



MEMBER NEWS | 4<sup>th</sup> QUARTER

# Newsletter

AmCham ★ Turkey  
American Business Forum In Turkey

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

## NEWS FROM MEMBERS

### Baker McKenzie



#### The Legal 500's GC Powerlist: Turkey Teams 2018

Esin Attorney Partnership and Baker McKenzie hosted *The Legal 500's GC Powerlist: Turkey Teams 2018* reception at the Four Seasons Bosphorus on December 6<sup>th</sup>. The award program recognizes the country's in-house legal teams who are driving the legal business forward and identifies an array of the most influential and innovative in-house counsel working in the region.

### Bristol-Myers Squibb

#### Bristol-Myers Squibb Drew Attention to Lung Cancer

BMS organized a series of activities through November, the Lung Cancer Awareness Month, to draw the community's attention to the disease and contribute to raising awareness.

Aiming to inform the community in Turkey, BMS Turkey organized a number of activities in November at several shopping malls in Istanbul. In specially designed booth set up in these malls, visitors listened to the breath sounds belonging to people who have "never smoked," "smoked regularly for five years" and "smoked regularly for 20 years". They were also informed on the structural damages caused by smoking, prevention and symptoms of lung cancer.



## BTS & Partners



### GC Academy: Future of Digital Economy

BTS & Partners organised the 12th GC Academy event focusing on "The Future of Digital Economy" on 6th of December. With a great turnout from leading companies, GCs and top Executives, participants discussed digital economy, disruptive technologies and new dimensions on e-commerce. For detailed information, click the following [LINK](#)

## Dow

### Luciano Poli's Article Published on Turkish Policy Quarterly Journal

An article by Luciano Poli, President of Turkey, India, Middle East and North Africa for Dow, titled "Turkey's Energy Future Calls for Innovation and Efficiency" was published on the Fall 2018 issue in the Turkish Policy Quarterly journal.

In his article, Poli outlines Dow's Energy Plan which is based on the four pillars - conserve, optimize, accelerate, and transition (COAT), and describes this plan's alignment with Turkey's National Energy and Mining Policy. Poli then provides examples from Dow's energy efficient technologies, and how they address Turkey's national energy priorities. The full article can be reached through the following [LINK](#)



## Goodyear



### Goodyear Winter Tire

Goodyear announced that the company extended its Winter Tire Campaign until January 31<sup>st</sup>, 2019. Within the scope of the campaign, customers will be rewarded with gift cards which can be used on the website [www.goodyearclub.com.tr](http://www.goodyearclub.com.tr) or sales points when they buy 4 items of automobile winter, summer or 4-seasons tires.

## Honeywell

### Honeywell Turkey Celebrated New Year with Top Customers

Honeywell Turkey organized a customer reception on December 13<sup>th</sup> in Istanbul. During the reception the company demonstrated how its latest connected industrial technologies help customers make their operations safer, more comfortable and efficient, while simultaneously helping to reduce costs.

The event welcomed around 200 guests from the company's regional customer base which spans many key industries including aerospace, petrochemicals, engineering, construction and retail. Frans van Deursen, President Turkey and Central Asia welcomed guests with an opening speech, and presented Honeywell's achievements in Turkey since its establishment in 1992.



## Janssen

### A Giant Local Step

Johnson & Johnson's pharmaceutical company Janssen has joined forces with Abdi Ibrahim as a strategic partner in the localization of its innovative portfolio. This collaboration is aimed at increasing Turkey's local manufacturing capacity and competency and improving Turkey's competitiveness in global markets. The project covers products used for the treatment of different types of cancers and rare diseases.

Janssen conducted clinical research investments worth approximately \$40 million in Turkey in the last decade. With 8 new projects initiated in 2017, it became the 2nd company that initiated the highest number of new clinical studies in Turkey.



## Miyamoto International

### “Innovative Seismic Retrofitting Technologies in Re-use of Buildings” Seminar

Miyamoto Turkey President Yusuf Zahit Gündoğdu, has participated as a speaker to the seminar “*Innovative Seismic Retrofitting Technologies in Re-use of Buildings*” organized by ITU.

At his presentation “*Advantages of Innovative Technologies on Structural Design*”, Mr. Gündoğdu discussed how tuned mass dampers (TMD) are utilized in high-rise buildings and chimneys to mitigate wind-induced vibrations. Gündoğdu also explained how high-rise buildings could be strengthened against long period seismic waves, showing examples from Japan and Taiwan.

To watch the presentation, please click the following [LINK](#)

#### ADVANTAGES OF INNOVATIVE TECHNOLOGIES IN STRUCTURAL DESIGN

Yusuf Zahit Gündoğdu  
President, Miyamoto International Turkey

Istanbul Technical University  
12 December 2018

**miyamoto.**  
save lives. impact economies



## Mondelez International

### Great Support From Milka to Turkish Ski Sports

Milka has been sponsoring Ski Sports in Europe for many years. In line with Milka's global strategy, the company has started to support ski sports in Turkey and will be the official sponsor of Turkish ski federation in 2019. With each Milka consumers buy, the company will donate to build future ski stars in Turkey.

## PepsiCo

### PepsiCo Turkey New Manisa Plant Opening Ceremony

PepsiCo Turkey held the official opening ceremony of its new Manisa Plant on Jan 5<sup>th</sup>. President Erdoğan along with Deputy President Oktay, Minister of Industry and Technology Varank, Minister of Agriculture and Forestry Pakdemirli, Minister of Trade Pekcan and Minister of Transportation and Infrastructure Turhan attended the event.

President Erdoğan and Ministers of Industry and Technology, Agriculture and Forestry, as well as PepsiCo Europe and Sub-Saharan Africa CEO Silviu Popovici and PepsiCo Turkey General Manager Levent Yüksel delivered opening speeches, which was followed by a plant tour. PepsiCo's new snacks plant marks the 6<sup>th</sup> plant of the company in Turkey.



## Philip Morris / Sabancı



### 2nd Business Partners' Sustainability Workshop

Philip Morris/Sabancı has hosted the “2nd Business Partners' Sustainability Workshop” in Philsa on 15th of November, and welcomed 48 management level representatives from local and international supplier companies. This year, the program's focus was specifically on supply chain environmental sustainability. The program included several presentations from sustainability experts focusing on supply chain sustainability practices.

The program also included a workshop session which provided a great opportunity for business partners to discuss and share their sectoral expertise about environmental sustainability pillars including sustainable resource utilization, renewable energy, water and energy conservation, material efficiency in terms of sectoral strengths, weaknesses and requirements.