

AmCham Events & Committees  
**Q2 NEWSLETTER**



## TRADE WINDS, ISTANBUL

The largest US government-led trade mission and business development forum, **TRADE WINDS**, was held in Istanbul for the second time in 2024 (May 13-15<sup>th</sup>), after 3 full-days of panel discussions and one-o-one meetings!

AmCham Türkiye Chair **Tankut Turnaoğlu**, Deputy Chair **Canan Özsoy** and Board Members **Işıl Kılınc Görtuna** and **Ayhan Öztürk** led sessions and panel discussions during the event on

- EMPOWER HER: The Power of AI in Fostering Inclusivity & Innovation
- Türkiye as a Launching Pad to Central Asia
- Türkiye Beyond the Headlines

Turkish Minister of Trade **Prof. Dr. Ömer Bolat**,

U.S. Under Secretary of Commerce for International Trade **Marisa Lago**,

U.S. Assistant Secretary of Commerce for Global Markets **Arun Venkataraman**,

U.S. Ambassador **Jeff Flake**,

U.S. Consul General Istanbul **Julie Eadeh** were among the high-level government representatives of the Forum.



The three-day event, starting on May 13<sup>th</sup>, was kicked off with **AmCham Türkiye's Empower Her session** under the theme of **"The Power of AI in Fostering Inclusivity and Innovation"**.

**Marisa Lago**, U.S. Under Secretary of Commerce for International Trade, **Julie Eadeh**, U.S. Consul General Istanbul and **Canan Özsoy**, AmCham Türkiye Deputy Chair made the opening speech of the seminar followed by a Fireside Chat between IBM GM **Işıl Kılınc Görtuna** and Amazon Web Services (AWS) GM **Burak Aydın**. The seminar continued with panel sessions hosting sector leaders.

\* **Thanks to our sponsors:** Main Sponsor **Procter & Gamble-Orkid**, Event Sponsor **Medtronic**, Brand Sponsor **Emerson**



## MEMBER EVENTS

### April 19 I AmCham Meeting with Vice President Cevdet Yılmaz

AmCham Board Members and AmCham Healthcare Committee's Project Main Sponsors, together with TAIK Board Members attended to a meeting with Turkish Vice President Cevdet Yılmaz with the focus to discuss opportunities to develop business environment to attract more investments to our country. AmCham Chair Tankut Turnaoğlu and TAIK Chair Murat Özyeğin made the opening speeches of the meeting followed by feedback from AmCham and TAIK members.



### May 30 I AmCham Meeting with Nihat Zeybekçi, Deputy Chair for Economic Affairs at AK Party

AmCham Türkiye Board Members, Public and Government Affairs Committee and Investment Environment Committee members met with Nihat Zeybekçi, Deputy Chair for Economic Affairs at AK Party, together with Deputy Chairs for Economic Affairs Cenap Aşcı and Zekeriya Aslan to discuss opportunities to further improve business and investment climate to attract more FDI to our country.



### May 31 I AmCham Roundtable Meeting with U.S. Ambassador Henick

AmCham Türkiye Board Members and Public and Government Affairs Committee members hosted Jonathan Henick, U.S. Ambassador to Uzbekistan at P&G premises. Ambassador Henick provided an overview of bilateral relations and discuss why more U.S. companies may consider doing business in Uzbekistan.



### April 18 I CarrefourSA Tastes of the World

In the "Taste of the World" event, which took place for the first time this year at the Fulya CarrefourSA Hypermarket, bilateral Chambers of Commerce and Istanbul Trade Offices from 11 different countries, including the United States, Germany, Austria, Denmark, France, the Netherlands, the United Kingdom, Italy, Sweden, Switzerland, and New Zealand, gathered together with **CarrefourSA** as the host.

Featuring traditional flavors from 12 countries, including Türkiye, attendees had the opportunity to sample each country's special dishes. The event provided a platform for various cultures to come together, fostering deeper understanding of one another and strengthening inter-country relations.

AmCham Türkiye is pleased to attend the event with **California Walnuts** and its members **Kraft Heinz, PepsiCo / Doritos** and **Brown Forman**.



### April 25-26 I Evolving Risk and Regulations Associated with the Multilateral Sanctions Workshop

The EXBS Program (Export Control and Related Border Security) at US Embassy Ankara organized two workshops on April 25th and 26th in Istanbul on Multilateral Sanctions. The first workshop focused on Trade and Professional Associations while the second one focused on Financial Institutions.

AmCham Türkiye team and members attended to the "Evolving Risk and Regulations Associated with the Multilateral Sanctions Workshop" to learn more about the evolving risks and regulations associated with the multilateral sanctions program, and recommended mitigation strategies.



### April 29 I TIFA side event by TOBB

AmCham Türkiye members attended to a successful side event organized by TOBB, which served as a precursor to Trade and Investment Framework Agreement (TIFA) talks. Under the guidance of Atilla Bastırmacı and Bryant Trick, the event set the stage for the first TIFA meeting in seven years, emphasizing our commitment to enhancing bilateral trade relations.

AmCham members actively provided key topics to the officials involved, ensuring that our insights help shape impactful outcomes. This proactive involvement underscores our dedication to strengthening the economic ties between the nations.

### May 30 I AmCham Welcome Summer Reception

AmCham Türkiye organized its traditional Welcome Summer reception hosted by US Consul General Julie Eadeh. This year, the reception hosted Atlantic Council and Congressional Staff at the reception.



### June 06 I GTR Türkiye Trade and Export Financing Conference

AmCham Türkiye became an institutional partner of Global Trade Review (GTR) Türkiye 2024, one of the leading conferences for market insights on exports and trade in Türkiye. Other institutional partners include EBRD, The British Chamber of Commerce in Turkey, KAGİDER Women Entrepreneurs Association of Turkey, Türkiye Exporters Assembly, Swedish Chamber of Commerce in Türkiye.

The leading conference  
for market insights  
on exports and trade  
in Türkiye

**GTR**  
**TÜRKİYE**  
**2024 • İSTANBUL**

BOOK NOW

June 6, 2024

İstanbul, Türkiye

## BOARD EVENTS

### April 24 I AmCham Board Meeting with Istanbul Mayor

AmCham Türkiye Board visit to Istanbul Mayor Ekrem İmamoğlu focused on cooperation opportunities between the members and municipality on topics including sustainability / waste management, regional hub, digitalization and diversity & inclusion.

\* The visit is followed by AmCham Board Members' visit to Istanbul Municipality Premises on May 21<sup>st</sup>.



### June 07 I AmCham & TAİK Board Meeting

A joint Board Meeting was held between AmCham Türkiye and TAİK – Türkiye-U.S. Business Council. Board Members of both organizations exchanged ideas on future collaboration opportunities to further increase bilateral trade and investments between Türkiye and the U.S. The close cooperation between the two institutions will continue to strengthen with the upcoming projects and activities.



### U.S. Independence Day Receptions

AmCham Türkiye Board Members and members attended to U.S. Independence Day Receptions organized in Istanbul and Ankara by the U.S. Embassy and U.S. Consulate in June 2024.



## WOMEN LEADERSHIP NETWORK

### June 11 | AmCham Women Executive Mentorship Program – 10th Term Launch

As AmCham Türkiye we are very excited to launch the **10th term of "AmCham Women Executive Mentorship Program"** with the attendance of 40 Mentors & Mentees this year!

\* Thanks to our program partners **EMCC Türkiye**, Demet Uyar and **Korn Ferry**, Banu Beste Basol for their cooperation during the last 10 years. AmCham Türkiye D&I Committee Leader & Board Member **İşil Kılıncı Görtuna** made the opening session of the Launch Event hosted by **Esin Attorney Partnership**.



### May 28 / July 3 | AmCham D&I Committee - Women Leadership Webinar Series

AmCham **Diversity and Inclusion Committee** led AmCham Women Leadership Webinar Series-1 hosted **İşil Kılıncı Görtuna**, General Manager of IBM Türkiye, **Güldem Berkman**, General Manager of Amgen Türkiye and **Funda Kalemci**, Global Leader of Diversity and Inclusion at NielsenIQ on May 28, 2024. The session focused on the evolving leadership paradigm post-pandemic business world and the key role of women leadership as sustainable leadership practice.

### WOMEN LEADERSHIP WEBINAR SERIES KICK-OFF



**İşil Kılıncı Görtuna**  
IBM Türkiye  
General Manager

**May 28, 2024**

**14:00 - 15:00**



**Güldem Berkman**  
Amgen Türkiye  
General Manager



**Funda Kalemci**  
NielsenIQ  
Global Leader of  
Diversity & Inclusion



### WOMEN LEADERSHIP WEBINAR SERIES-2 "WOMEN IN ENGINEERING"



**Funda Kalemci**  
NielsenIQ-Global  
Leader of DEI &  
Wellbeing

**July 3, 2024**

**13:00 - 14:00**



**İlayda Öner  
Mermerbaş**  
Turner-Deputy  
Country Manager



**Aybike Molbay**  
GE Aerospace Türkiye  
Technology Center  
General Manager



Following the International Women in Engineering Day, AmCham Türkiye Women Leadership Group hosted **Aybike Molbay** from GE Aerospace and **İlayda Öner Mermerbaş** from Turner in an engaging webinar on July 3, 2024. This session moderated by **Funda Kalemci** from Nielsen IQ focused on gender equality in STEM education and women leadership in traditional sectors.

## AMCHAMS IN EUROPE

### Apr 22 – 24 I ACE Annual U.S. Event, Washington D.C.

AmCham Türkiye joined **ACE (AmChams in Europe) 2024 U.S. Conference** between April 22-24, 2024. AmCham Türkiye Executive Director Asli Özelli represented Türkiye at the conference.

- The delegation met with **Marisa Lago**, Under Secretary of Commerce for International Trade, U.S. Department of Commerce, and discussed synergies to create the conditions for economic growth and opportunity for all communities.
- **Suzanne Clark**, President and CEO, U.S. Chamber of Commerce welcomed the 40 AmCham Executives from 30 countries and a vibrant discussion centered on advocacy, partnership, job creation, and stronger trade relations fostering better business.





## COMMITTEES & ADVOCACY

### PUBLIC & GOVERNMENT AFFAIRS COMMITTEE

April 3 I **Public Policy Sub-group Online Meeting**

May 2 I **Public and Government Affairs** Committee Meeting

May 7 I AmCham **Public Policy Sub-Group** Monthly Meeting

### SUSTAINABILITY COMMITTEE

June 06 I AmCham **Sustainability Webinar on Carbon Border**

### DIGITAL ECONOMY COMMITTEE

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

May 29 I AmCham & HBR **AI Future: Sectoral Transformation Webinar-1: "The Sectoral Impact of AI: An Investment Perspective"** by Levent Özbilgin, Microsoft and Bekir Polat, Presidency Investment Office

June 14 I AmCham & HBR **AI Future: Sectoral Transformation Webinar-2: "Artificial Intelligence in Industry and Manufacturing: Efficiency, Quality, and Sustainability"** by with Uygur Doyuran of Honeywell and Zekeriya Coştu, Ministry of Industry and Technology

CANLI YAYIN

AM CHAM TÜRKİYE Harvard Business Review

## YAPAY ZEKANIN SEKTÖREL ETKİSİ: YATIRIM PERSPEKTİFİ



**Levent Özbilgin**  
Microsoft Türkiye  
Genel Müdürü



**Serdar Turan**  
HBR Türkiye  
Genel Yayın Yönetmeni



**Bekir Polat**  
T.C. Cumhurbaşkanlığı  
Yatırım Ofisi  
Başkan Yardımcısı

AMCHAM TÜRKİYE YOUTUBE

29 MAYIS 16.30 - 18.00

CANLI YAYIN

AM CHAM TÜRKİYE Harvard Business Review

## SANAYİDE YAPAY ZEKA: VERİMLİLİK VE SÜRDÜRÜLEBİLİRLİK

14 HAZİRAN 16.30 - 18.00



**Zekeriya Coştu**  
T.C. Sanayi ve Teknoloji  
Bakanlığı Bakan Yardımcısı



**Serdar Turan**  
HBR Türkiye  
Genel Yayın Yönetmeni



**Uygur Doyuran**  
Honeywell  
Türkiye ve Orta Asya Başkanı  
AmCham Türkiye YK Üyesi

## COMMITTEES & ADVOCACY

### DIVERSITY & INCLUSION COMMITTEE

May 2 I AmCham D&I Committee Diversity Groups Meeting

May 28 I AmCham D&I Committee - Women Leadership Webinar Series-1

June 3 I AmCham Accessibility Sub-group & IBB Meeting

July 3 I AmCham D&I Committee - Women Leadership Webinar Series-2

July 3 I AmCham Meeting with Sara Minkara, Special Advisor on Disability Rights, U.S. Department of State



### INVESTMENT ENVIRONMENT COMMITTEE

April 17 I AmCham **Tax and Incentives Sub-Group** Meeting at Deloitte

May 28 I AmCham **Sustainable Finance Taxation and Incentives** Meeting at EY

