

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



2016

4TH QUARTER NEWSLETTER

– New Team Members –

AmCham Turkey/ABFT Executive Director Announcement

AmCham Turkey/ABFT's Executive Director **ELİF DEMİRCAN** has left her role to pursue new endeavors abroad as of 2017. Having served for 5 years as the Executive Director of AmCham Turkey/ABFT, Elif contributed to AmCham Turkey/ABFT's positioning as a thought leader in collaboration with the Board Members, the diversification and expansion of membership base by more than two folds, development of ABFT's institutionalization and compliance procedures, revitalization of committees in terms of policy & advocacy and establishment of 7 new committees.

Elif Demircan left her role as of January 31, 2017. She will continue to act as an advisor to AmCham Turkey/ABFT in the transition period.



HALE ALTAN is assigned as the new Executive Director of AmCham Turkey/ABFT. In this role, Hale will be responsible for developing and implementing ABFT's organizational strategy in coordination with the Board of Directors. Having 15 years of sector experience, Hale worked as the Deputy Secretary General responsible for Micro Reforms at TUSIAD (Turkish Industry & Business Association).

Hale ALTAN, a graduate of Bryn Mawr College (double major in Economics and Political Science) in the U.S., received her MA from Leiden University in European Union Law and Executive MBA from Koc University. Prior to joining American Business Forum in Turkey, she held various responsibilities at Istanbul Chamber of Industry, Ministry of Transport, TUSIAD and JTI Turkey. Previously, she has worked as the Deputy Secretary General responsible for Micro Reforms at TUSIAD and Corporate Affairs Manager at JTI Turkey. Her main areas of expertise are; developing strategies on economic and political realms of the manufacturing industry, establishing the formal positions of the organization, and government affairs.

– Information on IP Laws Amendment –

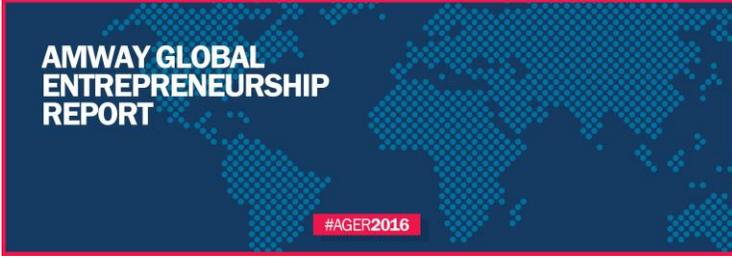
There have been some major changes in Intellectual Property legislation recently. The Law No. 6769 on the Protection of Industrial Property Rights ("Industrial Property Law") passed the Grand National of Assembly on December 22, 2016 and entered into force on January 10, 2017. Please find below detailed information from our members Baker & McKenzie and Moroglu Arseven.

- [Turkey: Long Awaited Law on Industrial Property Rights Enters Into Force](#) by Baker & McKenzie
- [Major Trademark Reforms in Turkey](#) by Moroglu Arseven

- Member News -

Amway

Amway Global Entrepreneurship Report



During one week each November, Global Entrepreneurship Week is a celebration of the job creators and innovators who launch their own business and bring ideas to life, drive economic growth and expand human welfare. Amway Global Entrepreneurship Report (#AGER), measuring “the public pulse of self-employment around the world” in its own words is annually published celebrating the week. With AGER, Amway inspires Amway Business Owners, as well as key influencers in politics, media, industry and science through

local and national #AGER activities. The first study was launched in 2010 with 12,000 respondents, then expanded worldwide in 2013 covering 24 countries. This last survey titled “Entrepreneurship in a Changing Work Environment”, launched on 14th of November, 2016 was conducted in 45 countries, with 50,861 men and women aged 14-99. [Read More.](#)

Baker & McKenzie

Baker & McKenzie organized "Disability Awareness Program"

Baker & McKenzie’s Diversity Committee aims to promote and support diversity and inclusion in the office and in the community, focusing their efforts on raising awareness and support for women, LGBTI, disabilities, and ethnicity & culture. The committee organized a "Disability Awareness Program" to draw attention to December 3, the International Day of Persons with Disabilities. As part of the program, the Diversity Committee distributed 10 award tickets for the dance show “Rüya ve Maskeler”, whose tickets proceed benefit for the Spinal Cord Paralytics Association of Turkey. Other events included a screening of the Oscar winning movie "My Left Foot" and a speech by Adem Kuyucu, the president of the Association for Living Without Obstacles (Engelsiz Hayat Dayanışma Derneği), who discussed the issues faced by disabled people and how disabled people can be better supported in life and in the workplace. As a separate note, Baker & McKenzie reconstructed its main entrance and built a disabled lift; and converted one of its toilets into a disabled toilet on the eve of the International Day of Persons with Disabilities, in order to make the office more accessible.



Birlikte Daha Güvenli

Becton Dickinson

BD Health Pioneers Reaches 70.000 Healthcare Professionals

BD Health Pioneers Program, initiated by BD Turkey, aims to introduce and raise awareness about best practices in the healthcare industry in Turkey through non-profit trainings. The program reached over 20,500 healthcare workers in 2016 and approximately 70,000 healthcare workers in the last 4 years with safety and best practice trainings. BD Health Pioneers are made up of a team of experts from BD employees including doctors and nurses who provide trainings on a wide range of healthcare works and patient safety related issues such as hospital acquired infections, needle stick injuries, injection techniques and blood culture collection. BD Health Volunteers aim to help solve the most important problems in the healthcare sector through these trainings, both theoretically and practically, targeting current and future healthcare professionals.

Cargill

Cargill Producing Stearic Acid in Dilovası Facility

Cargill Industrial Specialties Turkey finalized a significant project recently and brake grounds by producing stearic acid in its Dilovası facility. After the acquisition of Alemdar Kimya Plant in 2014, Cargill continued to invest for both reactivating some existing units and introducing new technologies and know-how. By investing approximately 15 million TL in to reactivate the distillation unit, Cargill is now able to produce not only distilled sunflower fatty acid but also stearic acid. Following the project, local production of stearic acid -one of the main raw materials used in many sectors of the chemical industry-, began in Turkey for the first time. Indeed, stearic acid is also a new product in industrial product portfolio of Cargill, and the first and only stearic acid production facility among Cargill locations across the world is Dilovası Plant.

Conrad Istanbul Bosphorus Conrad Istanbul's Spa Center has been Renovated

Spa of Conrad Istanbul Bosphorus has been renovated and provides service with experienced and professional therapists. Spa Soul located at Conrad Istanbul Bosphorus offers a modern version of the traditional spa treatments with French "Charme d'Orient" products and lets its customers relax with massage and treatment rituals.



Dow

Ihsan Necipoğlu speaks at the 8th National Chemistry Industry Congress

Ihsan Necipoğlu, President of Dow Turkey and Central Asia, spoke at the 8th National Chemistry Industry Congress which was organized by Turkish Chemical Manufacturers Association on 15 December 2016 in Ankara. In the panel "How Foreign Trade Affects Chemistry Industry?" Necipoglu referred to challenges that stem from import regulations. In this framework, he underlined four key areas that need to be improved; "Relations between Turkey and European Union", "Transition period to implement", "Custom laboratory analysis process" and "REACH legislation." Necipoglu depicted the business world, the government and universities as a golden triangle working in harmony. He added that Dow is determined to continue its close collaboration with the government and universities.



- Dow Turkey's CSR Project "Chemistry of Teachers" workshops were held in Izmir and Eskisehir
- BOSS Magazine published Onur Terkesli's interview

EY

The EY Entrepreneurial Winning Women Program Turkey Class of 2017

The EY Entrepreneurial Winning Women program is an executive leadership program that identifies a select group of high-potential women entrepreneurs whose businesses show real potential to scale — and then helps them do it. This year-long program is designed for established, women-led businesses that are ready to scale operations and become global market leaders. Selected entrepreneurs will participate in a customized leadership development program with year-round activities designed to catalyze their companies' growth by building and fostering critical relationships, enhancing leadership skills, expanding business know-how and providing increased visibility. Winners are welcome to remain engaged in Winning Women activities for as long as they benefit. [Read More.](#)



Goodyear

Goodyear's Eagle-360 Named One of 2016's Best Inventions by Time Magazine

The Goodyear Tire & Rubber Company's Eagle-360 concept tire has been named one of the "Best Inventions of the Year 2016 by the Time magazine. This year's list includes 25 inventions, which in addition to Goodyear's Eagle-360 concept, includes a virtual reality headset, shoes that lace themselves, a solar roof collaboration between Tesla and SolarCity, and the Chevy Bolt electric vehicle.

- New Era of "Youth Action in Traffic" starts in Istanbul with education seminars for teachers



General Electric

GE Commits Equity Investment in GAMA Holding A.Ş. and Türkerler İnşaat A.Ş. Consortium as Partners Secure Development Financing

In line with Turkey's strategic healthcare transformation program, GE Healthcare, GAMA Holding A.Ş. and Türkerler İnşaat A.Ş., today reached a definitive agreement for the development of two strategic Ministry of Health PPPs; the İzmir & Kocaeli Integrated Healthcare Campus Projects. Serving as enablers in the execution of the projects, the Consortium also announced a commitment by OPIC, EDC and EBRD that will serve as lenders providing development financing of \$988 million to these projects over the next 3 years, subject to terms and conditions and financial close. The deal - that sees GE become a minority investor in the PPPs and awarded a ~\$128 million multi-vendor equipment and maintenance contract - is part of the Turkish Ministry of Health's \$15 billion plan to deliver twenty-nine PPPs and 41,000 new hospital beds. The definitive agreement was signed in Ankara in the presence of His Excellency, Recep Tayyip Erdoğan, President of the Republic of Turkey.



- TREDAŞ and GE launch "Brilliant Grid" operation system, a first in Turkey

Honeywell

Honeywell Turkey Hosts "One Honeywell Customer Event" in Ankara



Honeywell Turkey organized "One Honeywell VIP Customer Reception" in Ankara, on November 15th, 2016 to demonstrate how the latest Honeywell technologies can help customers to make their operations safer, more comfortable and efficient while reducing operating costs. The event hosted 100+ executives from the company's customer base representing different industries. Orhan Genis, President of Honeywell Turkey and Central Asia welcomed the guests with an opening speech and presented Honeywell's achievements in Turkey. He highlighted how Honeywell focuses on the world's most challenging global trends like energy efficiency, clean energy production, safety and security, expanding global wealth per capita and employee productivity. Shane Tedjarati, President of Honeywell's High Growth Regions also addressed the audience, explaining the strategic

importance and growth potential of Turkey. Complemented by touch screen demos and displays representing Honeywell businesses, the event attracted interest and provided solid networking opportunities for all businesses active in the region.

Intel

Intel Maker Space Opening Ceremony with the Turkish Minister of Defense

The 'Industry 4.0 Maker Space' in the Kocaeli Science Centre was opened with the attendance of the Minister of Defense and Intel Corporate Affairs Director Onur Yıldırım. The Maker Space was built by Intel and the Local Municipality of Kocaeli. The Maker Space will be used for delivering Intel's global and local skills-building programs to disadvantaged students in Kocaeli and neighbour cities.

- Showcase of the Entrepreneur Inventors Project with the Minister of Science, Industry and Technology during Turkey Innovation Week



Janssen

Janssen Turkey New Managing Director: Maria Fernanda Prado

Maria Fernanda Prado has been appointed as Managing Director of Janssen Turkey. Aside from her new position, Maria Fernanda Prado will also act as a member of EMEA Emerging Markets Operation Committee (EMOC). Having worked across various therapeutic areas such as Oncology, Hematology, Infection Diseases, Diabetes and Central Nervous System in the role of Sales and Marketing Director in Janssen Brazil for the last 3,5 years, Maria Fernando Prado has demonstrated successful leadership in executing the new business model that has critically contributed to the business growth during her period of duty. With 17 years of experience in pharmaceuticals industry, Maria Fernanda Prado worked 7 years in the retail industry at the beginning of her professional career. Maria Fernanda Prado holds a bachelor's degree in Marketing & Business Management from Fundação Getúlio Vargas, Sao Paulo. She then attended Escola Superior de Propaganda E Marketing (ESPM), Sao Paulo and earned a master's degree in business.



Jones Lang LaSalle

JLL at 38th Istanbul Marathon with a Running Team of 180 Employees



As a charity runner for three consequent years, JLL took a total of 2 million and 160 thousands steps supporting the cause of 'equality in education' in cooperation with Darüşşafaka Society in 38th Istanbul Marathon. JLL participated in the 38th İstanbul Marathon with a running team of 180 employees, as the most populous team among corporate charity runners whilst fundraising TL 107,500 for Darüşşafaka Society. In this regard, a classroom in Darüşşafaka complex in Maslak will be renewed with the support of JLL.

KPMG

A New Era in KPMG Turkey

KPMG Turkey welcomes 2017 with a new beginning. Head of Audit and Company Partner Murat Alsan, who has been working in KPMG Turkey for 22 years, has been elected as Chairman of KPMG Turkey. Murat Alsan graduated from METU Business Administration Department. Having 22 years of experience in telecommunication and the finance sectors, Mr. Alsan was also the Head of KPMG Turkey Financial Services. Murat Alsan supports the company's CSR projects as a KPMG Turkey Volunteer and actively takes part in social clubs.



Miyamoto International

Earthquake Risk and Solutions for Global Businesses



Earthquake and Structural Engineering firm Miyamoto International's global leader was invited to "Third International Earthquake Reality and Urbanization Workshop Program" as a speaker with regard to Miyamoto's seismic expertise to achieve sustainable development globally. The program, organized by Kocaeli Metropolitan Municipality and Kocaeli University, was held on November 8-10th 2016 at Kocaeli Chamber of Commerce. Dr. H. Miyamoto, who leads Miyamoto International, shared the firm's unmatched experience in seismic design and high performance earthquake engineering by explaining beneficial results to the customers who desire highly-effective and sustainable technical solutions. During Dr. H. Kit Miyamoto's visit, a roundtable meeting and a cocktail reception was also organized in coordination with AmCham Turkey/ABFT at Conrad Hotel on November 8th 2016.

Mondelez International

Ihsan Karagoz Joined Mondelez Turkey as Managing Director

Ihsan Karagoz joined Mondelez Turkey as Managing Director, effective 15th November, 2016. Ihsan Karagoz has strong international experience in Sales, Marketing and Business Development across top FMCG companies both in Turkey and globally. He started his career in 1988 as Marketing Supervisor and joined Kraft in 1989 as Sales Supervisor. Mr. Karagoz held various roles in Kraft including Logistics Service Manager and Brand Manager for Milka, Toblerone, Jacobs and Maxwell House. Shortly after Kraft, he worked in Gillette and held the roles of Regional Brand Manager, Regional Business Director for Turkey & Mediterranean HUB and Group Business Manager for AMEE HQ. In 2006 he was appointed Marketing Director in P&G, assuming accountability for a number of markets such as Caucasus, Central Asian Republics, Central Eastern Europe, Middle East and Africa. Between 2008 and 2010 he was the Marketing Director for Braun brand working in Geneva office of P&G responsible of Eastern Europe, Middle East and Africa. In 2011 Mr. Karagoz took on the role of Western hemisphere VP Marketing CMO at Kale Seramik A.S. until he accepted the role of Country Manager with Iron Mountain based in Turkey.



- Falim has been Selected Turkey's Most Loved Gum Brand

Moroğlu Arseven

Moroğlu Arseven Invests in Future by Moving to a New Office



Moroğlu Arseven is pleased to announce the relocation of its office to the vibrant Abdi İpekçi Avenue, located in the district of Nişantaşı. The move represents the final phase of an office relocation project carried out since February 2016, upon moving out of its long term home at the Odakule Building. The new offices are a true reflection of the firm's partners' confidence in continuing growth, as well as commitment to providing an enjoyable, efficient and energizing work environment for its members and clients. The firm's partners invite you to come visit the new offices.

As a result of the move, the firm's address has changed to: *Abdi İpekçi Caddesi 19-1, Nişantaşı 34367, İstanbul, Turkey*. No other changes will occur in any other firm contact details, nor the contact details of the firm's members. [Read More](#)

Procter&Gamble

P&G Turkey at its New Location in 2017

As P&G celebrates its 30th year anniversary in Turkey, P&G Turkey's office has moved to a new location that would provide better and quicker solutions and flexibility around individual working preferences. This relocation is not just a change of scenery; it also means a change of philosophy and culture. Every space in the new building was designed with P&G Turkey employees' inputs to provide a more inspiring, effective and flexible work environment. The campus-like office will have only 2 floors. Simply reaching out to each other in person instead of e-mails is easier, resulting in more direct communication and fast decision making. The progressive design also fosters dialogue culture with more collaboration. There is a variety of collaboration areas all around the office enabling team meeting more frequently and with greater ease, keeping team spirit alive. The new office also has a private courtyard, terrace and cafeteria for serving different individual needs and equipped with latest digital technology. Last but not least, the new office with its LEED certificate will provide a more sustainable working environment. With the new office, new philosophy and new working environment, P&G Turkey will focus on the business with even more passion, collaboration and speed.



Radiometer

Radiometer ABL9 Blood Gas Analyzer: Clever Made Simple

Being a sophisticated science, blood gas testing is an important asset for modern hospitals to improve the quality of overall patient care. The ABL9 analyzer delivers fast and reliable results on 8 critical parameters using 70 µl of whole blood which enables to see full insight into vital functions from one single blood sample. The ABL9 analyzer has a small footprint and huge potential. Based on proven sensor technology and high analytical performance it is a plug-and-play solution that allows easy and intuitive testing. In December 2016, Radiometer Turkey installed two ABL9 analyzers in Adana and 6 more ABL9 will be placed in January 2017 in different parts of Turkey. Radiometer aims to reach all hospital segments with comprehensive product portfolio and help care givers make diagnostic decisions that save lives.



The Ritz-Carlton Istanbul

Özlem Öktem Appointed as Director of Sales & Marketing

Born in Izmir in 1981, Özlem Öktem graduated from Bilkent University and started her career in hospitality with Anemon Hotels in İzmir, after which she joined the Sales team at Swissotel Grand Efes Izmir. In 2009, Mrs. Öktem continued her career with Çırağan Palace Kempinski taking over various roles in the Sales & Marketing department, where she then was appointed as Director of Sales in 2015. With her strong sales and leadership experience gained throughout her career in hospitality as well as her previous role as Director of Sales and Marketing at the Kempinski Bodrum, Mrs. Öktem is now Director of Sales & Marketing while leading the Rooms segments covering both, group and transient along with administrative leadership responsibilities.



Xerox

Xerox to Create Two Focused Industry Leaders

Xerox separates into two strong, independent, public companies. The separation will create two industry-leading Fortune 500 companies in order to maximize returns to shareholders and align the businesses to current market dynamics. Upon separation, the companies will benefit from greater strategic and operational focus, simpler organizational structures and more efficient allocation of capital. They will be better positioned to meet their clients' needs and capitalize on the unique growth opportunities in their respective markets. The Business Process Outsourcing (BPO) company, which will be named Conduent Incorporated will be an industry leader that helps clients improve their flow of work. The Document Technology company, which will be called Xerox Corporation, will be a global leader in document management and document outsourcing with superior technology, solutions and innovation capabilities.



– Meetings & Activities –

October 7 | EMCC Turkey Mentoring Summit

AmCham Turkey/ABFT Board Member and Korn Ferry Managing Director Nilgün Langenberg attended “Turkey Mentoring Summit” as a panelist on October 7th, 2016 at Sabancı Center. The summit was organized by EMCC (European Mentoring & Coaching Council), a partner of AmCham Turkey/ABFT’s Women Leadership Network. AmCham Turkey/ABFT provided speaker support to the summit that discussed contemporary mentoring practices and attracted leaders from corporates, NGOs and SMEs/Startup companies. The panel session discussed how to leverage women focused projects at Non-Profit Organizations.



October 12 | Attendance to Commercial Opportunities in the Turkish Technology Market Seminar

AmCham Turkey/ABFT attended “Commercial Opportunities in the Turkish Technology Market” seminar held at ITU Arı Teknokent on October 12th, 2016. The event organized by various institutions including but not limited to University-Industry Collaboration Centers’ Platform (USIMP), Istanbul Chamber of Industry, Swiss Chamber of Commerce in Turkey and British Chamber of Commerce in Turkey, provided information on R&D grants, incentives and investment opportunities available in Turkey, as well as about the new technologies developed by Turkish Universities that are available for commercialization through University Technology Transfer offices.

October 13-15 | Attendance to International Conference on Managing Intellectual Property in Universities

AmCham Turkey/ABFT became the media partner of the International Conference on “Managing Intellectual Property in Universities” held at Bogazici University between October 13-15th. The aim of the conference, organized with the cooperation of Bogazici University, Koc University and ODTU, is to raise awareness about intellectual property and to contribute both to the academia and the newly emerging Technology Transfer Ecosystem within the scope of adopted principles of intellectual property.

October 12-14 | AmChams in Europe Best Practices Conference 2016

AmCham Turkey/ABFT Executive Director Elif Demircan attended AmChams in Europe’s Best Practices Conference in Ljubljana, Slovenia between October 12-14. Representatives from 30 AmChams met in Ljubljana to share best practices and compete for the Creative Network Award on the topics of membership and management, advocacy and impact, communication, and marketing creative initiatives and programs.



October 14 | Turkish Smart City Project Roundtable Meeting with USTDA

AmCham Turkey/ABFT organized a roundtable meeting with the U.S. Trade and Development Agency (USTDA) to discuss smart city projects, best practices and USTDA project development funding for feasibility studies or technical assistance. USTDA will provide a grant to the Turkish project sponsors for the proposed feasibility study or technical assistance. The study or technical assistance will be performed by a U.S. company selected through a competitive bid or sole source process by the project sponsor.

November 3 | AmCham Turkey/ABFT 12th Anniversary Gala

AmCham Turkey/ABFT 12th Anniversary Gala was held on Thursday, November 3rd at The Ritz-Carlton Istanbul with the Guest of Honors *U.S. Ambassador to Turkey John R. Bass, U.S. Consul General Jennifer L. Davis, President of the Republic of Turkey Prime Ministry Investment Support and Promotion Agency Arda Ermut and The Dow Chemical Company Chairman and CEO Andrew N. Liveris*. The CEO and Board Member of Citibank Turkey and Chairwoman of AmCham Turkey/ABFT Serra Akçaoğlu and AmCham Board members attended the Gala night, assembling more than 200 high-level public and private sector representatives from both Turkey and the U.S.



November 8 | Roundtable Meeting with Kit Miyamoto, Global CEO of Miyamoto International

AmCham Turkey/ABFT, in collaboration with Miyamoto International, hosted a roundtable meeting with Mr. Kit Miyamoto, Global CEO of Miyamoto International at Conrad Istanbul. The event is intended to discuss how can the private and public sector better prepare for and overcome the many challenges of disaster recovery. Mr. Miyamoto informed AmCham members on the importance of earthquake risk reduction, management on high seismic risk countries and solutions for global businesses.



November 8-9 | Attendance at USIMP Patent Fair 2016

The University-Industry Cooperation Centers Platform of Turkey (USIMP) organized “USIMP Patent Fair” at Harbiye Askeri Müzesi in Istanbul, providing a technology marketplace that featured keynote speeches and panel discussions presenting academic and industrial perspectives on commercialization of academic research results, bringing together providers (university patents) and technology seekers (companies) to create new collaborations and foster technology transfers. AmCham Turkey/ABFT attended the conference.

November 24 | AmCham Turkey/ABFT - 2nd Annual Thanksgiving Dinner Event

AmCham Turkey/ABFT and its member Istanbul Marriott Hotel Sisli organized a Thanksgiving Dinner event on Thursday, November 24th at Istanbul Marriott Hotel Sisli. The event started with the welcoming address of Arne Klein, Istanbul Marriott Hotel Sisli General Manager. AmCham's second Thanksgiving Dinner was held with the participation of AmCham members, colleagues, families and friends.



December 9 | Boğaziçi University Reputation Management Summit

AmCham Turkey/ABFT became the media partner of the Reputation Management Summit held at Bogazici University on December 9th. The summit organized by Bogazici University, Public Affairs Institute and Center for Research in Corporate Governance & Financial Regulation, focused on how companies can preserve their reputation in a technology driven world.

December 22 | Breakfast Roundtable Meeting with Alessandro Centrone, Steelcase EMEA VP

AmCham Turkey/ABFT, in collaboration with Steelcase, hosted a roundtable meeting with Alessandro Centrone, VP of Business Group EMEA for Steelcase at Park Hyatt Istanbul. The event focused on Steelcase's recently published "[Global Report on Engagement](#)", a study that explores the relationship between employee engagement and how people feel about their workplace. The event concluded with a workshop, which aims to help the attendees prioritize the factors that allow them to adapt and succeed despite fast paced change.



**For more information and registration to AmCham Turkey/ABFT events, please RSVP to info@amchamturkey.com.*