

# AmCham Members Q3 NEWSLETTER

**AM  
CHAM  
TURKEY**  
Amerikan  
Şirketler  
Derneği



## WELCOME ON BOARD!



**Magnolia Bakery** has opened in **Istanbul!** Its history began in 1996 on a quaint, cobblestone corner in the West Village where Magnolia Bakery opened its doors for the first time. **The red velvet cupcakes became iconic**, and people lined up around the block for our banana pudding. **Magnolia Bakery was a destination for locals and tourists alike.** The neighborhood bakery found its way into new neighborhoods near and far and wrote cookbooks and helped people all over celebrate their most important moments. While Magnolia Bakery growing, a few things will always remain: open early and close late, a dollop of buttercream makes everything better, and **Magnolia Bakery's mission: make today sweeter than yesterday.**

## MEMBER NEWS

### Alliance Healthcare



#### FIP World Pharmacist Day 2022

Part of the **FIP World Pharmacist Day 2022**, 27 pharmacists from across the globe and the AmerisourceBergen family contributed to a **digital book**. To learn more please click [LINK](#). Aimed at recognizing and thanking pharmacists for the vital role they play in helping to keep communities healthy, it importantly highlights the changing role of pharmacists and how they can play a pivotal role in creating healthier futures.

### Bain & Company

#### Bain & Company Sustainability Activities

Sustainability is a significant part of the consulting activity of Bain & Company in Turkey, relying on a team of cross-sector experts and consolidated best practices. Now Bain & Company offers all its employees an ESG training and certification, through the **"Sustainability and Value" program in collaboration with SDA Bocconi** – a major European business school.



## Bristol Myers Squibb

### BMS Turkey has Celebrated its 8th Global Patient Week

**Bristol Myers Squibb (BMS)** Turkey has hosted its 8th Global Patient Week this September, reigniting their passion to do more for their patients. Within the scope of the week, two online seminars touching upon thalassemia and cancer patients with experts were organized. Also, the need for **blood transfusions** was highlighted with **the blood donation** event organized by the support of the Cancer Fighters Association and the Turkish Red Crescent Society. In addition, BMS Turkey came together in a sculpture workshop and reflected the week's motto, **"being a gleam of hope"** on the candle holders they prepared.



## Borusan Cat

### Borusan Cat Opened its New Rebuild Center

Borusan Cat opened **its second Component Rebuild Center (CRC) in Kazakhstan**. With the purpose statement of **"We Create Solutions for a Better World"**, Borusan Cat Rebuild Centers, gives a second life to the main components of heavy construction equipment such as engines, power and hydraulics that have completed their useful life.

The company, which offers its customers a cost-effective solution that contributes to the cyclical economy instead of purchasing new equipment, will expand the scope of its services to its customers in Western Kazakhstan with its new and third Component Rebuild Center abroad.



## Cargill

### 'Reliable Supplier' Certificate for Cargill

Cargill, which continues to work with its determination to focus on sustainable production and products, once again confirmed the trust it gives to its customers.

**Cargill's Bursa Orhangazi factory was awarded by the 'Reliable Supplier Certificate'** which is carried out by 12 non-governmental organizations that are stakeholders of the Away Consumption Association, with the support of the Ministry of Agriculture and Forestry and the Istanbul Chamber of Commerce within the scope of the Trust in Supply Chain Program. Cargill strengthened its solid position in the field of food safety, logistics and warehousing.



## Corteva

### Corteva Agriscience Signs Agreement to Acquire Biological Leader Symborg

Corteva has signed a definitive agreement to acquire Symborg, an expert in microbiological technologies based in Murcia, Spain. Respected throughout the biologicals industry, **Symborg possesses a diversified existing portfolio**, an emerging biocontrol pipeline, and a skilled employee base with robust technical knowledge and demand generation expertise.

**Corteva first collaborated with Symborg** to scale up and bring farmers Utrisha™ N and BlueN™ nutrient efficiency optimizer as part of a distribution agreement between the two companies. This transaction continues Corteva's commitment to build a more differentiated and sustainably advantaged portfolio that provides cost-effective solutions for farmers.



## Esin Attorney Partnership

### Esin Attorney Partnership Celebrated its 25th Anniversary



Founded in 1997, Esin Attorney Partnership celebrated its 25th anniversary in June **with a special party at Mandarin Oriental Bosphorus**. İsmail Esin, Founding Partner of Esin Attorney Partnership, **thanked everyone who helped Esin Attorney Partnership to reach this milestone** in his opening speech, and introduced his colleagues who had been promoted to partner in 2022. The celebration, which was attended by Esin Attorney Partnership business partners and colleagues, ended with a live performance by Fatih Erkoç.

## EY

### EY Achieves Highest Growth in Nearly Two Decades

EY has announced combined global revenues of US\$45.4b for the financial year ending June 2022, an increase of 16.4% in local currency (13.7% in US dollars). This marks **one of the most successful years in the history** of the organization with the highest growth seen in nearly two decades attributed to the **EY NextWave strategy** to deliver long-term value for EY people, clients and society. EY has published its Value Realized report, an expanded annual report detailing financial performance; environmental, social and governance (ESG) efforts; and key areas of collaboration to drive social impact. For more information: [LINK](#)



## Gilead

### Gilead Turkey Launches New Website

Gilead Turkey launches new website to raise awareness on Hepatitis B: 'hepvar.org'. Gilead, a biopharmaceutical company dedicated to the research and development of innovative therapies for the prevention, treatment and cure of life-threatening diseases, has launched the hepvar.org web site to celebrate World Hepatitis Day. The web site aims to raise awareness on hepatitis B among public. **Informative contents such as physician videos answering the frequently asked questions about Hepatitis B, experiences of diagnosed patients,** and blog posts about living with Hepatitis B are available on the web site. Please click to view: [LINK](https://www.hepvar.org)



## Goodyear

### Goodyear Sets Up a Solar Wall on Adapazarı Plant



Goodyear is undertaking key renewable energy transformation steps in its manufacturing plants. Goodyear has installed a solar wall on its plant in Adapazarı for taking an important step towards its sustainability efforts. The project will help reduce the environmental footprint of the plant in addition to adding flexibility and power to energy management. The next phase of the project involves installing solar panels on the rooftop of the Adapazarı plant. Depending on the atmospheric conditions, these panels will help the factory meet a significant part of its energy needs. **"The Goodyear Tire & Rubber Company had announced plans to switch to 100% renewable energy at its plants in Türkiye"** said Mahmut Sarioğlu, General Manager of Goodyear Turkey.

## Honeywell

### Turkey to Get its First Advanced Recycling Plant

Honeywell announced that **Biotrend Energy** will apply Honeywell's **UpCycle Process Technology** in Biotrend Energy's planned plastics recycling factory in Turkey. The facility will convert mixed waste plastics into recycled polymer feedstock (RPF), enabling the development of a circular economy for plastics. When completed, **it will become the first commercialized waste plastics recycling facility in Turkey** using Honeywell's UpCycle Process Technology. Honeywell's UpCycle Process Technology is a ready-now technology that utilizes industry-leading molecular conversion, pyrolysis, and contaminants management technology to convert waste plastic to RPF, which is then used to create new plastics. The UpCycle Process Technology expands the types of plastics that can be recycled to include waste plastic that would otherwise go unrecycled, including colored, flexible, multilayered packaging, and polystyrene.



## Janssen

### Organizational Changes at Janssen

Janssen, the pharmaceutical group of Johnson & Johnson, one of the world's largest healthcare companies, announced its structural changes. **Ukraine, Azerbaijan, and Georgia join Turkey to form a cluster that was named TURGAN** which means long-lasting, abiding in Persian language. Janssen Turkey Managing Director Demet Russ and the leadership team have been appointed in the new operating region consisting of Turkey, Ukraine, Georgia and Azerbaijan. Asgar Rangoonwala, Senior Head of Emerging Markets at Janssen, expressed his confidence that the new cluster teams will continue reinforcing Janssen's ultimate **"leaving no patients behind"** ambition across TURGAN.



## Johnson Controls

### Johnson Controls' New Country Manager

Johnson Controls, leader in smart, healthy and sustainable buildings, announced that Elif Merve Sarı Bulut **has been appointed as Turkey & Caspian Regional Country Manager**. Evaluating her new position, Elif Merve Sarı Bulut said: *"I am very happy to be appointed as Country Manager to this powerful company, which offers the world's largest building technology and software portfolio, as well as the service solutions of some of the most trusted names in the industry, with a global team of 100,000 experts in more than 150 countries around the world."* **Elif Merve Sarı Bulut joined Johnson Controls three years ago** and has since helped strengthen the company's vision to redesign the performance of buildings to serve people, places and the planet, with an emphasis on health and safety.



## Lilly

### Appointment of Lilly's New General Manager

**Emily Millette**, who had been most recently serving as Associate Vice President of Sales for the US Northeast Diabetes Primary Care Area at Lilly, has been appointed as the **General Manager of Lilly Turkey**. Emily Millette joined Lilly in 2016 after receiving her MBA degree from Duke University Fuqua School of Business. She held a series of commercial roles at global and in the US in strategy, sales, and marketing, contributing to employee development, influencing cross-functional collaboration, and delivering top business results.



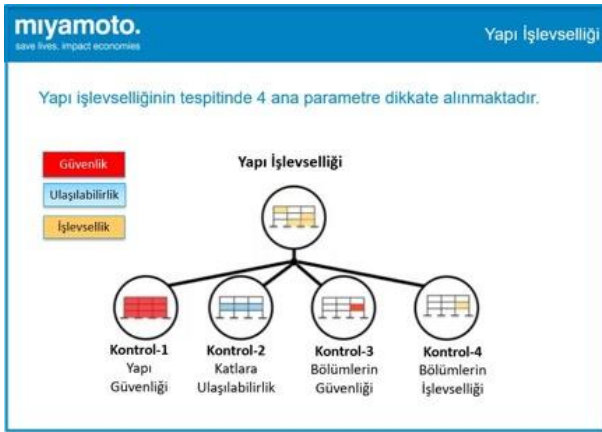
## Medtronic

### U.S. Former Consul General Jonathan D. Henick Visit

Medtronic hosted the **U.S. former Consul General Jonathan D. Henick** and his accompanying delegation at Medtronic Istanbul office. Ambassador Henick, together with Medtronic Türkiye, West Asia and Levant President Ayhan Öztürk and the Medtronic team, evaluated the health and medical device sector current situation. After the meeting, the former Consul General and the accompanying delegation toured the **Medtronic Innovation Center** which is regarded as one of the world's biggest health & education centers.



## Miyamoto International



### Managing Earthquake Risks with Functional Recovery Method

Miyamoto submitted a presentation on **"Management of Earthquake Risks with Functional Recovery"** at the seminar organized by the German-Turkish Chamber of Commerce on 28 July 2022. "Functional Recovery" is a method that allows to determine the post-earthquake functionality and to take precautions accordingly. Thanks to this methodology, recommended especially for production and critical facilities, it can be learned when the building can regain all its functions after an earthquake. In this way, it is possible to determine and apply the necessary precautions to for the target performance level in advance. The Functional Recovery methodology, started to be implemented in US in 2022, is also applied in Türkiye with the support of Miyamoto California offices. Click to watch the video: [LINK](#)

## Mondelez

### Women Empowerment Award to Mondelez International

Mondelez International Turkey **won the "Company Providing the Most Women Employment" award** at the "Those Who Add Value to Kocaeli, Center of Technology and Industry" award ceremony. At the award ceremony held under the coordination of the Ministry of Industry and Technology, President Recep Tayyip Erdoğan presented the award to Mondelez International Turkey General Manager İhsan Karagöz. İhsan Karagöz said; "as a Global Company, **diversity provides us with the strength to drive innovation and growth**. We believe that we are stronger through our diverse, inclusive and connected community and we strive after economic empowerment of women. In this respect, this award has a great meaning to us.



## Netflix

# NETFLIX

### Netflix Turkey Launches New Projects to Support Turkish Creative Industry

Netflix Turkey continues supporting the Turkish creative industry with two new projects. In Q3, the streaming service announced a 5-months **'Series Lab' program in the country, which aims to develop and upskill Turkish scriptwriters through hands-on training modules**. Netflix also joined forces with Bahçeşehir University to launch a world-class undergraduate course on series writing in collaboration with Bahçeşehir University (BAU). The course will be attended by both BAU students and students from state universities via scholarships.

## NielsenIQ

### Sales Award to NielsenIQ Team

NielsenIQ team is awarded by the industry's top organizations Sales Network and Turkish Research Association. Sales Network organization where all the top FMCG & Non-FMCG Companies' Sales Leaders are members, awarded NielsenIQ Turkey General Manager and Africa & Middle East Advanced Analytics Leader, Didem Şekerel Erdoğan as the winner for Leadership in Sales Awards (LISA) for servicing sector. LISA awards are given for the sales leaders who contribute to Sales Ecosystem development with strong leadership. Didem Şekerel Erdoğan stated that she is proud to be a member of the leading global information services company NielsenIQ and thanked to her team for their outstanding contributions, and she thanked to the clients for their continuous collaboration.



## PepsiCo

### PepsiCo Turkey's New General Manager

Effective as of October 1, 2022, Ece Aksel has been appointed as the General Manager of PepsiCo Central Europe. She joined PepsiCo 18 years ago, and has been General Manager, PepsiCo Turkey since 2019.

**Evrin Şen**, who has worked in different leadership roles at PepsiCo since 2012, **has been appointed as the General Manager, PepsiCo Turkey**. He was the Sales Vice President, PepsiCo Turkey since 2020.





## Weber Shandwick



### **Global Sustainability Task Force from Weber Shandwick**

Weber Shandwick announced the establishment of its global sustainability task force. The task force brings together experts from across core practice areas in order to **accelerate best-in-class sustainability solutions with its clients**. This effort is led by the agency's Social Impact and Sustainability specialists and a network of more than 150 strategists. These strategists have a deep issue expertise in purpose, sustainability, ESG, and social issues communications with client work that spans all 17 United Nations Sustainable Development Goals. To find out more of **Weber Shandwick's insights and trends** please visit the following [LINK](#).