



# Doing Business in Turkey: Trade and Investment Opportunities for Swiss Companies

April 24, 2007

Zürcher Kantonalbank (ZKB)  
Steinfels, 222 Josefstrasse  
Zurich 8005  
Switzerland

## Partner Organizations



## Sponsoring Partner





## **About the Organizers**

### **STBC - Swiss Turkish Business Council**

The Swiss Turkish Business Council, a member of DEIK, is a bilateral not-for-profit organization based in Zurich, Switzerland that supports the development of business relations between Switzerland and Turkey. It does so by promoting business opportunities in Turkey to the Swiss private sector through the provision of current information and organization of events that showcase economic possibilities and enable contacts to key individuals and organizations in Turkey. Furthermore, STBC leverages its in-house expertise and extensive network of partners in Turkey to provide investment and trade-related support to Swiss companies wishing to enter the Turkish market or to optimize their operations once there.

### **DEIK – Dış Ekonomik İlişkiler Kurulu Foreign Economic Relations Board**

DEIK, the parent organization of STBC, is a private sector organization that has promoted economic relations between Turkey and its trading partners since 1986. Its foremost purpose is to coordinate the foreign economic activities of the Turkish private sector in order to pave the way for Turkey's economic, commercial, industrial and financial relations with other countries and its integration into the global world economy.

Bilateral business councils, such as STBC, operate under the DEIK umbrella. The councils are established by members of the Turkish private sector interested to do business with specific countries such as Switzerland. Both sides enter into an agreement that formalizes their shared objective to grow bilateral business relations between their respective countries. DEIK also collaborates intensively with regional and multilateral institutions in order to heighten international business interest and activity in the Turkish market.



## Program

### **13:00 – 13:30 Registration and Coffee**

#### **13:30 – 13:35 Opening Statement**

Herbert Wight, International Banking, Zürcher Kantonalbank (ZKB);  
Member of the Board, Swiss Turkish Business Council (STBC)

#### **13:35 – 14:00 Welcome Remarks**

- Hasan Bengü, President, Koç Holding A.S., Foreign Trade & Tourism Group; Chairman, Turkish-Swiss Business Council, DEIK (Conference Moderator)
- H.E. Alev Kiliç, Ambassador of Turkey to Switzerland
- H.E. Walter Gyger, Ambassador of Switzerland to Turkey

#### **14:00 – 14:20 The Turkish Economy Today: Current Status and Future Perspectives**

Dr. Rüştü Saraçoğlu, Chairman, Yapi Kredi Bank

#### **14:20 – 14:40 New Reforms and Incentives for Foreign Companies Doing Business in Turkey**

Mustafa Alper, Secretary General, YASED International Investors Association

#### **14:40– 15:00 Turkey as a Regional Base for Trade and Investment to the Middle East, North Africa, the Balkans and Central Asia**

#### **15:00 – 15:20 Sectors of Opportunity in Turkey for Swiss Companies: An Overview**

**Energy; Environmental Technology; Electronics; Automotive Parts; Agribusiness/Food Processing & Packaging; Pharmaceuticals; Medical Equipment; Infrastructure**

Alpaslan Korkmaz, President, Investment Support and Promotion Agency of Turkey ("Invest in Turkey")

### **15:20 – 15:45 Coffee Break**

#### **15:45 – 16:20 The South-Eastern Anatolian Project (GAP): A Booming Area for Investment**

Muammer Yaşar Özgül, President, GAP Administration

#### **16:20 – 16:40 ABB in Turkey: Best Practices and Lessons Learned**

Burhan Gündem, President and CEO, ABB Holding A.S., Turkey

#### **16:40 – 17:00 Success Story of a Foreign Company in Turkey**

#### **17:00 – 17:20 Intercultural Communication and Successful Business Relations with Turkish Partners**

Dr. Devrim Yetergil Kiefer, Management Consulting, Zurich

#### **17:20 – 17:45 Questions and Answers**

#### **17:45 – 17:50 Closing Statement**

Dr. Dorit Probst-Sallis, Managing Director, STBC

### **18:00 – 19:00 Cocktails and Networking**



## Registration

**Please fax the registration form to the number below.**

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Company: .....

Last Name: .....

First Name: .....

Street: .....

Postal Code/City: .....

Telephone: .....

E-Mail: .....

Signature/Date: .....

**There is no registration fee for this event.**