

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



2016

3RD QUARTER NEWSLETTER

- Welcome New Members -



Core Out of Home, (previously Clear Channel Turkey) entered the out-of-home advertising sector in 1994 with municipal bus wrap advertisements. Today, with its 17,000 advertising faces in 13 cities including Istanbul, Antalya and Kayseri, it is one of the leading companies in the out-of-home advertising in Turkey. With a wide range of products such as bus shelters CLP, metrobus CLP, 360 caterpillar and bus wrapping, Core Out of Home provides brands with the most creative and effective ways for interacting with their consumers. Core Out of Home is a leader among companies investing in the increasingly digitalized out-of-home sector. With its digital screens in major shopping malls such as Kanyon Shopping Mall, Zorlu Shopping Mall and Mall of Istanbul, the company provides opportunities for unlimited creativity and enables the implementation of special projects. Always aiming for the expansion of the out-of-home sector in Turkey, Core Out of Home is a ever growing company with stepped-up investments. Core out of home holds the rights for "Clear Channel" brand in Turkey, exclusively until June 2017.

WARNER BROS. ENTERTAINMENT INC. (WBEI) is a fully integrated, broad-based entertainment company and a global leader in the creation, production, distribution, licensing and marketing of all forms of entertainment and their related businesses. A Time Warner Company, the fully integrated, broad-based Studio is home to one of the most successful collections of brands in the world and stands at the forefront of every aspect of the entertainment industry from feature film, television and home entertainment production and worldwide distribution to DVD and Blu-ray, digital distribution, animation, comic books, video games, product and brand licensing, and broadcasting. The company's vast library, one of the most prestigious and valuable in the world, consists of more than 75,000 hours of programming, including nearly 7,000 feature films and 5,000 television programs comprised of tens of thousands of individual episodes. Warner Bros. Entertainment's employee population ranges from 5,000 to 10,000 on any given day in North America (depending on the level of television and movie production) and some 2,000 employees overseas.



WARNER BROS TURKEY FİLM LTD ŞTİ., the Turkish subsidiary of WBEI established in 1987 for film distribution is one of the leading players in the market. The Company is the licensee of SONY PICTURES INTERNATIONAL for Turkey as well and also distributes Turkish Feature Films.

– Member News –

Baker & McKenzie

Baker & McKenzie Hosted its Annual Party

In early September, Esin Attorney Partnership, a member firm of Baker & McKenzie International, a Swiss Verein, hosted its annual party at Sait Halim Paşa Mansion. Over 300 friends of the firm, including many representatives of AmCham member companies, enjoyed a lovely evening of food and drink by the Bosphorus. Later in the evening, radio personality Bay J dazzled the crowd.



Baxter

Baxter Turkey is certified as Green Office by LEED

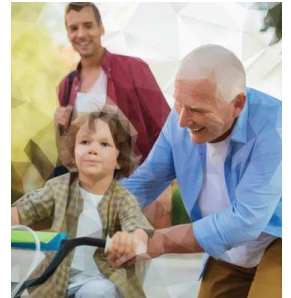
Baxter Turkey office is designed as a Green Office that aims to be environmentally responsible and use resources efficiently. Being an environment responsible company, as Baxter Turkey we applied LEED (Leadership in Energy and Environmental Design) one of the most popular green building certification programs that is used worldwide and developed by U.S. Green Building Council to be certified as a green office. Baxter's office project is evaluated by LEED program standards which has five main categories in which points toward certification can be earned. After the selection process, Baxter Turkey headquarter is certified as Silver that fulfills the requirements which are sustainable sites, water efficiency, energy and atmosphere, materials and resources, and indoor environmental quality.



Becton Dickinson

Becton Dickinson is on Fortune's Change the World List

BD, which offers healthcare solutions enhanced by innovative technology, is named under the Fortune magazine's 2016 Change the World list. BD and its 120 years of globally-acknowledged experience is ranked in 37th on the list as one of only 10 companies who have earned this honor two years in a row. BD began its studies within the field of safety at the beginning of the 1980s when the AIDS epidemic was at its peak. The sectoral data obtained during this period revealed the fact that healthcare workers were frequently injured and infected due to contaminated needles and as a result, BD expeditiously designed safety engineered devices. Today, BD develops world-wide safety projects together with training programs carried out in cooperation with healthcare organizations via the installed injury tracking system utilized across the world free of charge.



Chadbourne & Parke

Chadbourne Istanbul's Managing Partner, Ayse Yuksel, Elected to Firm Management Committee

International law firm Chadbourne & Parke is pleased to announce that partner Ayse Yuksel, the Managing Partner of Chadbourne's Istanbul office, has become a member of the firm's Management Committee. This committee is the firm's highest decision-making body, comprised of five senior attorneys who are elected by the firm's partnership to serve 2-year terms. As a member of the Management Committee, Ms. Yuksel will have a role in all major business decisions for Chadbourne, which operates an international network of 10 offices on five different continents. In addition to her new management role, she will continue her legal practice focusing on corporate transactions, including mergers and acquisitions, private equity investments, privatizations, joint ventures, strategic alliances and financing transactions. Ms. Yuksel is an alumnus of Harvard University and Columbia University Law School.

Coca-Cola

Coca-Cola is the First Fortune 500 Company to Replenish All the Water It Uses Globally

The Coca-Cola Company has met its goal to replenish, or in other words balance, the equivalent amount of water used in their global sales volume back to nature and communities. Based on this achievement, Coca-Cola is the first Fortune 500 Company to publicly claim achieving such an aggressive water replenishment target. The Coca-Cola Company globally replenished 337 billion liter of water for 300 billion liter of water that is used in products and production process system through 248 community water partnership projects in 71 countries focused on safe water access, watershed protection and water for productive use. Coca-Cola Turkey contributed to this achievement by replenishing 4,3 billion of water to society and nature through Night Irrigation and Agriculture of The Future projects in 2015.



Dow

Onur Terkesli spoke at 28th National Chemistry Congress



28th Chemistry Congress was held on 15–21 August 2016 at the Cultural Center in Mersin University in cooperation with Turkish Chemical Society. Onur Terkesli, South Office Leader in Gaziantep Turkey, attended the session called “*The introduction of sponsor organizations*” as a speaker together with Umit Sarı from the Mediterranean Chemicals and Chemical Product Exporters Association (AKMİB) and Sefa Ozedincik from Sisecam, Emin Yıldız from Toros Tarım. Onur Terkesli addressed Dow, the producer of more than six thousand products across 179 countries, has sales exceeded \$49 billion in 2015. Dow invested \$2 billion of its revenue in R&D for the purpose of creating scientific technology and innovation. Terkesli continued, “*We innovate and develop solutions drawing inspiration from chemistry, physics and biology.*”

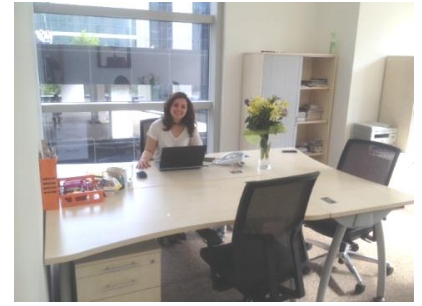
Terkesli highlighted the efforts of Dow in the field of sustainability. He said “*At Dow, we believe that whatever works for the benefit of the world and society is also good for business. In line with our sustainability objectives, our goal is to redefine the role of corporations and to lead the transition to a sustainable world and society.*” Terkesli noted that Dow, the official chemical company of the Olympic Games and carbon partner of Rio 2016, is involved in diverse projects including field technologies and the construction of Olympic facilities, transportation, urban infrastructure and carbon reduction. [Read more](#)

- [Dow Turkey has completed the branding of its new office](#)

ETS Global

ETS Global has now Opened its New Branch Office in Istanbul!

ETS Global is a wholly owned subsidiary of Educational Testing Service (ETS), creator of the TOEFL®, the TOEIC® and the GRE® tests, and represents its parent company in the region of EMEA. ETS Global's new branch office offers a variety of ETS's assessments and tools that support English language learning at all levels of education, including the certification of competencies of English teachers. It also continues to perform its outreach and client relationship functions for higher education and government agencies. ETS Global is seamlessly connected to the vision and values of ETS. *Background Note: Founded as a nonprofit in 1947, ETS develops, scores and administers more than 50 million tests annually, including the TOEIC®, the TOEFL® and the GRE® tests. ETS is passionate about the mission to advance quality and equity in education for all people worldwide because ETS believes in the power of learning. ETS strives to provide innovative and meaningful measurement solutions that improve teaching and learning, expand educational opportunities, and inform policy.*



EY

Metin Canoğulları Appointed as the Country Leader of EY Turkey



Metin Canoğulları was appointed as the Country Leader of EY Turkey on 26th September 2016. Evaluating EY Turkey's new vision and targets, Metin Canoğulları stated: “*I am very excited and delighted to take office as the Country Leader of EY Turkey following Mustafa Camlica's leadership during the last successful 6 years. As being a rapidly growing company during Mustafa Camlica's leadership, we will expand our customers' need-based services and continue to contribute to Turkey's economy with our awareness of sustainability. In the upcoming period we will act as a managerial whole and give prominence to offering integrated solutions in our services. We will offer sustainable solutions in line with Turkey's expectations and to the conditions of the business world, that take into account our company's goal of building a better*

working world and that support the performance of all of our stakeholders both locally and internationally.” After 12 years of experience at Arthur Andersen, Metin Canoğulları has been working at EY Turkey for the last 14 years. Previously the leader of Strategic Growing Markets and Family Business Services in the EY Central and Southeast Europe region comprising 22 countries in Europe, Canoğulları graduated from the Department of Management Engineering at Istanbul Technical University, and completed his postgraduate degree at the Department of Management of Boğaziçi University.

General Electric

GE Makes its First Brilliant Factory Investment in Turkey in the MENAT Region

General Electric (GE) contributing to Turkey's economic growth through localization and local innovation, announced that it will transform its Power Transformers factory in Gebze into the first brilliant factory in the region. The factory transformation was announced by Fatih Metin, Deputy Minister of Economy, GE executives and government officials during a special ceremony, which also marked the inauguration of the largest power transformer test lab in the MENAT region, which will be located within the Power Transformers factory. The \$20M total value of investment in the Gebze factory will also increase its manufacturing capacity. Delivering a speech at the inauguration of Power Transformers factory Test Lab,



Canan M. Özsoy, President & CEO, GE Turkey emphasized GE's role in adding value to the Turkish economy by supporting local manufacturing, export and job growth in Turkey for 68 years. Özsoy said, “We have tripled the number of our employees in Turkey since 2012. Today, we are proud to operate in our country's primary business areas with more than 2,000 employees in eight different locations, and to contribute to local manufacturing, innovation, export and employment. We have focused on the development of local innovation in industries including renewable energy, smart grids, LED, healthcare and life sciences through our GE Turkey Innovation Center launched last year. Today, we have not only invested in an exemplary brilliant factory, but we will also increase our contribution to the industry and Turkish economy.”

Good Year

Significant Study on Autonomous Vehicles by Goodyear!

One of the world's leading tire producers, Goodyear, and London School of Economics and Political Science (LSE) kicks off a study to measure the tendencies of drivers who will share the same route with autonomous vehicles. A part of ThinkGoodMobility platform which runs operations on smart, safe and continuous mobility; this study aims to show the views of drivers from 11 European countries with the help of surveys and focus groups.

- Goodyear Employees Give Support for Education!
- “Best Supplier” Award from Subaru to Goodyear!

Harvard Business School

HBS “Istanbul Research Center” Became “MENA Research Center” in line with the Company’s Broadening Mission

Looking back to last year’s accomplishments, the opening of the HBS Dubai office in November 2015 was a highlight of the year. Thanks to three researchers in two locations, HBS have initiated projects in four additional countries throughout the Middle East with two more to follow in the coming months. With that expansion of responsibility it seemed only appropriate to change the name of the Istanbul Research Center to the **MENA Research Center**, more accurately reflecting HBS’s broadening mission. Two locations in Istanbul and Dubai will continue to play an important role in helping HBS develop and strengthen relationships with business and academic leaders in the Middle East, Turkey, North Africa, and Central Asia. Support for faculty research, student programming, Executive Education, and Harvard Business Publishing are enabled by these HBS locations.



**HARVARD
BUSINESS SCHOOL**
MENA Research Center



Herrick Feinstein

Commercial Observer Q&A with Herrick’s Turkish Practice Group Co-Chair Barbaros Karaahmet

Barbaros Karaahmet was featured in a Q&A in the August 3 issue of *Commercial Observer*. The profile detailed Barbaros' role as co-chair of Herrick's Turkish Practice Group, his current projects for Turkish investor clients, and his thoughts on why New York City and Miami real estate are attracting increased Turkish investment. [Read more](#)

Hilton Worldwide

Hilton Worldwide Recognized as Top Hotel and Hospitality Company in Turkey

Hilton Worldwide Turkey was recognized as “The Most Admired Hotel Brand” in “The Most Admired Companies of Turkey 2015” research by Capital Magazine. Hilton Worldwide was awarded first place in the Hotel and Hospitality Sector in 2015. The research has been a reference point in the Turkish business world since 2000. The companies ranking first within their sectors received their awards at the ceremony held on April 28th. Hilton Worldwide Turkey Human Resources Director Hakan Özcan received the award on behalf of Hilton Worldwide. “The Most Admired Companies of Turkey” were named based on votes received from representatives of the business world. “The Most Admired Companies of the Sector”, on the other hand, were selected with votes from representatives of each specific sector.



- Great Place to Work® Institute names Hilton Worldwide as Turkey’s Best Employer of 2016
- Conrad Istanbul Bosphorus Recognised as Turkey's Leading Hotel at 2016 World Travel Awards in Europe

Honeywell

Turkish Teachers Receive Space Training at the U.S. Space & Rocket Center with Honeywell



Honeywell, in collaboration with the U.S. Space & Rocket Center (USSRC), hosted more than 200 teachers from 25 countries, including 12 from Turkey, at the Honeywell Educators at Space Academy (HESA) program, from June 8-21, 2016. Since its creation in 2004, HESA has graduated 2,576 educators from 56 countries, including 30 teachers from Turkey over the past three years. The award-winning scholarship program, created by Honeywell Hometown Solutions, the company's corporate citizenship initiative, is designed to help middle school math and science teachers be more effective at teaching science, technology, engineering and math (STEM) subjects. Honeywell Turkey and Central Asia President Orhan Geniş said, "Honeywell sees a need for increased STEM education and has been filling a gap with programs like Honeywell Educators at Space Academy that engage and inspire students. Our goal is to create a pipeline of talented young men and women who will become our future scientists, engineers and mathematicians." To date, more than 3 million students have benefited from the invaluable teaching techniques gained from HESA. [Read more](#) for more information about HESA.

IBM

Industry Leaders Establish Partnership on AI Best Practices

IBM (NYSE: IBM), Amazon, DeepMind/Google, Facebook and Microsoft announced that they will create a non-profit organization that will work to advance public understanding of artificial intelligence technologies (AI) and formulate best practices on the challenges and opportunities within the field. Leading tech industry researchers from IBM, Amazon, DeepMind/Google, Facebook and Microsoft convened to announce a partnership on artificial intelligence (AI) best practices, at IBM's Watson headquarters in New York City. Academics, non-profits, and specialists in policy and ethics will be invited to join the Board of the organization, named the Partnership on Artificial Intelligence to Benefit People and Society (Partnership on AI). AI technologies hold tremendous potential to improve many aspects of life, ranging from healthcare, education, manufacturing to home automation & transportation.



Jones Lang LaSalle

JLL Turkey Presents its 2016 Mid-Year Overview Report "Turkey Commercial Real Estate Market"

Please find below the key highlights from the report focusing on Turkey's economic situation, retail, office, logistic & hotels markets:

- The retail market has witnessed the market penetration of some widely known brands, including Mexx, Under Armour, Kiko Milano, Urban Decay and NYX, via acquisition or partnership agreement by local retailers. For the rest of 2016, the retail market is expected to become more active than the first half of 2016.
- Increasing office stock will continue to drive the transformation of the market from *landlord-friendly* to *tenant-friendly* in H2 2016. Considerable demand for horizontal offices – with a floor size of 3,000 to 4,000 sq m – is expected to remain strong through broader podium floors in newly opened and pipeline office buildings.
- In logistics, warehouse leasing and sale transaction volume remained at a low level, the market witnessed transactions that were mainly originated from demand in 2015.
- The tourism and hotel market in Istanbul experienced a sharp downturn in 2016 H1. However, Istanbul strengthened its position in the ICCA's Top 10, being ranked 8th with 148 congresses: a 14% increase compared to 2014. Turkey has been ranked 18th, with 211 congresses, representing an 11% increase compared to 2014. [Read more](#)



Microsoft

Microsoft Turkey, Habitat Turkey, and Finansbank Joined Forces for "Kodu Cup Turkey 2016" Competition

Microsoft Turkey, Habitat Turkey, and Finansbank joined forces and organized Kodu Cup Turkey 2016 competition on September 9, 2016. A visual programming language for creating games, Kodu Cup is accessible for children as young as 6 year olds and enjoyable for anyone. It fosters high degree of computational thinking and programming fundamentals. With strong links to numeracy and literacy, as well as science, maths, and geography, students and teachers can use it across the curriculum. Building on Kodu's successful programming, Finansbank, Habitat Turkey and Microsoft Turkey collaborated at a national level and organized a program to develop coding expertise and computational thinking across different cities and brought teachers and students for an exciting new challenge in Istanbul. The Kodu Cup competition allowed students to take their first steps in coding. Students were challenged to develop their own games under the theme "Environment" by using the Kodu Game Lab tools. 165 different teams submitted their games for the Kodu Cup Challenge from different cities. 5 winning teams from 2 different age categories of 8-11 and 11-14 were invited to pitch their games to the jury on September 9, 2016 at Finansbank Headquarters. The winners, besides receiving their Kodu Cups, were rewarded with gift cards.

Novo Nordisk

'The Voice of the Field' Said the Best is Novo Nordisk!

The results of the 2015 Survey conducted by the Pharmaceutical Representatives Association (MÜDAD) have been announced in July 2016. According to 2015 results, Novo Nordisk won the main awards as the best company for **'Employee Satisfaction'** and the **'Best Company to Work'**. The Vice President and the General Manager of Novo Nordisk Turkey Burak Cem said: *"Awesome results! It is a big proud to be evaluated as 'THE BEST COMPANY' by our employees who always aim for BEST outcomes and succeed in getting the BEST, as well as by the other colleagues working in pharmaceutical industry. Being a member of the Novo Nordisk family is always a privilege; we are granted for this award because we are working in a family environment supporting and loving each other. I congratulate all our family members."*

Radiometer

Radiometer Completed the Installation of 145 HemoCue Glucose Analyzers at Hacettepe University

Installation of 145 HemoCue Glucose Analyzers has been completed at Hacettepe University Hospital in 70 NICU, PICU, ICU and inpatient units by Radiometer Turkey Team that won this big reference account tender as result of very successful sales activities and management. In this regard, setup of HemoCue Glucose 201 DM analysers to Adult patient Units and HemoCue Glucose 201 DM RT analyzers which provide more sensitive measurement of glucose assays on samples of babies and children to neonatal , premature infant and child units have been established successfully. Radiometer Turkey Team also carried out training activities to over 300 interns and nurses within this period. In addition to this, approximately 90% of HemoCue analyzers' LIS connection has been completed by IT team of Hospital and now almost all glucose analyzers are connected to AQUIRE system which is offered by Radiometer IT Solution to access to all analyzers for checking their QC and patient results by laboratory management. That will also bring the benefit of preventing revenue/consumable leakage of Hacettepe University since Aquire keep all patient results for reimbursement and also HemoCue has embedded barcode reader and patient barcode is mandatory for performing glucose test.



Steelcase

"Steelcase Global Report on Engagement" Has Been Published

[The Steelcase Global Report](#) is the first study that explores the relationship between employee engagement and how people feel about their workplace. It identifies one of the most serious issues facing leading organizations today: Only 13% of workers are highly engaged. Conducted with 12,480 office workers in 17 countries including Turkey and United States, the study affirms Steelcase's belief that the places where people work can influence not only productivity, but also shape employee attitudes and beliefs. It demonstrates that the workplace can be part of a holistic strategy to increase engagement. Jim Keane, CEO of Steelcase Inc. said: *"At Steelcase, we've spent decades researching work and the workplace and that's helped us to understand how the*

work environment can shape the behaviors of people, reinforce culture and advance business results. Driven by this curiosity about work, workers and the workplace, we wanted to better understand the relationship between employee engagement and the workplace." [Read the report](#) to learn from the research and work with them to explore ways your workplace can help your people be more resilient and engaged.



Xerox

New Marketing Role to Kaan Yünezer



Xerox CIT (Central and Eastern Europe Israel and Turkey) Region Board Member and Marketing Director Kaan Yünezer has taken a new duty in Xerox Turkey as Marketing and Indirect Channel Sales Director. Previously, Kaan Yünezer led marketing and service function as Channel Operations & Marketing & Supply Chain Director at Xerox Latin America based in Florida US. Kaan Yünezer also served as Channel Operations & Marketing Director at Xerox CIT in London UK. During his career, Kaan Yünezer supported emerging markets operations, outsourcing and channel business. Additionally, Kaan held senior roles in sales and marketing area. Kaan Yünezer has fifteen years of experience with Xerox, strong marketing discipline, deep roots in the services business and a keen understanding of how to advance opportunities in growth markets. Kaan Yünezer holds a

Masters of Business Administration from Golden State University, California.

– Meetings & Activities –

July 12 | Attendance at Roundtable Meeting with H.E. Nabi Avci, Minister of Culture and Tourism of the Republic of Turkey

AmCham Turkey/ABFT member company representatives attended a roundtable meeting with H.E. Nabi Avci, Minister of Culture and Tourism of the Republic of Turkey on July 12th at Grand Hyatt Istanbul. The roundtable was organized by the U.S. Chamber of Commerce's U.S. Turkey Business Council in cooperation with TOBB, focusing on the current situation of Turkey's tourism industry and planned infrastructure upgrades.



July 13 | Meeting with WeConnect International

AmCham Turkey/ABFT held a meeting with Nilay Celik, Turkey Representative of WEConnect International, a global initiative that helps women-owned businesses to succeed in global value chains. The meeting focused on discussions on potential areas of cooperation between the two organizations related to corporate social responsibility endeavors.



July 14 | Meeting with IATA Representatives

AmCham Turkey/ABFT held a meeting with Rafel Schwartzman, Regional Vice President Europe of IATA and Funda Calisir, Area Manager Turkey, Azerbaijan and Turkmenistan of IATA (*International Air Transport Association*) along with Filiz Hayırlı Tepebaşı, Associate Director, Strategy, Industry, Government Relations at Boeing on airspace modernization in Europe and discussion on possible areas of cooperation beneficial for both sides.

July 20 | 4th of July Independence Day Reception at U.S. Consulate General Istanbul

The U.S. Consulate General in Istanbul hosted a 4th of July Reception on the evening of July 20th at its Istinye premises to mark the 240th 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. A large number of invitees from the diplomatic, business, academic, cultural, NGO, and media circles attended the event.

August 17 | Meeting with Doç. Dr. Recep Bildik, Borsa Istanbul Private Market

AmCham Turkey/ABFT held a meeting with Doç. Dr. Recep Bildik from Borsa Istanbul regarding Borsa Istanbul Private Market initiative that aims to match startups with business angel investors, qualified investors and private capital funds. The meeting featured discussions on potential areas of cooperation between the organizations.

September 2 | Roundtable Discussion with US & Turkey NGOs jointly organized by TAIK and ATC

AmCham Turkey/ABFT members attended a roundtable discussion with US & Turkey NGOs, jointly organized by TAIK (Turkey-US Business Council) and ATC (American-Turkish Council) at the Conrad Hotel. The meeting featured prominent business leaders to exchange ideas on Turkey's business and investment climate, potential cooperation avenues, recent developments in the region and global economic outlook.



September 21 | Attendance at TTIP Event Organized by TURKONFED and IKV

IKV's EU Information Center in cooperation with TURKONFED, organized a meeting entitled "The Customs Union Talks" in Istanbul on September 21st at Soho House. IKV Brussels representative Haluk Nuray and TURKONFED Economics Adviser Pelin Yenigün Dilek discussed the current status of the Customs Union and revealed details pertaining to its ongoing modernization process. AmCham Turkey/ABFT attended this meeting.

September 26 | Attendance at TEPAV Pharma Sector Report Launch Event

TEPAV has organized a conference at TEPAV premises in Ankara on September 26th to discuss highlights from its recently launched Pharmaceuticals Production and Export Ecosystem Report, prepared in cooperation with AIFD (Association of Research-Based Pharmaceutical Companies). The conference featured presentations and workshops as to determine areas of improvements related to the sector and for strengthening Turkey's business and investment climate.