

AmCham Members Q4 NEWSLETTER

**AM
CHAM
TURKEY**
Amerikan
Şirketler
Derneği



WELCOME ON BOARD! NEW MEMBERS in 2021 Q4

Alliance Healthcare is one of the largest pharmaceutical wholesalers in Europe, supplying a comprehensive range of pharmaceutical, medical and healthcare products. It provides a personalized approach to services and solutions for pharmacist customers and manufacturer partners.



Alliance Healthcare has a strong international presence, operating in 13 countries; France, United Kingdom, Turkey, Spain, the Netherlands, Egypt, Czech Republic, Norway, Romania, Lithuania plus partners business in Italy*, Germany* and Portugal**.

Alliance Healthcare is part of AmerisourceBergen, a leading global healthcare company, with a foundation in pharmaceutical distribution and solutions for manufacturers, pharmacies and providers.

** Associated businesses under separate ownership to Alliance Healthcare.*

***Associated business not wholly owned by Alliance Healthcare.*

Kraft Heinz Company is the fifth-largest food and beverage company in the world, consisting of variety of brands in over 40+ countries with dedicated Kraft Heinz Company employees. A globally trusted producer of delicious foods, The Kraft Heinz Company provides high quality, great taste and nutrition for all eating occasions whether at home, in restaurants or on the go.



The company's purpose is 'LET'S MAKE LIFE DELICIOUS' - an inspiring call to action and one whose products and brands spark joy, bring people together, and create memorable moments for people across the globe.

Kraft Heinz Company's vision is 'to sustainably grow by delighting more consumers globally.'; which is a simple internal declaration of what we aspire to do. It points the way to where the company wants to go as a Company, and what they plan to achieve in the years ahead. It makes the company's ambition clear and underlying it is the concept of growth.

TFI TAB Food Investments is a leading Quick Service Restaurant (QSR) operator in Turkey and China, with nearly 2.700 restaurants and about 55,000 employees. Its 27 years of experience enables TFI to set operating standards and shape the consumer trends in the markets in which it operates.

As a consumer-focused company, TFI has built an organization that reflects the needs of its customers. Through its operational and marketing expertise, TFI successfully employs two different QSR business models in Turkey and China. TFI's operational expertise is reflected in its food supply chain, data analytics, and distribution management capabilities, learned via the 'Ecosystem' businesses, through which TFI controls the bulk of its supply chain in Turkey. TFI's marketing expertise focuses on continued innovation in its products and services to deliver a 'superior customer experience.' These attributes have driven the Company's success.

TFI is the largest Burger King franchisee worldwide, present in two highly attractive emerging markets. This track record positions TFI well for future opportunities, with an ability to continue to grow in existing core markets while successfully applying its management approach to new brands and markets.



Abbott

Meet Abbott Panbio™ Covid-19 Ag Rapid Test

Abbott's rapid diagnostic tests deliver the right care, at the right time. Abbott's comprehensive portfolio of tests for infectious diseases provide fast, reliable and actionable information that help improve quality of care and enable better clinical and economic health outcomes.

Abbott's professional use **Panbio™ Covid-19 Ag rapid test** is built with proven Abbott lateral flow technology to support reliable results. It's easy to use and provides fast, reliable results in as little as **15 minutes**. In clinical evaluations, the test correctly identified **95.2%** of positive samples and **100%** of negative samples when conducted by self-test users themselves.

[Click](#) to read more about Panbio Covid-19 Ag Rapid Test device.



Aladdin Middle East



AME is Preparing to Double its Investments in 2022

As an independent American oil and gas exploration and production company focusing on the strategic exploration and production of oil and gas assets in Turkey, AME has been a long-term contributor to the energy security of Turkey.

In this regard, AME is planning to double its investments, **up to USD 15 million**, in year 2022 compared to 2021 through drilling seven wells and completing three seismic projects at its licenses **located at the South-Eastern Turkey** while pursuing new growth opportunities.

Alliance Healthcare

Opportunity Days Event in Cyprus

Opportunity Days, traditional sales activity of Alliance Healthcare Turkey took place in Cyprus in November 2021. Organized for **more than 10 years in Turkey**, this activity is mainly a sales platform where the pharmacists meet with the suppliers at an exhibition and get advantages of different campaigns and promotions.

Due to the pandemic, the event was organized in a different format compared to previous years. The pharmacists have participated in a sales campaign which started at Alliance Healthcare's e-order site on September 15 and lasted for one month. **Approximately 1000 of pharmacists** have participated in this campaign with a quota of non-pharma products and get a holiday package in November 2021.



Baxter

Baxter Completes Acquisition of Hillrom, Creating ~\$15 Billion Global Medtech Leader

Baxter International announced that it has **completed its acquisition of Hillrom as of December 13, 2021.**

Baxter-Hillrom combination unlocks the next phase of company's transformation. Integrating complementary capabilities, introduces additional opportunities for growth across its broad geographic footprint, and creates remarkable new possibilities for connectivity with leading-edge digital health innovation focused on enhancing care, lowering costs and increasing workflow efficiency.

'We are invigorated by the potential to create value for patients and customers in new ways as a combined company.' said **Kıral Karabuk**, General Manager of Baxter Turkey, 'And we are energized by the power we bring together as one team united in our mission to **'Save and Sustain Lives'**'.



Bristol Myers Squibb

BMS Turkey Continues to Transform People's Lives with Its Awareness Projects!

BMS contributed to raising awareness with **two important projects on Lung Cancer Awareness Month** in November.

BMS, undertook the sponsorship of the video series realized by the **Turkish Society of Medical Oncology** to raise awareness. Within the project, **Sunay Akın** came together with leading physicians on the breath-taking historical hills of Istanbul and converse about the risk factors and living with lung cancer.

With its digital advertisement campaign, inspired by the flapping of a butterfly's wings, BMS appeared on media outlets that receive millions of visitors each day. Drawing attention to lung cancer through the platform **'İçinde O Güç Var'**, it emphasized that healthy breath changes lives.



Borusan Cat

Borusan Cat Can Detect Possible Failures from The Sound of The Machine

The **Sound Diagnostic project** in **Borusan Cat's Boom 360** application, failure estimation is made using Boom 360 before any failure occurs.

Combining the traditional method, where the technician tries to make sense of the sound by listening to it, with technology and innovation, Borusan Cat enables easy decisions to be made with a system that is far from personal opinions and experiences with fault prediction based on completely voice data.

With the **'We Create Solutions for a Better World'** purpose statement, Borusan Cat continues to be an innovative company in the sector with its unique technologies.



Boston Scientific

Boston Scientific Turkey Supported the Renovation of a School Building Impacted by Wildfires

Boston Scientific is committed to improve the health of its communities and to advance science for generations to come.

Boston Scientific Turkey, Central Asia and Pakistan, contributed to renovate **the building of a primary school in need near one of the areas impacted by the wildfires** that spread in south of Turkey last summer.



Cargill

Cargill's 1,000 Farmers Endless Prosperity Program Sweeps Awards

Cargill Turkey's 1,000 Farmers Endless Prosperity program swept three new awards in December 2021. The program, which was recognized with the gold award in the Corporate Social Responsibility Projects category at the 3rd Istanbul Marketing Awards, returned with two more awards from the Corporate Social Responsibility Summit. At the 13th edition of the CSR Summit Sustainable Development Goals Awards, the program won the Gold Success Award in the Goal #8: Decent Work and Economic Growth category as well as the Jury Special Award for Measurable Contribution.

Murat Tarakçioğlu, Chair & CEO, Cargill Foods Middle East, Turkey and Africa, said, "We are pleased with the recognition of the efforts we have made together with farmers for the sustainable future of food." To date, the program has won a total of 24 awards including 16 international accolades.



Dow

Dow Receives AmCham Turkey Innovation Category Award

As a result of Dow and DowAksa's collaboration, a new composite technology was developed which allows **the wind turbine blades to become longer in length and 30% lighter**. This technology provides many advantages, including **higher energy efficiency** from the turbines and lower assembly costs.

With this technology, Dow won the I AmChamPions Innovation award on December 3rd, 2021. Dow Turkey and Central Asia President **Durmuş Topcu** said "We believe that carbon fiber technologies will be used in many industries such as construction, automotive, aerospace and defense, and will play a critical role in the green transformation of our country."



Duracell

Duracell's Battery Collection Campaign in Collaboration with Migros

In 2021 Duracell started a battery collection campaign with Migros. For every 3kg of collected batteries Duracell is donating 1 walking stick for visually impaired people through **GOZDER**.

Duracell placed additional **700 collection points** to Migros stores and distributed **50.000 small battery collection boxes** to homes via Migros Sanal Market. Campaign communication is done via Instagram, YouTube and in-store communication tools with **more than 10 million** reaches. So far Duracell has collected **3.3 Ton of batteries** and their target is 4.5 Tons.



Esin Attorney Partnership

Ranked in Chambers FinTech 2022 - Band 2



Muhsin Keskin - Band 3



İlay Yılmaz - Band 4

**Esin
Attorney
Partnership.**



Two Esin Attorney Partners Were Recognized in Chambers FinTech 2022

Esin Attorney Partnership delighted to be recognized in Chambers FinTech 2022 with a Band 2 ranking.

Congratulations to **Muhsin Keskin** (Band 3) and **İlay Yılmaz** (Band 4) for their recognition in the individual rankings.

EY Turkey

EY is Now Carbon Negative, a Major Milestone in its Carbon Ambition

EY has reached its target by reducing absolute emissions in 2021, and then offsetting or removing more than the remaining amount of EY emissions, every year. That means the significant accomplishment of carbon ambition target to reach net zero in 2025.

EY will now focus on a target to reduce its emissions **by 40% by 2025** through **seven key actions**. This represents one of the most ambitious decarbonization plans not just in the professional services sector, but across global industry at large. There has been a continued EY investment in a carbon offset portfolio.



General Electric

GE & UK Export Finance Agree to Support 1.35 GW Turkish Solar Project



GE and UK Export Finance (UKEF), UK's export credit agency, announced that agreement has been reached to finance **Kalyon Enerji's 1.35 GW Karapinar solar project** located in Konya Karapinar.

The solar power plant is **Turkey's largest solar facility**, approximately 11km long and 3km wide. GE Energy Financial Services worked with UKEF, who are set to guarantee a \$291 million Buyer Credit Facility, subject to financial close. This will enable GE to deploy its first FLEXINVERTER solar technology outside the U.S., supporting Turkey's clean energy goals and facilitating trade for UK suppliers.

GE's Grid Solutions site in Gebze will be producing transformers for integration in the solar inverter system. The export contract also covers design, engineering, project management, site management and commissioning.

Iron Mountain

Iron Mountain Turkey Announces New Senior Leadership Appointments

Iron Mountain continues to offer new local, regional and global career opportunities to its employees. In line with this,

- **Caner Özhelvacı**, VP of Emerging Markets & General Manager of Turkey and the UAE, has been appointed as the Vice President, Global Head of Business Development (Banking & Insurance);
- **Gamze Ergün**, the Commercial Director, has been appointed as the Managing Director of Iron Mountain Turkey.
- **Yekta Ersoy**, the Customer Services Manager at Iron Mountain Turkey since 2018, took on the role of MENAT Customer Services Leader.



McDonald's

McDonald's Received 2 Awards from Golden Leader Awards

McDonald's Turkey's CEO **Oğuz Uçanlar** was selected as **one of the most admired 50 CEOs of Turkey** while Marketing Director **Elif Göktaş** became **one of the most admired 50 CMOs of Turkey** at the **Golden Leader Awards** which was determined by the votes of more than 35 thousand businesspeople.

McDonald's Turkey returned with two awards from the most prestigious leadership awards of Turkey, the Golden Leader Award. The ceremony was held between 21-23 December 2021 with the participation of leading executives from many different sectors.



Miyamoto International

Solutions to Prevent Post-Earthquake Business Interruption

Miyamoto made a presentation on '**Solutions to Prevent Post-Earthquake Business Interruption**' at the Data Center Istanbul event held online on December 7, 2021. The presentation of Miyamoto Turkey's President **Yusuf Zahit Gündoğdu**, the effects of the M9.0 Tohoku earthquake (2011, Japan) were conveyed with videos.

The city of Sendai is the closest settlement to the epicenter of the Tohoku earthquake (≈150 km away). The behavior of the 'conventional' Sendai Airport, the 'base-isolated' Ishinomaki Hospital and the 'locally seismic-isolated' Data Center structures during the earthquake can be seen in the presentation.

[Click](#) to watch the video for the (structural and non-structural) solutions that can be applied for post-earthquake business sustainability.



Mondelez International

Mondelez International's 2 Gum Brands

Received Awards

Mondelez International's gum category brands received back-to-back awards as Mondelez is closing another successful year.

Falim with its 'Relaxation Session' campaign won the gold award at Istanbul Marketing Awards in the category of 'Best Influencer Usage'.

Another gum brand, **First's** 'Everywhere is a Stadium to Us' campaign was chosen as the 'Best in Class' by TIK TOK, with its successful performance. The campaign has been launched during Euro 2021 football championship.



Moroğlu Arseven

Moroğlu Arseven Receives Remarkable Recognition on The IT And Fintech Front

Moroğlu Arseven is proud to announce exciting news on the IT and fintech front, received by three different independent directories. For the second consecutive year, Moroğlu Arseven got listed **among top 100 global data firms** in Global Data Review's GDR100.

Chambers and Partners recognized both the company and partner Burcu Tuzcu Ersin in **Band 2 in its fintech rankings**. Furthermore, Burcu Tuzcu Ersin got ranked in Who's Who Legal's Data Privacy & Protection and Information Technology categories.

MOROĞLU
ARSEVEN

Netflix



Netflix Shared Economic Impact Report in Turkey

A study by Netflix revealed the impact of Turkish productions on the creative industries and the supply chain in Turkey. The research shows that since the launch of *The Protector* in 2018, the total supply chain impact triggered by Netflix as a result of spending on all Turkish series productions is estimated to be **in excess of ₺583M**.

Netflix has also created **3,300+ jobs** in the production ecosystem in Turkey since 2018. In terms of wider cultural impact, Netflix's investment in Turkish stories benefits Turkey's creative economy. Examples of this include increased sales of books which Netflix shows are based on, higher visitor numbers to locations where the shows are filmed, and exposure of music by Turkish artists featured in Netflix series.

Philip Morris International

Philip Morris Turkey Wins the Prestigious Sustainability Academy Award in "Carbon Management" Large-Scale Company Category

Philip Morris/Sabancı was awarded the first prize in the '**Carbon Management**' at large-scale company category, at **Sustainable Business Awards**, organized for the 8th time this year.

Philip Morris/Sabancı External Affairs Director **Zeynep Güney Altıntaş** stated: '*Philip Morris International has created a comprehensive roadmap called the Low Carbon Transformation Plan to combat climate change, in line with the emergency action plan defined in the Paris Agreement. According to this roadmap, PMI aims to be carbon neutral in all processes from farm to consumer by 2040 worldwide. At Philsa, Philip Morris/Sabancı's production facility in Torbalı - İzmir, the target is closer, we will be carbon neutral until 2025 in all processes within our borders.*'



Viatriis

Recognition to Viatriis by 3 Leading Magazines Fortune, Forbes and Newseek

Viatriis ranked **#5** by **Fortune** for its success in improving access to innovative HIV medications in low- and middle-income countries for the last 10 years.

In addition, Viatriis ranked **#11** among the others in the industry in the impressive list of 750 employers of **Forbes**, making it in the top third.

Viatriis also included in **the America's Most Responsible Companies 2022** list.



Weber Shandwick

Weber Shandwick Turkey Signed the Turkey Circular Economy Platform Participation Agreement

Industrialization and climate change have led companies to adopt the circular economy. In this respect, Weber Shandwick has started to take actions and develop business policies regarding the circular economy by signing **the Turkey Circular Economy Platform Participation Agreement**, which was initiated by the Business Council for Sustainable Development Turkey in 2016.

Weber Shandwick Turkey CEO **Seda Yalçın Ulusoy** said: *'We are proud to sign this agreement to create common value and awareness by focusing on the circular economy for a sustainable world and future. We will continue to work with the aim of contributing to the use of resources as long as possible, energy savings and reduction of waste by keeping our resources within the economic cycle.'*

