



## Cyber security shaping the future

With the addition of cell phones followed by social media and cloud technologies into our lives, we live in a world where devices are in constant communication with each other. You know that your phone, computer or tablet can connect to each other, but tomorrow your fridge, glasses, car or house may be in communication with each other. Your fridge may list the number of ingredients you need to buy according to the number of people

in the home. The house could adjust the temperature before you get there. This internet of things which makes life easier is not without its risks. In a world where the traditional borders of businesses are expanding each day, becoming "limitless", organizations of all sizes are coming under threat. Making all of this possible, cloud and virtualization technologies bring with them one of the most significant risks with them: Cyber-attacks and the

precautions which they prompt.

Three factors form the foundation of cyber security: Being safe, aware and resolute. Therefore, we must be aware of threats, institutions must resolute and a safe environment needs to be established in order to continue work. While it is impossible for an institution to be 100% safe, focusing on these three factors will decrease the effects of cyber threats, lowering potential business damage.

## Ambassadors of G20 countries convened at TOBB

Ambassadors of G20 countries convened at the Union of Chambers and Commodity Exchanges of Turkey (TOBB) in order to learn about B20 Turkey's priorities and to exchange views, hosted by B20 Turkey Chair M. Rifat Hisarcıkıoğlu. In his speech at the meeting, Hisarcıkıoğlu stated that G20 has shown recently how effective a platform it is in the case of global economic crises. Hisarcıkıoğlu said, "We are facing with hitherto unseen problems in the global economy. We are talking about a time when cash abundance will come to an end while monetary tightening begins. Global problems concern us all closely. These global problems require global solutions. At this junction, it becomes apparent just how important G20 is."





## A new age in retail

The Union of Chambers and Commodity Exchanges of Turkey (TOBB) President M. Rifat Hisarcıkıoğlu received the European Free Trade Association (EFTA) Parliament Committee Delegation at his office. During the meeting focus was on strengthening economic relations between EFTA and Turkey. Providing a briefing on TOBB, Hisarcıkıoğlu emphasized the need to take advantage of the opportunities and remove obstacles in order to strengthen relations between EFTA and Turkey. Stating that they support the expansion of the EFTA Agreement in order to cover the service sector, Hisarcıkıoğlu underlined the fact that there are significant opportunities in regards to the healthcare sector as well.



## Turkey's global pride: Maritime transportation and ship construction sector

TOBB İMEAK Maritime Chambers of Commerce (DTO) Council Meeting was hosted by TOBB President M. Rifat Hisarcıkıoğlu at the TOBB Union Center with the attendances of the Minister of Transportation, Maritime Affairs and Communication Lütfi Elvan and Council members.

In his speech at the opening of the meeting, Hisarcıkıoğlu stated that the maritime sector is one of the star sectors of Turkey. Stating that the ship construction industry has become a brand name throughout the world, Hisarcıkıoğlu said that the sector has become able to construction any type of ship and went on:

"57% of the 407 billion foreign trade volume is transported via ship. The shipping cost of this is approximately 12 billion USD. Only 12% of this is carried by the Turkish fleet. This creates a deficit of 8 billion USD in maritime transportation.

These figures, carried on to 2023 would bring the share of the transportation of foreign trade goods by the maritime sector up to 65-70%. Considering we will have a foreign trade volume of 1.2 trillion USD, the deficit we encounter today will increase up to 30 billion USD. We must take precautions against this presently and strengthen our fleet."

## A new age in retail



Until recently, the retail sector was considered simple, quiet and, for the most part, off the record. In the

last 30-40 years, it has become one of the sectors which drives the growth of Turkey's economy. The development trend of the retail sector is leaning towards development in the Organized Retail Sector (Malls). There is a significant consumer transformation towards this trend in Turkey, especially in the urbanized population.

As of the end of 2014, there are 338 malls active in Turkey. Of these, 112 are in İstanbul while the number of newly opened malls in 2014 was 13; the total number of visitors to all malls was 1.7 billion. Retail trade volume conducted in malls totaled 75 billion TRY. The highest turnover increase for 2014 was the clothing category with 11.9%. During the year, the average employment provided by malls was approximately 400,000.

The law much anticipated and requested by the retail sector brings important changes to the sector as well as changes and obligations for the Organized Retail Sector. The law will bring a unified structure to the retail sector in Turkey.

## Small home appliances under the lens for austerity in 2015



A new era has begun for EU citizens as of the 1st of January, 2015, in regards to energy efficiency. With this, the labeling of cooking

appliances and the mandatory addition of standby mode for coffee makers, modems and receivers in addition to bringing changes in regards to appliances used in business places and in homes. A savings of 45 Euros per household in the EU is predicted.

According to the European Commission's estimates, all eco design and energy labeling efforts will result in yearly savings equal to 166 million tons of petroleum or the equivalent of Italy's primary energy consumption. With regards to the environmental impact, the new legislation which entered into effect as of the 1st of January, 2015, carbon emissions will have dropped to 15 million tons by 2020.





## TOBB Council Member Seminars continue with increasing interest

Seminars aimed at approximately 10,000 council members of the 365 chambers and exchanges affiliated with TOBB, each lasting three days, are continuing with great alacrity. TOBB President M. Rifat Hisarcıkloğlu stated that in a world of rapidly changing information, these seminars are of great importance.

During his closing speech for the Council Members Seminar, TOBB President M. Rifat Hisarcıkloğlu reported that Chambers/Exchanges have produced projects with a total worth of 410 billion TRY, that cities must stand in unity and solidarity

which is the key to prosperity. Providing information in regards to the Council Member Seminars, Hisarcıkloğlu drew attention to the fact that Council Members are the opinion leaders of their cities and said, "You must be a step ahead of your province."

TOBB President Hisarcıkloğlu stated that they've provided detailed information in regards to the services provided by TOBB or its Chambers/Exchanges which members can benefit from as well as organizing meetings aimed at personal development.

## Who won and who lost at the Greek elections?

The global financial crisis which began in 2008 opened the way for extremist right and left movements in the EU. Austerity measures increased unemployment in almost all EU member states. Especially medium and low income groups experienced significant losses in previous social gains. All of these brought inevitable political ramifications.

The elections which took place on January 25th, 2015, in Greece and the victory of the Syriza Party caused worry in the EU. Syriza leader Alexis Tsipras' rejection of austerity measures and case for erasure and renegotiation of a part of the public debt has caused question marks for the stability of the Eurozone.



## New era with Uzbekistan assessed at TOBB ETÜ

Eurasian experts discussed relations with Uzbekistan in the new term at a roundtable meeting

held at the Union of Chambers and Commodity Exchanges of Turkey University of Economy and

Technology (TOBB ETU) Eurasian Research Center. Attending the meeting were representatives of the Foreign Affairs Ministry, International Turks and

Relative Peoples Directorate, Turkish Cooperation and Coordination Association and the Yunus Emre Institute as well as approximately 30 Eurasian experts from Ankara and İstanbul.

Uzbekistan's Ambassador to Ankara, Ülfet Kadirov was a guest at the meeting moderated by TOBB ETU Eurasian Research Center Director Assistant Professor İhsan Çomak. Kadirov put emphasis on relations developed in the last term.

