

MEMBER NEWS | 4th QUARTER

Newsletter

AmCham ★ Turkey
American Business Forum In Turkey

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

NEWS FROM MEMBERS

Alcon



Alcon's New Products & Events to Support Scientific Studies

Alcon Vision Care has launched new daily disposable contact lenses, Precision1, at the same time with Europe. Precision1 contact lenses specially designed to give precise vision, lasting comfort and overcome handling issues. With the latest surface technology and UV protection, now users have special contact lenses to start and stay in.

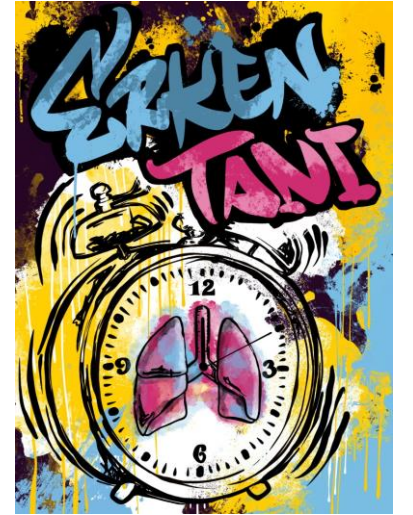
Alcon Surgical has launched new product Vivity which is presbyopia correcting IOL. Impact (cataract & astigmatism) Workshop and FAKO School were 2 big events to support scientific studies. Alcon also joined TOD National Congress with very positive outcomes.

Bristol-Myers Squibb

Bristol Myers Squibb Raised Lung Cancer Awareness in November:

"Time is of the essence for early diagnosis, be aware of lung cancer!"

Bristol-Myers Squibb Turkey launched a campaign to highlight the importance of 'early diagnosis' during lung cancer awareness month. A visual concept, created in collaboration with a graffiti artist, was promoted on digital platforms to raise awareness about lung cancer and redirection were made to "icindeogucvar.com", a dedicated platform providing detailed information about cancer. The campaign, supported by the posts of patient associations and social media influencers, reached over 6.5 million people in total with its message, 'Time is of the essence for early diagnosis, be aware of lung cancer!'. The campaign visual was also featured on the facade of Turkish Cancer Society's building.



Borusan / Cat

During the pandemic period, Borusan Cat planned on relaunch of e-commerce channel by adding new value added functionalities. Borusan Cat has continued to reach customers via online channel: PCC (parts.cat.com) created by Caterpillar. The outcome of this "just on time" relaunch points out that PCC caught customers' attention and met their expectation. By the end of November, online sales revenue has reached to \$10.2 million in 4 countries. 680 customers have created 3.769 orders via PCC since the beginning of 2020.



Esin Attorney Partnership



Turkey Law Firm of the Year
IFLR European Awards 2020



Turkey M&A Legal Advisor of the Year
Mergermarket Europe Awards 2020



Turkey Tax Firm of the Year
International Tax Review 2020



Europe Diversity & Inclusion Firm of the Year
International Tax Review 2020

4 Distinguished Awards to Esin Attorney Partnership

Esin Attorney Partnership has won four distinguished awards, including a regional Diversity & Inclusion award, and received the FEM (Gender Equality) certificate!

The company is truly committed to furthering diversity and inclusion in Turkey through the implementation of its global initiatives and local programs. Diversity in all its forms in the workplace brings new perspectives, fosters innovation and creativity, improves client service and make us not just better lawyers but better humans.

EY

Future of Work: Covid-19 and New Normal

EY (Ernst & Young) Turkey has released the report entitled “Future of Work: Covid-19 and New Normal” which indicates long term effects of the pandemic and its indispensable changes on working world. Different insights from 300 participants including employees, employers, investors and students have been evaluated in the report. You can reach the report and learn more details at the following [LINK](#).



Ford Otosan

Major step toward electrification in the Turkish automotive industry: Ford Otosan set to build Turkey's first 'Battery Assembly Plant'

Following announcement of being the manufacturer of the E-Transit, Ford's first all-electric commercial vehicle, Ford Otosan made a new investment that will play a key role in electrification. The company is currently working to build a Battery Assembly Plant at its Kocaeli Plants, the largest commercial vehicle production hub for Ford of Europe. With this investment, the Kocaeli Plants will become Turkey's first and only integrated automotive manufacturing plant.



General Electric

GE Healthcare's 'KahramanimBenim' campaign names everyone who cares about breast cancer awareness a "hero"

As part of its commitment to supporting the fight against breast cancer, GE Healthcare continues its ongoing efforts since 2012 by acknowledging the facts around the early diagnosis. This year the campaign launch was conducted under the #KahramanimBenim (#Iammyownhero) hashtag to name anyone, who paid attention to breast cancer awareness and helped to spread the awareness, diagnose and fight disease, a hero. GE Healthcare joined forces with Turkish Women's Cancer Foundation to increase breast cancer awareness. GE Turkey CEO Canan Özsoy, Professor Erkin Arıbal and Turkish Women's Cancer Foundation President Arzu Karataş attended campaign's launch with a virtual panel moderated by Ayşe Arman.



Gilead Sciences

Gilead Keeps Improving the Patient Care

In April, Gilead announced the global Gilead CARES (COVID-19 Acute Relief and Emergency Support) Grantee Fund to provide financial support to current grantees facing an imminent closure or termination of vital services due to losses attributable to the COVID-19 pandemic. The fund aimed to provide up to \$20 million in donations to these nonprofit groups. In Turkey, Positive Living, Pozitif-Iz, Red Ribbon Istanbul and Red Umbrella were eligible to benefit from this fund. In addition to the CARES fund, project grants to Turkish NGOs were also provided. Through these grants, several projects such as Online HIV map, Community trainings, Mobilife 7-24 app were funded.



Goodyear

Selen Muratoğlu Appointed as Group Communications Manager

Selen Muratoğlu has been appointed as Group Communications Manager for Goodyear Turkey. She will be responsible for communication activities including brand & corporate communications, public & press relations, internal communications. Before joining Goodyear, Selen Muratoğlu was working for Michelin since 2010 as Corporate Communications Manager. Prior to this, she worked at Hayat Kimya and Citroen in the fields of corporate communication, sales and marketing. Selen Muratoğlu is a graduate of Labor Economics & Industrial Relations at Istanbul University. She has a Pre-MBA from the University of California San Diego and a Master of Product Management & Marketing from Marmara University.



Honeywell

Honeywell Turkey will Make the New AKM Safer & Smarter



The new Atatürk Cultural Center (AKM) will transform 1960's classic for cultural life into a new urban magnet for future generations located in the heart of Istanbul - Taksim Square.

Honeywell Turkey will provide all building automation systems for the new AKM, including all CCTV, public announcing, card access, fire alarm, HVAC automation, XRAY, Bollards, Carpark Billing and, Passive Network. All Honeywell smart building systems will provide an integrated system infrastructure for the new iconic opera house.

Iron Mountain

Iron Mountain Culture Grows with Corporate Equality Principles & Corporate Social Responsibility Awareness!

Cenker Özhelvacı VP Emerging Markets, Turkey & UAE General Manager at Iron Mountain is responsible for D&I efforts in the EMEA region: *"We benefit from the unique and different abilities, perspectives and backgrounds of our employees - each of whom contribute to the diversity of thought and talent that help us innovate."* Özhelvacı, who is also responsible for CSR projects in the EMEA region, plans to create momentum in the field of renewable energy. This year, Iron Mountain donated saplings on behalf of its stakeholders as a New Year's gift with the awareness of protecting the environment.



Miyamoto International

Earthquake Risk Management of Data Centers

Miyamoto Turkey, as an invited speaker, presented "Earthquake Risk Management of Data Centers" on December 8th for the Data Center Cities event, organized by Worldwide Partnerships.

In the presentation, several unique examples were introduced from Japan, showing how fragile these facilities were despite being considered as robust. The main idea of the presentation is the sustainability of earthquake safety which can be ensured with measures we take.

You can watch the presentation from the following [LINK](#).



Mondelez International

2 Prestigious Awards to Mondelēz International

Among Mondelēz international's brands in Turkey, Falim chew-gum was awarded the Gold prize in Istanbul Marketing Awards 2020 with the category "Best influencer Usage". Falim won the award with "The Next Falim Is Coming To Those Who Have Stress!" campaign.

Another Award for Mondelēz was with their world famous Oreo biscuits. The world's number one biscuit was awarded the "Success Award" at the Felis Awards for 2020. Oreo won Turkey's prestigious advertising and marketing contest Felis Awards with the project carried out in collaboration with Masterchef Master Recipes "Felis Success Award".



Netflix



Netflix Ramps Up Investments in Turkey with Office in Istanbul

Netflix, the world's leading streaming entertainment service, announced that it will be opening an office in Turkey in the second half of 2021.

Reed Hastings, Founder and Co-CEO of Netflix said: *"Opening an office in the great city of Istanbul is an honor and a sign of our long-term commitment to Turkey, which will enable us to create more great shows and films that are seen all around the world. We want to thank our more than 3 million Turkish members and all our partners for their continuous support."*

Papa John's

Local Tastes from Papa John's

Papa John's which has made its commitment for "fresh dough and quality ingredients" its mission, is now appealing to local tastes in the countries outside America bringing fresh dough together with local flavors. Papa John's Pizza Restaurants entered the Turkish market in 2008 and reached 64 Restaurants in a short time.

This year the company will take the pioneer step in the food industry to sign Women's Empowerment Principles, a partnership initiative of UN Women and UN Global Compact that provide guidance to help the private sector focus on key elements integral to promoting gender equality in the workplace, marketplace and community.



PepsiCo

PepsiCo's New Working Environment: PEPQUARTERS



Flexible working has become mainstream in response to the global pandemic and the adoption of technology has accelerated as the need for proximity has shifted. A new journey recently began in PepsiCo these days, as they call it Pepquarters. The purpose of the office is shifting from managerial oversight and administration of tactical tasks to a place for creation, collaboration and celebration. PepsiCo employees have a chance to work from home, office or any place they would like to be. It is a new kind of flexibility, supported by ergonomic and technical equipment's.

P&G

P&G Globally Launches Lead With Love Campaign and Commits To 2,021 Acts Of Good For 2021

On December 17, Procter & Gamble globally announced a commitment to 2,021 acts of good for 2021, starting with its next major wave of contributions of health, hygiene and cleaning products, personal protective equipment (PPE), and financial support collectively worth tens of millions of dollars for COVID-19 relief efforts.

These acts of good represent the next chapter of P&G's Lead with Love consumer campaign, which includes a call to action to make 2021 the year we all come together to do more and do better - for communities, equality and our planet. Regarding the series of "acts of goods" announced, P&G Turkey will continue its relief efforts as in 2020.



Philip Morris / Sabancı

PMI Receives Prestigious CDP "Triple-A" Score for Sustainability Leadership



CLIMATE FORESTS WATER

Philip Morris International has been recognized as one of the world's most pioneering companies leading on environmental transparency and performance. The company became one of the 10 companies worldwide to receive CDP's "triple-A" score for its efforts in combating climate change, protecting forests, and water security. CDP is an international NGO that uses data to help decision-makers reduce risk, capitalize on opportunities, and drive action toward achieving the world's sustainability goals. "We are proud and humbled to have obtained CDP's top score for our sustainability efforts. Climate change is one of the most significant crises of our lifetime," said Massimo Andolina, PMI's SVP of Operations.

Royal Canin



Royal Canin Rolls Out Nation-Wide Social Responsibility Campaign for Cats

Royal Canin Turkey continues to lead the thought leadership landscape in petcare industry through its distinct social awareness initiatives towards pet owners. Between 15 October - 15 November, the global pet food leader rolled out its nation-wide “[Take Your Cat to the Vet](#)” initiative, partnering with Veterinary Chambers and Associations, as well as prominent journalists and celebrities. The campaign was a nation-wide call to action to all cat owners to take their pets to veterinary clinics for regular health check ups, a dire need especially for cats whom masterfully hide their sicknesses until the very last moment. For detailed information, please visit the following [LINK](#).

Xerox

Xerox Launched New Office Solutions

Xerox has launched new office solutions AltaLink B8100 and C8100 series; including a set of new innovative solutions that make work easier in Covid-19 environment.

AltaLink® devices bridge the physical and digital worlds with apps and advanced scanning capabilities that allow to digitize, route and process information in a snap. Automate tedious tasks to save time and reduce errors. The intuitive and personalized tablet-like interface balances simplicity and efficiency, and reduces steps to complete tasks with a single tap. Native mobility features, like Wi-Fi Direct (optional), make it easy for workers to print from their mobile devices and access the advanced AltaLink® capabilities.

