



MEMBER NEWS | 1<sup>st</sup> QUARTER

# Newsletter

AmCham ★ Turkey  
American Business Forum In Turkey

***“We are the strong voice of  
American business in Turkey”***

## NEW MEMBERS WELCOME ON BOARD!



[Alp Aviation](#) is a privately owned company with absolute dedication to the aerospace industry and its highest standards. With its efficient operations and lean manufacturing methods, Alp Aviation successfully competes in global arena and continues to exceed customers` expectations of quality and on time delivery.

Alp Aviation has two facilities in Eskisehir with a combined production area of 50.000 square meter. With its extensive experience in machining and processing titanium, aluminium, steel, stainless steel, copper alloys and super alloys, Alp Aviation manufactures Helicopter Dynamic Parts & Assemblies, Helicopter Tail Rotor Drive Shaft System (TRDS) Parts & Assemblies, Dynamic & Static Engine and APU Parts, Landing Gear Parts & Assemblies, Structural Parts & Assemblies for Aircraft, Hydraulic and Fuel Systems Tube Assemblies. [More information](#)

### **Balcioğlu Selçuk Akman Keki**

Balcioğlu Selçuk Akman Keki Attorney Partnership (“[BASEAK](#)”) is an Istanbul-based full service law firm led by experienced professionals. Drawing on broad experience gained at Turkish and global law firms and international organizations, each BASEAK lawyer is well equipped to provide creative and diligent transaction counseling and cutting edge litigation services.

The firm’s practice focuses on a wide range of areas including real estate, mergers and acquisitions, corporate law, energy, banking and finance, capital markets, private equity, arbitration, competition, dispute resolution, employment, franchising and distribution, intellectual property, joint ventures, litigation, public law and regulatory and project finance. With a team of 75-plus lawyers, BASEAK represents and advises Turkish and multinational clients, including Fortune 500 companies, in the energy, automotive, banking and finance, communication, construction, hospitality and leisure, life sciences, luxury goods, manufacturing, media, real estate, retail, technology and transportation sectors.

## NEW MEMBERS WELCOME ON BOARD!



[Papa John's](#) is established in Kentucky, USA in 1983 by John Schnatter to make better pizzas by using better quality ingredients. Today, Papa John's Pizza provides high-quality pizzas in more than 50 countries with 5,200 restaurants. Papa John's Pizza continues its growth and operations by deserving customer satisfaction awards in the USA for 13 consecutive years.

Acting with the motto of "Better Ingredients, Better Pizza" since its very first day of foundation, Papa John's serves different menu alternatives at its restaurants, with a leading position in Vegan Pizza segment. Papa John's Pizza has 50 restaurants in 7 cities of Turkey including Istanbul, Izmir, Ankara, Kocaeli, Antalya, Bursa and Bodrum. Papa John's ensures its quality by using 100% fresh ingredients since the very first day presented in the Turkish market in 2008.



[McDonald's](#), the world's most valuable 10th brand as to 'BrandZ Most Valuable 100 Global Brands' survey and 12th as to Interbrand 2017 survey, has opened its first restaurant in Turkey in 1986. Since 2005, McDonald's Turkey operates as part of the Anadolu Group (Anadolu Industry Holding). McDonald's Turkey serves 100 million people a year with its 260 restaurants and 6000 employees. McDonald's Turkey provides 98% of its products and services locally, from Turkish suppliers.

## NEWS FROM MEMBERS

### Bristol-Myers Squibb

#### Bristol-Myers Squibb Further Strengthens Female Management Team

Bristol-Myers Squibb Turkey, with an all-female Board of Directors team and 70% women employees in management positions, entrusted the roles of Finance Director and Market Access Director to women leaders.

The leader in the immuno-oncology revolution, *Hande Kaymakçalan Şahin* who has served in various positions within the company for 20 years was appointed Finance Director. *Nilüfer Umur*, who joined BMS Turkey in March 2018, will assume responsibility for pricing, reimbursement, health economics and corporate relations as Market Access Director.

Following the new appointments, seven women now fill senior executive seats, including Managing Director and the executive management team.



### BTS & Partners

#### BTS & Partners at Start-up Seminar

İTÜ Çekirdek organized a series of informative seminars for the start-up and entrepreneur community, where BTS & Partners gave a seminar on the setting up and investment stages on March 1st, 2018.

At the seminar, Senior Counsel Okan Arıcan highlighted the importance of necessary preparation before the potential investment stage and the company set up procedures for entrepreneurs and start-ups. Arıcan informed the participants on what type of company to set up before the potential investment stage, which is a crucial issue in today's start-up and technology community. Registration, notary and possible set up costs were among some of the important points discussed at the seminar.



### Coca-Cola

#### New Global Plan to Help Create A World Without Waste

The Coca-Cola Company announced that it is fundamentally reshaping its approach to packaging, with a global goal to help collect and recycle the equivalent of 100% of its packaging by 2030. This goal is the centerpiece of the Company's new packaging vision for a World Without Waste, which the Coca-Cola system intends to back with a multi-year investment that includes ongoing work to make packaging 100% recyclable.



## Cargill

### Cargill and ARASCO Open Corn Milling Facility for Kingdom of Saudi Arabia

Through a joint venture between Cargill and ARASCO, the Kingdom of Saudi Arabia (KSA) has a new corn milling facility to meet the growing demand of the region's food and beverage industry. The Middle East Food Solutions Company (MEFSCO Corn Milling Facility), inaugurated in Al-Kharj, is Cargill's first investment in KSA. The investment marks the company's commitment to the Middle Eastern economy and support for the region's food and beverage manufacturers.



## Cisco

### Security Leaders Rely on and Invest in Automation, Machine Learning and Artificial Intelligence

Malware sophistication is increasing as adversaries begin to weaponize cloud services and evade detection through encryption, used as a tool to conceal command-and-control activity. To reduce adversaries' time to operate, security professionals said they will increasingly leverage and spend more on tools that use AI and machine learning, reported in the [11th Cisco® 2018 Annual Cybersecurity Report](#).

Applying machine learning can help enhance network security defences and, over time, "learn" how to automatically detect unusual patterns in encrypted web traffic, cloud, and IoT environments.



## Dow

### Dow's Chemistry of Teaching Project Won TISK's 2018 CSR Award for Effectiveness

Dow Turkey was awarded by the Turkish Confederation of Employer Associations (TISK) with the 2018 Corporate Social Responsibility Effectiveness Award for its "Chemistry of Teaching" project. The award, organized by TISK and given by an independent jury consisting of academicians, journalists, NGO leaders and business people, annually select the most important CSR initiatives conducted in Turkey by companies.

In the 2018 awards, Dow Turkey's educator empowerment project titled "Chemistry of Teaching" was awarded with the "Effectiveness Award", whereby emphasizing the project's success in reaching teachers and students to improve the STEM education locally in Turkey. Dow Turkey and Central Asia President Ihsan Necipoglu received the award on behalf of the organization.



## EY

### The Winner of the EY Entrepreneur Of The Year™ was announced

The winner of the 10th EY Entrepreneur Of The Year™ in Turkey was announced on 29 March 2018 at the gala dinner, which was honored by Deputy Prime Minister Mehmet Şimşek. The opening speeches of the award ceremony were delivered by Deputy Prime Minister Mehmet Simsek, EY Turkey Country Managing Partner Metin Canoğulları and Fiba Holding Chairman Hüsnü M. Özyeğin.

Summa Tourism Investment Chairman Selim Bora, winner of Turkey, actively runs its business in construction, tourism and real estate fields will represent Turkey in Monaco at 'EY World Entrepreneur Of The Year™.



## General Electric

### GE Global Innovation Barometer:

#### Growth of next-gen technology to tip the balance

GE announced the 6th edition of the [GE Global Innovation Barometer survey](#), which explores the business world's approach to innovation on a global and local basis.

The survey - involving over 2,000 innovation executives from 20 countries, including Turkey - reveals significant results about the potential of next generation technologies, including 3D printing, the impact of innovation on financial results, new players in the drive to innovate, the leadership of multinational companies in leading innovation, the local and global approach to protectionist policies, popular concepts and the need for talent to further innovation efforts.



## Goodyear

### Goodyear Presents New Tire Technology and the Future of Environmentalist Tires at Geneva Motor Show!

Goodyear, one of the world's leading tire manufacturers, has introduced innovative tires designed by focusing on urban mobility and the environment at the Geneva Motor Show which took place March 8-18, 2018.

Goodyear presented the prototype of an intelligent tire that provides real-time communication with fleet operators via a mobile app, a sneak peek of its EfficientGrip Performance tire developed with Electric Drive Technology, and the new concept tire - a visionary solution for cleaner, more convenient, reliable and sustainable urban mobility - named Oxygene.



## Honeywell

### Future of Building Technologies Discussed at Honeywell IoT Summit in Istanbul

The Honeywell Users Group & IoT Summit, held at February, 06th in Istanbul, brought together more than 300 industry professionals and opinion leaders to discuss the smart building evolution and how connected buildings are reshaping cities across Turkey, and the role of technology in driving this change.

Leveraging the Internet of Things (IoT) to make the country's buildings 'smarter' was the key theme at the summit and Honeywell was joined at the event by representatives from global and regional organizations including Ministry of Health, Philips Lighting, Dell, Microsoft, Turkcell, and other leading industry experts.



## IBM

### IBM Volunteers Program

IBM Volunteers program provides IBM employees and retirees with resources to help them engage with community organizations and schools, expanding the impact of their volunteer efforts. A part of this program, SkillsBuild campaign has been launched to help 1 million primary and secondary school students to better understand and create technology. IBM Volunteers in Turkey now join mentoring programs with Corporate Volunteers Association, support Science Heroes Lego First League competitions, teach students from Darüşafaka High School to fundamentals of machine learning.



## Make-A-Wish

### Make-A-Wish Turkey held a Wish Challenge with Chubb Insurance

Make-A-Wish Turkey held a Wish Challenge Team Building activity with Chubb Insurance, on February 16, 2018. A total of 28 Chubb employees not only designed the wishes of three children, but they will also be participating in the granting of these wishes. The wishes designed by Chubb aimed at creating a positive and lasting impact on the lives of the wish children suffering from life-threatening diseases, as well as their families. Therefore, every detail was carefully planned, from travel arrangements to entertainment, with the aim of granting the one-true-wish of the wish children.



## Miyamoto International

### Miyamoto International at “High and Green” Session of CTBUH

Miyamoto International has participated to “High and Green” session of CTBUH (Council of Tall Buildings and Urban Habitat) Turkey’s inaugural chapter event as a speaker on January 17th. Yusuf Zahit Gündoğdu, President of Miyamoto Turkey, explained the importance of structural design for sustainability in the session where present and future status of high-rise buildings in Turkey were discussed.

[Please click](#) to watch the session.



## Mondelez International

### Mondelez Brings New Gum Lines from France to Turkey

Mondelez Int Turkey GM Ihsan Karagoz stated that in 2017 Mondelez Turkey’s exports has grown by 56% and reached 220 M TL. “Net revenue has increased by 19% and reached 720M TL. In the last 6 years, we have invested 200M TL to our Gebze plant. In 2018, we are bringing new gum lines from Saint Genest, France. This new investment will bring us additional 1200 tons of gum production, 22M TL additional exports, and thus will increase our total gum production volume by 9%”.



## Moroğlu Arseven

### Moroğlu Arseven Selected as ‘Turkish Law Firm of the Year’ at The Lawyer European Awards 2018

Moroğlu Arseven was selected as ‘Turkish Law Firm of the Year’ at The Lawyer European Awards, held in London on 15 March 2018. The annual award is granted to an independent law firm which has demonstrated an exceptional year, managing the pressures of the wider economic environment, while maintaining high levels of client service. The awards celebrate firms which are committed to excellence, with a clear strategic vision and approach. Judges selected Moroğlu Arseven after reviewing its overall performance as a full-service provider, looking for evidence of strategic initiatives, as well as clearly articulated strategy and vision for the future. Please [click](#) for detailed information.

→ [Moroğlu Arseven Shortlisted for Turkish Law Firm of the Year in Chambers & Partners’ Europe Awards 2018](#)

## MOROĞLU ARSEVEN



Turkish Law Firm of the Year  
2018

## PepsiCo

### PepsiCo AGRO Academy

PepsiCo's Agro Academy is a supplier training and communication platform implemented annually since 2006. Almost 20,000 hours of training has been provided to farmers so far. Carried out with the aim of increasing the technical capacities of its suppliers, the platform is used to share best practices and new goals.

In addition to suppliers, experts from other fields such as machinery, irrigation, pharmaceuticals and fertilizers also attend the sessions. Trainings end with an award ceremony for suppliers who generate best results in productivity, quality and sustainability. This year's PepsiCo Agro Academy training was held on February 27-28 with the participation of around 100 suppliers.



## Procter & Gamble

### P&G Turkey General Office has achieved LEED Gold Certification!

P&G Turkey, reducing its energy consumption by 40% in its new office with smart management system, has fulfilled the requirements for LEED (*Leadership in Energy and Environmental Design*) Gold Certificate which is the most widely used green building rating system in the world.

Designed with a green building concept and equipped with the latest smart technologies, the new P&G General Office saves up to 40% at energy and reduces its total carbon footprint through, usage of energy-efficient LED light bulbs, utilization of daylight up to 90% and rainwater harvesting.



## Philip Morris / Sabancı

### 4.5 Million Dollar Energy Investment from Philsa

Philip Morris/Sabancı, has established its Trigeneration Plant, one of the most advanced mini natural gas conversion unit at Philsa, it's manufacturing centre in Torbalı, with an investment of 4.5 million dollars. Philsa is continuing its environmentally friendly investments by generating its own electricity, steam and heat required for its production and will be reducing its energy consumption and carbon emissions. Speaking at the inauguration ceremony, Operations Director Dominique Voegeli said *"We are very proud to set up one of the first trigeneration plant in Turkey. It will meet 75% of our requirements while the reminder of our needs will continue to be coming from the grid."*



## PwC

### International Women's Day at PwC Turkey

On International Women's Day, PwC Turkey held a celebration event with the theme #womeninpwc in their offices in four cities. As one of the champions of UN'S HeForShe initiative, PwC Turkey employees showed their commitment to support the HeForShe initiative.

PwC Turkey shared the results of "Time to talk: What has to change for women at work" survey, carried out by PwC Global and participated by 3627 women professionals aged 28-40. PwC Turkey also published the "Gender Equality in the Workplace" research, which studied wage & opportunity equality for women & men, career choices in business life and the factors that affect those choices.



## Serap Zuvin Law Offices

### Serap Zuvin Law Offices to Comine with Cakmak Attorneys at Law

Serap Zuvin Law Offices will be combining its services with Cakmak Attorneys at Law, an Ankara based law firm, that has recently opened its new office in Istanbul at Zorlu Center.

This joining of two firms with very similar cultures, high quality of service understanding and complementary practice strengths, will enable the firm to provide its clients with a broader range of assistance.

In the new constellation, Ms. Zuvin, as a Partner, will head the newly established "Aviation Department" of Cakmak Attorneys at Law. The focus, the high-quality niche service and the hands-on client care team will remain same in all areas of services. The merger became effective since April 1, 2018.

## Verifone

### Verifone Volunteers at "TİDER SHOP"!

Verifone, a world leader in payment systems has volunteered for the "Temel İhtiyaç Derneği (TİDER), aid foundation for people living under poverty line. A Team of Verifone employees provided voluntary support in a charitable spirit to TİDER shops in many locations by undertaking tasks such as arrangement of the grocery store and raise donation.

Verifone aim to build upon its most successful corporate social responsibility projects and initiatives to achieve meaningful social and environmental change in our communities.



## Xerox

### Xerox Named as one of World's Most Ethical Companies for 12th Consecutive Year

Xerox has been recognized by the Ethisphere Institute, a global leader in defining and advancing the standards of ethical business practices, as one of the [2018 World's Most Ethical Companies](#). Company has been recognized every year since 2006 and is one of only two honorees in the Information Technology Services industry, underscoring their commitment to leading with integrity and prioritizing ethical business practices. In 2018, 135 honorees were recognized. The twelfth class of honorees had record levels of involvement with their stakeholders and their communities around the world. Measuring and improving culture, leading authentically and committing to transparency, diversity and inclusion were all priorities for honorees.