

AmCham Members Q1 NEWSLETTER

AM
CHAM
TURKEY
Amerikan
Şirketler
Derneği



Alcon

Alcon

Successful Start to the Year

Alcon Vision Care has re-launched its renowned product, **Tears Naturel Free**. TNF was one of the most desired dry eye Rx products back in 2018. However, Alcon had to discontinue TNF due to regulated low prices and high production costs. As many patients and doctors demanded for a long time, the product is now back in market with OTC status.

- Alcon Surgical Business did not only adapt digital tools, but also created digital solutions and platforms to provide the best.
- AlconTUBE is a great online platform which has been designed to have the most efficient way to communicate with physicians.

Baxter

Baxter's World Kidney Day Campaign: Safer at Home

Baxter International focused on a **"Safer at Home"** narrative for this year's World Kidney Day awareness campaign.

Baxter Turkey implemented a robust digital communication focused on Peritoneal Dialysis and how it provides more benefits during Covid-19. Communication activities included supporting the patient meetings organized by the Turkish Nephrology Association (TNA) and sponsorship of its press conference. Baxter, also organized media interviews with TNA and a top-tier national TV program, partnered with BOHAK, the largest patient organization in Turkey. Baxter, Medical Lead Dr. Tanju Turan interviewed with a medical journal.

Baxter launched a dialysis journey page for kidney patients: www.adimadimdiyaliz.com



Bristol-Myers Squibb

BMS Turkey and its Quarter-Century Story

Bristol Myers Squibb, fast on track toward becoming a global leading biopharma company following the acquisition of Celgene with a wider product range in hematology and immunology marked its 25th anniversary in Turkey.

BMS Turkey organized a series of events with the concept **"My Quarter-century Story"** to celebrate the company's 25 years filled with many achievements together with all its employees.

In addition to participating in the digital townhall meeting, the BMS Turkey team also found the opportunity to entertain while building on their personal and professional development in various events throughout the week. Some of these events included sessions with the popular storyteller Judith Malika Liberman, radio show host Geveze, and Ali İhsan Varol, the host of the beloved quiz show 'Word Game'.



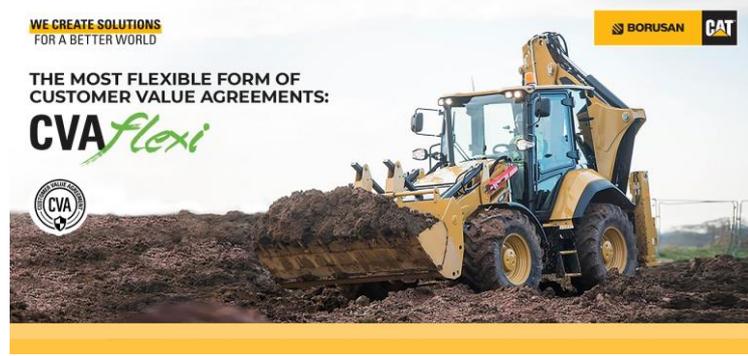
Borusan / Caterpillar

Borusan Cat Creates Solutions with CVA Options

Borusan Cat has been creating solutions for its customers for years with the maintenance agreements named CVAs.

With CVA Flexi, which was announced in the middle of 2020, Borusan Cat continues to offer value via different solutions and with hassle-free agreements made in products such as CVA Lite, CVA Ground Engaging Tools, CVA Undercarriage, CVA Critical Spare Parts and CVA Exchange.

With the same perspective in 2021, Borusan Cat continues to create solutions for its customers.



Cargill

Cargill in partnership with Turkish Education Foundation Launched '60 Leaders for the Future' Program

While continuing to production with its four production facilities spanning food, animal nutrition and bioindustrial, Cargill is also committed to focus on sustainable benefits for the society.

Whilst celebrating its 60th year in Turkey, Cargill in partnership the TEF, launched "60 Leaders for the Future" program aimed at raising future women leaders, providing 60+ woman with internship, mentorship, project competitions, workshops, plant tours, and educational networking events with Cargill leaders to prepare them for their future careers.

Cargill believes women play a critical role in economic and social development and prioritizes gender parity within its company. It also aspires to achieve gender parity in leadership positions by 2030. This ratio is 33% in Cargill Turkey leadership and it aims to reach 50% in future.



60. yılda

Geleceğe 60 Lider



Coca-Cola

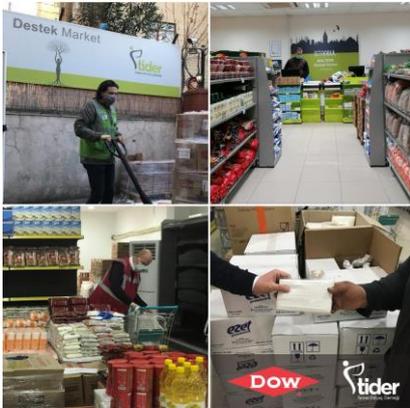
My Sister Project: Coca-Cola Turkey and Ministry of Agriculture and Forestry Collaboration for Empowering Women in Agriculture Sector

Ministry of Agriculture & Forestry and Coca-Cola Turkey signed a collaboration protocol to support woman entrepreneurs and cooperatives working in agriculture area which is launched as a part of the **My Sister Project**. My Sister Project has been implemented since 2015 with a view to support women's participation in economic life jointly by Coca-Cola Turkey, TOBB and Habitat Association.

A signing ceremony was held on 9 March 2021 with the participation of Dr. Bekir Pakdemirli, Minister of Agriculture and Forestry, Ayşe Aysin Işıkgece, Deputy Minister of Agriculture and Forestry, and Başak Karaca, General Manager, Coca-Cola Turkey. As per the protocol signed, Coca-Cola Turkey aims to support 1000 women in agriculture to strengthen their commercial activity and competitive skills in the fields of sales & marketing.



Dow



Dow Turkey Food & Hygiene Package Donations

Dow Turkey, in cooperation with Basic Needs Association, TIDER, donated food and hygiene packages to over 1000 families in Istanbul and Kocaeli. Donation packages contained basic food, as well as masks and disinfectants that will help protect individuals with inadequate financial resources.

"Because of COVID-19, we witnessed an increase in the number of people in need. We are happy to support our community during these tough times" said Durmuş Topcu, President for Turkey and Central Asia at Dow.

Esin Attorney Partnership

Supporting Employees During Covid-19

As the world continues to respond to COVID-19, Esin Attorney Partnership is doing its part to ensure the safety of its employees, and the health and well-being of the community.

The pandemic has raised questions about what our employees can expect in the future, therefore the company provided its employees with guidance on its approach to their happiness and work flexibility, while providing additional benefits, perks and resources to its employees to help them do their best work while they are apart.

The company's goal is to accommodate its colleagues by providing the infrastructure and opportunities necessary to support them while balancing the business needs and the continuation of its office culture.

Esin
Attorney
Partnership.

SUPPORTING OUR EMPLOYEES DURING COVID-19



Resilience
Recovery
Renewal

EY

EY Announces Ambition to be 'Carbon Negative' in 2021 and 'Net Zero' in 2025

EY has announced an ambition to be carbon negative in 2021 by setting targets to significantly reduce its absolute emissions as well as removing and offsetting more carbon than it emits. In a new statement on sustainability, EY set out key components of its plans to not only become carbon negative but to reduce total emissions by 40% and achieve net zero in 2025.

The EY commitment to sustainability is an integral part of its NextWave strategy and ambition to create long-term value for all stakeholders.



Ford Otosan

Ford Otosan Makes the Largest Automotive Investment in Turkey

Ford Otosan, the pioneer of the Turkish automotive industry, announced the major phase of the new €2 billion (TL 20.5 billion) investment foreseen at the Kocaeli Plants, the largest commercial vehicle production hub for Ford of Europe. The 10-year investment vision of Ford Otosan for the next-generation electric and connected commercial vehicle projects was announced.

When the investment is completed, Turkey's role in the production of electric commercial vehicles is expected to grow, as well as turning Ford Otosan to Ford's global hub for the production of electrified commercial vehicles.



General Electric

GE Healthcare: AI Development in Medical Imaging

GE Healthcare and Prof. Hakki Muammer Karakas, M.D., Istanbul Provincial Health Directorate Radiology Services Coordinator & Health Sciences University Faculty Member, have announced the country's first strategic collaboration to accelerate artificial intelligence (AI) development in medical imaging.

Prof. Dr. Karakas leads an R&D team comprised of distinguished clinicians, radiologists, scientists from different disciplines, data scientists and software developers under newly established company CUREA at TECHNOPOL Istanbul. Using GE Healthcare's Edison Health Services, team has started to work on the detection and severity grading of COVID-19; as well as on automatic detection of breast lesions through contrast-enhanced spectral mammography (CESM).



Gilead Sciences

A new HIV awareness campaign from Gilead: 'Get Tested, Join Life!'

Gilead Turkey launched **Get Tested, Join Life** campaign to highlight the importance of 'regular testing' for early diagnosis of HIV.

Famous rap singer Tankurt Manas made a special rap song and a video clip for the campaign. The rap song 'Test' was featured on all music platforms and 'Get Tested, Join Life!' visuals were promoted on digital platforms to raise awareness on the importance of regular HIV testing.

The campaign was launched with a live broadcast moderated by journalist Ayşe Arman. 6 medical associations, 2 community groups and social media influencers supported the campaign by their posts, videos and messages. The campaign reached over 11 million people in total with its message, 'Get Tested, Join Life!'.



Iron Mountain



Iron Mountain Aims to be the Best Business Partner in its Customers' Digital Journey in 2021

Iron Mountain Turkey is planning to launch its global **InSight®** services in the last quarter of 2021. InSight combines Iron Mountain's content analysis, data management and information governance expertise with Google Cloud's machine learning and artificial intelligence capabilities and enables businesses to mine their data to uncover new revenue stream opportunities and cost savings.

"We help businesses continue their digital transformation journey by reducing the burden of integration, enhancing their business intelligence and driving value" said Cenker Özhelvacı VP Emerging Markets, Turkey & UAE General Manager at Iron Mountain.

Janssen

Janssen Became the 'Most Admired Company' for 8 Consecutive Years

Janssen is ranked first among pharmaceutical companies in Fortune's "**World's Most Admired Companies**" list again this year and became the "most admired company" for 8 consecutive years. The company is proud to have placed in this prestigious list for its commitment to innovation and quality of its products, people management and societal impact.

Janssen Turkey on the other hand, has been certified as "2021 Top Employer" in Turkey. This certification acknowledges company's ongoing commitment to creating an inclusive and innovative working environment where people have exciting and meaningful development and career opportunities and can bring their diverse experiences, skillset, and ideas to work, every day.



Miyamoto International

International Conference on Disaster Resilient Infrastructure

Miyamoto has attended a special session at [#ICDRI2021](#) to discuss lessons from recovery and reconstruction of power infrastructure, post-Cyclone Fani 2019.

In the session, challenges faced in accessing international funding for recovery - reconstruction of infrastructure post disasters and more have been discussed.

ICDRI 2021
International Conference on Disaster Resilient Infrastructure

TECHNICAL FORUM 6
POST-DISASTER RECOVERY AND RECONSTRUCTION

19 MARCH 2021
IST 15:45 - 16:45 | CET 11:15 - 12:15

SPEAKERS' ORGANIZATIONS

Dr. Krishna Vatsa
Member
National Disaster Management Authority,
India

Mr. Kaushendra Tripathi
Director Power and Utilities,
PwC, India

Mr. Ayaz Parvez
Sr. Email Specialist, CDRI (W),
Washington DC

Prof. Anand Patwardhan
Professor, School of Public Policy,
University of Maryland

Ms. Juliet Mian
Associate Director, Infrastructure Advisory,
Anup, and Deputy Executive Director at
the Resilience Staff

Ms. Elizabeth Petheo
Asia Pacific Regional Representative &
Principal Miyamoto International, Inc.

GFDRI **pwc** **miyamoto.** **ARUP**

#ICDRI2021 #RESILIENTINFRA icdri.cdri.world

Mondelez International

Award to Mondelez International's Kent

Mondelez International's local gem candy brand Kent has been awarded with **The One Marketing Awards** for the most reputable/prestigious brand in the snacking category.

The One Awards, one the most prestigious marketing awards, selected the most reputable and respected brands with a survey in 12 cities with 1200 people. Kent has been awarded with The One Award in the snacking category.



Moroğlu Arseven

Moroğlu Arseven Named Turkish Law Firm of the Year

MOROĞLU
ARSEVEN

Moroğlu Arseven has once again been named Turkish Law Firm of the Year in 2020 by **The Lawyer Magazine**.

The award recognizes our consistently strong growth, commitment to excellence, diversity, and premium roster of clients. It is particularly touching to be so recognized in our 20th year in practice.

MSD

Renan Özyerli appointed MSD EEMEA Regional President and Gözde Güllüoğlu appointed MSD Turkey Cluster Managing Director

MSD announces its new **Eastern Europe, Middle East and Africa (EEMEA) Regional President**. Renan Özyerli, MSD Turkey Cluster Managing Director, is appointed as Senior Vice President and MSD EEMEA Regional President as of January 1, 2021. Renan Özyerli will be responsible for all strategies and operations of MSD in the EEMEA region. Operating in more than 70 countries in the EEMEA region, MSD is one of the top 5 biopharmaceutical companies with a market share of 3 percent and approximately 1,800 thousand employees.

Gozde Gulluoglu, formerly Managing Director of MSD Hungary, has been appointed **Managing Director of the MSD Turkey Cluster** as of January 1, 2021. Gozde Gulluoglu will be responsible for all strategies and operations of MSD Turkey Cluster (Turkey, Ukraine and CIS countries). MSD is among the leading global pharmaceutical companies in the sector with 600 employees in Turkey with a strong portfolio.



Netflix



Netflix Expands Hardship Relief Fund to TL 6 Million

Following the launch of the COVID-19 Film and Television Relief Fund, established in partnership with IKSVM and Cinema & Broadcasting Union of Turkey, Netflix started a second round to expand its support of the creative community.

In the first round, TL 4 million in funds provided by Netflix were distributed to the eligible beneficiaries in the industry. The funds allocated for the second round will be distributed to eligible creatives, who were unable to benefit the first time. Once this round is completed, the total donation of Netflix will amount to nearly TL 6 million.

Philip Morris / Sabancı

Award to Philip Morris Sabancı: The Company that Makes a Difference for Women with Technology

With the participation of Minister of Trade, Leader women of Turkey were awarded at the award ceremony organized by Dünya Newspaper. Philip Morris/Sabancı CEO Filiz Yavuz Diren was awarded for the category "The Company that Makes a Difference for Women with Technology Award".

Mrs. Diren: "We have 150 thousand general trade retailers in Turkey. More than 10% of these retailers are women. We provided a security app for female retailers which they can call for help in case they are in danger. I would like to thank everyone in this organization, who helps women's voices to be heard."



Royal Canin

Asli Celikkol is Named as Royal Canin Turkey Country Head

Royal Canin has appointed Mrs. Asli Celikkol as the company's new Country Head, responsible for Royal Canin business operations, strategy management and execution in Turkey.

Asli brings more than 20 years of experience in consumer goods industry, with excellence in delivering quality customer experience, developing innovative sales methods, marketing and sales strategy establishment and execution. Before joining Royal Canin, Asli worked at Mars, Inc. Petcare segment, responsible for Turkey's sales strategy development and implementation. Having joined Royal Canin (division of Mars Petcare) in 2018, Asli worked as Turkey Sales and Marketing Director until her new appointment as Country Head as of January 2021.



Weber Shandwick

Weber Shandwick Turkey is Focusing on Empathetic Leadership and Radical Flexibility

With the Covid-19 pandemic, organizations have experienced that employment is no longer a simple transaction where money is exchanged for skills, capabilities, and experience. These days, employers and employees expect much more from this exchange of value.

"New work habits have formed; talk of returning to 'normal' misses the point and organisations need to adapt. To attract, retain and motivate top talents organisations need to look forward and evolve their employee experience considering the lessons they have learned during the pandemic. Two factors will determine an organisation's future employee experience: empathetic leadership and radical flexibility" said Seda Yalçın Ulusoy, CEO at Weber Shandwick Turkey.



Xerox

Xerox Now Introducing the First Liquid Metal 3D Printer: ElemX

Xerox has introduced its first liquid metal 3D printer, ElemX. The machine uses metal, specifically aluminium, wires that are melted layer by layer to produce the final part. There are hopes to appeal to the aerospace, automotive, marine, and oil & gas industries. Already, the Naval Postgraduate School in California has commissioned a machine as part of a new collaborative research project into the applications for 3D printing for the U.S. Navy.

Currently the majority of metal additive manufacturing processes use powders to design more or less complex parts. These materials can represent a risk both for the user's health and safety. Accordingly, Xerox placed their bets on a machine that relies on metal wire rather than powder.



MEMBER TO MEMBER DEALS

Hilton Istanbul Bosphorus: Family Garden Rooms

Hilton Istanbul Bosphorus offers AmCham members **15% discount** on room reservations and complimentary in-room breakfast when they book their stay at **Family Garden Rooms with Terrace**.

Enjoy a unique spring holiday in Istanbul with the assurance of Hilton CleanStay which is a hygiene programme in compliance with social distance and hygiene measures.

For more information or reservation you may call us on 90 212 315 6000 or e-mail us at info.istanbul@hilton.com.

Please click to reach the Hotel website: [LINK](#)

