

AmCham Members Q1 NEWSLETTER



WELCOME ON BOARD!



Martı is a technology company offering practical solutions to urban traffic and leading the fast-growing micro-mobility sector in Turkey. As Turkey's leading mobility provider and number one mobility app, it operates country's largest fleet of e-scooters, e-bikes, and e-mopeds serviced by proprietary software systems and IoT infrastructure. Martı offers a complementary tool to long distance transport through last mile connectivity, timing flexibility and environmentally friendly travel solutions in an economically sustainable manner. Martı seeks to bring a new perspective to transportation while protecting the environment with its low carbon emissions.

METTLER TOLEDO

METTLER TOLEDO is a leading global manufacturer of precision instruments and services for use in laboratories and manufacturing. They offer a broad solution offering along their customers' value chains to help streamline processes, enhance productivity, reach compliance with regulatory requirements, optimize costs and reduce waste. They offer weighing, analytical and inspection solutions along their customers' value chain. They manufacture high-end products including industrial scales, laboratory balances, Rainin pipettes and process analytics equipment. They provide Process Analytical Technology to optimize crystallization, catalyzed reactions, polymerization reactions, and other processes.



Klassis provides smart and sustainable furniture and flooring solutions for the workplace, education, healthcare, hospitality and industrial sectors. Klassis understands customer expectations and applies solid research to deliver working environments. The results are spaces that promote well-being, higher productivity and sustainability. **Klassis represents the world's leading brands in Turkey such as Steelcase** - office furniture, **Interface** - flooring solutions, **Tate** - raised access flooring systems from the USA and **Lindner** - raised access flooring systems, **Dexion** and **Bruynzeel** - storage systems and **Vetedy** flooring systems from Europe. Klassis aims to help their clients and professional advisors develop positive spaces that help people work smarter, be happier and the planet be healthier.

MEMBER NEWS

Bain&Company



Bain & Company is Pleased to Announce a Service Alliance with OpenAI

Bain & Company is pleased to announce a service alliance with OpenAI, the research and deployment company behind the AI systems ChatGPT, DALL•E and Codex, which are changing the way people communicate and create. **Bain will combine its deep digital implementation capabilities and strategic expertise with OpenAI's tools, to help its .clients identify AI's value to maximize business potential.** Bain and OpenAI are also delighted that **The Coca-Cola Company is the first company to engage with the alliance**, to improve their already world-class brands, marketing, and consumer experiences. To learn more about this partnership, visit the following [link](#).

Bristol Myers Squibb

Bristol Myers Squibb Foundation Provided \$1.1 Million to Support Earthquake Zone

Bristol Myers Squibb Foundation **took various actions to support the needs of disaster survivors** after the earthquakes occurred in Turkey. Bristol Myers Squibb Foundation **donated 1.1 million dollars** to The International Federation of Red Cross and Red Crescent Societies, International Rescue Committee, Americares, and Direct Relief International **to be distributed to Turkish institutions.** With the grants provided to these organizations, the aid activities of institutions such as the Turkish Red Crescent, The Disaster and Emergency Management Presidency, and the Search and Rescue Association were supported.

Borusan Cat



Borusan Cat Obtained a Loan of 60 Million Dollars from EBRD

Borusan Cat, **obtained a loan of 60 million dollars from the European Bank for Reconstruction and Development (EBRD) in Kazakhstan.** Financing will be used to **expand the Component Rebuild Center (CRC)** and it supports Borusan Cat Kazakhstan's green approach to resource management, create more employment opportunities for women through the development and implementation of a gender inclusion plan. Borusan Cat aims to further expand their facility and generate more business results in line with their sustainability goals, **with this financing which has 42% "green" share** ".

Cargill

Cargill Signs Its Name to the HoReCa Sector with the PROVERSE Brand



Cargill has introduced its innovative products for the HoReCa sector to the liking of professional chefs with the **PROVERSE** brand. Responding to the current preferences and tastes in the sector, the first products of PROVERSE were cooking cream and whipped cream. The **cooking cream, which offers high performance in pasta, meat, soup and desserts, and whipped cream, an indispensable ingredient in pastry,** provide master chefs with a different experience. PROVERSE's product portfolio, which responds to current preferences and tastes in the HoReCa sector, will rapidly expand with innovative products such as vegan meatball mix, ice cream and jelly mix.

Duracell

Duracell Launches the #PowerSafely Initiative with the European Academy of Pediatrics (EAP)



Duracell launches the **#PowerSafely initiative** with the European Academy of Pediatrics (EAP) **to raise awareness about "the risks of ingesting lithium button cell batteries for children"**. [In the video](#), Duracell Europe and Africa President Javier Hernandez and European Academy of Pediatrics President Dr. Adamos Hadjipanayis explains what Duracell will do on this path they set out to raise awareness in parents, health professionals and policy makers. Duracell is the only battery company with baby-safe packaging AND batteries. Duracell will continue its innovations and awareness-raising efforts for the safety of babies.

Esin Attorney Partnership

Esin Attorney Partnership Appoints Eren Kurşun as Managing Partner

Esin Attorney Partnership announced the appointment of **Eren Kurşun as its new Managing Partner as of July 1, 2023, a first in the Turkish legal community.** Eren has been the head of the M&A and Private Equity practices of Esin Attorney Partnership which has been ranked in their respective top tiers by all international reputable ranking agencies seven years in a row, and led M&A league tables for seven years in a row. **Ismail Esin will continue to lead** the Dispute Resolution department at Esin Attorney Partnership and will also continue to serve as a member of office's Executive Board.



EY

EY Türkiye has Launched “Digital Health Report”

EY Türkiye has launched “**Digital Health Report**” which focuses on the global and local perspective of the health and life sciences sectors in terms of digitalization. The trends guiding the digital health ecosystem, the impact of the pandemic on the digital health, the latest updates, and the investments on the digitalization of health in Türkiye are covered in the report in detail. For more information: [LINK](#)

Fikret Yüksel Foundation

Fikret Yüksel Foundation organized 3 International FIRST® Robotics Competition (FRC) Regional İstanbul Events

First Robotics Competition aims to inspire high school students to pursue STEM-related real-life projects that teaches teamwork, cooperation, focusing on the process rather than the outcome. **Over 6,000 students from Turkey and 8 more countries created robots for the “Charged Up” theme with business and sustainability plans covering diversity and inclusion. Top performers of robot performances and social responsibility projects qualified for the World Championships in Houston.** The Fikret Yüksel Foundation receives volunteer and sponsor support to cultivate future leaders. For more information: [LINK](#)



Honeywell

Honeywell and SASA Signed Licensing Agreement

SASA has chosen Honeywell UOP Oleflex technology to provide licensing and engineering to its Propylene Dehydrogenation (PDH) Plant, the first step in that petrochemical complex. **With a \$1.5 billion investment, the planned capacity will be 1.000.000 tonnes/year, making it the world's largest.** Honeywell UOP and SASA signed licensing, technical services, and guarantee agreements on January 18th. Honeywell UOP's Propane Dehydrogenation Oleflex technology **uses catalytic dehydrogenation to convert propane to propylene and is designed to have a lower cash cost of production and higher return on investment compared to competing dehydrogenation technologies.** In addition to technology licensing, Honeywell UOP is providing the basic engineering design, services, equipment, catalysts and adsorbents for the plant.



Medtronic

Medtronic Took Swift Action in Response to the Kahramanmaraş Earthquake

Medtronic took swift action in response to the Kahramanmaraş Earthquake, activating emergency funds within 24 hours to provide urgent supplies including winter clothing, food, hygiene supplies, blankets, stoves, and portable toilets. In addition, **Medtronic committed \$1M from Medtronic Foundation to support disaster response partners** and enable on-the-ground emergency response teams to act swiftly. **The Medtronic Foundation also initiated company-wide 2:1 and local 1:1 matched giving events. Furthermore, Medtronic donated Medtronic products worth 6 million TRY to hospitals in the impacted region,** demonstrating their commitment to assisting those in need during times of crisis.



P&G

Relief Efforts for Kahramanmaraş Earthquake

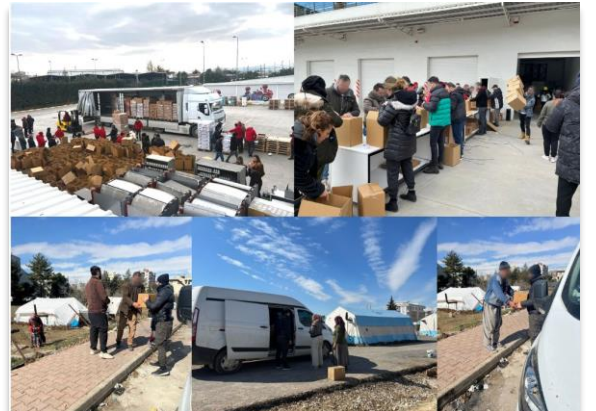
Following the earthquake disaster in southern part of Türkiye, P&G took rapid action to meet the **basic hygiene needs of the region by providing personal hygiene products** in partnership with Red Crescent and in coordination with AFAD, and services like **Prima Mobile Baby Care Room, Toilet Cabins with Orkid and Head&Shoulders brands, Mobile Laundry Trucks** in partnership with Arçelik by supplying **Ariel detergents, food logistics with Fairy brand** and Food Rescue Association and **Oral Care Units** in partnership with Turkish Dentists Association. P&G also expanded the support with cash donations from the global and European centers to national and international aid organizations. P&G will continue its projects related to health & hygiene and to support children in need.



Philip Morris International

Philip Morris International Committed 2 Million USD

Philip Morris International committed **2 million USD to provide mid to long-term recovery assistance for Turkey** through partnerships with relief agencies. In addition to the company funds, through **a global employee-led charitable campaign under "Project with a Hearth", food and hygiene materials, fully equipped container homes, wheelchairs, and other immediate aid packages were supplied** to the region since day one. PMI is matching the employee donations.



TBWA



TBWA\Istanbul become the most award-winning agency at the Crystal Apple Award Show in 2022

TBWA\Istanbul become the most award-winning agency at the Crystal Apple Award Show in 2022. Due to the overall creative impact of the work and the **agency's contributions to the business world, Campaign Turkey recognized TBWA as the Creative Agency of the Year 2022**. The agency also received recognition on a global level, appearing on several of Campaign Global's shortlists including Creative Agency, Agency Leader, Strategic Leader, Creative Leader, Experiential Agency (HeyMo), and Best MEA Network (in collaboration with TBWA\RAAD & TBWA\South Africa). Moreover, **TBWA was named the 2023 Reputation Builder Agency of the Year at Marketing Türkiye's the One Awards**.

Weber Shandwick

Hatay Container Long Bazaar (Uzun Çarşı) Project

The Prefabricated Long Bazaar Solidarity Project was developed **in cooperation with Weber Shandwick and BigChefs** to resurrect of the historical Long Bazaar (Uzun Çarşı) in Hatay, the center of the silk road, which was completely destroyed by the earthquakes centered in Kahramanmaraş. The project was developed to protect the gastronomic products of Hatay, which is on the UNESCO Gastronomy Cities list, and to restart trade. **Within the scope of the project, 76 prefabricated shops were established with the cooperation of BigChefs Chairman Gamze Cizreli, Hatay Governorship and TURYİD members**. The Gastronomy Bazaar, which will include spice shops, restaurants, dairy products and local products shops, is planned to open in April 2023.



MEMBER to MEMBER DEALS

1955 Banqueting & Catering: An Iconic Experience

Since 1955, **Hilton Istanbul Bosphorus** has been dedicated to providing attentive service with a keen eye for detail, ensuring an enthusiastic experience for its guests. As Türkiye's first 5-star international hotel, Hilton is also honored to be the pioneer of the first outside catering service in Istanbul. Building on their heritage and experience gained from their first catering service at Beylerbeyi Palace, they are proud to present the 1955 Banqueting & Catering brand as an iconic and bespoke experience for its guests. They offer tailor-made services for all special events, including gala dinners and private parties, ensuring a remarkable experience. For more information: 1955catering@hilton.com



Blends an Exciting City Life with a Relaxing Retreat in the Center of Istanbul

Surrounded by peaceful gardens, **Grand Hyatt Istanbul** blends an exciting city life with a relaxing retreat in the center of Istanbul. Grand Hyatt Istanbul is where you can celebrate art with indoor exhibitions, explore Turkish-Mediterranean cuisine at 34 Restaurant, join the city's flow at the Library Bar and replenish yourself at Gaia Spa & Fitness Centre.



Elevated Suite Experience at Conrad Istanbul Bosphorus

The **Conrad Suites** beckons its guests to embark on an inspiring journey of pure comfort and lavishness, amidst the awe-inspiring vistas of a truly distinctive city. Conrad's esteemed guests are privileged to relish in a seamless check-in process from the comfort of their own suites, whilst basking in the splendour of a personalised VIP Set-Up, indulgent bathroom amenities, and a bespoke turn-down service. For reservation and detailed information: reservation.istanbul@hilton.com +90 212 401 7569



DTbH Bodrum Marina Vista

A gastronomic gateway in the heart of Bodrum. Nestled in the heart of the city, the hotel overlooks Bodrum Marina, less than a mile from Bodrum Castle, local attractions and historical places. As a new generation of gastronomy, NAMA Sushi & Raw Bar, invites you for a delicious Asian gastronomy journey to experience the freshest flavors in the heart of Bodrum at **DoubleTree by Hilton Bodrum Marina Vista** in terrace floor, overlooking the Bodrum Castle view. Book and enjoy **10% OFF Sushi experience**. Explore AmCham Member privileges at Nama Sushi & Raw Bar, exclusively for you with your #amchamNM10 code. Offer valid till 31 October 2023.

DTbH Bodrum Işıl Club

DoubleTree by Hilton Bodrum Işıl Club Resort is re-opening its doors on the 07th of April. The resort offers renovated new meeting room that features meeting facilities, equipment for your business meetings and events. The resort sits on 4 hectares of green territory with direct access to the 150-meter-long private beach and attendees can enjoy our lush green gardens, tennis courts, pools, spa, and fitness club. Book now & save **20% for your corporate meetings and events**, exclusively for you with your #amchamD20 code. Offer valid throughout the season in 2023. Kindly reach +90 252 337 10 10 or email at bodrumisilclub_sales@hilton.com for your meeting inquiries.

Susona Bodrum

Elevate your corporate gatherings in **Susona Bodrum** way with its re-opening 07 April, 2023. Discover AmCham Members' meeting privilege cherished with a welcome gathering cocktail at the boho-chic Malva Cocktail & Bar during your corporate meetings at Susona Bodrum. With a range of luxury meeting offerings varying from exclusive gastronomical tastes to personalized local experiences, Susona Bodrum creates a level of luxury in your meetings and events. Join us and enjoy **AmCham members' privileges** special for you with your #amchamS15 code. This offer is valid until 30 June 2023. For reservation, please call +90 252 211 27 00.