

AmCham Members Q1 NEWSLETTER



WELCOME ON BOARD!



Leadership **Transformed**

Founded in 1946 by Sidney Boyden, **Boyden is a premier executive search and leadership advisory firm** with a worldwide reach that enables it to serve client needs anywhere they conduct business. As a Global Boutique, Boyden combines a localized approach with global capabilities, connecting great companies with great leaders through executive search, interim management, and leadership consulting solutions. Boyden's consultants boast decades of executive management experience across diverse domains, showcasing a consistent track record in delivering unparalleled executive search and selection services. Encompassing a wide array of sectors and functions, Boyden employs top-notch proprietary tools seamlessly integrated into its processes, enabling it to glean more detailed insights about potential candidates.



Brand-Building Packaging™

Crown Holdings, Inc. was founded in 1892 and is a **leading global diversified packaging business** that manufactures metal cans and ends (aluminum and steel) for the beverage, food and aerosol industries and a wide range of transit packaging products and solutions. As of December 31, 2023, the Company operates 195 plants along with sales and service facilities throughout 39 countries and with approximately 25,000 employees. In 2023, consolidated net sales for the Company were \$12 billion with 63% derived from operations outside the United States. Crown's European Beverage segment (CROWN Bevcan EMEA) manufactures infinitely recyclable aluminum beverage cans and ends in Europe, the Middle East and North Africa. Crown Bevcan EMEA had net sales in 2023 of \$1.9 billion. Crown Bevcan Turkiye commenced operations on October 20, 1993, in Izmit Suadiye, expanding in 2011 by establishing a second manufacturing plant in Osmaniye, central-southern Turkiye. The business currently employs more than 300 employees in the country and manufactures 7 different beverage can sizes, serving a diverse customer portfolio.



N2Growth is a global leader in executive search and leadership advisory. Consistently ranked by Forbes as one of their Best Executive Recruiting Firms, N2Growth leverages its extensive network and cutting-edge technology to deliver unparalleled client results. The firm's bespoke approach and

commitment to diversity and inclusion set it apart in the industry, with a proven track record of partnering with Fortune 500 companies, leading private equity firms, and successful middle-market companies. With N2Growth as a strategic advisor, organizations can access the expertise and resources needed to thrive in today's competitive landscape.



Turner has been instrumental in pioneering the use of steel-reinforced concrete for creating robust, safe, and sustainable buildings. With over 40 offices and a workforce exceeding 10,000 employees in the U.S. and Canada, the company annually completes \$15 billion USD in construction

across 1,500 projects. The company's international arm, Turner International, operates in over 60 countries, providing consultancy, project management, and construction management services. Turner International manages over \$50 billion USD of work across Southeast Asia, India, Europe, Latin America & the Caribbean, and the Middle East. Globally renowned for project management of large-scale iconic developments, including the Burj Khalifa and Merdeka 118, Turner has managed the tallest buildings in seven countries and contributed to twelve of the world's 100 tallest buildings. Active in Turkey since 2000, Turner's local office boasts a workforce of over 200 people.

Member News

Borusan Cat

Borusan Cat Demonstrates its Commitment to Sustainable Practices Once Again!

Türkiye's most comprehensive sustainability research was conducted in February by Fortune and CRIF Türkiye among Fortune 500 companies. This research on "Environmental, Social and Governance (ESG)" was completed through Synesgy, the rising platform of sustainability assessment. Aligned with its company purpose "We Create Solutions for a Better World", Borusan Cat became one of the companies that renews its Synesgy Sustainability Certificate. With its Zero Waste Certificated facilities and Rebuild Centers, Borusan Cat's dedication to both environmental and socially responsible actions is once again proven by this extensive research.



Boston Scientific



Boston Scientific held its Growth Emerging Markets Cluster – Channel Partners Meeting

Boston Scientific held its Growth Emerging Markets Cluster – Channel Partners Meeting in Istanbul on March 7th. During the meeting with 140 attendees from 6 different countries, 2023 evaluation as well as 2024 and beyond strategies were discussed in detail. Company leaders from EMEA and GEM also attended the event where the most successful channel partners received their awards from Regional Director Serhan Acar at the ceremony held at the gala dinner.

Cargill

1000 Farmers Endless Prosperity: Edison Awards Finalist

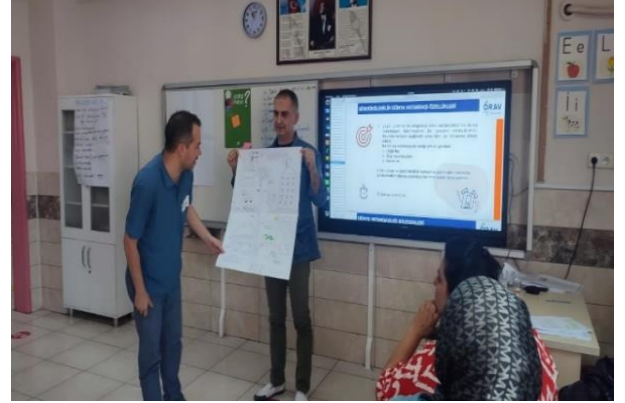
The program's impact, highlighted in its second Progress Report last month, continues to expand. The report for the 2021-2022 season incorporates feedback from approximately 40 stakeholders, including farmers, non-profits, universities, and civil society groups. Since 2019, the program aims to increase farmers' welfare and their yield, with regenerative agriculture techniques. Engaging over 7,000 farmers across 21 provinces, covering more than 70,000 hectares, resulted a yield increase by 24%. Recently, named as finalist in the Social & Cultural Impact Environmental Solutions category at the Edison Awards, this recognition brings its total awards to 45, with results to be announced in April.



Dow

Dow Türkiye Marks Decade of Partnership with Teachers Academy Foundation

Dow Türkiye and Teachers Academy Foundation (ÖRAV) started their collaboration in 2014. Over 6 years, ÖRAV trained 935 teachers, contributing to the education quality of 93,500 students. In the 7th year, amid the 2020 pandemic, ÖRAV continued the project, providing training on inquiry-based learning and STEM education to 968 teachers, supporting the education of 96,800 students through remote learning and practical activities. In 2021, ÖRAV initiated the "Sustainable Environmental Literacy" program to raise awareness of environmental consciousness among teachers, training 1044 educators and contributing to the increased environmental awareness of 26,100 students. In 2023, they expanded this initiative into "Global Citizenship for Sustainability", where 904 teachers were trained to help 22,600 students gain awareness and skills in becoming global citizens through practical exercises.



Duracell

Duracell's Science Room project with TOÇEV Launched at Adıyaman Merkez Öğretmenim Primary School



At the opening ceremony, Kerem Sinanoğlu, CEO of Duracell Turkey, said, "The major earthquake disaster we experienced on February 6 deeply wounded us all. From the first day of the earthquake, we mobilized quickly to meet acute needs. We thought about how we could contribute to the already disrupted education processes of children in the region in a sustainable way and set out on the road with TOÇEV. Within the scope of TOÇEV's "GÜNEBAKAN" project, which is carried out nationwide in Turkey, we wanted to contribute to the repair of inadequate or nonexistent facilities such as libraries, music rooms, sports areas, playgrounds, multipurpose rooms, and similar areas in primary schools with the "Science Room" project as Duracell. We are very proud to have gifted a science room to the children in the earthquake-affected area through such a project.

Emerson

Adapting to Transformation with the Boundless Automation Vision



In the organization held between 26-29 Feb-Düsseldorf, Emerson President and CEO Lal Karsanbhai opened Emerson Exchange with a nod toward the challenges facing every industry, from the drive to balance sustainability and profitability to the constantly evolving economic landscape. He noted that every industrial sector is rethinking operations – and that Boundless Automation is a consistent approach for success. Emerson is also transforming itself and reimagining the automation technologies and architecture of the future. Karsanbhai noted over the past several years, Emerson has made several strategic acquisitions for growth, expanded its software investments and has evolved into a global automation leader with new capabilities and expertise to drive substantial performance returns for its customers.

Esin Attorney Partnership

Dr. İsmail G. Esin Moderates Key Panel on Cross-Border Investments

Esin Attorney Partnership partner, Dr. İsmail G. Esin took the stage as moderator in the event that brought the investment world together. Dr. İsmail G. Esin, a partner at Esin Attorney Partnership, moderated the "Cross-Border Investments and Exits between Türkiye and Environs" panel session in "Investments in Türkiye and the Surrounding Region and the Outlook for Publicly Listed Private Equity in 2024 and Beyond" conference organized by Globalturk Capital and the London Stock Exchange in London in February 2024. With the support of the Investment Office of the Presidency of the Republic of Türkiye and the Global Private Capital Association (GPCA) as strategic partners, this special event was attended by senior representatives of investment funds with assets under management in excess of \$2 trillion.



Estée Lauder

Nazlı Altıpat has been Appointed to be the General Manager of Estee Lauder Türkiye

Across the brand portfolio, functions and energy centers in Türkiye, Nazlı will work with teams to increase share and drive long term sustainable and profitable market growth. Since joining ELC in 2011, she orchestrated the launch of the Aveda brand in the Turkish market and served as Brand Manager for Aveda and Bumble & Bumble until 2018. She continued as Brand Manager, M·A·C between 2018 - 2021 and alongside served as Affiliate Virtual Selling Lead between 2020 and 2022. In her most recent role as Brand Manager, M·A·C and Bobbi Brown since April 2021, Nazlı was responsible for 40% of the affiliate NS. She drove NS CAGR of over 30% in the past 3 years and led a major P&L and business transformation for M·A·C. She pioneered conceptual marketing and created the brand's first local brand communication campaign, drove excellence in execution in retail and developed capabilities around content creation, social-selling and digital marketing.



EY Türkiye

EY's CEO Outlook Pulse 2024 has been Released

The outlook was conducted with the participation of 1,200 CEOs from 21 countries around the world. The report focuses on geopolitical developments and risks impacting companies across sectors and geographies. According to the report, navigating multipolarity, de-risking supply chains, innovating and regulating AI, geostrategic prominence of oceans and elections in many countries will pose both challenges and opportunities for companies. In this era of profound change in the international system, the importance of geopolitics to corporate strategy is underlined at its highest level in the report. For more information: www.ey.com/en_gl/ceo/ceo-outlook-global-report

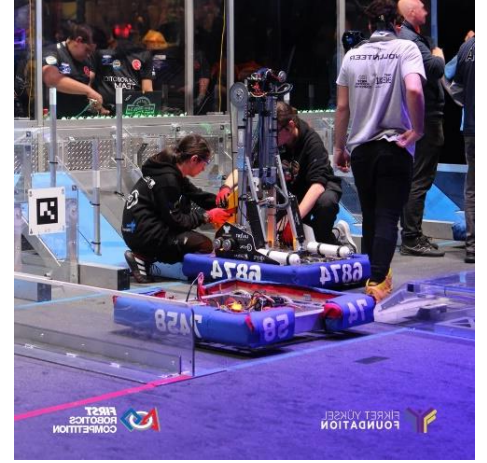


Fikret Yüksel Foundation

Fikret Yüksel Foundation's Dynamic Robotics Season Continues to Inspire

Over the past three months, Fikret Yüksel Foundation have hosted 4 FIRST® Robotics Competition (FRC) Regionals and 1 FIRST® Tech Challenge (FTC) Off-Season event, engaging a record-breaking 6000 students. 16 exceptional teams have earned their spot in the USA Championship, reflecting the Foundation's commitment to fostering talent. Notably, female participation surged to 44%, emphasizing inclusivity. Fikret Yüksel Foundation is proud to have welcomed 27 teams from 9 countries, enriching its global community. Let's continue this journey of innovation and creativity together.

For more details, please visit the following [LINK](#)



G4S

G4S Celebrated 2023 G4S Day with Great Enthusiasm

G4S Türkiye, which has been operating globally for more than a century and in our country for 33 years, held its G4S Day event where they celebrated the first hundred years of the Turkish Republic. The importance of supply chain security and G4S Türkiye's leadership in the field of Integrated Security Services were emphasized at G4S Day. Event was attended by leading companies, experts and stakeholders of the logistics and security sector. On the day when our Integrated Security Solutions as G4S Turkey were shared with our stakeholders, the TAPA Certification process (G4S Türkiye Premium Partner), which is a very important solution in the global supply chain and a first in Türkiye, and the launch of our "Preventing Violence Against Women" Project were realized.



Hilton

Meet with Purpose at Hilton Istanbul Bosphorus

With the help of its award-winning LightStay platform, Hilton Istanbul Bosphorus provides its customers to easily predict, reduce, and offset their meeting's carbon emissions. They have developed the Meeting Impact Calculator report using LightStay, which predicts carbon, energy, water, and waste generated by your meeting or event. Hilton's "Meet with Purpose Checklist" outlines simple ideas to reduce event's environmental impact while enhancing its social impact. Customers can request that the offer be applied to their next meeting or event contract with a minimum of 10 rooms on peak, and Hilton will offset their event's carbon emissions as identified by the Meeting Impact Calculator report. Hilton will also invest in a portfolio of high-quality carbon reduction projects with their partner, ClimeCo.



Honeywell



Honeywell Empowers Future Women Leaders with HoneyHive Mentorship Program

HoneyHive is a diversity and inclusion initiative launched by Honeywell Türkiye to empower and support female university students who aspire to pursue a career in automation, sustainability, and aviation technologies. The program offers a unique opportunity for participants to be personally mentored by top female leaders from Honeywell, as well as to access exclusive workshops, events, and networking opportunities within the company and beyond. By joining HoneyHive, participants will benefit from a tailored and structured mentorship program that will help them navigate their career paths and reach their full potential.

Iron Mountain

Gamze Ergün Appointed as Iron Mountain UAE Commercial Managing Director

Gamze Ergün commencing her professional journey at Koç Group in 1997, accumulated invaluable expertise within esteemed organizations such as Istanbul Fruehauf and Arçelik. Transitioning to Borusan Lojistik in 2002, she assumed pivotal positions including 6 Sigma Project Manager, eTA Sales Director and International Sales Group Manager, amassing 17 years of industry experience. From 2019 to January 2022, Ergün was the Commercial Director at Iron Mountain Turkey. Since 2022, she has transitioned into the role of Country Manager. Her capabilities have garnered recognition beyond borders, she is set to assume the role of Iron Mountain UAE Commercial Managing Director, effective March 1, 2024, overseeing all commercial endeavors.



Miller Knoll

Herman Miller Announces its Progress in Designing for a Better World

Herman Miller recently released detailed data from its environmental, social and governance (ESG) initiatives as part of the MillerKnoll Better World Report 2023. Herman Miller is part of the MillerKnoll collective of brands, and the Better World Report offers an insight into the ways in which the collective is designing the world we live in. At Herman Miller, these initiatives include eliminating plastic water bottles at all our facilities; creating a collection of biodegradable textiles made from 100% recycled content; hiring a more racially and ethnically diverse workforce; and committing to equal pay for equal work, regardless of gender, race, or ethnicity. Herman Miller is also part of MillerKnoll Foundation, a global philanthropic platform that offers design scholarships, provides disaster relief, actively participates in charity activities, and much more.

Link: [Better World Report Link](#)



Miyamoto International



Miyamoto International on Seismic Strategy

On 2nd March 2024, Yusuf Zahit Gündoğdu, President of Miyamoto International Türkiye, participated in Civil Istanbul'24 event, a regular annual Engineering & Architectural Conferences series, as an invited speaker to talk about Seismic Strategy. At his speech, Mr. Gündoğdu presented innovative post-earthquake business sustainability measures to be taken proactively.

MSD Animal Health

MSD Animal Health Supports the Poultry Sector

MSD Animal Health is investing in technology and education to support the development of the poultry sector, ensure the sustainability of food supply, and enhance more efficient utilization of animal protein sources. The Broiler MBA Academy, aimed to update the professional knowledge and improving communication skills of veterinarians and other employees in Turkey's largest integrations, graduated its second cohort at Erpilic. Throughout the one-year program, various topics ranging from current technical approaches to field applications and stress management were covered. Furthermore, the Turkey poultry team installed the MIDHAS vaccination technology at the HasTavuk hatchery. The MIDHAS vaccination technology, awarded the Innov'Space Europe 2023 poultry farming prize, improves and simplifies vaccination processes.



Netflix

Joint Visit to Genç Alan by the Ministry of Youth and Sports, UNICEF, and Netflix Turkey

On February 5th, Dr. Enes Eminoğlu, Deputy Minister, Ministry of Youth and Sports, Paolo Marchi, Representative to UNICEF Turkey, and Pelin Mavili, Director, Public Policy, Türkiye & MENA, met with the children and adolescents at the "Genç Alan" (Youth Area) in Nurdağı, Gaziantep where 16 thousand earthquake affected people currently residing. This Genç Alan was built with the financial support of Netflix Türkiye as part of the partnership program between UNICEF and the Ministry of Youth and Sports to allow children and young people to unlock their potential and reintegrate them into social life.



Organon

Organon Announced the Launch of Women's Health Accelerator Program

Organon in partnership with Flat6Labs, announce the launch of the second cycle of the Women's Health Accelerator Program. The initiative aims to empower digital health startups with solutions to enhance women's health across the Middle East, North Africa, and Turkey (MENAT) region. The second cycle will focus on three focus sectors critical to women's health: Family Planning, her fertility journey and her wellness. The aim is to identify and support digital solutions that can help improve accessibility, empower individuals, and enhance overall well-being in advancing women's healthcare in the areas identified. Deadline is May 16th and applications are accepted through the following [LINK](#)



P&G



P&G Türkiye Wins 'Detergent, Washing Exports' Champion Title 6th Time in a Row at Export Stars Awards

P&G Türkiye became the "Detergent, Washing Exports" champion for the 6th time in a row at the "Export Stars Awards" organized by the Istanbul Chemicals and Chemical Products Exporters' Association (IKMIB). Emphasizing that they are proud to be among the export champions of the chemical industry this year as they have been for ten years, P&G Türkiye, Caucasus and Central Asia Chairman Tankut Turnaoğlu said: "As one of the world's leader personal care and cleaning products

companies, we are present in 9 out of every 10 homes in our country, where we have been serving for 37 years, with our 20 brands. By exporting 35 percent of the local production, we produce in our 4 facilities to 14 countries, we provide both economic contribution and social benefit. We will continue to produce in Türkiye and work proudly for Türkiye."

Pfizer

Pfizer is Listed in Fortune's Most Admired Companies Ranking

Pfizer was ranked 20th among 50 companies in the 'World's Most Admired Companies' list, published by one of the most respected business magazines worldwide, Fortune. Fortune partnered with consultancy firm Korn Ferry to conduct a survey of 3.700 senior executives, directors, and analysts in 52 industries to identify the World's Most Admired Companies. According to the survey results, Pfizer is the only pharmaceutical company to rank 20th among 50 companies listed in the 'World's Most Admired Companies' ranking.

The survey results were announced on Fortune's website:

<https://fortune.com/ranking/worlds-most-admired-companies/>



Philip Morris



Philip Morris Türkiye CEO Filiz Yavuz Diren ranks 1st on "Türkiye's 50 Most Powerful Female CEOs" List by Ekonomist Magazine

Diren tops "Türkiye's 50 Most Powerful Female CEOs" list with 123 billion TRY in turnover and 1800 employees. As PM Türkiye's 2024 focus, Diren highlights they will continue their investments to strengthen PM Türkiye's business including production, export, employment, technology, and sustainability pillars. The company also prioritizes positioning Türkiye as an international hub for talent and management services. By leading the establishment of a Türkiye based International Commercial Business Unit in 2023, the company enabled service export to 20+ countries from Türkiye.

Weber Shandwick

The Weber Shandwick Collective Named to the Ad Age A-List

The Weber Shandwick Collective was honored at the *Ad Age* A-List & Creativity Awards — the trade publication's coveted ranking of agencies, companies and innovators and their efforts to move the advertising industry forward. Ranked at number 10 on the A-List, The Weber Shandwick Collective stood out for its remarkable achievements in leading clients toward culturally relevant success. The agency crafted innovative campaigns — such as the viral Pop-Tarts mascot stunt and Barbie's transformation from an iconic doll to feminist hero — that effectively engaged audiences and increased brand visibility.

