

AmCham Members Q3 NEWSLETTER

**AM
CHAM
TURKEY**
Amerikan
Şirketler
Derneği



WELCOME ON BOARD

New AmCham Members in 2021!



Corteva Agriscience, a pure agriculture company, is founded on the rich heritages of Dow, Dupont and Pioneer and became a standalone company on June 1, 2019. It's purpose is to enrich the lives of those who produce and those who consume, ensuring progress to come. Corteva Agriscience has seed, crop protection and digital service solutions and the corporate headquarter is in Wilmington, USA. Corteva operates in more than 140 countries, has more than 21,000 employees and more than 150 R&D facilities around the world. In Turkey, Corteva Agriscience headquarter located in Adana, has 2 R&D facilities and 1 production facility, has more than 250 employees and more than 110 territory sales representatives.



Duracell is the world's leading manufacturer of high-performance alkaline batteries, specialty cells and rechargeables. Since its foundation in the early 1940s, the company has become an iconic personal power brand, trusted for compact and longer-lasting batteries, and known for its commitment to quality, reliability, and innovation. In the minds of consumers, the Duracell Bear and the 'Copper Top' labelling are synonymous with batteries. Duracell's ambition is to be the first choice for powering devices and create long-term value and success for our partners. Since the 1940s, Duracell has been responsible for many industry firsts, including the first alkaline AA and AAA batteries and the first hearing aid cell button.



FedEx is connecting people with goods, services, ideas, and technologies creates opportunities that fuel innovation, energize businesses and lift communities to higher standards of living. FedEx believes that a connected world is a better world, and that belief guides everything we do. FedEx delivers joy during the holidays. They deliver hope to survivors of natural disasters. Customers count on their diverse portfolio of transportation, e-commerce, and business solutions. The company's networks reach more than 220 countries and territories, linking more than 99 percent of the world's GDP. Behind it all are their more than 570,000 team members around the world, who are united around the Purple Promise: "I will make every FedEx experience outstanding."



Formel Group works in the fields of Information Technologies, Environment and Energy, Foreign Trade, Global Agency, and Distributorship Services, primarily in Finance and Investment. In the field of Finance and Investment Consultancy, within the scope of Investor Relations and Financial Communication, conducting communication and processes with foreign institutions and organizations that provide resources in the resource needs of companies. The company deals with Import-Export within the scope of Foreign Trade, by conducting current market research, determining potential competitors and target companies, company analysis, preliminary preparation, purchasing and sales processes.



G4S is the world's leading integrated security company. They have been operating across the world, in almost 100 countries, for 120 years with more than 800.000 employees. In 2021, G4S was acquired by Allied Universal®, a leading security and facility services company. This acquisition expands Allied Universal's footprint and infrastructure on a global and local level. Through the company's vast network of more than 800,000 employees, they leverage global best practices in communities all over the world. With revenues of \$18 billion, they are supported by efficient processes and systems that can only come with scale to help deliver our promise locally: keeping people safe so our communities can thrive.



Linde is a leading global industrial gases and engineering company with 2020 sales of \$27 billion. The company lives its mission of making the world more productive every day by providing high-quality solutions, technologies and services which are making our customers more successful and helping to sustain and protect our planet. The company serves a variety of end markets including chemicals & refining, food & beverage, electronics, healthcare, manufacturing, and primary metals. Linde's industrial gases are used in countless applications, from life-saving oxygen for hospitals to high-purity & specialty gases for electronics manufacturing, hydrogen for clean fuels and much more. Linde also delivers state-of-the-art gas processing solutions to support customer expansion, efficiency improvements, and emissions reductions.



OMD is the world's largest media agency network, with more than 13,000 people working in over 100 countries. A people-obsessed, outcomes-focused business that applies evidence and data-driven insights, combining empathy and inclusion, to drive performance and growth. Named Adweek's Global Media Agency of the Year 2019 & 2020, OMD combines innovation, creativity, empathy, and evidence to make better decisions, faster on behalf of our clients.



Varian envisions a world without fear of cancer. For more than 70 years, Varian have developed, built, and delivered innovative cancer care technologies and solutions for our clinical partners around the globe to help them treat millions of patients each year. With an Intelligent Cancer Care approach, the company is harnessing advanced technologies like artificial intelligence, machine learning and data analytics to enhance cancer treatment and expand access to care. Their 10,000 employees across 70 locations keep the patient and our clinical partners at the center of our thinking as we power new victories in cancer care. Because, for cancer patients everywhere, their fight is our fight.



Viatriş Inc. (NASDAQ: VTRS) is a new kind of healthcare company, empowering people to live healthier at every stage of life. The company provides access to medicines, advance sustainable operations, develop innovative solutions and leverage its collective expertise to connect more people to more products and services through one-of-a-kind Global Healthcare Gateway®. Formed in November 2020 through the combination of Mylan and Upjohn, a legacy division of Pfizer, Viatriş brings together scientific, manufacturing and distribution expertise with proven regulatory, medical, and commercial capabilities to deliver high-quality medicines in more than 165 countries and territories. The manufacturing site in Turkey produces its Cardiology, Pain and Mental Health portfolio. Viatriş operates in Turkey under two separate entities: Meda Pharma İlaç San.ve Tic.Ltd.Şti and Pfizer İlaçları Ltd.Şti (a subsidiary of Viatriş Inc.).



Weber Shandwick is a leading global communications and engagement firm with a network extending to 129 offices worldwide as part of the Interpublic Group. Established in 2013, the company now works for leading global companies operating in various industries. They are also uniquely positioned to provide 360-degree communications support to its clients, while identifying the right tactics and methods to convey messages to all relevant stakeholders from government officials to end consumers. Weber Shandwick was named to Ad Age's Best Places to Work in 2019, PRovoke Global Agency of the Decade in 2020 and was the only PR firm designated an Ad Age A-List Agency Standout in 2017 and 2018. Weber Shandwick was also honored as PRCA MENA Digital Team of the Year in 2020, PRCA MENA Large Consultancy of the Year in 2019, PRWeek's Global Agency of the Year in 2015, 2016, 2017, 2018 and 2020, and earned 25 Lions at the 2019 Cannes Lions International Festival of Creativity.

Bristol-Myers Squibb



The Heart of BMS is Out There for Patients Again This Year!

Playing a leading role in introducing immuno-oncology treatments to the Turkish market, Bristol Myers Squibb (BMS) has hosted its **7th "Global Patient Week"**, an annual event aiming to raise awareness of the struggle of cancer patients around the world.

Working with passion and focusing on patients, BMS Turkish team has shown the role they play for cancer patients through a series of events. Joining forces to make a difference in patients' lives, the employees moved for a total of 33,199 minutes and contributed to the 1 million dollars donation made by BMS global to the Special Olympics. BMS employees also transformed the figures they created during an origami workshop into a work of art as a permanent symbol of the care they give to patients.

Borusan / Caterpillar

Borusan Cat Launched the First Phase of Its Brand-New Application, Boom 360 In Turkey!

With **Boom 360**, customers can turn time into profit by, accessing all products offered for sale with Borusan Cat warranty, review technical specifications of products, campaigns, access the equipment inventory and the location of any equipment.

While Müneccim application processes the data of the equipment and predicts possible failure, the failure detection system via sound, using artificial intelligence, listens the sound of the equipment and notifies customers in a possible failure in as short as 30 seconds via Boom 360.

With Borusan Cat's purpose statement 'We Create Solutions for a Better World' Boom 360 will cover all Borusan Cat territories in 2022.



Corteva

Corteva Became One of the Main sponsors of "Barrier-Free Career Summit"

Engelsizkariyer.com, a national consultancy agency for the employment of people with disabilities in Turkey, hosted the Barrier-Free Career Summit with the theme of "Accessibility."

The aim of the summit was to introduce the importance of inclusion and accessibility concepts in HR to the business world. Corteva Agriscience, committed to promoting Inclusion, Diversity and Equity in the workplace, was one of the main sponsors of the summit. Harun Toksoz, Corteva Agriscience Country Leader Turkey and Audrey Grimm, HR Leader for Europe were also speakers to talk about ID&E strategy of the company. More information for the Corteva's ID&E strategy can be found here: [Inclusion, Diversity & Equity | Corteva Agriscience](#)



Dow

Dow Turkey Pioneers "Environmental Literacy Project" with ORAV & Ministry of Education

Dow Turkey, in cooperation with Teachers' Academy Foundation (ORAV) and Ministry of Education, launched **Environmental Literacy** project. With this project, Dow aims to raise environmental awareness at a young age and increase sustainability awareness within our communities by reaching out to nearly 6000 students in the first year. Comprehensive training curriculum will be delivered to public school teachers at ORAV's e-kampus platform.

"We believe in the importance of learning at a young age. This project will support raising environmentally aware generations who can think of creative ways to tackle environmental challenges" said Durmuş Topcu, President for Turkey and Central Asia at Dow.



Duracell

Duracell Sustainability Project

Duracell aims to protect our nature by producing its long-lasting batteries, which are produced in the green energy factories, to consumers in cardboard packages. The recycling rate of waste batteries in Turkey is only 8% and Duracell hopes to increase this rate higher. For this purpose, "**Don't let the world run out of batteries**" project was started. Duracell shared its educational presentation on batteries and recycling by reaching more than 1000 primary school students. Duracell Turkey employees voluntarily participated in this project with full of joy and energy. Duracell's goal is to reach to tens of thousands of children over the years.



Esin Attorney Partnership

Esin Attorney Received 2 Awards from International Tax Review

Esin Attorney Partnership is named the **Turkish Tax Firm of the Year** and **Turkish Transfer Pricing Firm of the Year** by the ITR (International Tax Review) at the EMEA Annual Tax Awards 2021.



EY Turkey



EY Turkey Announces Important Appointments to Executive Leadership Team

Damla Harman has been appointed EY Turkey's Assurance Service Line Leader as of July 2021. She has led the broadest banking and financial services network with more than 20 years' experience at EY.

Erkan Baykuş has been appointed EY Turkey's Tax Service Line Leader as of October 2021. More than 20 years at EY, he has been providing tax services to domestic and foreign companies from many sectors, especially in the energy, defence industry and technology.

Ateş Konca has been appointed EY Turkey's Markets Leader as of October 2021. He has been working for 22 years at EY and offering International Tax & Transaction Services to local and global companies in many sectors. Besides his existing role, he will be responsible for leading go-to-market approach and sector strategies.

General Electric

GE Renewable Energy and Kalyon to Power Turkey With 1.3 GW Solar Projects

GE Renewable Energy has been selected by Kalyon to deliver its **FLEXINVERTER* solar power station technology** for the 270 MW Karapinar phase II-A and 810 MW Karapinar phase II-B solar plant in Turkey.

The project located in Konya Karapinar is expected to reach commercial operations by December 2022. GE Renewable Energy has already completed the commissioning of the **FLEXINVERTER* solar power station technology** for the 267 MW Karapinar phase I solar plant. The Karapinar solar power plant is part of the first Turkish solar YEKA tender launched in 2017 by the Ministry of Energy, and it will help the country to continue the expansion of renewable energy resources and commission 10 GW of solar capacity between 2017-27, according to IEA.



Honeywell

Honeywell Donates PPE and Funds for Reforestation Works in Turkey

Over 200 wildfires have raged in 53 provinces across Turkey, burning 1,600 square kilometers of Turkey's forest in its Mediterranean Region during July and August 2021.

Honeywell Turkey donated **40,000 saplings** to the Turkish Foundation for Combating Soil Erosion, better known as TEMA. These saplings will be used for reforestation of the areas ravaged by the wildfires. **Personal protective equipment (PPE)** is also donated to AKUT Search and Rescue Association. The donation includes gloves, face masks, and safety glasses that will help keep emergency rescue staff safe while saving lives in severely impacted or devastated areas.



Iron Mountain

Iron Mountain Turkey Continues to Support Its Customers in Their Digital Transformation Journey with Its Scanning Center

With its 150-million-pages-a-year capacity, **Iron Mountain's Scanning Center** helps customers digitally transform and supports them with their sustainable practices such as remote working, reducing paper consumption and responsible disposal of no-longer-needed assets.

Iron Mountain Emerging Markets VP, Turkey & UAE GM Cenker Özhelvacı says, *"With our enhanced Scanning Center capabilities, we are one step ahead of our competitors in digitization. Considering the possible slowdowns and disruptions during digital transformation, we believe that companies will save time and manage their processes in a cost-effective manner by collaborating with a team of experts."*



Make-a-Wish



Make-a-Wish Turkey was awarded by Stevie® Awards for Women in Business

This year, Make-A-Wish Turkey and Füsün KURAN, Make-a-Wish Turkey CEO were honored by the Stevie® Awards for Women in Business organization with the **"Organization of the Year"** and the **"Female Executive of the Year"** awards in the Silver Stevie category.

McDonald's

McDonald's Turkey Supports Sports by Sponsoring Turkish National Teams

McDonald's Turkey will be the sponsor of Turkish National Football Teams and Turkish National Women Volleyball Team until the end of 2022.

During the pandemic, consumers' sense of community strengthened, prompting them to support local themes, local products, and local sourcing more than ever. As a brand fostering communities and acting socially responsible, this sponsorship enabled McDonald's Turkey to emphasize togetherness and show their support for women.

McDonald's Turkey launched **Milli Burger**, a product having Turkish flavors and being 98% locally sourced, as a key part of the sponsorship communication and strongly embraced the football occasion with the message **"Enjoy the national matches to the fullest with Milli Burger Menu"**.



Miyamoto International



A Forgotten Disaster! Haiti 2021 Earthquake

A 7.2 magnitude earthquake struck southwest Haiti on August 14, leaving an estimated 650.000 people in need of aid. Although this story has all but disappeared from headlines, the fact remains that over 120.000 structures - including homes, schools, and churches - were destroyed with many more suffering serious damages.

The majority of these structures are in remote, hard-to-reach areas with little hope of assistance reaching them anytime soon. [Click the image on the left](#) to watch the YouTube videotaken by Miyamoto Haiti engineers.

Mondelez International

The Milka Ski Athlete of the Year Special Award Found Its Owner for the 4th Time

Milka, one of the biggest supporters of skiing in Europe, continues to support skiing in Turkey. "The Milka Ski Athlete of the Year Special Award" was presented for the 4th time this year by Mondelēz International Managing Director İhsan Karagöz. Mr. Karagöz gave "the Milka Ski Athlete of the Year Special Award" to Ceren Reyhan Yıldırım at the 67th Milliyet Athlete of the Year Awards Ceremony held at Volkswagen Arena.

Milka continues to be the Main Sponsors of the Turkish Ski Federation and National Ski Team's third year in a row. Milka supports national team athletes in federation-related races and contributes to the foundations of the future national team.



Moroğlu Arseven

Moroğlu Arseven Launches its New IT Law Blog

Moroğlu Arseven announces the launch of its new IT law blog, Tech Quarter | MA. Focusing on IT law's impact on IT business, the blog covers developments in Turkish IT law, including FinTech, e-commerce, social media, data privacy and protection, cryptocurrency, and emerging technology.

Tech Quarter | MA will be updated regularly. For questions about the blog, or about any legal and business publications, please email info@morogluarseven.com

MOROĞLU ARSEVEN

TECH QUARTER

Netflix

Netflix Teamed Up with Habitat Association and ICC Turkey to Launch the "Future of Screen" Project

Netflix launched the "Future of Screen" project in partnership with Habitat Association and ICC Turkey (International Chamber of Commerce – Turkey National Committee) to spread digital literacy and digital parenting approach across the society and introduce mindful content consumption habits to young generations. As part of the project, Netflix will host digital meetups with teachers and parents, and release podcasts with experts in this field. In the final phase of the project, the Screen of the Future Summit will be organized with the participation of all stakeholders.



Procter & Gamble



P&G Turkey Provides Relief Efforts to Support Local Communities After Natural Disasters

Turkey was hit by mutual natural disasters over the last couple of months as wildfires ravaged across Turkey and heavy rain hit Western Black Sea. P&G Turkey, as a Force For Good, have quickly mobilized to provide relief efforts after the devastating natural disasters. Together with long-time partner Kızılay, P&G Turkey has donated **thousands of hygiene kits and diapers** to the regions to provide relief efforts to local communities. Following its donations, P&G and its brands have committed to plant **35.000 trees** across Turkey to support the recovery of terrestrial biodiversity within its 35th year in Turkey.

Weber Shandwick

Weber Shandwick Switched to Permanent Hybrid Model with Its New Office

The Covid-19 pandemic has forever altered how organizations work. Moving its office to Nidakule Levent, Weber Shandwick is reshaping the post-pandemic workplace by adopting a permanent hybrid model that allows employees to split their working week between the office and home. "The pandemic has made a dramatic change in our work, our lives, and how the two come together. We have designed a hybrid model to capture the best of both worlds: Time together to build relationships, learn and create, and flexible, remote time to work in the way that is best for everyone. Hybrid work is key to happiness and well-being of employees and brings higher productivity." said Seda Yalçın Ulusoy, CEO at Weber Shandwick Turkey.

