

# AmCham Members Q4 NEWSLETTER

**AM**  
**CHAM**  
**TURKEY**  
Amerikan  
Şirketler  
Derneği



## WELCOME ON BOARD!



**Applied Value** is a world-class **management consulting and investment firm that brings a Lean Growth philosophy to building value for our clients, investments, and society.** Each part of their practice improves the others: "We apply an owner-operator perspective with clients and leverage business expertise to identify and optimize investments". Business areas include: Investments, Consulting, Social Impact.



**Enterprise Rent-A-Car®**, founded by Jack Taylor in 1957 in the United States, became World's Largest Car Rental Company with the principle of taking care of employees and listening to Customers since the day it was founded. Today, **Enterprise Rent A Car has 80 thousand employees, 2.1 million cars, operating in almost 100 countries** and generates \$ 30 billion annual rental revenue. Enterprise Rent A Car Turkey is one of the leading mobility solution companies in Turkey.



**EPAM Systems Inc.**, a leading digital transformation services and product engineering company. Since 1993, EPAM Systems, Inc. (NYSE: EPAM) has leveraged its **advanced software engineering heritage** to become the foremost **global digital transformation services provider** – leading the industry in digital and physical product development and digital platform engineering services. Through its innovative strategy; integrated advisory, consulting, and design capabilities; and unique 'Engineering DNA,' EPAM's globally deployed hybrid teams help make the future real for its clients. In 2021, EPAM was added to **the S&P 500** and included among the list of **Forbes Global 2000** companies.



**Fikret Yüksel Foundation**, an American not for profit 501(c)(3) organization founded in 1998 by Fikret Yüksel who was a senior engineer graduated from Istanbul Technical University, **Massachusetts Institute of Technology, and Harvard, with degrees in Civil, Structural, and Soils Engineering**, focuses on improving education for students in Türkiye primarily through getting them involved in the **FIRST® Robotics Competition**.

The Fikret Yüksel Foundation is also a partner of **FIRST®** and organizes international **FIRST® Robotics Competition** events for thousands of high school students in Türkiye which helps to build a bridge between the best elements of American and Turkish culture. **Diversity and inclusion are part of the foundation's core values that represent respecting each other and embracing our differences.**

GRAND | HYATT™  
ISTANBUL

**Grand Hyatt Istanbul** offers its guests an experience of a life-time. With its iconic outdoor pool and bird chirpings, this urban oasis will make its guests forget that they are at the center of Istanbul. Explore what GRAND means by staying at one of our elegantly designed rooms or suites. With its continuous art exhibitions and fabulous location that is **at the heart of the Old Town** yet minutes away to the modern façade of Istanbul; it brings its guests closer to the vibrant art and culture of Istanbul both inside and outside of the hotel.

KABINE  
LAW OFFICE

**Kabine Law Office** is a leading **Turkish law firm specializing in international arbitration, domestic litigation, and corporate, commercial and regulatory advice, with a clientele composed of corporations and individuals in the construction, banking, finance, energy, telecommunications, heavy industries and insurance sectors.** Kabine focuses on high profile international arbitrations and litigations, and currently acts as lead counsel or co-counsel in many commercial and investment arbitrations. Kabine also advises foreign investors on liability and risk management issues through dispute-avoidance minded contract drafting and optimization of clients' corporate structures.

 LIGHTHOUSE  
WORLDWIDE SOLUTIONS

**Light House Worldwide Solutions** Istanbul-based local office **provides services in engineering, design, implementation, validation and service in cleanroom monitoring systems in the field of contamination control to 41 countries in the EMEA region.** EMEA Laboratory has 17025 accreditation which is the first and the only accredited laboratory in Turkey, the third one in the world. The accredited service can also be offered as on-site in EMEA mobile laboratories with the same quality. Online monitoring systems in the pharmaceutical, biotechnology, stemcell, hospital, food, defense, aerospace and automotive sectors are offered as turnkey in compliance with regulations and standards.

  
ZIMMER BIOMET  
Moving You Forward.™

**Zimmer Biomet** is a **global medical technology leader with a comprehensive portfolio designed to maximize mobility and improve health.** They advance their mission to alleviate pain and improve the quality of life for patients around the world with our innovative products and suite of integrated digital and robotic technologies leverage data, data analytics and artificial intelligence.

**Founded in 1927 and based in Warsaw, Zimmer Biomet has operations in more than 25 countries and sales in more than 100 countries.** They maintain world-class scientific facilities and resources and collaborate with leading clinicians and researchers around the world.

## MEMBER NEWS

## Abbott

**Adult Nutrition Products Manufacturing in Türkiye**

**Abbott**, a global healthcare company, with 30 years of presence in Turkey, **announced the initial operations to start manufacturing adult nutrition products in Turkey, in partnership with Gönenli Süt AŞ.** The move adds to Abbott's original investment made in 2021 with the local manufacturing of pediatric nutrition products.

Physicians and stakeholders from the health ecosystem such as KEPAN Association, IPA Association, National Pediatric Association, delegates from Turkish Ministry of Health, Turkish Pharmaceuticals and Medical Devices Agency were invited to the manufacturing facility.

## Aladdin Middle East

**AME Acknowledged for Contributions to Oil Exploration & Production Sector**

As one of the five founding members of PETFORM (Petroleum and Natural Gas Association), **Aladdin Middle East Ltd Chairman & CEO Cem Sayer received a plaque from MAPEG General Director Cevat Genç during the 14th Exploration-Production Sector Consultation Meeting.** AME has been a pivotal Exploration & Production company in the development of Türkiye's upstream sector and through AME's efforts many unexplored basins have been evaluated yielding significant technical, financial, and social benefits for Türkiye. Recent hydrocarbon discoveries reveal the importance of AME's continuing mission.



## Bain &amp; Company

**ESG CEO Pulse Report**

In its ongoing commitment to sustainability, on November 15th, **Bain & Company Türkiye, in collaboration with the Investment Office of the Presidency of the Republic of Türkiye, presented the first ESG CEO Pulse report for Türkiye** during an event at Dolmabahçe Office with more than 150 attendees.

**"ESG, not a solo game"** is the outcome of a series of exclusive interviews to some of the country's top business leaders, who shared their views on the sustainable revolution. The message is clear: ESG is a top priority for Türkiye. Now businesses must accelerate their transformation by setting a clear roadmap and bold sustainability ambition. [LINK](#)



## Bristol Myers Squibb



### Bristol Myers Squibb Turkey continues to make its efforts to create awareness about cancer

Bristol Myers Squibb Turkey is taking the opportunity this November, **Lung Cancer Awareness Month**, to **highlight the burden and principal risk factors of lung cancer** with its unconditional financial support to the awareness project implemented by the Genç Birikim Derneği. The Secretary General of the **Turkish Medical Oncology Association Prof. Dr. Özlem Sönmez** appeared as the guest on **Güçlü Mete's program on Kafa Radio** and the **interview** was shared from the social media accounts of the Association within the project. Prof. Dr. Sönmez conveyed important information about the symptoms, diagnosis, and treatment of lung cancer.

## Borusan CAT

### Borusan Cat's Innovations: Case Study at Harvard Business School!

This year, Borusan Cat's innovations took place in a case study of Harvard Business School and CEO Özgür Günaydın with the audience of 150 HBS's General Management Program (GMP) students, talked in the case of "**Borusan Cat: Monetizing Prediction in the Age of AI:Case B**" about the rapid changes in the sector and how to create a shift in employee mindset by creating proper implementation which will build a cultural change eventually. He also attended the first case of "Borusan Cat: Monetizing Prediction in the Age of AI:Case A" in 2021, and talked about Müneccim's\* monetization strategy and segments of the market to target with this technology.

\*Müneccim, AI tool of Borusan Cat



## Boston Scientific

### Boston Scientific Turkey Established a Craft Atelier

**Boston Scientific Turkey established a Craft Atelier at Necdet Semker Secondary School in Avcilar which provides education to more than 1.200 students.** The Craft Atelier has started its activities aiming to prepare secondary school students for the future, provide students with hand and craftsmanship skills such as wood & metal design, carpentry, pottery, oil & acrylic painting and to increase their professional dispositions. Boston Scientific Turkey, Central Asia and Pakistan Regional Director Serhan Acar and Avcilar District Governor Kemal Inan cut the ribbon at this opening ceremony, accompanied by District National Education, school principals from the region and Boston Scientific volunteers.



## Cargill

### R&D Support from Cargill to Local Production

Cargill continues to support food knowledge and development. **The INFUSE Application Center, which has implemented in Bursa Orhangazi, serves local manufacturers' international research and development activities.** The added value created by the facility, which contributes to the development of import-substitute products in Turkey and bringing them to the market at a lower cost and faster, remains within the country. The INFUSE Application Center, a pilot facility for testing especially thickener product groups, work in all dairy products from milk drinks to desserts and whipping creams, from yoghurt to cheese. **The state-of-the-art center, provide services to manufacturers in the Middle East and Africa, as well as Turkey.**



## Duracell



### Duracell Received 4 Awards at Felis

On 11-12 November the Felis Awards Night, organized by MediaCat, took place where effective creativity in the advertising and marketing industry is rewarded. **Duracell, won 4 awards in total**, with 1 Felis in the "Social Responsibility & Sustainability" category, and 3 Achievement Awards in the "Sustainability Management", "Contribution to Life Without Barriers" and "Partnerships for Purposes" categories with **the "Turn Your Battery into Good" campaign!** A big thank you to everyone who turned their battery into goodness!

## Emerson

### New Project Announcement

Emerson is delighted to announce that the **company have been awarded with the contract for new Diammonia Phosphate (DAP) and Phosphoric Acid Plants (PAP) of Eti Bakır, Cengiz Holding located in Samsun, Turkey.** Emerson will use it's DeltaV Digital Control & Safety systems to automate the entire plant. **The facility will manufacture 250,000 tonnes of DAP fertilizer per year**, bringing Cengiz Holding 's DAP fertilizer production to 625,000 tonnes. Eti Bakır's existing facility in Samsun has an annual production capacity of 600,000 tonnes of crystalized ammonium sulphate fertilizer. The company's total fertilizer production will exceed 1.2 million tonnes after the new investment is completed.



## Esin Attorney Partnership

We are pleased to welcome

**Canan Özsoy**

advisor to the Management Committee  
at Esin Attorney Partnership

Esin  
Attorney  
Partnership.



### **Esin Attorney Partnership has Added Two Prominent Names to its Organization: Canan Özsoy and Simon Morgan**

In the last quarter of 2022, **Esin Attorney Partnership has added two prominent names to its organization.**

**Canan Özsoy** who has extensive experience in the management and business world, focusing on innovation, sustainability and institutionalization for organizations in Türkiye and across the world, joined Esin Attorney Partnership as advisor to the Management Committee.

**Simon Morgan** is another new member of Esin Attorney Partnership with extensive experience in the Banking and Finance sector, previously based in London and Moscow. Simon specializes in financial restructuring, acquisition finance, project finance, syndications, trade finance, loans and credit facilities, asset finance and distressed asset situations as well as mergers and acquisitions and private equity and advises on English law.

We are pleased to welcome

**Simon Morgan**

to our Banking & Finance team

Esin  
Attorney  
Partnership.



## EY

### **EY Has Released 2023 Geostrategic Outlook**

EY has released '2023 Geostrategic Outlook' which **shows the importance of geopolitics to corporate strategies to its highest level in a generation.** The Outlook also focuses on the implications on different sectors and highlights five no-regrets geostrategic moves executives can implement to help their companies thrive.

**For more details:** [LINK](#)

## G4S

### **G4S Closed the Year 2022 with Success**

After the merger with the American Allied Universal, G4S, the world's leading integrated security company with more than 800,000 employees in 90 countries; **It spent 2022 full of success in the Turkish market, where it has existed for 32 years.** In recent years, G4S has focused on the sectors such as logistics, mining, diplomatic missions, chemistry and pharmaceuticals and it has added the best companies of these sectors to its service portfolio. **In the last year, G4S has achieved the first place of its group in Europe with a growth of 30%.** G4S, which has increased its digitalization investments in the last 2 years, in order to make its operations traceable, measurable and transparently reportable; followed all management, audit, payroll and training systems through programs integrated with each other.



## Gilead

### One Voice Project for HIV Awareness

**Gilead's mission is to end HIV epidemic for everyone, everywhere.** As part of the World AIDS Day, physicians, NGOs, journalists and celebrities came together with 'One Voice' campaign to raise awareness on HIV. Within the scope of the project, various stakeholders and celebrities recorded their voices reading the manifesto declaring the being together against HIV. **A total of 293 voice recordings were combined with the help of artificial intelligence technology and turned into a single voice.** The project launch took place on November 29th at Pera Palace Hotel. Many well-known people supported the project by re-sharing the One Voice campaign video posted on social media platforms of Together We Are Stronger Than HIV.



## Honeywell

### Honeywell Türkiye Proudly Celebrated its 30th Anniversary



On December 1, over **250 distinguished guests attended the celebrations and gala dinner at the Conrad Bosphorus Hotel.** Honeywell Türkiye, Israel, and Central Asia President Uygur Doyuran hosted the event, which was also attended by Bekir Agirdir and Kaan Sekban, as guest speakers. In his 30th Anniversary message, **Uygur Doyuran**, highlighted **Honeywell's contributions** and commitment to the Turkish industry; *"We are proud to support our country's digital transformation journey by providing solutions that help companies across many industries compete worldwide in today's market conditions. Honeywell has positioned Türkiye as our regional hub to further increase Türkiye's strategical importance in the region. Honeywell will continue to be among the key enablers of digital transformation and providers of innovative sustainability solutions and drive economic growth."*

## Medtronic



### Great Place to Work Award

Medtronic Türkiye, **has been recognized as a Great Place to Work by Great Place to Work® Institute which is an expert organization** and considered an authority in the construction of high-performance and high-trust culture companies in more than 70 countries with 30+ years of experience. This recognition confirms that Medtronic has a strong and positive work environment and company culture is always the top priority.

## Microsoft

### Microsoft Entrepreneur Meetings

More than **200 start-up managers** came together at the **Microsoft Entrepreneur Meetings**, organized by the **Founders Hub**, a **Microsoft for Startups** initiative, at the **Microsoft Turkey office on Friday, December 23**. The organization started with the opening speech of Microsoft Turkey General Manager Levent Özbilgin and continued with the presentation of Münir Kundakçı, Deputy General Manager of Marketing and Operations, about the support provided within the scope of Founders Hub. Entrepreneurs who took the stage in 2 different panels titled **"Stories from Startups for Microsoft Founders Hub"** and **"From ideation to Marketplace"** stated that Founders Hub especially contributed to their companies with its reliable infrastructure support and mentoring service.



## Miyamoto International



### How to Prevent Post-Earthquake Business Interruption

Miyamoto Türkiye presented about **"How to Prevent Post-Earthquake Business Interruption"** on **December 6th** for the **Data Center Istanbul Conference**, organized by Worldwide Partnerships. In the presentation, several unique examples were introduced from Japan, showing how fragile these facilities were in spite of considered to be robust. The main idea of the presentation is the sustainability of earthquake safety can be ensured as much as the measures we take.

## Mondelez International

### The Most Tender Milka Ever!

Mondelez is happy to announce the greatest news of 2022! **Milka is even more tender.** Everything is now different, from the inside to the outside. A renew recipe with more cocoa for more chocolaty taste will bring a new kind of tenderness to Milka. **The chocolate will be featuring not only Alpine Milk but also sustainable cocoa.** The shapes have been reshaped too. It's more rounded to give consumers an even creamier melt experience. The package is updated with a fresh and modern design. The last surprise couldn't be more special. Lila itself will be displayed on a chuck! It's the biggest change of Milka in 20 years and Mondelez just can't wait to share the Most Tender Milka Ever with its consumers.



## MSD



### 50 Strong Women CEO Summit

**MSD Türkiye Cluster MD Gözde Güllüoğlu received her award at the "50 Strong Women CEO Summit", organized by the Economist Magazine where successful business women of Turkey were rewarded.**

## Netflix

### Netflix Boosts Turkey's Economy and Tourism

Netflix's '**Cultural Affinity Survey**' revealed that Turkish productions broadcast on the entertainment service have sparked a surge of interest in Türkiye worldwide. **The survey, which involved more than 13,000 participants from the United States, Germany, United Arab Emirates, Brazil, Spain, Saudi Arabia, and Chile, demonstrated that Turkish shows on Netflix have positively impacted Turkey's economy, tourism, and creative ecosystem.** The results showed that the desire to visit Turkey as a tourist amongst viewers of Turkish content on Netflix increased by 2.6 times, and the desire to learn Turkish increased by an astonishing 4.6 times. The United States was the country where the interest in learning Turkish grew the most.

## Organon

### How to Be a Healthy, Successful and a Happy Woman?



Organon hosted a Panel: "How to Be a Healthy, Successful and a Happy Woman?" As it is approaching the end of a very special year, completing a full year as an independent company, **Organon hosted a panel discussion "How to be a Healthy, Successful and Happy Woman?" with the attends of more than 130 HCPs , moderated by Nilay Ornek .** Organon had a chance to host very special speakers; TK Taylight Nutrition and Healthy Living Center Founder Taylan Kümeli, World Freediving Record Holder and Dietician Şahika Ercümen and Psychological Counselor and Mindfulness Instructor Professor Doctor Zümra Atalay to whom has the great discussion, **bring a different aspect of women health and focusing on empowering her and joining Organon's vision for a better and healthier day for every woman.**

## P&G

### Pantene Altın Kelebek Awards

Pantene Altın Kelebek Awards Ceremony hosted its guests and the winners in a sparkling and exciting ceremony by also drawing attention to an important issue. **The ceremony gave a Red Carpet experience to the visually impaired for the first time. Pantene, which started its cooperation with BlindLook to become a Blind Friendly Brand by receiving EyeBrand certification, hosted Turkey's first audio-described red carpet at the 48th Pantene Altın Kelebek Awards**, thus the visually impaired individuals shared the excitement of the red carpet throughout the night. Thanks to the EyeBrand certification, visually impaired users will be able to access all Pantene's products and services through the audio world of BlindLook.



## PepsiCo

### Positive Future in Agriculture Symposium



PepsiCo Positive Future in Agriculture Symposium held in Istanbul. PepsiCo brought together the stakeholders of the agricultural ecosystem at the **"Positive Future in Agriculture Symposium" organized in Istanbul**. The event started with the opening speeches of PepsiCo Global Corporate Affairs President and PepsiCo Foundation President Roberto Azevêdo and PepsiCo Turkey General Manager Evrim Şen. **Roberto Azevêdo** addressed in his speech; **"At PepsiCo, we have greatly accelerated our sustainability efforts around the world over the past few years. Our goal is to help create a more efficient, more durable, more sustainable food system.** By making the system more sustainable, we can help address some of the key challenges facing the world, from hunger and malnutrition to climate change and inequality." In the symposium, experts in food and agriculture came together and discussed the future of agriculture.

## Weber Shandwick

### Weber Shandwick Launches One Voice Campaign for HIV Awareness

Weber Shandwick Turkey devised an awareness campaign within World AIDS Day aimed at addressing HIV stigma and encouraging more people to get tested. **For the "One Voice" campaign which was carried out with the unconditional support of Gilead, 293 people's voices read the text prepared under the motto "Together We Are Stronger Than HIV" were combined with artificial intelligence technology and turned into a single voice.** Physicians, associations, journalists, and celebrities supported the project by giving voice and re-sharing the campaign video on their social media accounts. The campaign reached almost 50 million people on social and traditional media.

