

AmCham Events & Committees
Q1 NEWSLETTER

**AM
CHAM**
TÜRKİYE
Amerikan
Şirketler
Derneği



AMCHAM UPCOMING EVENTS

- April 22-24** Attendance to AmChams in Europe Outreach to U.S. Meetings, Washington D.C.
- April 26** Workshops by U.S. Embassy EXBS Program: "Evolving Risk and Regulations Associated with the Multilateral Sanctions Workshop for Banks and Financial Institutions"
- April 29** TIFA Side Event with TOBB Ankara
- May 2** AmCham LGBTI+ Sub-group Meeting
- May 7** AmCham Public Policy Sub-Group Monthly Meeting
- May 13-15** Trade Winds Istanbul Forum
- May 13** AmCham EmpowerHer Event: "The Power of AI in Fostering Inclusivity & Innovation"
- June 6** GTR Turkey Trade and Export Financing Conference (AmCham as a partner institution)

* Committee Meetings are open to Platinum and Gold Members.

Please reach out to nesibe.kiris@amchamturkey.com and daglar.yarasir@amchamturkey.com to attend.

TRADE WINDS



TRADE WINDS, the largest U.S. government-led trade mission and business development forum will be held in Istanbul, Türkiye this year on **May 13-15, 2024**.

Organized by the U.S. Commercial Service, Trade Winds will feature meetings with **U.S. commercial diplomats from over 25 countries in Europe and Eurasia**, exciting conference program and plenty of networking!

More than 100+ U.S. companies (300 attendees) are expected to travel from the U.S. to Istanbul, with the opportunity to have b2b matchmaking meetings in other destinations including Italy, Romania, Denmark, Kazakhstan, Poland.

ATTENDANCE

Not every company that applies to register in this forum will be accepted. Registrations are subject to approval from the Trade Winds Mission and Business Forum: Europe/Eurasia Team. As an AmCham member, **you can register through AmCham to secure your seat**. All those who register through AmCham (and are vetted by AmCham) will be accepted.

Registration through AmCham requires a **fee of 1.000 USD + VAT**.

Please register through this link to submit your interest: [REGISTRATION LINK](#)

- By registering for the Forum, the participant will be able to attend all three days (May 13-15) and they can schedule meetings with U.S. delegates attending the Forum.
- They will also be able to reserve meeting time Commercial Diplomats from across Europe and a few from Central Asia.

See the List of U.S. Commercial Diplomats from the Region who will be attending the Business Forum: [LIST](#)

SPONSORSHIP

AmCham Türkiye became a **Platinum Sponsor** of the Trade Winds Business Forum!

If you are interested in sponsorship, please contact Laura Barmby and Colin Hudson as Sponsorship Coordinators

Laura.Barmby@trade.gov / Colin.Hudson@trade.gov

TRADE WINDS: AMCHAM EMPOWER HER EVENT

"THE POWER OF AI IN FOSTERING INCLUSIVITY & INNOVATION"

AmCham Türkiye is organizing an **EMPOWER HER** event, right before the official launch of **Trade Winds Forum in Istanbul**, which is the largest U.S. government led trade mission and business development forum. The event will be honored by **Marisa LAGO, Under Secretary of Commerce for International Trade, U.S. Department of Commerce**.

The event to be held on **May 13, 2024** at Hilton Bosphorus will focus on "**The Power of AI in Fostering Inclusivity & Innovation**" under 2 topics:

- AI and Inclusive Workplace
- AI, Entrepreneurship, and Women

AmCham Members are encouraged to support the event through sponsorship. For sponsorship opportunities, please contact pinar.islak@amchamturkey.com and nesibe.kiris@amchamturkey.com.

**EMPOWER HER is a partnership between the U.S. Department of Commerce's Commercial Service, the American Chamber of Commerce to the European Union, and AmChams in Europe dedicated to bolstering efforts by U.S. and international businesses in Europe/Eurasia to advance women's economic empowerment in the workplace and women-led entrepreneurship.*

Please Register to Attend the Panel Session: [REGISTRATION LINK](#)

DRAFT AGENDA

09:00 – 09:15 – Opening Remarks

- AmCham Deputy Chair Canan ÖZSOY
- Consul General Julie A. EADEH
- U.S. Under Secretary of Commerce for International Trade Marisa LAGO

09:15 – 09:45 – Fireside Chat – Simplifying AI: A Fireside Chat with Industry Leaders

- Işıl KILINÇ, IBM Türkiye General Manager (AmCham Board Member)

09:45 – 09:50 – Keynote Speaker

- Hülya KURT, OWIT President on insights on trade and inclusivity

09:50 – 09:55 – Main Sponsor Presentation

09:55 – 10:40 Panel 1: Using AI to Foster an Inclusive Workplace

Topic: Empowering Women through AI in the Workplace

Moderator: Laurie FARRIS, Minister Counselor for Commercial Affairs, U.S. Embassy London

- Didem DURU, Cisco Türkiye General Manager
- Hayriye KARADENİZ, Ford Otosan CTO
- Esen GİRİT TÜMER, AI and Tech Association Chairperson

10:40 – 11:00 – Coffee Break

11:00 – 11:45 – Panel 2: AI, Entrepreneurship, and Women

Topic: Innovation and Entrepreneurship: Gender Equality at the Forefront of AI

Moderator: Sertaç YERLİKAYA - Source Collective, Co-Founder

Speakers:

- Hande ÇİLİNGİR, Insider Co-founder & CEO (TAİK Digital Task Force Leader)
- Mina İLKÖZ, Upschool Co-founder
- Ceyda SÜER, Flexvision & Simbiyox Founder

BOARD EVENTS

March 25 I AmCham Board Meeting with Ambassador Flake

AmCham Türkiye Board Members met with U.S. Ambassador Jeff Flake at Conrad Bosphorus to discuss the promising direction of U.S.-Türkiye economic relations as highlighted during the recent Strategic Mechanism meeting, and update Mr. Ambassador on AmCham's upcoming activities in support of U.S. businesses.



February 15 I AmCham Board Meeting with Loic Tassel, P&G, President, Europe

AmCham Türkiye Board Members attended to a breakfast meeting organized on the occasion of the Türkiye visit of Procter & Gamble's Europe President Loic Tassel. The meeting focused on discussions on the further development of bilateral trade and business environment.



January 12 I AmCham Board Meeting

AmCham Türkiye Board Members attended to their regular monthly Board Meeting and celebrated the

20th Anniversary of AmCham Türkiye on its establishment date January 12, 2004!



MEMBER EVENTS

March 5 I AmCham Türkiye General Assembly Meeting

AmCham's 20th General Assembly Meeting hosted

- U.S. Department of Commerce, Deputy Assistant Secretary Neema Singh GULIANI
- U.S. Consul General Julie EADEH
- Presidency Investment Office Vice President Bekir POLAT
- Former Washington Ambassador Murat MERCAN



Neema Singh Guliani, Deputy Assistant Secretary of the US Department of Commerce stated that they look forward to organizing the "Trade Winds Forum" in Istanbul in May 2024.



January 16 I AmCham Pulse Breakfast with Chair Tankut Turnaoğlu

AmCham Türkiye organized a Breakfast Meeting for its new members and potential members at AmCham office. AmCham Chair Tankut TURNAOĞLU briefed guests on AmCham's recent activities and events. The meeting provided a platform to exchange ideas and future expectations.



March 20 I AmCham Members Exclusive Breakfast Meeting at Fikret Yüksel Foundation Robotics Competition

AmCham Türkiye members attended an exclusive breakfast event organized by FİKRET YÜKSEL FOUNDATION, to discuss the impact of the FIRST programs in Türkiye. The event served as a testament to the Fikret Yüksel Foundation's dedication to advancing STEAM education and fostering leadership skills among today's youth. The diverse range of perspectives shared by speakers underscored the Foundation's commitment to driving positive change in society.

- **Alex Burchard**, President of the Fikret Yüksel Foundation, shared personal experiences, underscoring the significance of supporting program graduates.
- **Ayşe Selçok**, representing the Foundation, emphasized their mission to nurture future leaders.
- **Levent Oguz** of 3M advocated for increased support for the program, citing 3M's sponsorship and mentorship efforts.
- **Berzah Ozan** from Ford Otosan highlighted the importance of mentorship in both robotics and soft skills development.



PARTNERSHIPS

February 20 | U.S.-Türkiye Greentech Business Forum

AmCham Türkiye cooperated with **U.S. Chamber of Commerce, U.S.-Turkey Business Council** at "**U.S.-Türkiye GreenTech Business Forum**" on February 20th at TOBB premises. The forum provided a platform for public-private dialogue focusing on avenues for enhancing U.S.-Türkiye energy cooperation.

AmCham Türkiye Deputy Chair Canan Özsoy gave the opening remarks of the GreenTech Business Forum covering topics including investment opportunities, incentives, and ongoing private sector initiatives in sustainability, green technology, clean energy. **AmCham Türkiye Vice Chair Emre Karter** of Citibank was a panelist at the Green Financing for Climate Transition panel session.



March 4 | U.S.-Türkiye Digital Dialogue

AmCham Türkiye, in collaboration with **TAİK – Türkiye-U.S. Business Council**, proudly co-sponsored and participated in the significant **U.S.-Türkiye Digital Dialogue**, hosted by the **Turkish Ministry of Trade** and the **U.S. Department of Commerce**.

This strategic engagement was enriched by the esteemed presence of dignitaries including U.S. Consul General Julie Eadeh, TAİK Chair Murat Özyeğin, Director General of International Agreements and EU at the Ministry of Trade, Hüsnü Dilemre, Deputy Assistant Secretary of the U.S. Department of Commerce Neema Singh Guliani, TAİK Digital Task Force Leader Hande Çilingir, and notably AmCham Türkiye Board Member and Digital Economy Committee Chair Levent Ozbilgin of Microsoft, AmCham Türkiye Board Member Işıl Kılınc Gürtuna of IBM and AmCham Advisory Board Member Yasemin Erkut of AWS. During the dialogue, we engaged in comprehensive discussions on critical aspects of digital transformation:

- Artificial Intelligence (AI),
- Cloud Computing,
- 5G Networks, and
- Cybersecurity.



February 27 | TAIK – AmCham Türkiye Working Lunch

AmCham Türkiye Chair Tankut Turnaoğlu and TAIK's new elected Chair Murat Özyeğin met at a working luncheon to discuss future cooperation opportunities to further improve bilateral trade and investments between Türkiye and the U.S.



March 28 | Eurasian Regional AmCham Collaboration

Eurasian Regional AmCham Collaboration: **Azerbaijan, Bulgaria, Georgia, Greece, Kyrgyzstan, Tajikistan, Türkiye, Uzbekistan!**

On March 28th, U.S. Department of Commerce International Trade Administration coordinated the Eurasian Regional AmCham Collaboration call with leaders from AmChams Azerbaijan, Bulgaria, Georgia, Greece, Kyrgyzstan, Tajikistan, Türkiye, and Uzbekistan.

- At the call, AmChams engaged in a historic discussion to share regional challenges for U.S. companies and to identify specific initiatives and projects for potential collaboration.
- The follow-up of the call is to host a regional summit including all regional AmChams and sectoral collaboration within energy, renewables, construction, healthcare, manufacturing, IT, professional services, tourism, female empowerment, and others.

March 29 | U.S. Congressional Delegation Visit

AmCham Türkiye Board Members and U.S. companies met with U.S. Congressional Delegation led by Representative August Lee Pfluger II in İstanbul. U.S. Consul General Julie Eadeh joined the delegation to engage with U.S. companies on a discussion about the track record of constructive cooperation on energy issues between the U.S. and Türkiye. They shared ideas on the private sector's role in advancing energy security.



February 26-27 I Houston Delegation Visit

AmCham Türkiye in corporation with **Turkish Airlines** organized a FAM trip from Houston to Istanbul. The delegation compiled of diverse sectors including Energy, HoReCa, real estate development and port management. During the brief stay, the delegation met with AmCham members at **Borusan Cat, Presidency Investment Office, U.S. consulate, TAİK and TIM.**



TALENT PROGRAM

March I AmCham Academy Program with TEV

AmCham in partnership with TEV – Turkish Education Foundation organized 5 modules of training sessions for university students. The sessions focused on Sales & Marketing, Effective Communication & Storytelling, Design Thinking and Innovation, "Artificial Intelligence, Cloud Technologies & Cyber Security and Leadership".

1. Modül: Etkili İletişim Kurmak ve Hikâye Anlatıcılığı

Tarih: 7 Mart
Saat: 19.00 - 20.30



Eğitmen

Esra Yener
Weber Shandwick / GMY

2. Modül: Tasarımsal Düşünme ve İnovasyon

Tarih: 14 Mart
Saat: 19.00 - 20.30



Eğitmen

Ela Altınpınar Şahin
IBM / Liderlik, Kültür ve Sosyal Kapsamlılık Müdürü

3. Modül: Yapay Zekâ, Bulut Teknolojileri ve Siber Güvenlik

Tarih: 19 Mart
Saat: 19.00 - 20.30



Eğitmen

Cavit Yantaç
Microsoft / Müşteri Deneyimi Genel Müdür Yardımcısı

4. Modül: Satış 101

Tarih: 28 Mart
Saat: 19.00 - 20.30



Eğitmen

E. Yamaç Yalçın
P&G Türkiye Ulusal Zincir Kıdemli Satış Direktörü



Eğitmen

Zeynep Kılıç
P&G Türkiye Ev ve Kumaş Bakım Kategorileri Satış Direktörü



Eğitmen

Emir N. Şeremet
P&G Türkiye Kadın Bakım Kategorisi Satış Direktörü

5. Modül: Sorumlu Liderlik

Tarih: 4 Nisan
Saat: 19.00 - 20.30



Eğitmen

Uğur Akpamuk
MSD / Hasta Erişimi ve Kurumsal İlişkiler Direktörü

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1987

2. Modül Tasarımsal Düşünme ve İnovasyon



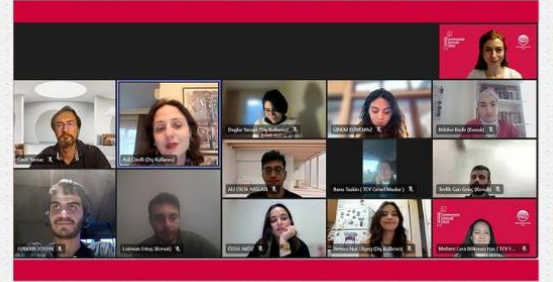
Eğitmen: Ela Altınpınar Şahin - IBM / Liderlik, Kültür ve Sosyal Kapsamlılık Müdürü

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TÜRK EĞİTİM VAKFI
1987

3. Modül Yapay Zekâ, Bulut Teknolojileri ve Siber Güvenlik



Eğitmen: Cavit Yantaç - Microsoft / Müşteri Deneyimi Genel Müdür Yardımcısı

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TÜRK EĞİTİM VAKFI
1987

Global Turks par Excellence

February 21 I Global Turks Press Meeting

Global Turks par Excellence projects' results and next term plans (Chapter II) are revealed at a Press Meeting attended by leading journalists Vahap Muhayir, Nasıl Bir Ekonomi; Meliha Okur-Sputnik News, Gökçe Aytulu-Hurriyet Daily News, Fikret Çengel-Dünya. Global Turks par Excellence Project Leader and Creator Ayşegül Dicle Aydın and AmCham Türkiye Board Members Emre Karter, Levent Ozbilgin, Ayhan Ozturk, Gözde Güllüoğlu, Özgür Günaydın and Advisory Board Members Haluk Yalcin, Yasemin Erkut were among the participants of the meeting hosted by PepsiCo GM Evrim Sen.



Global Turks projesinin geliştiği nokta ve hedeflerini ele alarak toplantıya (soldan sağa) Yasemin Erkut (SWI), Pinar İşık (AmCham), Özgür Günaydın (Borsan Cat), Emre Karter (Gibak), Gözde Güllüoğlu (MSD), Levent Ozbilgin (Microsoft), Ayşegül Dicle Aydın, Haluk Yalcın (AmCham), Adil Özelli (AmCham) ve Evrim Sen (PepsiCo) katıldı.

60 ülkedeki 'Global Türkler' platformunda buluşacak, 'cam tavan'ı kırmanın yolu açılacak



LİDERLİK AKADEMİSİ'NİN 3 SAC AYIĞI OLACAK
Dünya çapında aktif olarak çalışan ve başarılı Türk profesyonelleri bir araya getiren 'Global Türkler' platformunun liderleri, 'cam tavan'ı kırmanın yollarını tartışıyor. Platformun 60 ülkedeki profesyonelleri bir araya getireceği ve onların başarılarını paylaşacağı bir platform olarak tasarlanıyor. 'Global Türkler' platformunun liderleri, 'cam tavan'ı kırmanın yollarını tartışıyor. Platformun 60 ülkedeki profesyonelleri bir araya getireceği ve onların başarılarını paylaşacağı bir platform olarak tasarlanıyor.

Süper Türkler cam tavanı birlikte kıracak

Global Turks' projeksiyle dünyaya dağılmış Türk yöneticileri bir araya getiren ve onların başarılarını paylaşacağı bir platform olarak tasarlanıyor. 'Global Türkler' platformunun liderleri, 'cam tavan'ı kırmanın yollarını tartışıyor. Platformun 60 ülkedeki profesyonelleri bir araya getireceği ve onların başarılarını paylaşacağı bir platform olarak tasarlanıyor.

FİKRET ÇENGEL
f.kret.cengel@dunya.com.tr
Türkiye Amerikan Chamber of Commerce (AmCham) bünyesinde düzenlenen 'Global Türkler' projesiyle dünyaya dağılmış Türk yöneticileri bir araya getiren ve onların başarılarını paylaşacağı bir platform olarak tasarlanıyor. 'Global Türkler' platformunun liderleri, 'cam tavan'ı kırmanın yollarını tartışıyor. Platformun 60 ülkedeki profesyonelleri bir araya getireceği ve onların başarılarını paylaşacağı bir platform olarak tasarlanıyor.



AmCham's new project to bring global Turkish leaders together

The Global Turks par Excellence Project, carried out in cooperation with AmCham Türkiye, is implemented under the sponsorship of 20 international companies and YASED.
The project aims to create an active and strong network of distinguished Turkish professionals worldwide. The research includes retail, gaming, technology, production, financial services, health, genetics, biotechnology, industrial areas, social impact, entrepreneurship, artificial intelligence. The research targets to discover the underlying factors driving global Turkish success and uncover the hidden limitations preventing the Turkish from climbing the international corporate ladder even higher. 'Speed of thought' ability to cope with uncertainty and flexibility make Turks stand out compared to their competitors in other countries. Their openness to learning is a plus in their success criteria.' Aydın said.

- Other meetings in the first quarter includes:
 - Jan 18 - Global Turks par Excellence Zoom Meeting
 - Jan 19 - Global Turks Steering Committee Meeting
 - Mar 06 - Global Turks Webinar-7 with Harvard Business Review
 - Jan 22 - AmCham & Global Turks & MFA Meeting

COMMITTEES & ADVOCACY

PUBLIC & GOVERNMENT AFFAIRS COMMITTEE

February 07 I AmCham **Public Policy Sub-group** Monthly Meeting

February 12 I AmCham **PGA Committee** Meeting with the attendance of Mustafa Kutlay, DeSiBel

March 07 I AmCham **PGA Committee** Meeting with the attendance of Richard Ayton and Bahadır Kaleağası

April 03 I **Public Policy Sub-group** Online Meeting

DIVERSITY & INCLUSION COMMITTEE

February 15 I AmCham **Disability Sub-Group** Meeting

April 03 I AmCham **D&I Committee** Meeting with the attendance of Evrim Kuran on "Generation Diversity"

DIGITAL ECONOMY COMMITTEE

April 3 I AmCham **Digital Economy Committee** Meeting on "Recent Amendments to Personal Data Protection Law"

FOOD, AGRICULTURE & LIVESTOCK COMMITTEE

January 08 I AmCham **Food & Agriculture Committee** Meeting

March 20 I AmCham **Food & Agriculture Committee** Meeting on "Regulation Amending the Food Labeling and Consumer Information"

HEALTHCARE & LIFE SCIENCES COMMITTEE

February 05 I AmCham **Healthcare & Life Sciences Committee** Meeting

INVESTMENT ENVIRONMENT COMMITTEE

February 06 I AmCham **Investment Environment Committee** Meeting

March 12 I AmCham **Tax and Incentives Sub-group** Meeting