



MEMBER NEWS | 3rd QUARTER

Newsletter

AmCham ★ Turkey
American Business Forum In Turkey

***“The strong voice of
American business in Turkey”***

NEWS FROM MEMBERS

Alcon

Alcon Announced the Launch of its New Products

Alcon Vision Care announced the launch of AirOptix plus Hydraglyde, the latest contact lens technology for Astigmatism and Presbyopia patients. Due to COVID period, Alcon Turkey is now reaching to eye care practitioners with remote dealings and webinar meetings. Vision Care team arranged webinar launch meetings with green box technology to show the features of new products to Ophthalmologist. 230 doctors had a chance to discuss their experience with Hydraglyde technology.



→ Alcon Surgical Team is taking HCP educational support a step further by a Unique Virtual Program with artificial reality. The program has contributed 500+ surgeons' educational development on astigmatism management.

Bristol-Myers Squibb

BMS Continues to Support its Employees during the Pandemic Period

Bristol Myers Squibb (BMS), supported by its volunteering employee groups, embraced the slogan "Together We Fight" ("Birlikte Mücadelemizi Sürdürüyoruz") and launched a range of activities to keep motivating its people.

- **CLIMB** is a group created to encourage the Y generation to build on their leadership and innovation skills.
- **B-NOW (BMS Network of Women)** group organized a successful digital concert with the theme "Hello Summer" for all colleagues to enjoy.
- The **Possibility Lives** group that aims to give everyone an equal voice within the company continued to host "It's Your Turn to Speak" talks where Operating Committee members came together with the employees virtually.

 **Bristol Myers Squibb™**
Possibility Lives

CLIMB Cultivating Leadership and Innovation
 for Millennials and Beyond

B-NOW Bristol Myers Squibb
 Network of Women

Coca-Cola

New Recycled T-shirt Collection by Coca-Cola Turkey and Mavi

Coca-Cola Turkey and Mavi, have joined forces for a sustainable future, launching a special collection of nine different t-shirts.

Four t-shirts within this collection are a bit more special than the others. The plastics collected by KOLLEKT, a community-based recycling application piloted in Kemer with the cooperation of the Nature Conservation Center (DKM) and United Nations Development Program (UNDP), supported by Coca-Cola Foundation in line with Coca-Cola's global vision of a World Without Waste, are recycled and used in the production of these four t-shirts.



EY



"Europe's Best Workplace" Award

EY has proudly announced that it has been ranked as one of the "Europe's Best Workplaces" among multinational companies.

The certification was awarded following a true and independent analysis conducted by Great Place to Work Institute and is based on direct feedback from employees, provided an extensive and anonymous survey about the workplace experience.

Ford Otosan

Ford Otosan Continues Its Transformation Journey for A Sustainable Future

Ford Otosan released its 2019 Sustainability Report, including company's projects implemented by focusing on society and intrapreneurship and practices that increase competitiveness and efficiency.

The company raised its Carbon Disclosure Project (CDP) rating from C to B by maintaining its place in the internationally recognized 'FTSE4Good - Emerging Markets Index with its performance in the field of sustainability.

Ford Otosan General Manager Haydar Yenigün said, "We focused on digital transformation and innovation to strengthen sustainability management. By using 'Big Data', while providing more efficiency in our production processes, we improved our environmental performance and make our products more responsible."



Gilead

GILEAD Remains Committed to Supporting Turkey's Covid-19 Fight

Gilead is a research based biopharmaceutical company that discovers, develops and commercializes innovative medicines in areas of unmet medical need. Gilead's antiviral treatment, developed with decades of antiviral expertise, became the first approved treatment option for COVID-19 in the European Union. Gilead provided all current supply of the antiviral treatment at no cost throughout the world, including Turkey.



→ Gilead, also provided 1.3 million Turkish Liras of grants to patient and physician associations to support these organizations during COVID-19 pandemic. Moreover, 2 million Turkish Liras donated to Health Institutes of Turkey for the provision of materials and equipment to COVID-19 testing and screening centers.

Goodyear



Goodyear to Become New Title Partner of the Promotor's Cup

Goodyear becomes the proud title partner of the formerly known Promotor's Cup category of the FIA European Truck Racing Championship for the 2020 season. The category for 'CHROME' rated drivers, dedicated to upcoming talent, will be known as the Goodyear Cup and feature the same structure which saw it become such a popular 'race within a race' when it was introduced in 2017.

Honeywell

Honeywell Turkey Makes M9 Metro Line Safer

The M9, officially referred to as the M9 Ataköy-İkitelli line, is a rapid transit line of the Istanbul Metro system, currently under construction in the European part of Istanbul. The line will be 13.4 km long with 12 stations and is expected to go into service in 2022.

Honeywell Turkey will provide Esser Fire Alarm System, Variodyn Public Address System and PRO3200 Card Access System to the project with smart structure and state-of-the-art technology. All systems will be integrated and Honeywell will ensure a safe environment at all stations along the metro line.



Iron Mountain

Offices Being Reorganized with Clean Start during Covid-19

Iron Mountain has launched its **Clean Start program** in Turkey. Clean Start program designed to provide assistance in transforming office spaces and help companies navigate the complexities of optimizing space, relocating, consolidation or closure. Clean Start will evaluate companies' processes and provide advice on how to recreate work flows in the most efficient way and to move on to more digitized ways of doing work. Clean start is a flexible program, designed to address specific needs of each customer. Organizations can leverage this program in three simple steps: assessment, proposed improvements and transform your organization.

For detailed information: [LINK](#)

Miyamoto International

Rebuild Beirut Campaign Launched by Miyamoto

As an unfortunate event, a chemical explosion ravaged the Port of Beirut, Lebanon on August 4th. Miyamoto engineers are now in Beirut to help with damage assessments, emergency shelters, and recovery efforts.

Miyamoto, with its High-Performance Earthquake Engineering experience, is too familiar with the damage disasters can have on people, economies, and the buildings that hold our communities together. Miyamoto Turkey supports Beirut with its local engineers.



Mondelez International

New Head of Corporate Affairs at Mondelez International

Mondelez International Turkey announced Doruk Arbay as its new Corporate and Government Affairs Manager. Doruk brings more than 15 years of diversified experience in public affairs, corporate communications, change management and investor relations. He mostly spent his time in industries such as telecommunications, FMCG and tobacco.

Doruk will be responsible from the entire external affairs of Mondelez International Turkey. He has an undergraduate degree in Bachelor of Economics at Bilkent University and a graduate degree at Bentley College- McCallum Graduate School of Business with a major in Business Administrations and Public Policy.



Nielsen

Didem Şekerel Erdoğan's New Global Role

Didem Sekerel Erdogan was promoted as Nielsen's Senior Vice President, Intelligent Analytics, APAC & EEMEA. She will be responsible for Asia, Pacific, China, Eastern Europe, Middle East Africa covering 55 countries; including Russia, India, Indonesia and Turkey.

Didem Şekerel Erdogan has 20+ years of strategic and operational marketing experience in both local and international markets, especially in sales and commercial - including 4 years of expat position for one of the top FMCG companies based in Vienna, being responsible for CEE covering 32 countries. Joined the Nielsen family in 2013, she has been leading Nielsen Turkey as the General Manager in the last 4 years and was the Vice President of the Retailer Group in EEMEA Russia.



Novo Nordisk

Turkey's First National EASO-COM Summit

Around 100 physicians from 13 obesity centers in Turkey accredited with the European Association for the Study of Obesity (EASO) met for the first time with unconditional support from Novo Nordisk, in order to create a strategic roadmap for the treatment of obesity and obesity studies. Specialists from obesity centers exchanged ideas about creating a joint strategic roadmap for the treatment of obesity and related scientific studies in online National COM (Collaborating Centers for Obesity Management) Summit, which was hosted by the Turkish Association for the Study of Obesity.



P&G

P&G will Make Operations Carbon Neutral for the Decade

Procter & Gamble announced a new commitment to have its global operations to be carbon neutral for the decade through a series of interventions that protect, improve and restore nature.

Recognizing the next decade represents a critical window for the world to accelerate progress on climate change, P&G will go beyond its existing Science Based Target of reducing greenhouse gas emissions by 50% by advancing a portfolio of natural climate solutions. These efforts will deliver a carbon benefit that balances any remaining emissions over the next 10 years, allowing P&G operations to be carbon neutral for the decade.



Philip Morris / Sabancı

Philip Morris / Sabancı was Registered for Covid-19 Precautions

Philip Morris / Sabancı received full marks in implementing the standards applied to workplaces. Philsa, the production center of Philip Morris / Sabancı, fulfilled the requirements of the hygiene, infection prevention and control evaluation program determined by the Turkish Standards Institute (TSE) and was awarded with the "Covid-19 Safe Production Certificate". For the office and administration building in Kağıthane, achieved high competence in the inspections carried out by Diversey Consulting according to the "Epidemic Risk Management Assessment Audit Program".



UPS



UPS Export Academy-Young & Women Exporters Support Program

Export Academy - Young & Women Exporters Support Program is being held since 2019 targeting small and medium business owners and employees to encourage them to start export or improve their businesses and reach new markets abroad. This program has been announced as one of the best practices by International Trade Center lately. And Turkish Ministry of Trade is the primary partner of this project. UPS Turkey will continue to support exporters on their international trade journey.