

AmCham Members Q1 NEWSLETTER



WELCOME ON BOARD!



Emerging technologies are disrupting old paradigms and unleashing new opportunities. **Oracle** has embedded innovative technologies in every aspect of its cloud, enabling companies to reimagine their businesses, processes, and experiences. **Oracle provides essential elements for companies to pioneer innovations and drive new business models.** Oracle helps the customers develop roadmaps, migrate to the cloud, and take advantage of emerging technologies from any point: **new cloud deployments, on-premises environments, and hybrid implementations.** Oracle's mission is to help people see data in new ways, discover insights, unlock endless possibilities.

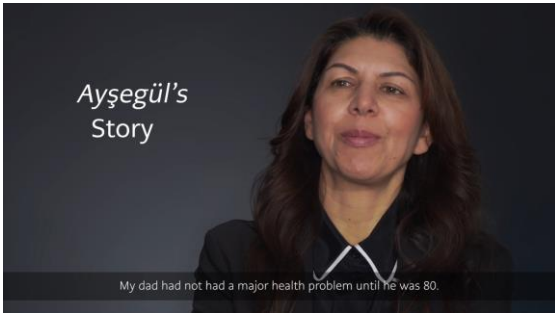
MEMBER NEWS

Bristol-Myers Squibb

BMS Turkey Employees Highlighted

the Importance of Early Diagnosis in Cancer Treatment!

Transforming the lives of patients through science with its scientific studies in the field of cancer, **BMS carried out a meaningful video campaign within the scope of World Cancer Day.** Two of the BMS employees shared the cancer stories of their relatives which left an indelible mark in their hearts, with the audience. Drawing attention to the importance of cancer prevention and early diagnosis, with its video project, **BMS appeared on media outlets that receive millions of visitors each day.** BMS Turkey, which takes great responsibility in the fight against cancer in Turkey, underlined that the traces of cancer are also felt deeply in the hearts of its employees too.



Borusan Cat

Borusan Cat NFT & Brand-New Store in Metaverse Universe

Borusan Cat continues to offer unique experiences to its customers and the industry **by creating the first NFT for their Boom 360 application and the second one for Parts.Cat.com,** an online spare parts sales platform.

Borusan Cat leaves an unforgettable memory to their customers, **with NFTs and the physical "tokens" of the NFTs** which has given as a gift every month.

Borusan Cat has also stepped into the Metaverse universe with its innovative applications, **by opening a store in Decentraland (parcel "-56 -103"),** one of the most popular blockchain-based platforms.



Boston Scientific



Boston Scientific Turkey certified Great Place to Work 2022

Boston Scientific Received Great Place to Work Award!

Boston Scientific Turkey is certified as a **Great Place to Work in January 2022**.

Boston Scientific is honored to be recognized by a global institution on building, sustaining, and recognizing high trust culture like Great Place to Work and thanks all its colleagues for their contributions.

Cargill

Sustainable Future Starts in the Field with the 1000 Farmers Endless Prosperity Program

The impact of **the 1000 Farmers Endless Prosperity program**, which is carried out with the primary goal of increasing the productivity and welfare of farmers, has reached **4,000 farmers in 14 provinces** to date. With the program, farmers yield **increase of up to 23 percent** was achieved despite the drought and ensured the social return on investment (**SROI**) **3.03 TL in last year**.

In 2022, within the scope of the program a study will be started to monitor **the greenhouse gas emissions that affect the climate crisis**.

Until today, the program has won **26 international and national prestigious awards**.

For more information, you can click [HERE](#).



Coca-Cola

My Sister Project Has Been Presented as a Best Practice Project at the 66th Session of the UN Commission on The Status of Women

My Sister is an outstanding women empowerment project which is carried out in partnership with **TOBB, Habitat Association and Coca-Cola Foundation since 2015**.

As part of this year's Commission on Status of Women 66 program of United Nations, Turkey's Ministry of Family and Social Services organized a panel entitled **"Empowering Women through Cooperatives"** and **My Sister project** has been presented by TOBB in this panel as a best practice for its initiative on empowering women cooperatives in collaboration with Ministry of Agriculture and Forestry in 2021.



Corteva

Corteva Turkey Supported the Education of Children with Autism

Corteva Agriscience is committed to enrich the lives of those who produce and those who consume, ensuring progress for generations to come.

Corteva Turkey created a **social responsibility project with Tohum Autism Foundation to support the education of children with autism**. Corteva contributed to renovate **two special education classrooms of a primary school in Adana** where the head office of Corteva Turkey is located. With the donations of Corteva Turkey employees and the company itself, new classrooms were designed with all the necessary equipment and furniture to support the education of children with autism.



Duracell

Discover the New Generation Power with Duracell Optimum

Duracell has introduced its new generation of power, **Optimum batteries**, in Turkey. Produced with Duracell's superior technology, Optimum batteries enable the highest product performance for all devices. With the latest technology advancements, the energy needs of newly developed devices constantly increase.

The Duracell Optimum battery tries to answer these energy needs with its new technology by providing either **Extra Life or Extra Power***, depending on the device in which the battery is used.

**Delivers Extra life vs the Minimum Average Duration of the 2015 IEC AA Digital Camera test (www.iec.ch). Results may vary by device and usage pattern.*

For more info: <http://www.duracell.info>



Esin Attorney Partnership

Esin Attorney Partnership is Recognized in 6 Categories at Chambers Europe 2022 Guide

Esin Attorney Partnership is delighted to be recognized in **six categories for Turkey** at the recently released **Chambers Europe 2022 Guide**.

Esin Attorney Partnership is grateful to all its clients for their continued support and congratulates the practice groups and colleagues for the success!

Ranked in Chambers Europe 2022

Corporate M&A – Band 1
Dispute Resolution – Band 1
Banking & Finance – Band 2

Competition – Band 2
IP/TMT – Band 2
Real Estate – Band 2

Esin
Attorney
Partnership.



EY Turkey

EY's Better Working World Data Challenge Fights Back to Biodiversity Loss

EY launches Better Working World Data Challenge to help tackle biodiversity loss. The competition is a part of the EY's commitment to innovate and use technology to address some of the world's biggest environmental problems.

Biodiversity loss will threaten to achieve the UN Sustainable Development Goals, including poverty alleviation and food, water, and energy security. As a result, there is an urgent need to prioritize the geographical areas and species that most need help.

The challenge aims at university students and early career data scientists. The winners will be selected by a panel of judges from EY, NASA, Microsoft and members of the scientific community.

For more information: challenge.ev.com



IBM

IBM Bolsters Investments in the Middle East and Africa with the Launch of Client Engineering

IBM announced **the launch of its Client Engineering team in Middle East and Africa for clients and business partners.** Located across four countries – Saudi Arabia, South Africa, Turkey and UAE. These teams will drive innovation by providing an enhanced customer experience, **focused on co-creation, technical eminence and speed.**

Client Engineering teams consists of designers, solution architects, data scientists, cloud engineers, security experts, and more who work on the agile co-creation of IBM technology solutions for their clients. **The team of creators uses technologies such as Cloud, Data, Automation and Security** to deliver innovative solutions that address business use cases and challenges.



Iron Mountain

Iron Mountain as one of the Market Leaders in Sustainability

Iron Mountain inspires the industry with its creative business solutions that have a positive influence on the environment and society. While assisting customers in achieving their sustainability goals, Iron Mountain is also working toward its own objectives.

Iron Mountain has committed to achieving **net-zero emissions by 2040 as part of its ESG goals.** They recycle over **600 tons of paper each year**, use ecologically friendly **"S Box" folders** that can be recycled, use **LED lighting** in their facilities, and safely **dispose of and recycle clients' documents** at the end of their retention period. Iron Mountain has committed to transition **50 percent of its logistic vehicles to electric vehicles by 2030.**



Janssen

Two Significant Achievements from Johnson & Johnson

Johnson & Johnson's pharmaceutical group Janssen Turkey, took **the first place in the ranking of pharmaceutical companies this year too in the Survey of the "World's Most Admired Companies" announced by Fortune magazine.** Thanks to this, it succeeded in being on the list for nine consecutive years.

As a result of the evaluation made by **the Top Employers Institute,** Janssen Turkey was awarded **the "Best Employer" certificate of Turkey in 2022** with its employee-oriented Human Resources practices and was awarded **the Top Employers European certificate** for the first time this year.

Demet Russ, General Manager of Janssen Turkey, said "This success is not a coincidence".



Make a Wish

Füsün Kuran Receives the Golden Leader Award 2021

Füsün Kuran, CEO of "Make A Wish" was selected to be **one of Turkey's most admirable CEO's and honored with the Golden Leader 2021 Award.**

Make a Wish congratulates her and wish continuation of her success.

For the first time in Turkey, most admired leaders from various sectors were elected as the Golden Leader using a double opt-in mechanism and unique voting algorithms by the likes of the public without a jury. Make a Wish is grateful to more than 35.000 participants from the business world for voting and being part of this unique experience.



Medtronic

Medtronic Provides Humanitarian Aid to Ukraine

Global health technology company Medtronic has a guiding mission to ensure patients around the world have access to the treatments they deserve including essential medical services in a war area. Medtronic is supporting the entire war-affected region providing assistance to its employees and their families through its **Employee Assistance Program (MEAP).**

Medtronic Foundation is initiating emergency humanitarian aid in Ukraine through a number of international aid organizations such as the Project Hope, deploying emergency medical supplies and primary care teams for war-affected communities on the Ukrainian border. Medtronic also supports Ukrainian employees and their families in finding suitable accommodation outside Ukraine, and administrative facilities.



Microsoft



Microsoft Has Launched an R&D Center in Türkiye on March 17

Minister of Industry and Technology **Mustafa Varank**, President of Digital Transformation Office **Ali Taha Koç**, Microsoft EMEA President **Ralph Haupter**, and Microsoft Türkiye General Manager **Levent Özbilgin** attended Microsoft R&D Center opening ceremony.

Microsoft purchased **Citus Data company**, which was founded in Turkey and opened to the world. After this acquisition, the Citus Data family expanded with engineers graduated from Turkey's leading universities. These engineers will take responsibility for Microsoft's innovative work, especially in the data field. In the R&D center, studies will be carried out to provide high-performance PostgreSQL service and will aim to expand its work around the world – at least 100 countries – via a new platform it is working on called **Azure**.

Moroğlu Arseven

Moroğlu Arseven Received "Excellent" Recognition for Three Practice Areas by Leader League

Moroğlu Arseven got ranked in "Excellent" category for its **Dispute Resolution, Patent Litigation and Trademark Litigation practices in Leaders League's 2022 rankings. Founding partners, Benan Arseven and Dr. Seyfi Moroğlu** are also recognized in the same category. Leaders League is a Paris-based business media, rating agency and event organizer for top executives. The rankings are based on in-depth analysis, extensive interviews and quantitative and qualitative criteria.

MOROĞLU
ARSEVEN

MSD Turkey



Appointments at MSD

MSD Turkey has appointed former Cluster Human Resources Director **Nalan Ögüt Koray as its Emerging Markets & EEMEA Talent Lead**. Nalan will work across the Human Health HR leadership team to define the organization's future approach to talent management for Human Health. Meanwhile **Aslı Menemenlioğlu** will take over from Nalan as **the new MSD Turkey Cluster Human Resources Director**.

Netflix

Netflix Spreads Digital Literacy Awareness in Turkey with The Screen of The Future Summit

Netflix organized a summit with civil society partners **Habitat Foundation & ICC Turkey** to close the first phase of its parental controls & digital parenting campaign. **'Geleceğin Ekranı / Screen of the Future'** stands out as the first comprehensive campaign in Turkey that brings together a leading streaming company with civil society and academia. The summit focused on the notions of digital literacy and parenting in the digital era. The summit was also attended by **RTUK Chairman Ebubekir Sahin**, who delivered an opening speech.



NielsenIQ

NielsenIQ The Next Generation of RGM: NielsenIQ Revenue Optimizer

NielsenIQ has made an investment in the future of Price and Promotion analytics in acquiring **Cornerstone Capabilities and their end-to-end Revenue Growth Management software offering, "Revenue Optimizer"**.

Combined with NielsenIQ's full array of data, NielsenIQ Revenue Optimizer drives fast, accurate, always-on revenue management analytics. This tool would be particularly useful in supporting companies to optimize pricing and promotional strategy in 2022.

Didem Şekerel Erdoğan, NielsenIQ Advanced Analytics Leader Africa & Middle East and Turkey General Manager, says: "We are proud to launch the next generation of revenue growth management NielsenIQ Revenue Optimizer with always on, predictive and prescriptive analytics converting uncertainties into opportunities."



Papa John's

"Hatırı Var" Menu at Papa John's Pizza!

Papa John's Pizza which was founded in 1984 in the US state of Indiana with the aim of making better pizza, is serving with more than 5,200 branches in more than 55 countries.

Papa John's Pizza Turkey **added Turkish coffee to the menu**, which complements the Turkish catering tradition and hospitality.

Sharing a cup of coffee is traditionally known to be remembered for 40 years, and Papa John's Pizza created **the "Hatırı Var Menu" (Remembrance)**, by adding 2 filter coffees and 2 Turkish coffees next to Pizza, with its slogan: Papa John's will always be remembered.



PepsiCo

PepsiCo Science Girls Academy

PepsiCo Turkey has launched **the Science Girls Academy**, a program to support female university students studying **STEM** (Science, Technology, Engineering, Mathematics) subjects, providing them with financial, academic, personal and professional support.

Project is partnered with **Turkish Education Foundation (TEV) and the scholarship will go to 200 gifted female students** who need financial support.

Participants will also have other opportunities for professional developments, including **opting into the Million Women Mentorship** program and **internships within PepsiCo** during their third year of studies.

This program, **funded by The PepsiCo Foundation**, will continue to Raise the bar on Talent and Diversity and bring smiles to communities in Turkey.



Philip Morris International

Philip Morris Turkey received the Special Award: "Pandemic and Women"

Philip Morris Turkey received **the Special Award on "Pandemic and Women"** at the ceremony organized by **Dünya Newspaper and Koç University Gender Studies Center** for their **"Equal Pay for Equal Work" policy**, their measures ensuring equal access to opportunities, and their initiatives supporting women's employment especially during the Pandemic via their Digital Infrastructure and Smart Work practices.

In her speech at the award ceremony, **Philip Morris Turkey General Manager Filiz Yavuz Diren** stated: "We will continue our efforts to build a society where every piece of work of women and men is" evaluated fairly and women are represented equally in all areas of life!"



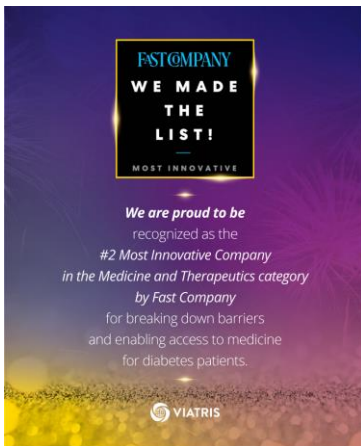
Türkiye'nin Lider Kadınları Paneli ve Ödül Töreni

Viatrix

Viatrix was Rewarded as the 2nd Most Innovative Company by Fast Company!

All the pharmaceutical companies recognized on *Fast Company's* list of the 10 most innovative medicine and therapeutics companies obtained breakthroughs by taking a creative approach to how they think about drugs.

Viatrix is recognized as **the 2nd Most Innovative Company in the Medicine and Therapeutics category by Fast Company** for breaking down barriers and enabling access to medicine for diabetes patients.



Weber Shandwick

Weber Shandwick Turkey was Rewarded Turkey's Best Employer Certificate by the Great Place to Work Institute

Weber Shandwick Turkey received Turkey's Best Employer certificate from **Great Place to Work**. "Weber Shandwick was named best employer in multiple countries in recent years, and we are proud to bring this award to Turkey office as well", said **Seda Yalçın Ulusoy, CEO of Weber Shandwick Turkey**. "As Weber Shandwick, we always prioritize the happiness of our employees along with our customers. Since the beginning of the pandemic, we have been working to improve the employee experience in the hybrid working model and ensure a better work-life balance. This certificate we have received reveals the value we place on our employees. I would like to thank all our employees for their hard work and support" she added.



Xerox

Xerox Company Introducing CareAR



CareAR, a Xerox Company, was stood up in September 2021, as an indicative of Xerox's long-term sustainable growth strategy, backed by ServiceNow and PARC's Alto AI artificial intelligence engine. **CareAR is an end-to-end Service Experience Management platform** that delivers live visual augmented reality and AI-driven interactions, instructions and insights as part of a seamless digital workflow experience. CareAR's suite of applications - **CareAR Assist**, **CareAR Instruct**, and **CareAR Insight** - make expertise accessible, empowering customers, newly hired field service technicians and service desk employees to troubleshoot and resolve issues like that of an industry veteran with decades of experience.