

TOBB President M. Rifat Hisarcıklıoğlu: Minimizing our carbon footprint is critical for the EU market

For growth and employment agenda, the “green transformation” is getting more and more important each day. It is not only because of the European Green Deal’s strategies for growth and creating employment, but also for a possible impact on Turkish economy’s global competitiveness.

If we are left outside of the European Green Deal and not minimize the carbon footprints of the goods and services we produce, we will start having difficulties in selling our goods and services to the European market, which is our largest buyer. Furthermore, it could get harder for EU value chains to pass from Turkey. This will have a negative impact for Turkey in attracting new direct foreign investments from the EU States, which are currently Turkey’s biggest investors. The Green Transformation is more than just a climate policy; it is more concerned in a new

industrial policy, a new foreign policy and a new security policy, meaning that it is more like a way to solidify competitiveness.

The new technologies are quickly adapted to the industry

It also means that new technologies are more quickly and more easily adapted to existing industries. If we wait on the sidelines, someone else will be commencing the new goods and services that we are not producing. Our basket of export will not be converged to developed countries, it will get farther. We will be left behind. All in all, the green agenda is not only about the environment; it is also about the race of “new technologies”. One of the very first steps to take is renegotiating the Paris Agreement and prepare a declaration of intentions about carbon emissions. After that, we need to redesign incentive mechanisms



for industries and services in a way that is more focused on new technologies.

When we look at it from this point of view, it is clear that we do not comprehensively understand the matter. It seems like the post-COVID-19 economic recovery will have two main focuses: one is the Green Deal and the other is digital transformation. Digital trade is an important component of the digital transformation. We used to live in a world where goods crossed borders. Then, we started living in a world where factories cross borders. Now, we are on the verge of living in a world where data cross borders. This new world is also a world where digital trade is dominant.

KPMG IS LOOKING INTO CRISIS-MANAGER CEOS

Correct corporate leadership worldwide is going under a remodeling due to COVID-19



The KPMG 2020 CEO Outlook COVID-19 Special Edition is shedding light on the changing priorities of the CEOs during the pandemic. KPMG conducted a survey with the participation of 1,300 CEOs in January and February 2020, just before most of the significant markets deeply felt the effects of the pandemic. In order to understand how the overall ideas and priorities changed after the pandemic, KPMG recently conducted a follow-up survey with 315 CEOs. The result was as follows: “COVID-19 crisis is reshaping the

fundamentals of correct corporate leadership”.

1,300 CEOs, who are managing the largest and most complicated companies for key industries in the great economies of the world, participated in the sixth global research of KPMG in January and February 2020: “The KPMG 2020 CEO Outlook”. KPMG conducted a follow-up survey participated by 315 CEOs, 15 of whom are from Turkey, to understand the global changes and how the pandemic changed the views and priorities of CEOs worldwide with the outbreak of COVID-19 crisis.

The KPMG report thoroughly examines and evaluates the issue by comparing the answers of the CEOs who participated from Turkey with other global answers. According to this report, nobody had expected change to come so soon and in this magnitude. With the outbreak of the pandemic crisis, we were forced to leave everything that we were so accustomed to behind and take part in an inevitable change socially and economically. And being a part of this change reshaped the fundamentals of corporate leadership skills and qualities of CEOs.



We will create a mutually beneficial ecosystem there." Hisarcıkıoğlu emphasized that this collaboration will offer comfort and safety to TOGG users and improve user experience while at the same time enabling TOGG vehicles to be used as mobile meteorological monitoring system.

"WE WANT TO BE THE PRODUCER OF CRITICAL TECHNOLOGIES"

Mustafa Varank, the Minister of Industry and Technology, said that as one of the signs of the vision for making Turkey a producer of critical technologies instead of a market for them, TOGG brings great excitement to all of Turkey. Varank emphasized that Turkey is currently taking bolder steps to be a part of the champions league of technology production in all areas. He continued: "We are determined to keep Turkey's course on R&D and innovation. We do not accept artificial agenda. Great and visionary projects like TOGG feed and enhance our country's technological ecosystem. TOGG closely collaborates with local suppliers from software to mechanical parts to be involved in the production process. Even the startup companies, which are among the pioneers in their own league, can contribute in this process."

Meteorology will submit Momentary warning and data over to TOGG

As the countdown began for Turkey's Automobile Joint Venture Group Inc. (TOGG) project, the project that whole Turkey was holding its breath for, signed a new protocol which enables momentary share and joint-use of all meteorological data and last-minute updates. Underlining that Turkey is only a couple of years away from its century-long dream of a domestic car, M. Rifat Hisarcıkıoğlu, the Chairman of both TOBB and TOGG, said that the superstructure of

Gemlik facility is almost complete.

Chairman Hisarcıkıoğlu emphasized that they focused on the most valuable resource of the 21st Century (and probably of the next couple of centuries) while they were designing the business model at TOGG: data and data processing. He continued: "TOGG will be able to process all meaningful data and use it to develop its technology and ecosystem, as required by the future. We are already presenting an example to that today. This protocol we signed with the General Directorate of Meteorology (MGM) will enable mutual sharing of all data. MGM will submit momentary data and warnings collected from all around the country directly to TOGG. In return, smart and connected TOGG vehicles will submit any collected data over to MGM simultaneously.



Hisarcıkıoğlu is in Kayseri with Meyer-Landrut, the Head of EU Delegation to Turkey

M. Rifat Hisarcıkıoğlu, the Chairman of the Union of Chambers and Commodity Exchanges of Turkey (TOBB), met with the Ambassador Nikolaus Meyer-Landrut, the Head of EU Delegation to Turkey, who was in Kayseri for various visits. Meyer-Landrut visited

a white appliances production plant in Kayseri Free Zone and obtained some information. Afterwards, he toured a machine production plant in İncesu Organized Industrial Zone and examined the production areas.

Meyer-Landrut and M. Rifat Hisarcıkıoğlu,

the Chairman of TOBB, attended a closed-door meeting. Ömer Gülsoy, the Chairman of the Executive Board of Kayseri Trade Chamber (KTO), and Mehmet Büyüksimitci, the Chairman of Kayseri Chamber of Industry (KAYSO) accompanied Meyer-Landrut on his visit.

Batman: In addition to the new organized industrial zone request, the city is undergoing a new transformation movement focused on technology

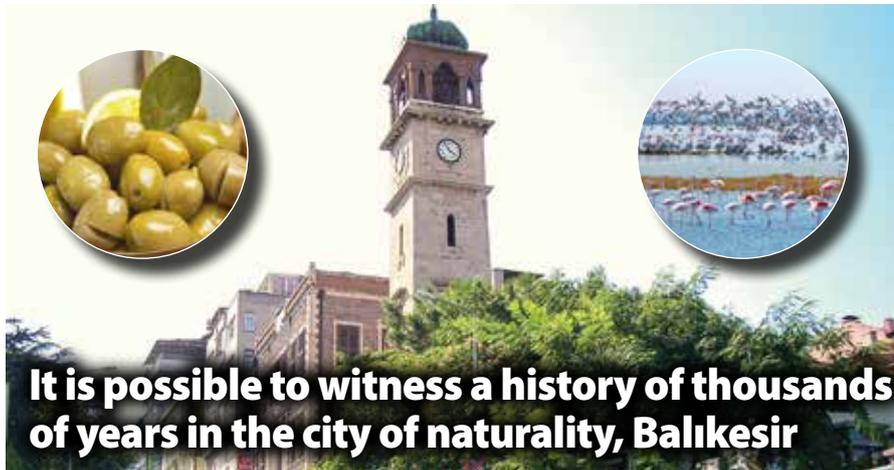


Abdulkadir Demir, the Chairman of Batman Chamber of Commerce and Industry (BATSO), stated that the city is in need of a second organized industrial zone to expedite the development of the city's industrial development and underlined that as a city, which contributes to Turkish economy with its petroleum-based industrial production, they now want to create some sectoral diversity. Demir expressed that a "technocity" will exist in the new organized industrial zone and underlined that they want to make Batman a new brand as required by this age.

"We will increase added value with a Textile Attraction Center"

Despite a successful growth graph in the area of textile, Abdulkadir Demir, the Chairman of BATSO, emphasized that there are still some shortcomings to be made up for if they want to make Batman a "brand city". He said that they have already commenced the feasibility works for a Textile Attraction Center. Batman has been the home to various civilizations and cultures throughout history. It is possible to see the signs of Artuqids in Batman, who lived in the area right after the Battle of Malazgirt. Abdulkadir Demir, the Chairman of Batman

Chamber of Commerce and Industry underlines that the area was kneaded with Turkish-Islamic culture and lost the signs of other cultures and civilizations over time. He continued, "Turkish-Kurdi tribes still live in connection with their customs and traditional life styles in many spots of our city. Batman officially became Turkey's 72nd city on May 16th, 1990. The city's economy has been booming in the recent years. There are many incentives especially in textile and food industries in addition to petroleum." Here is our interview with Mr. Demir talking about the city's issues and steps needed to make Batman a "brand city"...



It is possible to witness a history of thousands of years in the city of naturality, Balıkesir

As an important center with its thousands of years of cultural accumulation, historical, social and natural riches, and local products, Balıkesir is also the home of 12 geographical sign products. It is possible to witness a history of thousands of years in Balıkesir with all of its local products including Marmara Marble, Balıkesir Lamb Meat, Balıkesir

Höşmerim Dessert and Gönen Point Lace.

Known for its historical, cultural and natural beauties, Balıkesir gets a new registered local product each day. The city finally had Burhaniye Olive Oil registered with Turkish Patent and Trademark Office as a registered geographical sign product. This way, Balıkesir had another specific product under preservation. Currently,

Balıkesir has 12 geographical signs. These are Ayvalık Olive Oil, Balıkesir Lamb Meat, Balıkesir Höşmerim Dessert, Burhaniye Olive Oil, Edremit Körfezi Green Olives, Edremit Olive Oil, Kapıdağ Purple Onion, Susurluk Ayran, Susurluk Toast, Gönen Point Lace, Yağcıbedir Handmade Carpets and Marmara Island Marble.

A golden olive oil with an appetizing smell and high aroma

Ayvalık Olive Oil was registered by Ayvalık Chamber of Commerce in 2007. It is produced by special Ayvalık-Edremit olives with golden color, appetizing smell, and high aroma. Owners apply at Ayvalık Chamber of Commerce for their branded products and have their products go under a series of chemical and accredited sensory analyses at Olive Oil Sensory Analyses Laboratory at ATO Lab. Liz. A.Ş. Once the analyses are complete, only the products that have "extra virgin olive oil" quality with Ayvalık Olive Oil features are given the Ayvalık Olive Oil Geographical Sign hologram.