacturers, diagnostics companies, laboratories and distributors to ship these specialized commodities when security, time and temperature control are a high priority. UPS is now able to pick up and deliver packages under regulation UN3373

(Biologic Substances, Category B, Diagnostic Specimen and Clinical Specimen) as well as UN1845 (Carbon Dioxide, solid or dry ice) in Australia, Bulgaria, Croatia, Estonia, India, and Indonesia.

Xerox

Xerox among World's Most Ethical Companies for the 9th Consecutive Year

Xerox has been recognized by the Ethisphere Institute, the global leader in defining and advancing the standards of ethical business practices, as one of the World's Most Ethical Companies in 2005. As one of the companies to be honored for nine consecutive years, the recognition underscores Xerox's commitment to leading ethical business standards and practices, ensuring long-term value to key stakeholders including customers, employees, suppliers, regulators and investors. The World's Most Ethical Companies designation recognizes those organizations that have had a material impact on the way business is conducted by fostering a culture of ethics and transparency at every level of the company. [Read More](#)



Yum! Brands

Yum! Turkey: "The Global Company That Feeds The World!"



Between Feb 27th and March 3rd, [12 NFL players were in Istanbul](#) for the American Football without Barriers (AFWB) organization and KFC Turkey took the opportunity to sponsor the events by providing the players and participating students the delicious taste of KFC for the duration of the event. Players had the opportunity to meet and teach American football to more than 800 Turkish university students, teenagers and handicapped youngsters for 4 days. The program was based on training, spreading the love of American Football, spending time and teaching the sport to children from the Special Olympics and Darussafaka. In keeping with the future back vision to be a company with a huge heart, Yum! Turkey employees had the opportunity to volunteer and participate in the event. Being a volunteer in such an organization made Yum! Turkey employees understand the importance of working at *The Global Company That Feeds The World!* Yum! Brands Global CPO Anne Byerlein joined the employees on the charity day and helped serve KFC meals to the children. [Read More](#)

- Meetings & Activities -

January 7 | Visit of George Washington University School of Business Students

On January 7th, a group of MBA students from George Washington University (GWU) School of Business visited Turkey with an overall aim to understand the business and investment environment in Turkey with a particular focus on the dynamics of the retail industry. AmCham Turkey/ABFT member firm JLL welcomed the students at their premises and Mr. Sayat Delice, Director of Retail Services at JLL Turkey delivered an instructive presentation.

January 8 | Meeting with Korn Ferry & EMCC

On January 8th, AmCham Turkey/ABFT held a meeting with Nilgun Langenberg, Korn Ferry Office Managing Director and Dr. Riza Kadilar, European Mentoring and Coaching Council (EMCC) Turkey Chairman to brainstorm and discuss the project design of AmCham's recently launched Women Leadership Network initiative.

January 12 | Meeting with Sang Woo Kim, President of Corporate Affairs for Samsung Electronics

On January 12th, Mr. Sang Woo Kim, President of Corporate Affairs at Samsung Electronics responsible for legal, governmental Affairs and corporate citizenship activities in Europe paid a visit to the ABFT office and held a meeting with Ms. Elif Demircan, AmCham Turkey/ABFT Executive Director and Zeynep Guven, Advisor at the U.S. Chamber of Commerce for a discussion on the business climate and market opportunities in Turkey particularly within the ICT industry.

January 16 | Meeting with Massachusetts Office of International Trade & Investment (MOITI)

On January 16th, Mr. Hunter M. Richard, Manager of Business Development at the Massachusetts Office of International Trade & Investment (MOITI) held a meeting with Ms. Elif Demircan, AmCham Turkey/ABFT Executive Director at the ABFT office. During the meeting, parties discussed ways on how Turkey and Massachusetts can cooperate and exchange information in the areas of business and investment opportunities.

January 22 | Data Protection Seminar

AmCham Turkey/ABFT held its Data Protection Seminar on January 22nd at Baker & McKenzie's office for the purpose of information sharing and timely update of ABFT members on the "Draft Law on Data Protection in Turkey". Featuring the presentations of Hakki Can Yildiz, Senior Associate and Can Sozer, Attorney at Baker & McKenzie, the seminar included discussions on the components of the draft law, implementations and the immediate effects to companies' operations. 35+ members attended the event.



January 26 | Meeting with Historist

On January 26th, Ms. Iklil Selcuk, Assistant Professor at Ozyegin University Faculty of Social Sciences and co-founder of Historist, held a meeting with AmCham Turkey/ABFT Executive Director Ms. Elif Demircan. Historist's operations in Turkey cover a wide terrain of organizing corporate events, cultural and historical tours, expatriate orientations and training sessions on the history of Istanbul. During the meeting, the parties discussed areas of potential cooperation beneficial for both sides.

January 28 | Meeting with the U.S. Embassy Commercial and Economic Counselors



AmCham Turkey/ABFT organized a working luncheon on January 28th at Grand Hyatt Istanbul with the keynote speakers of Larry Farris, U.S. Commercial Counselor, and Jim Turner, U.S. Economic Counselor of the U.S. Embassy in Ankara. The luncheon provided an excellent opportunity for ABFT members to get the perspectives of Larry Farris and Jim Turner on U.S.-Turkey commercial and economic relations and updates on the Transatlantic Trade and Investment Partnership (TTIP). Alongside Mr. Patrick Hanish, Economic Chief at the U.S.

Consulate General, Mrs. Serra Akcaoglu, ABFT Chairwoman and Citibank Turkey CEO and Board member and Mr. Daniel R. Matthews, ABFT Board Member and Baker & McKenzie Managing Partner, ABFT member company representatives from Baxter International, Borusan, Cisco, EBRD, ESBAS, GE, Lilly, Moroglu Arseven, Nike, Opalit, Pfizer, Serap Zuvin Law Offices, HP and KPMG attended the event.

January 29 | Meeting with YASED

AmCham Turkey/ABFT Executive Director Ms. Elif Demircan held a meeting with the Ms. Ozlem Ozyigit, Secretary General of YASED on January 29th at YASED's office for a discussion on areas of potential cooperation beneficial for both sides.

January 30 | Attendance to Conference on U.S.-Turkey Relations

The Foreign Economic Relations Board (DEIK/TAIK) organized “*Turkey-U.S. Relations Conference*” on January 30th at TOBB Plaza Istanbul with the keynote speaker of Michele Thoren Bond, Acting Assistant Secretary for Consular Affairs at the U.S. Department of State and the participation of U.S. Consul General Charles F. Hunter. The Conference featured discussions about U.S. consular affairs and visa issues. AmCham Turkey/ABFT attended this event.

February 4 | Meeting with Baker & McKenzie Diversity Committee Members

On February 4th, AmCham Turkey/ABFT organized a working lunch with the members of Baker & McKenzie’s Diversity Committee including Attorneys Can Sozer, Mine Guner, Ozan Hasmet Guner, Mehmet Can Atasoy, Business Development Manager Ms. Michelle Haskin, and Human Resources Manager Ms. Ozge Urek at Baker & McKenzie. During the meeting, the parties discussed areas of potential cooperation within the scope of AmCham’s Women Leadership Network initiative.

February 8-9 | Attendance to IIF G20 Conference

The Institute of International Finance (IIF) held its 7th annual IIF G20 conference entitled “*The G20 Agenda under the Turkish Presidency*” on February 8-9th in Istanbul at the Four Seasons Hotel, bringing together public and private sector leaders in the international business community to discuss and share perspectives on a range of key G20 agenda topics. The program featured a number of senior-level speakers, including G20 Finance Ministers and Central Bank Governors. AmCham Turkey/ABFT Board members attended this high-level event.

February 11 | Meeting with Air Freight Company Representatives

On February 11th, Edin Seferovic, Representative of Air Freight operations in Montenegro paid a visit to AmCham Turkey/ABFT and held a meeting with Executive Director Ms. Elif Demircan. During the meeting, AmCham provided information about the business and investment climate and market potential on e-commerce and logistical services.

February 11 | Meeting with U.S. Commercial Service

On February 11th, AmCham Turkey/ABFT Executive Director Ms. Elif Demircan held a meeting with Ms. Ozge Cirika Eksi, Commercial Specialist at the U.S. Commercial Service, U.S. Embassy Ankara specializing on aerospace, defense, and safety and security issues. The parties discussed areas of mutual cooperation particularly on ABFT’s recently established Aerospace & Defense Committee.

February 11 | Meeting with Society for Human Resource Management (SHRM)

On February 11th, global representatives from Society for Human Resources Management (SHRM) Mr. Howard Wallack, Global Business Development Vice President and Global Relationships Manager Rosaura Barrera held a meeting with Elif Demircan, AmCham Turkey/ABFT Executive Director and Funda Sezgin, Head of Human Resources at Baxter International. During the meeting, the parties discussed areas of potential cooperation beneficial for both sides.

February 12 | Dinner with Peggy Hazard, Global Managing Principal at Korn Ferry

On February 12th, AmCham Turkey/ABFT, in cooperation with its member firm Korn Ferry organized a dinner with keynote speaker Peggy Hazard, global Managing Principal at Korn Ferry at the Ritz Carlton Istanbul. The roundtable meeting featured discussions on inclusion and diversity, sponsorship to mentoring, the role of CEOs and executives on workforce performance and maximization of human potential in the workplace. The event also served as a platform that officially launched AmCham’s “*Women Leadership Network*” initiative with an overall aim to underscore the increasing number of women leaders with executive roles, supporting aspiring women leaders in and into senior functions, and to promote women participation in the labor force to accelerate the socio-economic change. 60+ people attended the event.



February 20 | “Ethics & Compliance for Sustainable Economic Development and Investment Environment in Turkey” Panel

AmCham Turkey/ABFT’s Ethics & Compliance Committee organized a Panel entitled “*Ethics & Compliance for Sustainable Economic Development and Investment Environment in Turkey*” on February 20th at Conrad Istanbul. Following the opening remarks of Tankut Turnaoğlu, ABFT Board member and Procter & Gamble Chairman of the Board, Turkey and Caucasus, the Panel session kick started under the moderation of Canan Ozsoy, ABFT Board member, Chair of the Ethics & Compliance Committee and GE Turkey President and CEO. The event which was sponsored by ABFT member companies Baker & McKenzie, GE, Hertz, Intel, JLL, P&G and with the contributions of Chadbourne & Parke and TRACE International, focused on the critical role and impact of ethics and compliance on the business and investment environment in Turkey, featuring Birturk Aydin, Partner at Baker & McKenzie, Eileen Radford, Director for Member Services and Advocacy at TRACE International,

Keith Rosen, Partner at Chadbourne & Parke, and Tankut Turnaoglu, Chairman of the Board, Turkey and Caucasus at Procter & Gamble as speakers. 150+ people attended the event.



February 25 | Information and Communications Technology (ICT) Policy Workshop at the Ministry of Transport, Maritime Affairs, and Communications of the Republic of Turkey

On February 25th, the U.S. Chamber of Commerce and AmCham Turkey/ABFT jointly organized an industry meeting at the Ministry of Transport, Maritime Affairs and Communications in an overall aim to initiate an on-going industry-government dialogue for the information and communications industry stakeholders. Alongside senior U.S. company executives from Albright Stonebridge, Alpha Technologies, Apple, Baker & McKenzie, Cisco Systems, IBM, Intel, and Xerox, high-level public officials from Investment Support and Promotion Agency of Turkey (ISPAT), Ministry of Economy, Turkish Post (PTT), Communications Directorate of the Ministry of Transport, Maritime Affairs and Communications, Information Technologies and Communications Department, and Turksat attended the meeting.



February 26 | Healthcare Policy Workshop with the attendance of H.E. Cevdet Yılmaz, Minister of Development of the Republic of Turkey

On February 26th, the U.S. Chamber of Commerce and AmCham Turkey/ABFT jointly organized an industry meeting at TOBB in Ankara with the attendance of H.E. Cevdet Yılmaz, Minister of Development of the Republic of Turkey and Rifat Hisarcikioğlu, TOBB President in the overall aim to establish an industry-government dialogue for the strengthening the healthcare industry in Turkey for all the key stakeholders. High-level public officials from the Ministry of Development, Ministry of Economy, Ministry of Health, Ministry of Science, Industry and Technology, Turkish Medicine and Medical Device Institution of the Ministry of Health, Social Security Institution and Investment Support and Promotion Agency of Turkey (ISPAT); senior US company executives from Abbvie, Albright Stonebridge, Amgen, Baxter International, Baker & McKenzie, Boston Scientific, Bristol Myers Squibb, Celgene, Eli Lilly, Johnson & Johnson, Medtronic, Merck, Pfizer, and Cisco, and key stakeholders from TOBB, TEPAV and AIFD attended the event.



March 2 | Meeting with Turkish Enterprise and Business Confederation (TURKONFED)

On March 2nd, AmCham Turkey/ABFT Executive Director Ms. Elif Demircan held a meeting with Turkish Enterprise and Business Confederation (TURKONFED) Secretary General Arda Batu. During the meeting, parties have introduced their organization's activities and further joint activities and collaboration opportunities.

March 3 | AmCham Turkey/ABFT's Ordinary Election General Assembly

AmCham Turkey/ABFT held its 11th Ordinary Election General Assembly on March 3rd at Hilton Bomonti Hotel with the participation of AmCham members. During the General Assembly, new members of AmCham's Board of Directors were elected. Citibank Turkey CEO and Board Member Mrs. Serra Akcaoglu has been re-elected as the Chairwoman of AmCham Turkey/ABFT Board of Directors. The new members of the Board of Directors for the 2015-2017 periods comprised the names indicated below. For more details, [click here](#).

Members of the Board of Directors (2015-2017)

- Serra Akçaoğlu – Citibank Turkey, CEO & Board Member – *Chairwoman*
- Tankut Turnaoğlu – Procter & Gamble, Chairman of the Board, Turkey and Caucasus
- Canan Özsoy – GE Turkey, President & CEO
- Tamer Özmen – Microsoft Turkey, CEO
- İhsan Necipoğlu – Dow, General Manager Turkey & Central Asia
- Mine Öztürk – Baxter International, General Manager
- Neil Pryor – PepsiCo, General Manager
- Daniel R. Matthews – Baker & McKenzie, Managing Partner
- Haluk Yalçın – PwC, Territory Senior Partner
- Dilek Mutuş – Wells Fargo, Executive VP and GFI Head, TRAMS
- Bernard J. Dunn – Boeing, Turkey & North Africa President
- Andrei Holban – 3M, Managing Director
- Çiğdem Ertem – Intel, Regional Director for the Middle East, Turkey and Africa
- Hüseyin Güler – Deloitte, Turkey CEO
- Christophe Merkel – Nike, General Manager
- Asgar Rangoonwala – Janssen, Managing Director
- Nilgün Langenberg – Korn Ferry, Office Managing Director
- Ufku Akaltan – UPS, General Manager
- Roberto Pedretti – Nielsen, CEO
- Gökhan Toğrul – Hay Group, General Manager



March 5 | Meeting with Economic Development Foundation (IKV)

On March 5th, AmCham Turkey/ABFT Executive Director Ms. Elif Demircan held a meeting with the Secretary General Cigdem Nas and Deputy Secretary General Melih Ozsoz of IKV. During the meeting, parties have introduced their organization's activities to each other and discussed areas of potential cooperation in the future.

March 5 | Attendance to G20 & Private Sector Reception

On March 5th, AmCham Turkey/ABFT attended a special networking reception entitled “G20 & Private Sector Reception” organized by Transparency International Turkey office and held at the Consulate General of the Netherlands in Istanbul. Featuring the keynote speeches of Consul General Robert Schuddeboom and Transparency International's Vice President Elena Panfilova.

March 6 | Attendance to the Fifth Annual High Level Conference on Anti-Corruption

AmCham Turkey/ABFT attended the Fifth Annual High Level Conference on Anti-Corruption, jointly organized by the Turkish G20 Presidency and the OECD in Istanbul with a theme of “*Placing Integrity at the Heart of Business Culture.*”

March 7 | Meeting with U.S. Congressional Delegation (CoDel) Representatives

On March 7th, AmCham Turkey/ABFT held a meeting with the U.S. Congress and members of the House Judiciary Committee Staff at Baker & McKenzie’s office in Istanbul for a briefing on data protection law in Turkey and networking with AmCham Turkey/ABFT members of the Board of Directors. Following the opening remarks of ABFT Board member and Baker & McKenzie Managing Partner Daniel R. Matthews, the meeting continued with a presentation by Hakki Can Yildiz, Senior Associate at Baker & McKenzie, on an analysis of the intellectual property rights situation in Turkey followed by an open discussion among the attendees. AmCham Turkey/ABFT Board members including Daniel R. Matthews, Baker & McKenzie Managing Partner, Mine Ozturk, Baxter International General Manager, Ihsan Necipoglu, Dow Turkey & Central Asia General Manager and AmCham Executive Director Ms. Elif Demircan participated the event.

March 10 | Meeting with AmCham Lebanon

On March 10th, Fadi Saab who is the Board Member of the American Lebanese Chamber of Commerce (AmCham Lebanon) and the Chairman of the Top Capital Finance visited the ABFT office and held a meeting with AmCham Turkey/ABF Executive Director Ms. Elif Demircan.

March 11 | AmCham’s Women Leadership Network: Panel at Abdullah Gul University

AmCham Turkey/ABFT, in cooperation with Abdullah Gul University (AGU), held a Panel at Abdullah Gul University premises in Kayseri within the scope of AmCham’s Women Leadership Network project. Following the opening remarks of AGU Vice Rector Prof. Dr. Erhan Kutanoglu, the interactive Panel session featured the speeches of AmCham women leaders Ms. Ozge Ayoz, Associate Director and Associate General Counsel Turkey, Caucasia, Central Asia Republics, Arabian Peninsula & Pakistan at Procter & Gamble, and Isil Hasdemir, Deputy General Manager at Cisco Systems. 50+ AGU students attended the event.



March 11-13 | U.S. Executive Trade Mission to Tbilisi, Georgia

The U.S. Embassy Tbilisi and U.S. Commercial Service Istanbul with the support of AmCham Georgia and AmCham Turkey/ABFT organized an executive trade mission to Tbilisi, Georgia between the dates of March 11-13, 2015 with an overall purpose to support U.S. companies to identify business opportunities in Georgia, deepen U.S.-Georgia trade and investment, and promote the integration of neighboring countries to Turkey. Matthew Murray, Deputy Assistant Secretary for Europe, Middle East and Africa from the U.S. Department of Commerce led the trade mission that comprised high-level business executives of 10 American companies. Alongside one-to-one meetings with potential Georgian business partners, the mission provided participants with executive meetings with key public sector representatives including the Prime Minister of Georgia Mr. Irakli Garibashvili, PM Economic Advisor Giorgi Gakharia, Minister of Economy of Georgia Mr. Giorgi Kvirikashvili, the U.S. Ambassador to Georgia Richard Norland, and USAID Georgia Mission Director Stephen Haykin.



March 12 | Attendance to Deloitte Turkey’s “TMT Predictions 2015” Report Launch Event

On March 12th, Deloitte Turkey organized an informative seminar for sharing its TMT (Technology, Media and Telecommunications) Predictions 2015 report results. The 2015 report, which included the perspectives gained from the interviews and conversations with consumers and industry leaders from the world, was presented by Duncan Stewart, Director of TMT Research for Deloitte Canada including. AmCham Turkey/ABFT Executive Director Ms. Elif Demircan attended this event.

March 16 | Meeting with ISPAT Project Directors

On March 16th, AmCham Turkey/ABFT Executive Director Ms. Elif Demircan held a meeting with Ahmet Burak Daglioglu and Ali Bengu, Project Directors at the Investment Support and Promotion Agency of Turkey (ISPAT).

March 18 | AmChams in Europe 12th Annual Brussels Policy Briefing

40+ participants representing 25 AmChams from around Europe attended the 12th Annual Brussels Policy Briefing held between the dates of March 18-20th in Brussels. Emphasizing the cooperation and coordination on policy among the AmChams in Europe, the briefing featured several sessions on many policy areas including digital, environment, energy, healthcare and investments as well as a roundtable discussion on TTIP that featured the participation of the European Commission and the US Mission to the EU. The event coincided with AmCham EU's Transatlantic Week which allowed the program to include a Transatlantic Reception on March 18th and a Transatlantic Conference on March 19th. AmCham Turkey/ABFT Executive Director Ms. Elif Demircan attended the event.



March 19 | “Happy Workplace and Employee Experience” Panel

AmCham Turkey/ABFT and Corporate Well-Being Centre organized “Happy Workplace and Employee Experience” Panel at Grand Hyatt Hotel for the general aim to celebrate the International Day of Happiness of March 20th as well as to support and inspire companies in turning this special day into a notable experience on further contributing to the understanding of well-being in corporations. Following the opening remarks of Ozge Koca, Consultant at Corporate Well-Being Centre and a brief presentation by Yusuf Ozer, the Founding Partner of Iletisim Isleri, the Panel kick started under the moderation of Dr. Riza Kadilar, European Mentoring and Coaching Council (EMCC) Turkey Chairman. Among the Panelists were Pinar Gunduz, Human Resources Account Manager at Sahibinden.com, Ozgur Tomruk, Johnson & Johnson Global Surgery Managing Director, and Vlad Bog, Human Resources Director at Microsoft Turkey. 55+ people attended the Panel.



March 20 | Meeting with TUSIAD Berlin Director

On March 20th, AmCham Turkey/ABFT Executive Director visited TUSIAD's Berlin office and held a meeting with Mr. Alper Ucok, TUSIAD Berlin Director for discussions on areas of potential cooperation beneficial for both sides with a special emphasis on TTIP.

March 25 | Meeting with Deputy Director General for EU Affairs at Ministry of Economy of the Republic of Turkey

AmCham Turkey/ABFT Executive Director Ms. Elif Demircan held a meeting with Ms. Serpil Oguz, Deputy Director General for EU Affairs at the Ministry of Economy of the Republic of Turkey. The meeting encompassed exchanging of information on TTIP and further communication on TTIP studies.

March 26 | Attendance to “Turnaround Leaders: Managing the Human Dimensions of Change” Conference

AmCham Turkey/ABFT attended the “Turnaround Leaders: Managing the Human Dimensions of Change” conference organized by European Mentoring and Coaching Council (EMCC) Turkey on March 26th at Grand Hyatt Istanbul. Following the keynote remarks of John Leary Joyce, Founder of Academy of Executive Coaching (AoEC) and Former Chairman of EMCC UK, the event continued with conversations and a Panel session moderated by EMCC Turkey Chairman Dr. Riza Kadilar featuring the speeches of Ismail Esin, Baker & McKenzie Equity Partner, Ibrahim Kanburoglu, Celebi Holding Board Member, Revna Besler, Human Resources Director at Teknosa, Ergun Akkaya, General Manager at Kerevitas, and EMCC Turkey Board Members including Gamze Bayraktaroglu, Neslihan Sezer Hacıoglu, and Bayram Unal.