

# AmCham Members Q2 NEWSLETTER



**WELCOME ON BOARD!**

Realizing the extraordinary power of everyday care - this is what Kenvue, our newly joined member, stands for. **Kenvue is the global pure-play leader in consumer health sector, well known by its iconic brands beloved by generations of consumers for over a century.** Kenvue's products such as Neutrogena®, Aveeno®, OGX®, Le Petit Marseillais®, Johnson's®, Listerine®, Neostrata®, o.b® are used in over 150 countries including Türkiye. Everyday

moments of care is the highest priority – from taking care of adults' and babies' skin, to joining a smoking cessation journey, to managing the symptoms of common ailments and allergies with self-care products. This is critical at a time when many European countries are facing a shortage of healthcare workers and increased demand for services. Also, this allows societies, consumers, and healthcare professionals to benefit from minimized pressure on national healthcare systems. At Kenvue, the care comes from the well-known products, as well as with actions to protect the planet. The company deploys science, operations, the power of its team members and beloved brands to nurture healthy people, healthy planet and sustain a healthy practice.



**Phibro Animal Health Corporation is a global animal health company focused on food animals, formed in 1946 and headquartered in New Jersey, U.S.A.** In line with our vision of "Health Animals, Healthy Food, Healthy World", we are dedicated to support growing demand for animal protein by delivering innovative products and solutions to enhance health,

nutrition and productivity of animals. We are active over 80 countries, servicing close to 4,000 customers with more than 1,800 specialized employees. Phibro is a public company with its stocks traded at NASDAQ: PAHC. We are also operating in Türkiye with our own entity since 2011, committed to delivering our effective solutions and superior service to poultry, livestock and aqua sectors.



**TURKISH  
AIRLINES**

Turkish Airlines has been established in 1933 with 5 aircrafts. Today, Turkish Airlines has a total of 456 aircrafts (passenger and cargo) and the excitement of the first day. **Turkish Airlines, which is known to be among the leading airline companies in the world with its growth figures, has made the largest aircraft purchase in the history of Turkish Civil Aviation.**

With this step, the flag carrier airline aims to take its rising graph in service quality even higher by maintaining its average age of fleet in the next few years. Considering the current large-scale aircraft orders and the aircrafts to be leased, the total number of aircrafts in the Turkish Airlines fleet is expected to be 800+ by the end of 2033.

## Member News

### Borusan Cat



#### In the Memory of Borusan Cat's Late Azerbaijan Country Leader, Volkan Kuş Conference Hall Was Opened

"Volkan Kuş Conference Hall" at the Şehit İshak Öztürk Elementary School is opened to cherish the memory of Borusan Cat Azerbaijan, Country Leader Volkan Kuş, who passed away in Baku in 2022.

At the opening ceremony, following the memorial speeches made by the school principal, Borusan Cat leaders and Volkan Kuş's family, the students performed a show prepared for the opening. The project, that embodies Borusan Cat's vision of building the future, created benefit for nearly 1,000 students at the school by fostering new opportunities for art and science. Aligned with the company purpose "**We Create Solutions for a Better World**", this initiative commemorates the cherished memory of Volkan Kuş while ensuring inspiration and motivation in the educational environment for the children.

### Cargill

#### Stakeholders Gather to Shape 1000 Farmers Endless Prosperity Program's Future

Cargill's **1000 Farmers Endless Prosperity program** held its first stakeholder meeting since its inception in 2019. Over 60 stakeholders, including leading farmers, media, government officials, private sector representatives, academics, NGOs, and Cargill's management team, gathered to discuss and create a shared vision for the program's future.

As the program enters its sixth year, engaging over 6,000 corn, sunflower and canola farmers, the meeting focused on evaluating its progress and sharing development suggestions. Key steps and resources needed for new initiatives were outlined. Cargill Food Solutions META Managing Director Murat Tarakçioğlu highlighted the program's achievements, including aligning with 11 of the 17 Sustainable Development Goals and achieving up to 24% productivity increase among farmers.





## Esin Attorney Partnership



### Esin Attorney Partnership's Managing Partner Eren Kurşun Speaks to H+ Magazine

Esin Attorney Partnership's Managing Partner Eren Kurşun is featured on the cover of H+ Magazine, a prominent legal publication in Türkiye. Eren as a successful lawyer, discusses his educational background, career journey, and experiences especially in the field of M&A (mergers and acquisitions).

Eren shares insights about his career, including his passion for law, the challenges and rewards of working in M&A, and the importance of continuous learning and adaptability. Eren also reflects on his personal life, including his family and hobbies, emphasizing the balance between professional and personal life. Finally Eren offers advice to young lawyers, stressing the importance of honesty, hard work, and maintaining a positive attitude in the legal profession.

You can read and watch his interview via the links:

[H Plus Dergi-1](#)

[H Plus Dergi-2](#)

## EY Türkiye

### The Results of EY European Attractiveness Survey Have Been Released

According to the annual EY European Attractiveness Survey which is the most comprehensive and long-running analysis of FDI into the continent; slow economic growth, spiralling inflation, soaring energy prices and a febrile geopolitical environment caused the first downturn in European FDI since 2020. Despite these challenges, France, the UK, and Germany continue to attract the majority of FDI, retaining their positions as the top three destinations. On the other hand, while the number of manufacturing projects decreased slightly across Europe, notable increases were observed in Spain, Türkiye, Poland, Italy, Serbia, the Czech Republic and Hungary. Türkiye ranks fourth in terms of foreign investments, with 375 projects. [For more information](#)

## Fikret Yüksel Foundation

### Excelling in Robotics: Latest Accomplishments

Over the past three months, Fikret Yüksel Foundation's Turkish teams excelled at the FIRST Championship in Texas, USA. Türkiye had the third-highest team participation after the USA and Canada. Competing among 600 global teams, 16 Turkish teams earned 9 prestigious awards. With one team making history by becoming the first Turkish team to compete in the finals, finishing 5th.

Fikret Yüksel Foundation also hosted its 2nd FIRST Tech Challenge event with 31 middle school teams across Türkiye. With the 2024-2025 season "Deep Dive" announced, they invite you to join them in driving innovation and nurturing the leaders of tomorrow.



## G4S

### G4S Türkiye Won Two Awards at the GÜSOD Stars of Private Security Awards



G4S Türkiye took its place at the 2024 ceremony where the most successful private security officers of the year are rewarded by the Security Services Organization Association (GÜSOD).

The company felt great pride when Gamze Özcan and Mehmet Yeşilkaya, valuable members of their family received their awards. As pioneers of integrated security, who have been crowned with awards and deserve admiration for their work, they continue their work with determination for the values and valuables we protect.

## GE Aerospace

### GE Aerospace Inaugurates Türkiye Technology Center in İstanbul



On June 7, 2024, GE Aerospace inaugurated the Türkiye Technology Center (TTC) in İstanbul's Kartal district, enhancing its R&D, software, and engineering capabilities in Türkiye. This new facility, housing nearly 400 GE Aerospace engineers, represents the company's continued commitment to Türkiye's aviation sector, following its launch as an independent company in April.

The center will support both commercial and defense programs, including work on the CFM RISE program and Turkish indigenous programs. The opening ceremony was attended

by Minister of Industry and Technology Mehmet Fatih Kacir and other key stakeholders, highlighting Türkiye's strategic role and skilled workforce in the global aerospace industry

## Honeywell

### Honeywell and Socar Sign Collaboration Agreement to Advance Automation and Transition of Region's Energy Industry

Honeywell and SOCAR, the State Oil Company of Azerbaijan Republic have signed a Collaboration Agreement to jointly evaluate future opportunities to help digitalize the region's energy sector and support its emissions reduction and security goals. The collaboration also supports Honeywell's alignment of its portfolio to three compelling global megatrends, including the energy transition, automation and the future of aviation. Together, the two companies will explore future projects in areas that could leverage Honeywell's cutting-edge infrastructure assessment and modernization capabilities, digitalization, sustainability and worker competency solutions, and emissions management solutions. The agreement also enables co-innovation and co-creation by both companies in these areas.





## Miller Knoll

### Herman Miller's Workplace Knowledge informs a Winning Strategy helping Organizations Thrive

The depth of its expertise now informs a highly effective strategy used by MillerKnoll, the leading collective of brands that Herman Miller is part of, to solve the workplace dilemmas faced by modern organizations. MillerKnoll's strategy, titled Design With Impact, invites organizations to reshape the workplace for success by focusing on three key areas: Wellbeing, Connection and Change. By supporting mental, emotional and physical wellbeing; enabling meaningful connections, online and offline; and empowering adaptability, organizations can create workspaces where people and business can thrive. To learn more about MillerKnoll and Design With Impact, visit this [link](#).



## Miyamoto International



### Miyamoto International Türkiye Gave a Seminar on "Seismic Strategy: Earthquake, Risk and Security"

Yusuf Zahit Gündoğdu, President of Miyamoto International Türkiye, a global company specialized in earthquake engineering, gave a seminar titled "Seismic Strategy: Earthquake, Risk and Safety" at the German-Turkish Chamber of Commerce and Industry on May 23, 2024. In his presentation, Mr. Gündoğdu explained the history of earthquakes in our country, awareness of earthquake risk in Türkiye and post-earthquake sustainability solutions. Mr. Gündoğdu explained the situation of structures and systems after major earthquakes in Türkiye and abroad. Mr. Gündoğdu's presentation, which explained how to ensure

business sustainability after the earthquake with innovative structural and non-structural solutions, was appreciated by the participants.

## Netflix

### Netflix Turkey Employs over 13,000 Creative Industry Professionals

Netflix Turkey participated in the 'Creative Economy Summit,' organized by the Creative Industries Council of the Union of Chambers and Commodity Exchanges of Türkiye (TOBB), where they met with public and private sector representatives. Pelin Mavili, Director, Public Policy, Türkiye & MENA, spoke at the panel on 'The Impact of Creative Industries on Economic Development.' Mavili announced that Netflix has collaborated with over 80 production and distribution companies in Türkiye to create a rich content library, creating employment for more than 13,000 industry professionals.



## Organon

### Organon Celebrates Third Anniversary with Inauguration of New Office

Organon marks its third anniversary with the inauguration of our new office in Türkiye, reinforcing our commitment to advancing women's health in the country. This milestone symbolizes their dedication to increasing patient access and bringing innovative solutions to women across Türkiye, perfectly aligning with their mission to address the current unmet needs in the market.

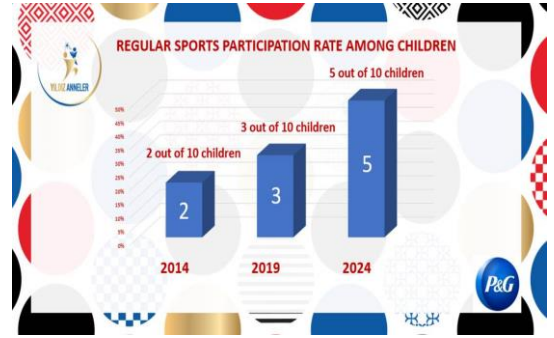
Organon aims to pave the road for a healthier and more empowered future for women in Türkiye. They are committed to expanding and investing in the Turkish market while establishing strong collaborations with key partners in the country to create a better and healthier every day for every woman.



## P&G

### P&G Türkiye's Star Mothers Project in its 10th Year

In the 10th year of P&G Türkiye's Star Mothers Project, the number of athletes and mothers supported on the road to Paris 2024 has increased to 47, and the Sports Culture Survey, conducted every five years, has been renewed. According to the survey conducted in the first year of the project, launched in 2014 in collaboration with the Turkish National Olympic Committee, only 2 out of 10 children regularly participated in sports. This number rose to 3 out of 10 in 2019 and reached 5 out of 10 in 2024. Since 2019, the proportion of girls participating in sports has increased by 27%, while the proportion of boys has increased by 15%. With this survey, P&G Türkiye has also demonstrated how well the Star Mothers Project is progressing.



## Pfizer

### Pfizer Turkey's Support for Ahbap Association's School Building Project



Pfizer Turkey has made a significant contribution to the **Ahbap Association's** school building project, **Vefa Primary and Secondary School**. Thanks to this collaboration, a total of 230 primary school students, 100 kindergarten pupils, and 200 secondary school students are able to continue their education at the Vefa Primary and Secondary School.

This 12-classroom prefabricated school is located in the Adiyaman Central AFAD K12 Yaşam Kent and commenced its educational activities in the second half of 2023. The school is staffed by 33 teachers and 4 administrators and is equipped with a library and a teachers' lounge.

The visit was attended by Pfizer Turkey Country

President Metin Hullu, members of the Pfizer Turkey management team and regional representatives, as well as officials from the Ahbap Association.

## Rane Global

### Maryland Department of Commerce's Istanbul International Trade Office Opened



In early June, the Maryland Department of Commerce has opened an international trade office in Istanbul, Türkiye, represented by Kubra Nefise Kalkan. This location will join the state's 18 existing foreign trade offices worldwide, the latest in a growing effort to help state businesses compete in a global marketplace. Türkiye can become a strong trading partner with Maryland because of the country's growing health care sector, focus on cybersecurity and promising defense industry. The opening, designed to connect Maryland businesses with European and Asian partners, is part of the state's broader effort to expand its reach into international markets.

## Straife



### Straife's New Office 4th of July Celebration in Istanbul

Straife, an international business development company hosted over 100 guests at their new Arnavutköy offices for a July 4th Independence Day celebration. The event featured American hot dogs, fried chicken, watermelon, apple pie, Jack Daniels, and Budweiser. Guests included clients, local business leaders, and several members of the Istanbul Diplomatic Corps.

## Viatrix

### Viatrix Türkiye Certified as a Great Place to Work

A part of global healthcare company Viatrix, has been certified as a Great Place to Work®. This recognition reaffirms Viatrix' commitment to fostering an engaging and inclusive work environment where employees feel valued, supported and heard.

As one of the strong players in the pharmaceutical industry in Türkiye with its state-of-the-art manufacturing site and experienced scientific and commercial team, Viatrix Türkiye offers a high-quality product portfolio with sustainable solutions while aiming to create a positive workplace culture, promote employee well-being and provide career development opportunities.

