

SCCT NEWSLETTER

Bi-monthly Newsletter of the Swiss Chamber of Commerce in Turkey

November/December 2021



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Roland Brun

Deputy Consul General of Switzerland

Dear Friends of Turkey and Switzerland,

It is a pleasure to have the opportunity to introduce myself to you. I arrived in Istanbul at the end of July this year, where I took up my new position as Deputy Consul General. My main responsibilities in the Consulate include cultural work, education as well as social media and communication.

Since working for the government, I have been over the last 20 years on post in Spain, Turkey, Azerbaijan, France, Morocco and Peru consecutively. Having already worked in our Embassy in Ankara from 2004 to 2008, the country and its people with its rich legacy since then have never let me go entirely. Therefore, I count myself lucky to be living and working now in Turkey for a second period of four years.

The presence of Swiss companies and the close relations between Turkey and Switzerland are remarkable. With the Swiss Chamber of Commerce, the Swiss companies count on a professional and successful institution that works closely with the Consulate General in Istanbul, the Swiss Business Hub and the Embassy in Ankara. As Ambassador Ruch wrote in the last newsletter editorial, we are here to support you and to create favorable framework conditions. I am very much looking forward to making my contribution to this goals and our fruitful cooperation in the coming years.

Since my arrival, I have already had the pleasure of meeting some of you personally. It will be my pleasure to meet more members of the Chamber of Commerce in the near future. We all hope that the pandemic situation in the country will continue to make face-to-face meetings easier and saver bit by bit. Let's all keep our fingers crossed. Stay safe!

Sincerely,

Roland Brun

Deputy Consul General of Switzerland



Dogan Taskent – Board Member,
Swiss Chamber of Commerce in Turkey



05.10.2021

Dogan Taskent, board member of the Swiss Chamber of Commerce in Turkey, highlights Turkey's successful response to the COVID-19 pandemic, how the local R&D ecosystem collaborated, often for free, to develop vaccines and treatments, one of which is currently in phase III clinical trials. In addition, Taskent analyzes the Turkish industry's capabilities in biosimilars, and how it is providing "world class" quality pharmaceuticals at a reduced price.

“ Companies should consider going beyond and investing in R&D localization in Turkey; they will be surprised by the potential ”

Can you begin by commenting on your background, experience in the healthcare sector and involvement with the Swiss Chamber of Commerce in Turkey?

My background is in electrical engineering. I studied for ten years in Switzerland, high school and university at the ETH Zurich. After that, I spent few years doing my post-graduate studies at the Massachusetts Institute of Technology (MIT) and later at New York University (NYU). I conducted R&D at Bell laboratories in New Jersey.

After coming back to Turkey, I spent some time in corporate finance, learning the financial side of the business. I realized that startups were the best pathway to develop new technology. I visited 60 universities, their technology parks and technology transfer offices in the country, helped them enhance the capacity of their tech transfer offices, worked on 2,500 startup and academic projects and gave classes on technology development.

My involvement with the Swiss Chamber of Commerce was due to my educational experience in the country; a way to give back to the Swiss community in Turkey. I was president of the chamber from 2012 to 2016, helping companies with legal issues and advising them on regulation. The organization supported Swiss companies in Turkey, but we wanted to turn it around to help Turkish companies as well; after all, Switzerland is number one in the global competitiveness index and the global innovation index.

We worked to do technology transfer from Switzerland to Turkey in industries where Swiss know-how was number one such as medical devices and pharmaceuticals. Although the Swiss pharma ecosystem is often a pioneer in pharmaceuticals, it

failed to lead the way in COVID-19-related treatments. It is one of the most innovative and richest countries, with great universities and research capabilities, but fell short during one of the most important health crises in modern history. Switzerland must regain its entrepreneurial and flexible approach.

How do you compare Switzerland's missed opportunity in the pandemic with Turkey's development of treatments and vaccines?

Compared to similar countries, what Turkey has accomplished so far in the pandemic is amazing. They did an analysis of the situation and, understanding their capabilities, selected a few medicines to fight COVID-19, running that protocol rigorously. They chose favipiravir and hydroxychloroquine, which later proved not to be the most effective treatment, but favipiravir's clinical trials showed favourable results, similar to remdisivir in the US but even better for coughing and antiviral activities.

Turkey was also fast to establish testing procedures so that anyone with symptoms could go and have a PCR test for free. In addition, social distancing and masking rules were systematically applied; there was a brief shortage of masks, but it was resolved fast.

A clear protocol was put in place right away whereas some other countries implemented a wait-and-see approach. The Turkish approach was giving antiviral drugs to lower the virus concentration early on, so people did not end up in the hospital or went to the hospital with less severe symptoms. Healthcare practitioners were given a reasonable amount of freedom to help patients with the available information they had.





Dogan Taskent – Board Member, Swiss Chamber of Commerce in Turkey

Can you elaborate on the collaboration between the public and private sectors in Turkey during the pandemic?

The collaboration was highly critical. Something to highlight is the fact that, while vaccine R&D can cost hundreds of millions of dollars globally, Turkey began each project with just US 200,000. It was a miracle. TUBITAK (Turkey's Scientific And Technological Research Council) supported 18 projects, half of them vaccines and the rest drugs for COVID-19 patients, and each cost approximately that amount of money.

They were able to accomplish that because academicians did not charge a dime for their work on those projects, students supported the effort, universities opened their laboratories. The ecosystem had a national emergency approach. Researchers used the funds to buy material to begin the R&D process, but that was it, they did not receive extra compensation beyond their normal university salary and worked day and night.

I categorize it as a miracle because they finished the R&D for five different vaccines with different technologies: inactive, vector-based, VLP, DNA and recombinant protein. After researchers finished the initial development, the Turkish private sector came in to follow up on the process – including companies like Nobel (VLP vaccine), a veterinarian vaccine producer (inactive vaccine), and Atabay (DNA vaccine and recombinant protein vaccine).

Companies opened their laboratories and GMP production facilities for zero dollars, saying that it was a national issue, hoping that it would work with, supporting each other with no purchase guarantees from the government.

As an emerging country, Turkey has to overcome many challenges and unexpected situations; it proved that people can come together for the greater good. Other countries were able to throw money at the problem, but that was not the case for us. Everyone is a captain in a lake, but not everyone is a captain in the ocean with

heavy weather. Clinical trials are an expensive endeavour. TUBITAK is ready to pay for phase I and II clinical trials, but phase III trials require substantial investment since they must take place in many countries. The Ministry of Health needs to be involved in phase III because no Turkish company can afford it and, since vaccines are mostly purchased by governments, they should participate.

The Ministry of Health is supporting phase III trials of one project right now, which is an inactive vaccine developed at Erciyes University. The other projects currently in phase II will need support from the MoH or development will be stopped.

Besides the recent news about progress in two of the Turkish-made COVID-19 vaccine candidates, the subject of local talent has been put in the spotlight after the success of the Turkish couple behind BioNTech. To what extent can that talent be appealing for Swiss companies and organizations?

Most of the Turkish students with the highest grades in university entrance exams go on to study medicine. Once they finish med school, they must work at government institutions which is key because most of the population is covered by the public healthcare system; they get good training because they can treat many patients.

Moreover, engineering schools are top-level and many postdocs go to the US and Europe to advance their academic careers, bringing their learnings back to Turkey at some point.

Switzerland of course has more grants, resources and a great history to conduct research, but if we can combine their financial means and their disciplined approach with Turkish R&D, we could see important technology development. I believe that Swiss-Turkish collaboration can benefit from the problem-solving Turkish approach and Swiss resources and discipline to create valuable solutions for the entire world, not only Western countries.





Dogan Taskent – Board Member,
Swiss Chamber of Commerce in Turkey

What can you tell us about the reputation of Turkish companies and Turkish-made pharmaceutical products in Switzerland?

The Turkish pharma industry is highly regulated and follows international GMP, ICH and PIC/S standards. That means that Turkish pharma manufacturing is world-class in terms of quality but less expensive. Nearshoring is another advantage since the country is close to Europe and the MENA region.

In the startup domain, pharma companies would like to operate internationally but are lacking two things: investment and trademark. There is a big difference in perception between products made in Turkey and Switzerland. Turkish startups are eager to grow fast, so having Switzerland as an investment and technology commercialization platform could really help them to go global. Switzerland is a great partner in pharma.

How do you evaluate the current drug pricing system in Turkey and the effects it has on investment and industry development?

If you want a social system that covers everyone and pays all the bills, you must keep the budget under control and that means lower prices. It is difficult for both local and international manufacturers, however, we must consider that the population is benefiting from good access and quality. The situation will not change anytime soon because the public budget is limited. We must come up with a different payment system, taking some of the weight off the government and ensure that people with higher income contribute more.

An alternative is supporting companies to become international so they can afford to sell cheaper at home and make a profit in the international markets, but you

can only do this for generics. The country should also contemplate the possibility to support the development of innovative products, which is the best path to take a pharma company to the next level.

The issue is that margins on generics are significantly lower than originator drugs, which is normal. However at a certain level, this 'low price approach' leaves no profit margin to local companies to invest in R&D. No R&D no new drug development, hence we are in a virtuous cycle. We can only break this with international collaboration or a national strategic new drug development fund.

How valid is Big Pharma's argument that high drug prices are justified because of how expensive new drug development is, particularly in biotechnology, where many of the recently approved products were first developed by startups who took the biggest risk?

Indeed, large pharma companies have been buying biotechnology startups or their assets after proof of concept is reached in phase I or phase II trials. However, it is important to underline that the ones taking most of the risk are venture capital firms, which are risk-taking institutions by definition, and they should take that role. Of course, they should also look at the skyrocketing prices that are eventually passed on to taxpayers and the general public.

Unfortunately, pharmaceutical companies lost their aim, becoming publicly traded companies that are mostly concerned with high profitability. Pharma's primary role should be human health and not making huge profits. A balance should be introduced again because medicine is not a luxury.



Since you mentioned publicly traded pharma companies, it is noteworthy that only one of the top 20 pharmaceutical companies by revenue, Boehringer Ingelheim, is privately owned. But there are other examples of large pharma companies that are majority or completely owned by foundations such as Lundbeck or LEO Pharma. Could any of those models work in Turkey?

We do not have that foundation ownership model; Turkish companies are mostly family-run companies, a model that requires them to think about the long-term and sustainability. They have a responsibility to protect a name and legacy instead of only financial interests. It is a more stable and humane approach, not an excel-driven endeavour.

With your R&D director role for a Turkish company as a backdrop, what is your perspective on the innovation ecosystem in Turkey and what role can Swiss organizations and institutions play to improve it?

Turkey has great healthcare startups, great minds working inside them, but they do not have the know-how to operate in highly regulated markets. It would be good for them to have breathing space and the Swiss-Turkish connection can be the solution. For biotechs, having collaboration with Swiss companies is critical.

On that front, I would like to see international pharma companies in Turkey open more R&D centres. We currently have 35 pharma R&D centres and only 2-3 belong to multinationals. That fact is an indication that multinationals perceive Turkey mostly as a market where they can earn money.

R&D centres are the real prize, where talent is developed, innovation created, and know-how distributed. People that leave those centres can later go to Turkish companies to advance their careers or become entrepreneurs, sharing the knowledge with the local ecosystem.

Don't you believe that it might be too big of an ask from Big Pharma general managers in Turkey when asking headquarters for investment in R&D which is often expensive?

TUBITAK can support the R&D itself, I do not see any problem there, also, companies can collaborate with universities. Let's not forget that the budget needed to conduct R&D projects in Turkey is significantly lower than in other countries while the quality is the same.

Regarding the Turkish pricing system, companies should, and most of them do, understand that there are rich, less rich and poor countries, and the pricing should reflect that reality; money should be made in countries that can afford it.

Multinational companies operating in Turkey regularly speak about their contribution in two areas: clinical trials and startups. What some fail to mention is that they need to do clinical trials in order to sell the products in Turkey. Yes, clinical trials bring money to the country but they are also a double-edged sword because they experiment with human beings that may or may not benefit from them. They are a necessary step to ensure that patients receive safe and effective drugs, but ethical grey areas exist.

Regarding Big Pharma's support for startups in Turkey, speaking from my personal experience as someone that has dealt with 2,500 different startups in my career, I can say that it falls short of what one might expect. They sometimes help entrepreneurs go abroad to present their ideas to investors but it is not enough.

Companies should consider going beyond and investing in R&D localization in Turkey; they will be surprised by the potential.

Another big trend for Turkish manufacturers is the recent wave of investment in biosimilar production and capabilities. How do you assess local companies' potential to succeed in that area?

Academia does a great job doing research on biosimilars, developing analytical methods, developing upstream and downstream processes. The industry's task is completing the development phase, conduct the clinical trials and large scale production. The industry has been working on that development phase for the last 5 years. As an industry, we are in the infancy phase. That also means they are great opportunities to build new systems.

There are only 25 biosimilar licenses granted by MoH in Turkey precisely because it is hard to pass biosimilar regulations. Notably, there is only one company that can be managed from cell bank to biosimilar finished dosage form; it is called Arven,

Ilko, Nobel, Atabay, Deva and Turgut are also very advanced in biosimilar development and will soon bring their products to the market. TÜBİTAK Kamag 1007 support was a great accelerator for that. Currently, the critical issue is the scale-up know-how. We are still right at the beginning of that learning curve. While I serve as R&D chief for Atabay, I do not see Arven as a competitor but as a potential collaborator instead; we must do collaboration before the competition to build a rising tide that lifts all boats.



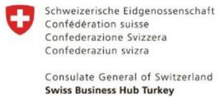
Past Events



COCKTAIL RECEPTION



05th October 2021, Swiss Residency, Istanbul
«Winner Announcement of the Swiss-Turkish Startup Program»



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The winner announcement of the Swiss Turkish Startup Program took place on 5th October 2021 as a Cocktail Reception sponsored by UBS at the Residency of the Consul General of Switzerland in Istanbul. Khenda, Rebus Labs, SmartHelios and Tarabios were selected as finalists at the «Virtual Qualifier» event in June.

The winning teams – Khenda and SmartHelio - have been awarded CHF 7500 Grant, free flights to the other country, Membership to Switzerland Global Enterprise, Silver Sponsorship to the Swiss Turkish Chamber of Commerce in Turkey and much more.

Besides the official announcement of the two winning teams, the cocktail reception offered the startups a unique opportunity to present their companies and network with lead-ing stakeholders of various, relevant industries. In addition, a program of selective meetings around the event enables startups to get a foot into the markets. Furthermore, the organized mentoring pro-gram will match all four finalists with well-selected mentors to learn from the extensive experience and connect with a network that may be able to provide concrete support.



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Past Events



12th October 2021, Fairmont Quasar Istanbul «Bi-annual General Assembly Meeting of SCCT»



**SWISS CHAMBER
OF COMMERCE
IN TURKEY**

Since 1984

The Bi-annual General Assembly Meeting of the Swiss Chamber of Commerce in Turkey (SCCT) was held on October 12, 2021, at Fairmont Quasar Istanbul.

The current President, Mr. Arpat Senocak and the board of directors were re-elected for a further period of two years.

The Consul General of Switzerland, Mr Julien Thöni, the Counsellor for Economic and Cultural Affairs at the Swiss Embassy Ms Ariane Tinner and distinguished members of the Chamber attended the networking cocktail right after the assembly, which was kindly sponsored by Fairmont Quasar Istanbul.

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2021-2023



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Past Events



30th October 2021, Virtual Istanbul Marathon



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This year's Istanbul Marathon was held virtually due to the Covid-19 pandemic. Ms Sevda Topcu, Public Relations Coordinator of the Swiss Chamber of Commerce in Turkey run 10km on behalf of SCCT to support the Theora Giggle Doctors, who visit children receiving long-term treatment in hospital and make them laugh, taking them out of the hospital environment and on a journey to a colorful dream world. By participating in the Istanbul Virtual Marathon, with the support of SCCT Members, 145 visits have been donated to children.



Past Events



16th November 2021, Swissôtel The Bosphorus, Istanbul «Swisslearning Education Program»

The Swiss Chamber of Commerce in Turkey and the Swiss Business Hub Turkey, in partnership with the Consulate General of Switzerland and Swisslearning organized an event on «Journey in the World of Excellence». The guests enjoyed a delightful Journey into the World of Excellence. Nicolas Tailens, Owner of taillens sa., Association des Artisans BPC romands Richemont Lucerne, hosted a fun and informative tasting of some of the finest Swiss chocolates.



Invitation

The Consulate General of Switzerland and Swiss Learning, in partnership with the Swiss Chamber of Commerce in Turkey and the Swiss Business Hub, have the pleasure to invite friends of Switzerland and alumni to a

Journey in the World of Excellence

Tuesday, 16th November 2021

11:30AM - 2:00PM

Swissôtel The Bosphorus Istanbul, Room Neuchâtel
Visnezade Mah. Adisu sok. N19 Macka, Besiktas Istanbul Turkey

You will have the opportunity to meet representatives of Swiss Learning boarding and hotel management schools. A renowned Swiss chocolatier will teach you how to engage all five of your senses when tasting chocolate.

R.S.V.P.

events@swisslearning.com | Tel: +90 532 2210 772

Dress code: business attire

Please note that places are limited

All attendees must submit their HES code during the RSVP and must be vaccinated with at least two vaccines



Past Events



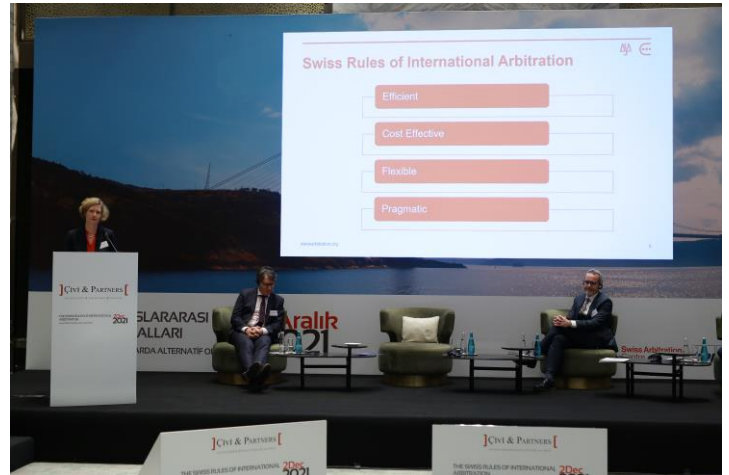
02nd December 2021, Fairmont Quasar Istanbul «The Swiss Rules of International Arbitration»

On December 2nd 2021, Çivi & Partners Law Firm organized an arbitration event «THE SWISS RULES OF INTERNATIONAL ARBITRATION – AN ALTERNATIVE FOR LOCAL DISPUTES» with the cooperation of KPMG, Swiss Arbitration Centre, Swiss Arbitration Association, Swiss Chamber of Commerce in Turkey (SCCT), Lustenberger Rechtsanwälte KLG. Since The Swiss Rules of International Arbitration (Swiss Rules) allow the parties to jointly determine the governing law to be applied to their disputes, as well as the duration and place of the proceedings, it brings an alternative solution for local and international disputes. In this event, the possibilities offered by the Swiss International Arbitration Rules were discussed. Mr. Dr. Ali Çivi - Founder of Çivi & Partners Law Firm -, Mr. Roland Brun - Deputy Consul General of Switzerland -, Mr. Arpat Şenocak - President of SCCT in Istanbul - welcomed the guests with their opening remarks.





The insightful panel was moderated by Mr. Oytun Önder, Partner with KPMG Turkey. Eminent spokespersons, Mrs. Korinna von Trotha – Executive Director of Swiss Arbitration Association & Swiss Arbitration Centre (Geneva) -, Mr. Tobias Zuberbühler - Partner with Lustenberger Rechtsanwälte KLG (Zurich) - and Mr. Menent Çelikboya - Partner with Çivi & Partners (Istanbul) shared their valuable insights. Impressive number of attendees joined the event and actively took part in the Q&A session with the spokespersons.





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After selecting the four finalists (Khenda, Rebus Labs, SmartHelios and Tarabios) of the Swiss Turkish Startup Program in June, the winner announcement took place on 5th October 2021 during a Cocktail Reception sponsored by UBS at the Residency of the Consul General of Switzerland in Istanbul. The winning teams Khenda and SmartHelios have been awarded a CHF 7500 Grant, free flights to the other country, Membership to Switzerland Global Enterprise, Silver Sponsorship to the Swiss Turkish Chamber of Commerce in Turkey and much more. Besides the official announcement of the two winning teams, the cocktail reception offered the startups a unique opportunity to present their companies and network with leading stakeholders of various, relevant industries. In addition, a program of selective meetings around the event enabled startups to get a foot into the markets. Furthermore, a mentoring program will match all four finalists with well selected mentors to learn from the extensive experience and connect with a network that may be able to provide concrete support.

Mid of November the Swiss Embassy, the Consulate General of Switzerland and the Swiss Business Hub Turkey visited Gaziantep, one of the most important and industrial centers in Turkey's Southeastern Anatolia Region. High level meetings with Turkish officials, meetings with representatives of local organizations and visits to a packaging plant and a university have been on the agenda. This was a valuable opportunity for fruitful discussions in view of future projects, connecting the Swiss and Turkish business further.



What is Khenda doing?

Khenda is an AI-based video analytics platform that helps manufacturing plants to increase their efficiency at production lines by analyzing manual activities.

Our algorithm automatically analyzes each manual process from video streams and gathers critical data that has never existed. With this big data, industrial engineers can easily increase the efficiency and quality of production by making improvements in manual processes.

Who stands behind Khenda?

Co-founders (Aykan & Cagkan) are brothers who complement each other perfectly according to their DISC personality analysis. They worked together for 6 years in a start-up called Eravis.

(Eravis is a machine vision company that was founded by Cagkan.)

Khenda raised €220K at a €2.2M valuation. Investor: Diffusion Capital Partners (www.dcp.vc)

Also, we graduated from KWORKS Accelerator.

Why are you interested in the Swiss market?

Labor activities are getting more valuable day by day in EU countries. Companies have to improve manual activities' efficiency to compete internationally. The Swiss manufacturing industry has lots of manual processes which we can help them at the global competition.

What are the long-term goals of Khenda?

We will open sales offices in the EU and the US this year. Our long-term goal is to become a global deep-tech company in the field of AI-based video analytics.





What is SmartHelio doing?

SmartHelio gives second life to solar panels, helping to generate more clean energy and prevent e-waste. We have built a proprietary edge computing based IoT hardware and deep diagnostic technology which can detect sick solar panels, helps them to get repaired and reused.

Who stands behind SmartHelio?

Govinda Upadhyay (Founder & CEO) is recognized by Forbes 30under30. SmartHelio is his second start-up, his first startup is Solar Ed-tech providing solar education to over 100,000 kids around the world.

Why are you interested in the Swiss market?

In the past 5 years, solar PV installations in Turkey have grown 26 times, from 0.249 GW in 2015 to 6.67 GW in 2020 and it's expected to reach 38 GW by 2030. Given this exponential growth, it will be essential for the country to automate the management of these solar assets to ensure maximum ROI and faster adoption. SmartHelio wants to take the early mover advantage and help the Turkish market reach it's renewable energy goals and beyond.

What are the long-term goals of SmartHelio?

Long term goal is to become the brain of all clean energy sources, however, our short and medium term goal is to accelerate the adoption of solar energy by improving its affordability, efficiency, effectiveness and sustainability using AI, IoT and other frontier technology.



kadın eli
değişsin
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Recognize breast cancer and change the possibilities
against breast cancer with early diagnosis.

#KadınEliDeğişsin İhtimaller Değişsin*

*Change the Possibilities #WithWomensTouch

What is Breast Self Examination (BSE)?

Breast Self-Examination (BSE)

is the easiest to teach, harmless and inexpensive screening method that a woman can perform herself at home. With regular and correct BSE, women will get to know their breasts better both physically and visually, and notice any changes early.

When Should Breast Self-Examination (BSE) Be Performed?



When Should Breast Self-Examination (BSE) Be Performed?
Click to Watch Now!

Every woman

should perform breast self-examinations once a month beginning at age 20 and throughout her lifetime.

The Best Time for Breast Self-Examination

- 🔗 For menstruating women, regard the first day of the menstrual period as the first day, and perform an examination between the 7th and 10th day.
- 🔗 For non-menstruating women, a certain day of each month to keep in mind.
- 🔗 For lactating women, after breastfeeding, after the milk has been emptied from the breasts.
- 🔗 For women using birth control pills, the day before starting each new pill box.

How to Perform Breast Self-Examination?



How to Perform Breast Self-Examination?
Click to watch now!

OBSERVATION

Observe in front of a mirror in the following different positions:



- 1** Arms fall down loosely on both sides of the body



- 2** Arms placed on the waist



- 3** Arms raised over the head on both sides of the body



- 4** Arms fall down on both sides and the upper body bent forward

PALPATION



Circular movements of the hands



Vertical movements of the hands



Radial movements of the hands

Use the Right Fingers

During palpation of the breast, use the inner sides of the three middle fingers (**index, middle and ring fingers**) of the contralateral hand.

Find the Right Location

Keep your fingers together and parallel to the chest wall.

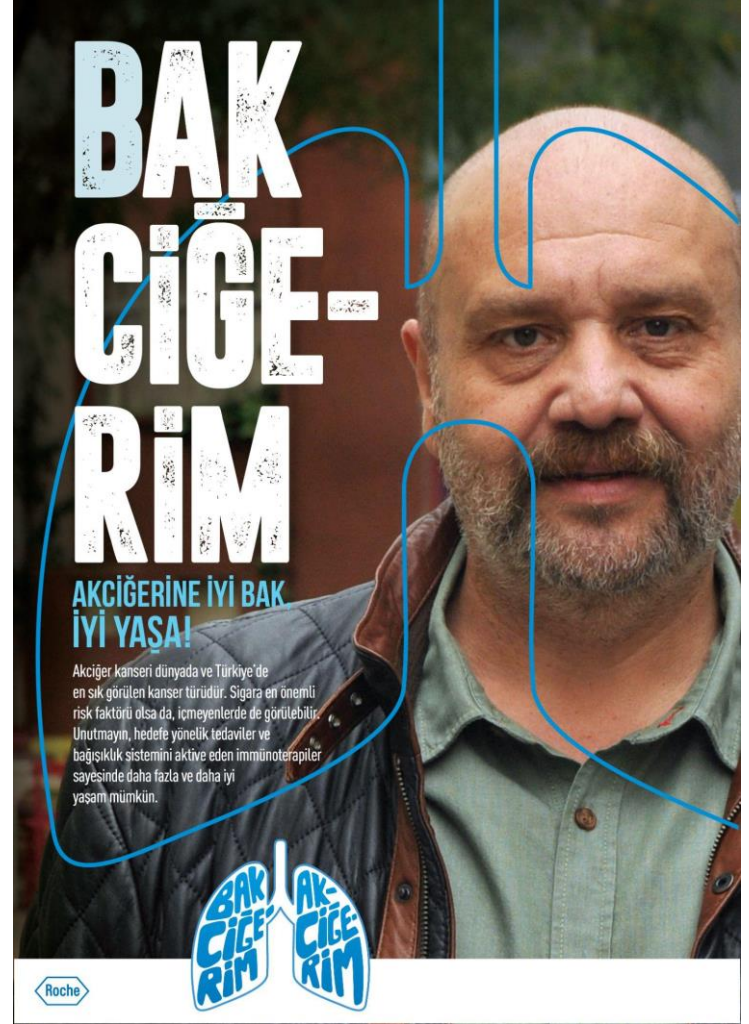
Apply Correct Pressure

Masses in the breasts can be at different depths, so while circling the same spot with your fingers, use three different pressures (**light, medium, firm**) by pressing your fingers.

November is Lung Cancer Awareness Month!

Every year in November, people come together worldwide to recognize and raise awareness on the challenges of diagnosis and treatment of lung cancer. Lung cancer is one of the most common forms of cancer, with more than 2,000,000 people diagnosed worldwide each year, and is the leading cause of cancer death globally.¹ And if diagnosed at an earlier stage, patients have a 13 times higher likelihood of living for five years.

For the past 3 years, as Roche Turkey, by raising awareness on the far-reaching impact of the disease and continuing to challenge the stigma associated with lung cancer, we hope to drive improved outcomes for patients. As part of our campaign we said "To live life to the fullest and with pleasure, #LookAtYourLungs!" and aimed to point out to one of the most common types of cancer, lung cancer.³ We are committed to improving outcomes for every person affected by lung cancer. By creating [short movies](#) for our campaign with a diversified range of celebrities and physicians, we emphasized the signs and symptoms of lung cancer and underlined the importance of consulting a doctor immediately in case of symptoms. We have reached more than 10 million people in total by distributing our movies via digital channels.



This year, we are launching a new campaign to emphasize the individual perspectives of people affected by lung cancer, including patients and oncologists. By sharing their different stories we aim to increase awareness on the fact that not all lung cancers are the same as lung cancer appears in multiple forms, affecting every patient differently.³ At the root of these groundbreaking advancements is a focus on understanding the genetics and disease pathways behind cancer. "We used to think there were just two main types of lung cancer, but today we know there are multiple different subsets," William Pao, M.D., Ph.D (Roche Head of Pharma Research and Early Development) said. "If you take it even further—if you look at the genetic makeup—we now know everyone has individually different tumours."⁴ Each person receiving a lung cancer diagnosis therefore has unique needs requiring tailored solutions. That's why every patient is unique and has a unique story to tell. Please stay tuned for our stories and upcoming the campaign!

What a Wonderful Thing to Know for “Life”

Last year, as Roche Turkey, we launched the www.yasamicin.com website, which contains reliable and referenced information needed in the fight against cancer. With the motto "What a Wonderful Thing To Know", we aim to empower patients and their relatives by providing accurate information and by preventing misinformation about cancer through our online [channels](#). We provide comprehensive information on cancer from A to Z and share up-to-date scientific information about cancer. While we provide free psychiatrist and dietitian support to patients with the “Pinkline Support Line”, we share answers to frequently asked questions in the "Expert Opinions" section that we have created with leading oncologists, psycho oncologists and nutritionists.

A good understanding of the disease by the patients and their relatives is an important step for the healthy progress of the treatment process. We will continue to raise awareness and develop and offer innovative products. We will as well implement various patient centric projects in collaboration with different non-governmental organizations in related fields to help facilitate the daily life of everyone involved in the disease process.



YAŞAM İÇİN
Bilmek ne güzel şey



References:

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2. https://seer.cancer.gov/archive/csr/1975_2010/results_merged/topic_survival.pdf
3. <https://www.kanser.org/saglik/toplum/kanser-turleri-alt-kategori/akciger-kanseri-nedir>
4. https://www.roche.com/research_and_development/what_we_are_working_on/oncology/lung-cancer/changing-the-perspective.htm

Sunday JAZZ BRUNCH



Fairmont
QUASAR ISTANBUL

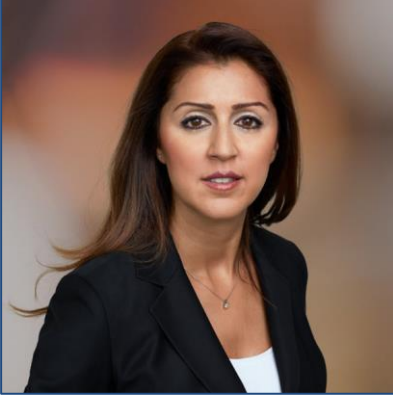
Featuring all interpretations of jazz while Suami Ramirez Band take the stage every Sunday along with delightful flavors, indulge yourself with a tasteful Jazz Brunch at Fairmont Quasar Istanbul!

The brunch served at Stations Restaurant from 12.00 pm to 3.00 pm is 495 TL per person including a bubbly and soft drinks.

Specially for SCCT members 20% discount will be applied.

For reservations: 0536 288 41 42

MLL



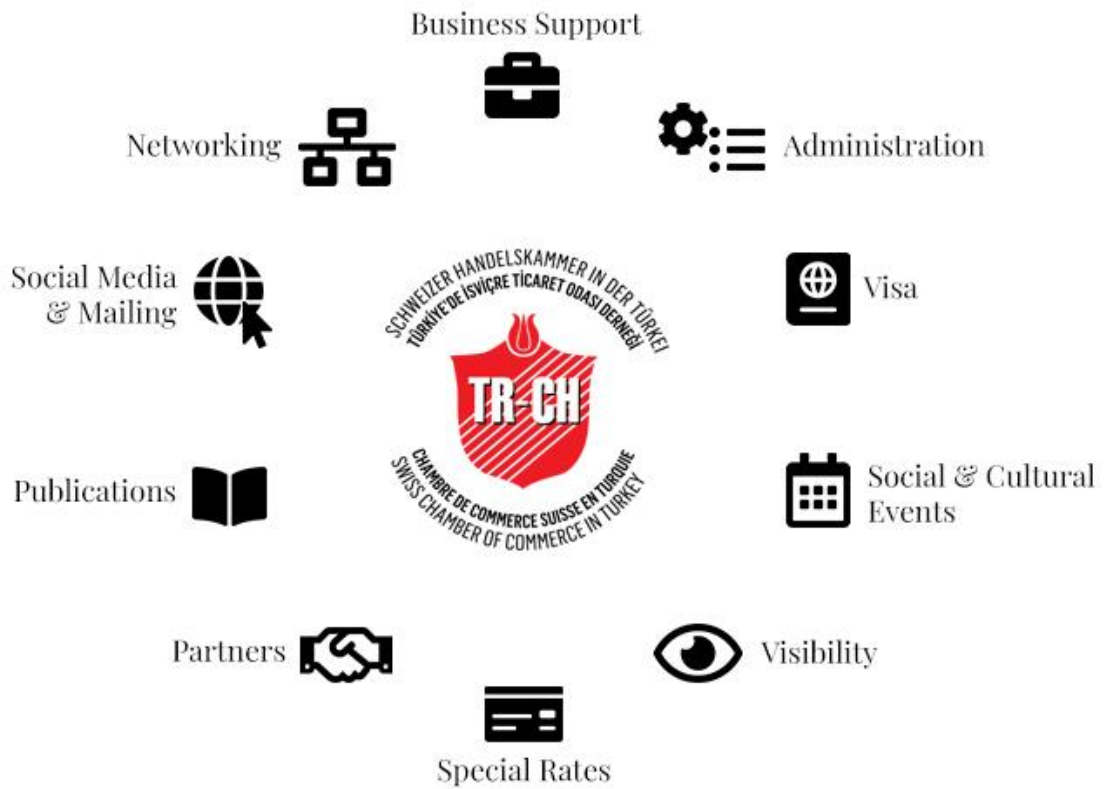
We would like to inform you that our member "MLL Meyerlustenberger Lachenal Froriep AG" has merged with the law firm Froriep AG. The company known to you as Meyerlustenberger Lachenal AG is now called "MLL Meyerlustenberger Lachenal Froriep AG".

Due to this merger the coordinates of Ülkü Cibik who is a member of the Swiss Chamber of Commerce in Turkey has changed.



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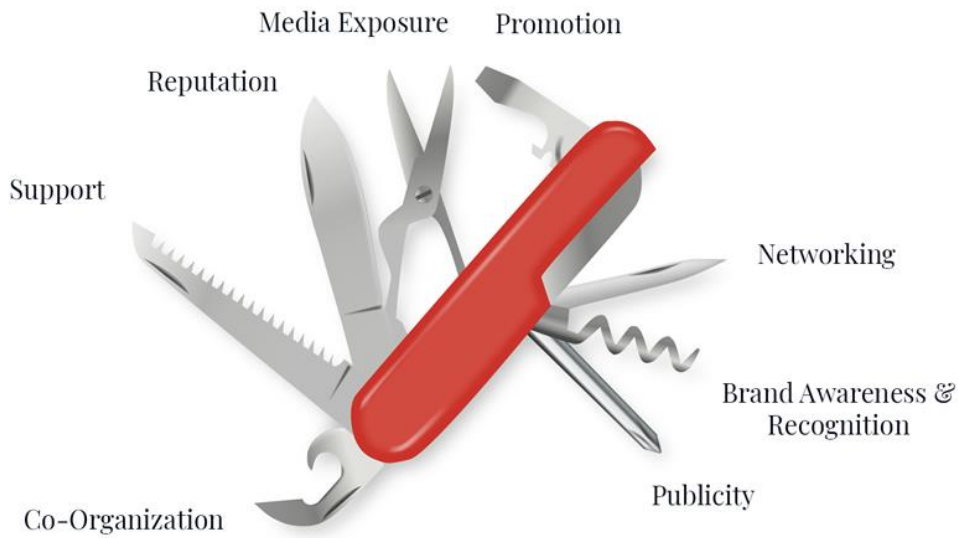
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coming year...**

Stay safe and healthy!



Swiss Chamber of Commerce in Turkey
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