

MEMBER NEWS | 4th QUARTER

Newsletter

AmCham ★ Turkey
American Business Forum In Turkey

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

NEW MEMBERS WELCOME ON BOARD!



[Verifone](#) is transforming every day transactions into new and engaging opportunities for merchants and consumers at the last inch of payments and commerce. Powered by a growing footprint of more than 30 million devices in more than 150 countries, our people are trusted experts working with the world's best-known retail brands, financial institutions, and payment providers. Verifone is connecting more products to an integrated solutions platform to better meet the evolving needs of its clients and partners. Built on a 35-year history of uncompromised security, Verifone is committed to consistently solving the most complex payment challenges.



[Estée Lauder](#) products are sold in more than 135 countries and territories. Founded in 1946, this technologically advanced, innovative company has gained a worldwide reputation for elegance, luxury and superior quality. The company's products come with a promise to uphold the finest standards of excellence. Through extensive research and stringent product evaluation, Estee Lauder is pleased to bring its customers skincare, makeup and fragrance products that are both gentle and highly effective.



[NAZALI Tax and Legal](#) offers legal consultancy services in various fields to its local and international clients with its experienced staff of approximately 80 tax and legal professionals located in its Istanbul, Ankara, İzmir and Bursa offices. NAZALI Tax and Legal provides consultancy services in various areas including Tax, Customs, Social Security, Dispute Resolution and Arbitration, Corporate and Commercial Law-Company Restructuring Procedures, Capital Markets Law, Administrative Law, Intellectual Property Law, Labour and Social Security Law, Execution and Bankruptcy Law and White Collar Crimes.

NAZALI has signed a collaboration agreement with US based Andersen Global as of July 1, 2017 and will be the exclusive member of Andersen Global in Turkey as of November 28, 2017.

NEW MEMBERS WELCOME ON BOARD!



Offering stunning views of the Bosphorus, [Renaissance Istanbul Polat Bosphorus Hotel](#) is located in Besiktas, within a walking distance to key Istanbul shopping malls, business centers and Bosphorus' main boat harbor. The hotel has 213 comfortable rooms which reflect the modern life style norms with its modern architectural design. The Club Lounge located on 16th floor presents spectacular views of Bosphorus and historical peninsula with terrace. Renaissance Istanbul Polat Bosphorus Hotel offers 12 meeting rooms and a Ball Room, featuring 430sqm of event space as well as a theatre style capacity of 600 people. The hotel has been awarded USGBC LEED Green Building Certificate and received a "Green Star" from the Turkish Ministry of Culture and Tourism for its environmentally friendly practices and environmental awareness.



[Emerson Electric Co.](#) designs and manufactures products, and delivers services to industrial, commercial, and consumer markets worldwide. Through the company's core business platforms, Automation Solutions and Commercial & Residential Solutions, Emerson's employees are focusing their efforts on the most complex and critical challenges facing the world in the process, industrial, commercial and residential markets. The company was formerly known as The Emerson Electric Manufacturing Company and changed its name to Emerson Electric Co. in 2000. Emerson Electric Co. was founded in 1890 and is headquartered in St. Louis, Missouri.



[BDP International Inc.](#) is a premier, non-asset-based global logistics provider with annual sales exceeding \$2.02 billion USD. Founded in 1966, BDP has grown to be one of the largest privately held logistics providers in the world, serving over 134 countries. BDP's growth is due to a combination of world-class customer service and industry expertise, supported by advanced, internally designed technological tools.

With small-company customer service culture, BDP focuses on the values of information, logistics and communications for international shippers/importers. The company's vision of delivering the best global logistics solutions, reinforces BDP's commitment to delivering superior services and is here to help its customers grow. BDP does not ask its clients to fit into a solution it has already created, the company designs customized solutions based on the needs of individual customers.

NEWS FROM MEMBERS

Backer & McKenzie

The Legal 500's GC Powerlist: Turkey

Esin Attorney Partnership and Baker McKenzie hosted the “Legal 500's GC Powerlist: Turkey” reception at the Four Seasons Bosphorus Hotel on 23 November 2017. The Legal 500's GC Powerlist: Turkey recognizes the corporate counsels who are driving the legal business forward and identifies an array of the most influential and innovative in-house counsel working in the region.



BTS & Partners

Data Protection Law Seminar: HR Focus

BTS & Partners organised Data Protection Law seminar, focusing on HR and HR related issues. HR Executives from local and international companies participated to the breakfast seminar where Associates Zeynep Ünlü and Erdem Aslan gave a presentation on the data and its obligations through the new data protection law. Participants had the chance to ask their questions and discuss further on their responsibilities within the law. BTS & Partners will continue to create awareness on Data Protection through these series of breakfast seminars.

→ [Workshop organised by The Legal 500 and BTS & Partners](#)



Coca-Cola

New Coca-Cola TV Commercial Addresses Economic & Social Impact

Coca-Cola Turkey's new TV commercial demonstrates the Company's local footprint and socio-economic contribution.

The campaign brings together all members of the portfolio for the first time while providing details on the Company's contribution to the economy through employment and investments, in addition to the sustainability programs on water, agriculture and women empowerment.



Dow

Ihsan Necipoglu Showcased Dow's Smart City Solutions at Aegean Economic Forum

The first Aegean Economic Forum was held on 25-26 October 2017 in Izmir. Dow Turkey & Central Asia President Ihsan Necipoglu attended the Forum and highlighted Dow's solutions for smart and resilient cities. During his speech, Necipoglu touched upon a variety of Dow technologies and emphasized that it is possible to protect the historical heritage of cities while also re-designing them to be more technologically advanced and environmentally efficient. Over the course of two days, The Aegean Economic Forum saw discussions on the entire Aegean region, with the aim to provide a "Regional Vision in Light of Global Developments".



General Electric

GE Celebrated its 70th Anniversary in Turkey

Established in Turkey in 1948 as the first foreign industry investor in the country, GE celebrated its 125th anniversary, and 70th anniversary in Turkey, with a special event hosting over 100 executives, driven by the motto "125 Years: A Guiding Light For Change".

Welcoming prominent figures from the business world, the event featured a set of panels and conferences that focused on the opportunities created by the Internet revolution, inspirational digital success stories in the Turkish energy and healthcare sector, new business models, and cultural exchange across organizations.



Goodyear

Goodyear Acquires Ventech Systems

Goodyear acquired Ventech Systems GmbH, a leader in automated tire inspection technology, from Grenzebach Maschinenbau GmbH to support fleet services in Europe. This strengthens Goodyear's one-stop value for fleets by now including premium tires, advanced technology and mobile fleet solutions. A complete service package allows them to optimize their total cost of ownership and efficiency. Business and technology are integrated into Goodyear's Proactive Solutions. Last year, Goodyear launched its Proactive Solutions which provides a full suite of operations management solutions supporting fleet owners to improve safety, decrease fuel use, reduce carbon footprints and support the digital transformation of their fleet.



IBM

Developing Resilient Communities

Aiming to build and scale disaster response solutions, IBM Turk has collaborated with Turkish Red Crescent and organized a Project Management Workshop in Istanbul and Ankara. Through the workshops 30 Turkish Red Crescent volunteers had a chance to deep dive to the project management concepts, project initiation and planning, stakeholder management, communications planning, risk and issue management, project execution, monitoring and control and project closure.



Jones Lang Lasalle

The Star of Retail in Ankara: Food & Beverage

JLL Turkey's "Ankara Retail Report" looks over the shopping centers and the retail sector in Ankara. According to JLL Q3 2017 analysis, Turkey has 393 active shopping centers and Ankara hosts 39 of them. F&B industry, with a 33% increase in sales productivity per sq m in a year, dominates the shopping centers in Ankara in which the total GLA in shopping centers is circa 1.6 million sq m.



Miyamoto International

Miyamoto in Earthquake Conference

Miyamoto International, known for its expertise in high performance earthquake engineering, presented 6 papers in the 4th International Earthquake Engineering and Seismology Conference (4UDMSK). Submitted papers cover seismic design of base isolated high-rise buildings, hospitals and a datacenter to meet "Operational Performance Level".

Miyamoto also presented papers on seismic retrofitting of various type industrial plants using innovative methods without causing any business interruption.

Miyamoto International are presented by Structural Engineers Akın Ekinci, Can Özgeldi, Mert Hacıemiroğlu, Tolga Önal and Yasin Arslan in the conference that is organized biennially on international scale.

You can reach [Technical Papers](#) through the link.



Mondelez International

Mondelēz International Turkey's New Year Products Are On The Shelves!

Mondelez International launched Chocolate/White Chocolate Covered Snow Man New Year Packages for Oreo biscuits and New Year & Valentines Day specific Toblerone sleeves.



Philip Morris / Sabancı

"25th Year" Pride of Philsa

Philsa (Philip Morris/Sabancı) celebrated the 25th anniversary of its establishment with events organized in Izmir. The event hosted around 150 retired employees, as well as the current employees.

Speaking at the ceremony, Philsa Philip Morris/Sabancı Board Managing Director Enrique Jimenez said: "Our business activities, founded in the early 90s, are continuing with our investments that increase each year. Our total investment in Turkey as of the end of 2017, has exceeded 1 billion dollars. The amount we have invested in just the last three years is over 300 million dollars."



PwC

"Leap into the Future"

PwC Turkey held its 16th Solution Partnership Platform

With participation of more than 500 people, trends such as the protection of personal data, ERP transformation in financial reports, industry 4.0, e-commerce and blockchain technology, and their effect on the financial world, were discussed at the platform.

PwC Turkey Territory Senior Partner Halûk Yalçın mentioned Turkey's economic potential and talked about current issues related to Turkey's leap into the future in his opening speech. In the main panel moderated by Murat Şahin from Fütüristler Derneği; Kamu Teknoloji Platformu president Erdem Akçıl, Interventream general manager Cem Soysal and IBM Turkey general manager Defne Tozan discussed the initiatives necessary for Turkey to prepare for the future in terms of their own companies and industries.



Serap Zuvin Law Offices



Serap Zuvin Law Offices on Aviation

Serap Zuvin Law Offices sponsored the 29th Annual Conference of International Aviation Women's Association ("IAWA"); world's leading aviation professional women's conference. The conference was held in Berlin between November 8-10, 2017 and brought together the aviation and aerospace industry's foremost women leaders.

Moreover, Ms. Zuvin attended the 10th Annual McGill University Conference on International Aviation Liability and Insurance held in Montreal, Canada. Ms. Zuvin delivered a presentation on "Uniform EU Regulation on Drones and Liability Issues" with a focus on current efforts to introduce a uniform drone regulation.

As the General Secretary of the International Bar Association ("IBA") Aviation Committee, the office also successfully held the IBA Annual Conference in Sydney.

Xerox

Xerox Achieved Key Corporate Sustainability Goals in 2017

Xerox has achieved several of its corporate "2020" sustainability goals for energy, Green House Gas (GHG) emissions, water use and Days-Away-From-Work rates across operations globally and is on track to meet most of the remaining goals.



Xerox continues to announce its achievements in the report on [corporate social responsibility](#) for the 12th consecutive year. The report provides an expansive look into Xerox approach and performance in CSR areas covering social, economic and environmental dimensions. These include customer health and safety, ethics, environmental sustainability, employee development, diversity and supply chain management.