

MEMBER NEWS | 2nd QUARTER

Newsletter

AmCham ★ Turkey
American Business Forum In Turkey

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

NEWS FROM MEMBERS

3M

3M Turkey Customer Innovation Center Opening Soon!

3M Turkey has finalised preparations for its new “*Customer Innovation Center*” at the company’s new office in Ataşehir. With the new innovation center, 3M aims to inform distributors, customers, associations, universities and anyone who is interested in learning the science and technology behind the 3M products. With over 100,000 products worldwide, 3M is unique in the way how they have combined many of their 51 technologies into the production of so many outstanding products.



Baker & McKenzie

Tax Firm of the Year

Esin Attorney Partnership, a member firm of Baker & McKenzie was awarded *Turkey Tax Firm of the Year* at the 15th annual International Tax Review (ITR) European Tax Awards ceremony held in London on May 16th, 2019. The ITR European Tax Awards celebrate the best tax, transfer pricing and dispute resolution work across the EMEA region. Award submissions are judged on the scale, complexity, and innovation of impactful client work over the past year.



Boeing

Boeing Delivers First 787-9 Dreamliner for THY

Boeing and THY celebrated the delivery of 787-9, which is the first of 30 to be introduced into THY's world-class fleet. THY plans to use the airplane's fuel efficiency, range, reliability and size to operate new non-stop international routes. The aircraft's advanced technology and passenger-centric cabin design will help THY provide best-in-class experience for its passengers. The 787 Dreamliner can fly 14,140 km, in addition to carrying more cargo and allowing airlines to profitably grow new routes. More than 80 customers around the world have ordered more than 1,400 Dreamliners since the program's introduction, making it historically the fastest-selling widebody jet.



Bristol-Myers Squibb

Global Assignments at BMS

Bristol-Myers Squibb (BMS) continues to offer strong career opportunities to its employees with different educational backgrounds and levels of experience through global appointments. Most recently, Mine Uzun, who respectively served as HR Manager and HR Lead at BMS Turkey since 2013, has been appointed HR Lead, India and Middle East. Meanwhile, Ayşegül Karzan Bilgiç, BMS Oncology Unit Director, will be the Strategy & Operations Lead for Central Europe and Middle East on an interim assignment. With this appointment, Bilgiç will also become a member of the Central Europe and Middle East leadership team.

Cargill

Cargill's Support to Farmers in Turkey

Cargill kicked off a corporate social responsibility program “1000 farmers 1000 prosperity” to help farmers increase productivity and improve their livelihoods. With the program, 1000+ corn farmers from Mersin, Adana, Konya, Karaman, Manisa and İzmir benefited from the expert agronomical and technical advice, financial literacy trainings, innovative technical and online tools.

Murat Tarakçıoğlu, Cargill Foods Middle East, Turkey & Africa Managing Director underlined Cargill's commitment: “We have trained hundreds of thousands of farmers around the world to use sustainable farming practices so they can increase yields and profitability.”



Dow

TUSİAD STEM+A Project Completed its 2018-2019 Term with Sponsorship from Dow Turkey

TUSİAD STEM+A Project, supported by Dow Turkey as the main sponsor, completed its 2018-2019 term with a closing event in June. The event hosted 120 students and 30 teachers from 4 vocational high schools, as well as representatives from TUSİAD and Dow. Students and teachers exhibited the projects they developed through the STEM kits and training they received during the project.



EY

Applications are Open for EY Entrepreneurial Winning Women Class 2019!

EY Turkey is excited to accept applications for 2019 Class of EY Entrepreneurial Winning Women program. In its 4th year, the leadership development program will continue to help high-potential women entrepreneurs scale-up their businesses. When the application period ends on 29th of July, an independent judging panel will select the Class of 2019. 10 selected women entrepreneurs will benefit from knowledge and experience of other successful entrepreneurs and advisers throughout the year. For more information, please check [program website](#) or e-mail to [Girisimci Kadin Liderler eww@tr.ey.com](mailto:GirisimciKadinLiderler@tr.ey.com)



General Electric

GE Renewable Energy to Hire 300 Employees for its Wind Turbine Blade Factory in Turkey

LM Wind Power, a GE Renewable Energy business, announced its plan to recruit 300 additional employees at its wind turbine blade manufacturing site in Bergama, Turkey. The expanded production workforce will allow LM Wind Power to respond to the growing global demand for wind power by exporting blades to markets worldwide, including in Europe and Asia. Inaugurated in July 2017, the Bergama facility became the fifteenth LM Wind Power factory and today the site counts 450 employees, 26 percent of whom are women. The positions are open to all profiles and backgrounds, as employees will be trained to manufacture wind turbine blades through LM Wind Power's 'Center of Excellence' training program.



Goodyear

Goodyear's Ultimate All-Rounder: New Eagle F1 Asymmetric

Goodyear has announced its next-generation Ultra High Performance (UHP) road tire, *the Eagle F1 Asymmetric 5*. Conceived as the ultimate all-round summer tire, Goodyear has utilized innovative technologies to unlock significant improvements in wet braking and dry handling without compromising ride comfort or road noise. Key to the tire's breadth of ability is Goodyear's development of a highly-refined compound that combines wet weather capabilities without sacrificing endurance or dry handling performance.



Honeywell

Honeywell Expands its Technology Center in Uzbekistan

Honeywell opened its newly expanded Experion® Orion Technology Center in Uzbekistan on June 27th, which provides regional customers with access to world-class process automation training and industrial technologies. Honeywell's existing training center, located in the company's Tashkent office, has been upgraded to feature Honeywell's Experion® Orion Console - the first time the technology has been installed at a training center in the Central Asia region. A ceremony marking the center's relaunch was attended by Shane Tedjarati, President of Honeywell Global High Growth Regions, Frans van Deursen, President of Honeywell Turkey and Central Asia, and senior figures from across Honeywell's regional customer base.



HP



Emre Alaman is Appointed as Managing Director for HP Turkey

HP Inc. appointed Emre Alaman as their new Managing Director in Turkey. In this role, Alaman will be responsible for the company's operations across the country. Alaman graduated from Boğaziçi University's Civil Engineering department and successfully earned his Master's Degree on MBA from Sobey School of Business. During his 13 years at the company, Alaman has held various leadership positions including Sales Development Expert, Financial Analyst, Notebook Category Manager, Distribution Channel Manager, Retail Sales Manager, Commercial Channel Manager and Corporate Sales Manager.

IBM

Turkey's Anadolu Insurance Makes Claims Processing Smarter with IBM Watson

IBM and Anadolu Insurance announced that they are working together using artificial intelligence (AI) to accelerate the damage assessment process. IBM Watson Visual Recognition Service, accessible on the IBM Cloud, will help Anadolu Insurance to quickly review and analyze photos that show vehicle damage.

In fact, Anadolu Insurance can now upload and assess the photos 70 percent faster, enabling them to more quickly complete damage assessments and quotes, and improve customer experience. Volkan Sozmen, IBM Turkey Country General Manager said: *"IBM Watson's visual recognition capabilities will greatly contribute to make Anadolu Insurance's processes more efficient."*



Miyamoto International

Miyamoto in Central Asia

Miyamoto's activities in high seismic risk countries in Central Asia continue to increase. Miyamoto's services in Uzbekistan began in 2013 with seismic performance assessment of UNESCO's World cultural heritage monuments in Samarkand and continued with *Tashkent, Bukhara and Shakhriyabz* in the following years.

Beginning in Georgia and Azerbaijan in the previous years and continued with Kazakhstan last May and Uzbekistan this month, a cooperation is aimed to be improved as a result of negotiations with local partners and related ministries. Miyamoto is able to provide critical services to the companies that will invest in the Central Asia countries through cooperation with local partners and government offices.



Mondelez International

Mondelez's Bayram Candy Sales of 12.000 tons

Mondelez International Turkey's over half a century old brand Kent to sell 12.000 tons of bayram candies in 20.000 points of sales including village bazaars. Bayram candy production starts 8 months before Bayram time and the company provides extra employment to 6.500 merchandisers who work before and during bayram candy sales. Kent is the leading brand in 300 million TL gifting & seasonal market with 49% market share. "Village Bazaars" project that has started in 2017, expanded to 50 provinces of Turkey with 280 bazaar booths this year!



Nazalı Attorney / Andersen Tax

Seminar on Data Protection Law and Antitrust Law

NAZALI Attorney Partnership held a seminar on "Data, Personal Data and Big Data from the Perspective of Data Protection Law and Antitrust Law" in June, attended by 120+ guests from diverse industries. Panelists from Multi Turkey, Samsung Electronics, Merck Sharp & Dohme, Fibabanka, as well as Middle East Technical University, Zorlu Holding, Sahibinden.com and Ebay, shared their experiences on implementing GDPR in Turkey along with local privacy legislation and sectoral legislation. Panelists also shared their predictions concerning privacy and possible effects of Industry 4.0 on privacy regulations.



PepsiCo

PepsiCo Tarsus Plant "Energy Efficiency Improvement" Award

PepsiCo Tarsus Plant has been awarded with "Energy Efficiency Improvement Projects in Industry" which was organized by Ministry of Energy and Natural Resources in April 2019. Sustainability projects were presented into the council and as a result of the assessment Tarsus Plant was selected as 3th in Turkey among other applicants.



Philip Morris / Sabancı

Sustainable Agriculture and Technology Summit

The first of the ESIAD SUR summits, planned to be held annually by the Aegean Association of Industrialists and Businesspeople, took place with the participation of Minister of Agriculture and Forestry Bekir Pakdemirli in İzmir. Following the opening speeches, a panel discussion on "Sustainability in Agriculture" was held with journalist Cem Seymen's moderation. Being one of the panelists, Philip Morris/Sabancı Managing Director Filiz Yavuz Diren shared the company's practices and views on sustainability. Diren stated that Philip Morris/Sabancı prioritized sustainability at all levels of the company's value chain and underlined the importance of digitalization in agriculture.



P&G

Youth is 100 Years Old

Procter & Gamble Turkey has celebrated 100th anniversary of May 19th, 1919 with 'Youth is 100 Years Old / Gençlik 100 Yaşında' campaign. For the honor of this special day devoted to youth, P&G called young people to share their 'success through overcoming the barriers' stories through P&G's mobile youth application 'Banabak'. The attendees submitted their stories in the field of art, sports, social impact, science & technology. Owner of 19 stories will be selected by the jury team and winners to be announced with an award ceremony.



PwC

PwC & Capital Magazine Woman-Friendly Companies 2019 Award Ceremony

Capital Magazine presented the companies that make the biggest contributions to women's employment in Turkey with its "100 Woman-Friendly Companies" survey, conducted to draw attention to the importance of women's employment in business life. PwC Turkey Leader Haluk Yalçın said, "We are conducting the award ceremony for the Woman-Friendly Companies project that supports variety and talent, the most important elements of success at PwC Turkey's technology and experience center known as the 'PwC Experience Center'.



Today, when companies that lead by moving all the resources a country needs to leap into the future, rather than flying with a single wing, are rewarded, PwC is pleased to contribute in this area".

UPS

Diversity & Inclusion at UPS

As part of UPS's effort to promote diversity and inclusion, UPS and The UPS Foundation launched Women Exporters Program in 2018. The WEP, working with the International Trade Centre's SheTrades initiative, NGOs, government partners, is a global effort to enable women-owned businesses to learn more about exporting their products around the globe.

UPS Turkey aims to reach 10.000 women entrepreneurs, in cooperation with KAGIDER & KEDV, by providing export, marketing, entrepreneurship, supply chain trainings. The recent seminar in Bursa hosted 60+ women entrepreneurs providing them to get a broader network for their businesses.



Xerox

Global Partner Program!



Xerox is expanding its partner network in Turkey with Global Partner Program. The main objective of the program is to support business partners to increase their revenues and strengthen customer relations, especially in the growing SME markets, and to create new values for new business opportunities. The program enables partners to benefit from Xerox's global and regional initiatives, as well as local marketing support, consultancy and training services from Xerox Executives. The first meeting with new and existing partners was held in Antalya with 130 participants who received trainings on sales, teamwork and technology with Xerox Team for 2 days.