

# AmCham Members Q3 NEWSLETTER



## WELCOME ON BOARD!



**BROWN-FORMAN**  
TURKIYE

**Brown-Forman Corporation** has enriched the experience of life by responsibly building fine-quality beverage alcohol brands for more than 150 years, including Jack Daniel's Tennessee Whiskey, Jack Daniel's Ready-to-Drinks, Jack Daniel's Tennessee Honey, Jack Daniel's Tennessee Fire, Jack Daniel's Tennessee Apple, Gentleman Jack, Jack Daniel's Single Barrel, Woodford Reserve, Old Forester, Coopers' Craft, The GlenDronach, Benriach, Glenglassaugh, Slane, Herradura, el Jimador, New Mix, Korbel, Sonoma-Cutrer, Chambord, Fords Gin, Gin Mare, and Diplomático Rum. Brown-Forman's brands are supported by approximately 5,600 employees globally and sold in more than 170 countries worldwide. For more information about the company, please visit [brown-forman.com](http://brown-forman.com). Follow us on [LinkedIn](#), Instagram, and Twitter.



**Logistics Plus, Inc.** is a 21st Century Logistics Company™ and a global leader in transportation, project logistics, warehousing, fulfillment, business intelligence, technology, and supply chain solutions. Founded 27 years ago, today, Logistics Plus has annual global sales of over \$700M and over 1,200 employees in 50+ countries worldwide. Logistics Plus is recognized as one of the fastest-growing privately-owned logistics companies, a top 3PL provider, a top 100 logistics company, a top freight brokerage and warehousing provider, and a great place to work. With our trademark *Passion for Excellence*™, we put the plus in logistics by doing the big things properly plus the countless little things that ensure complete customer satisfaction and success.

**sanofi**

**Sanofi**, an innovative global healthcare company, chases the miracles of science to improve people's lives. Our team, across some 100 countries, is dedicated to transforming the practice of medicine by working to turn the impossible into the possible. We provide potentially life-changing treatment options and life-saving vaccine protection to millions of people globally, while putting sustainability and social responsibility at the center of our ambitions.

*Rane.*  
GLOBAL ADVISORY

**RANE** is a Global Advisory firm that works as a strategic partner with governments and companies to promote international trade, economic development and foreign investment. The company creates systems and growth models that are innovative, sustainable, and adaptable to its clients target market in order to drive growth and business development. RANE is dedicated to facilitating market entry, fostering economic development, generating leads, and promoting trade for businesses worldwide. With over a decade of expertise and tailored solutions, RANE empowers its clients to conquer new markets, drive growth, and forge lasting global partnerships.

**RICH'S**  
®

**Rich's** is a family-owned food company founded in 1945, created the world's first non-dairy whipped topping and dedicated to inspiring possibilities. From innovative products to hands-on expertise, Rich's brings creative solutions to food industry professionals around the world, helping unlock new possibilities to captivate consumers and grow their business. From foodservice to bakery, among others, Rich's goal is to be trusted partner by offering easy-handling, versatile and delicious products to satisfy any consumer demand. Beyond the portfolio, Rich's collective working approach, global insight and culinary problem-solving power is focused on providing customer focused solutions.

## FIRST FRIENDS OF AMCHAM MEMBER!



**HermanMiller**

**Herman Miller** has been guided by a commitment to problem-solving designs that inspire the best in people. Along the way, Herman Miller has forged critical relationships with the most visionary designers of the day, from mid-century greats like George Nelson, the Eames Office, and Isamu Noguchi, to research-oriented visionaries like Robert Propst and Bill Stumpf—and with today's groundbreaking studios like Industrial Facility and Studio 7.5. From the birth of ergonomic furniture to manufacturing some of the twentieth century's most iconic pieces, Herman Miller has pioneered original, timeless design that makes an enduring impact, while building a lasting legacy of design, innovation, and social good. Herman Miller is a part of MillerKnoll, a collective of dynamic brands that comes together to design the world we live in. For more information, visit [hermanmiller.com/about](http://hermanmiller.com/about).

## MEMBER NEWS

## Borusan Cat

### Borusan Cat Takes Another Step with 'Women Dump Truck Operators' Project towards Women Empowerment in the Sector



With intent to **strengthen gender equality** in the field, Borusan Cat continues to initiate projects for the **increase in women's involvement in the sector**.

In collaboration with one of its customers, **Altynalmas, a prominent mining company in Kazakhstan**, the 'Women Dump Truck Operators' project has been implemented with the aim of training 6 women candidates as active operators on sites. Aligned with the company purpose of '**We Create Solutions for a Better World**' and within the scope of **Borusan Group's 'Equal Borusan'** initiative, Borusan Cat maintains its strive for development to achieve equality among all and to take down gender biases in business life.

## Cargill

### Adiyaman Food Bank is Opened

**Adiyaman Food Bank** has been inaugurated in a significant partnership between **Cargill and the Basic Needs Association (TİDER)** to provide sustained **assistance to the earthquake-stricken region**. This vital resource offers **food items, personal care products, cleaning materials, and animal feed** to benefit 1,500 families monthly.

Murat Tarakçioğlu, Managing Director Food Solutions META, acknowledged the project's profound significance, especially **in the context of Türkiye's 100th Republic anniversary, underscoring their 63-years presence in the country**. He stated, "Driven by a strong sense of social responsibility, we have realized this unique project through the collaborative efforts of NGOs, the private sector, and the government. At the end of two years, we plan to transform this facility into a community center with children's playground and activity areas that will support women's development, helping to heal the earthquake's wounds, while continuing the food bank activities."





## CH Robinson

### CH Robinson has been growing uninterruptedly in Türkiye for 10 years

**Founded in 1905** and continuing its activities with the vision of "becoming the world's strongest supply chain platform", US-based C.H. Robinson is celebrating its **10th anniversary in Turkey**. The company, which has been operating with its own office in Turkey since 2013, offers comprehensive solutions to the supply chain with international road and intermodal transportation. Providing service to **more than 150 customers** with its subcarrier network of approximately a thousand companies in Turkey, C.H. Robinson advances its position in the market day by day with its technological infrastructure, sustainable business model and financial power.

The company, which has been operating with its own office in Turkey since 2013, **offers comprehensive solutions to the supply chain with international road and intermodal transportation.**



## Esin Attorney Partnership

### Esin Attorney Partnership Launched Inaugural Banking Finance Academy Program



Esin Attorney Partnership (EAP) has kicked off its **new academy program; "Banking Finance Academy"**, as of September 2023 to continue until April 2024. Financial transactions, which are constantly evolving with the impact of today's innovations, touch many areas in legal terms. **Led by EAP's banking finance and capital markets partner Muhsin Keskin** and team of expert lawyers, the academy will discuss all aspects of what should be taken into considerations during the structuring and negotiation stages of financial transactions.

The certificates will be given at the end of the program to the attendants who participate at least six sessions of a total of ten in-person sessions/modules that will take place

## EY

### EY Announces the Launch of Artificial Intelligence Platform "EY.AI"

EY announces the launch of artificial intelligence platform "**EY.ai**" which is a unifying platform that brings together human capabilities and artificial intelligence to help clients transform their businesses through confident and responsible adoption of AI.

EY invests US\$1.4b in **EY.ai** that leverages leading-edge EY technology platforms and AI capabilities with deep experience in strategy, transactions, transformation, risk, assurance and tax, all augmented by a robust AI ecosystem.

EY teams will help clients identify how to capture the transformative power of AI to unlock new economic value responsibly and to realize the vast potential of this technological evolution. For more information, please visit: [www.ey.com/en\\_gl/ai](http://www.ey.com/en_gl/ai)



## Goodyear

### Goodyear Turkey Awarded For 55 Years of Continuous Presence in ISO 500



Goodyear was honored with an **award at the '100th Year Republic Celebration Night' organized by ISO** as part of the 100th Anniversary of the Republic of Turkey, as one of the **19 companies** that have been on **the ISO 500 list continuously since 1968**.

Goodyear Turkey Managing Director Marwa Khairalla said: "It is a great honor to receive such an award in the 100th anniversary of the Republic of Turkey. Goodyear Turkey has been on the ISO 500 list since 1968, earlier than any other tire manufacturer in the country. We remain committed to our role as **a tire manufacturer and technology leader in Turkey's automotive sector.**"

## Honeywell

### Turkish Students Attend Space Camp in the U.S. with Honeywell

The **13th Honeywell Leadership Challenge Academy** was held at the **U.S. Space and Rocket Center in Huntsville, Alabama**, with the participation of **237 students from 46 countries**, including **3 students from Türkiye**. The two-week program was designed to encourage participants to pursue STEM careers. **Nehir Ada Saraç, Mehmet Kerim Kuru and Fatih Kaan Ermiş**, students from who participated in this year's Honeywell Leadership Challenge Academy, returned to their countries with special experiences that will strengthen their interests and skills in STEM. The program gave participants the opportunity to develop leadership skills in STEM through a series of challenging team activities, including building, coding and testing rockets. They also enhanced their digital literacy skills by participating in hands-on activities such as **astronaut training simulations, shuttle missions and low-gravity moonwalks**.



## Johnson & Johnson



### 6th Anniversary of Jnj 'Cycling for Children' Activity

This year **Johnson & Johnson** celebrates the 6th anniversary of **EMEA 'Cycling for Children'** initiative aimed at raising funds for charity.

This year the funds will go towards **UNICEF** supporting children and caregivers affected by **the earthquakes in Türkiye and Syria the floods in Libya and the long-term development needs of children across Morocco**. Johnson & Johnson Türkiye organization colleagues attended this event and from October 6th to 8th, one kilometer in bike was equal to 1 euro donated to support them. More than **3000 JnJ colleagues** joined this activity to cycle, in groups, solo, with or without kid(s), virtual, local events to serve that one common goal!

## Moroğlu Arseven

### Winner of the Trademark Firm of the Year for Turkey

**Moroğlu Arseven** has been named the **winner of the Trademark Firm of the Year for Turkey at this year's Global IP Awards**. This recognition is a testament to the dedication, diligence, and exceptional expertise exhibited by each member of our remarkable team.

The winners are carefully selected through extensive research by **IAM Patent 1000 and World Trademark Review 1000**, which includes gathering submissions, conducting global practitioner interviews, and collecting in-house leader references, providing valuable industry insights.

This milestone bolsters our commitment to maintaining the highest service standards, reinforcing our position as leaders of law.



## Netflix

### UNICEF and Netflix Turkey Launch 'Genç Alan' Center



**UNICEF and Netflix Turkey** are collaborating to establish a youth center called "**Genç Alan**" in **Gaziantep, Nurdağı**, aimed at **young individuals impacted by earthquakes**. This center will offer specialized training programs to empower youth with essential skills and enhance their social capabilities. Netflix Turkey will support the center financially and coordinate **screenings of movies and documentaries, creative workshops, and mentorship sessions**. Given that earthquakes have uprooted and hindered the education of many young people, this partnership seeks to instigate positive change for earthquake survivors by nurturing optimism and fostering beneficial transformations.



## P&G

### P&G Türkiye Marks Centennial of the Turkish Republic

P&G Türkiye celebrated the **100th anniversary of the Republic of Türkiye** with a special event with all its employees. In the organization where Ayşe Kırımlı, General Manager of the Community Volunteers Foundation (TOG); Günseli Özen, Editor-in-Chief of Marketing Türkiye; Aysu Türkoğlu, the first Turkish woman to swim across the Northern Channel between Northern Ireland and Scotland; and author Şermin Yaşar were the guests, P&G Turkey's educational support initiated in cooperation with the Banabak Platform and Darüşşafaka Association was introduced for the first time.

P&G Turkey, Caucasus and Central Asia Chairman **Tankut Turnaoğlu** stated that every P&G product purchased will support equal opportunities in education and added: "We will keep the republic, the most precious legacy left by Mustafa Kemal Atatürk, alive in the light of science and knowledge."



## PepsiCo

### PepsiCo Türkiye Launches First Biomethanization Facility in Manisa to Reach Zero Emission Goal



PepsiCo announced the opening of its **new Biomethanization Facility with a ceremony at its Manisa Plant in Türkiye**. The facility is the first of its kind in Türkiye and among PepsiCo's operating countries.

The new facility will convert organic waste from the plant's production lines into biomethane, **a renewable gas that can be used to substitute for natural gas**, which will help PepsiCo reduce its greenhouse gas emissions by up to 55,000 trees worth annually. Besides, the facility and solar panels will contribute to PepsiCo's commitment to reaching **"Zero Waste" and "Zero Emission"** by meeting approximately **30% of the plant's natural gas needs**.

"As PepsiCo Türkiye, We are proud to have invested over **350 million TL in renewable energy resources**, on the 100th anniversary of our Republic" said Evrim Şen, General Manager of PepsiCo Türkiye.

## Pfizer

### Science Will Win with Youth

**Pfizer**, with its **#ScienceWillWin motto**, uses science and its global resources to provide treatments that extend and improve life. In this context, Pfizer Türkiye launched **"Science Will Win with Youth" initiative in December 2021**, with the Science Heroes Association to contribute to the future of the youth in Türkiye. The project aims to instill the love of science in the young generation and to enhance their curiosity by enabling dialogues with scientists and encouraging them to ask questions. The second phase of the project was launched in October, **with 375 high school students** aged 14-18 from provinces all over Turkey, who are expected to meet with **25 scientists**.



## Philip Morris International

### Philip Morris Türkiye's 'Balance' Program Wins Bronze Stevie

Philip Morris Türkiye's employee-centered wellbeing program "Balance" is awarded with **Bronze Stevie in the Global Stevie Awards for Great Employers** promoting wellbeing is a top priority for PM Türkiye in cultivating a strong and fulfilled organization. The "Balance" program was launched a year ago with this vision centered on four areas: Health, Relationships, Performance, and Purpose.

As part of this initiative, PM Türkiye established a comprehensive action plan and launched a new way of flexible working "SmartWork", which was co-designed with employees. Additionally, the company implemented various programs to support physical and mental health, conducted numerous awareness sessions with subject matter experts, launched a 24/7 live assistance program, introduced an unconventional total rewards agenda and optimized workloads.



## Straife

### Straife Consulting Launches Eurasia Center in Istanbul, Offering Advanced Business and Public Sector Solutions

Straife Consulting opened **its Eurasia Center office in Istanbul**. Their office building located at Arnavutköy/Beşiktaş. Their business services help clients take advantage of opportunities driven by globalization, consolidation, and new technologies.

Straife helps clients develop innovative business models and outperform their competitors. They combine in-depth industry understanding with deep technical expertise to enable clients to develop winning strategies in areas such as; **Risk management, cybersecurity, economic sanctions & regulatory compliance, critical infrastructure, corporate intelligence, corporate investigations, crisis management & public relations, ESD & Energy Transformation, Business Development**. In public sector; they advise leaders across all levels of government on developing innovative solutions to complex problems. [www.straife.com](http://www.straife.com)





## MEMBER to MEMBER DEALS

### **Royal Canin offers AmCham members 30% discount for all online single product orders**

**Royal Canin offers ideal nutrition** tailored to the needs of cats and dogs, while providing special services for pet owners. For all single products purchased through Royal Canin Turkey online shop, **a special 30% discount will be provided to AmCham member company employees**. The campaign is valid on [www.royalcanin.com/tr/shop](http://www.royalcanin.com/tr/shop) for single orders, and discount will be applied on the basket amount when special discount code is typed in: **RCAMCHAM30**. Please note that discount code is not valid for subscription orders and it cannot be combined with other campaigns. You can find the right food for your pet with the "Product Finder" tool to reach the recommended amount of nutrition. For any questions, please contact Royal Canin [from here](#).