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Turkey: Japan's gateway to the world

s Turkey celebrates its Republic Day tomorrow, Synergy Media Specialists spoke with influential figures and leaders of the Turkish-Japanese community.

Japan's Ambassador to Turkey Akio Miyajima: Japanese companies and investors should consider the mid- to long-term resilience of Turkey's economy and evident market growth potential it has shown over the last 15 years despite various internal and external shocks. Turkey should be viewed as a hub of activity and the ideal entry point for Japanese business into many parts of the world. Turkish Minister of Culture

and Tourism Mehmet Ersoy: Tourism from Japan has bounced back from its peak in 2014. With Turkish Airlines soon to be operating new direct flights to Haneda Airport, we expect tourism from Japan to soon reach an all-time high. Japan External Trade Or-



President of Turkey Recep Tayyip Erdoğan and Prime Minister Shinzo Abe

ganization, Turkey, Research Director Toshihiro Nakajima: 2019 is JETRO's 55th year of operation in Turkey and we would like to encourage more SME's from Japan to consider conducting more business in this huge potential market."

Chairman of the DEIK Turkey-Japan Business Council Serif Tosyali: When the Japan-Turkey economic partnership agreement is complete, we believe direct investments from Japan to Turkey will increase and the bilateral partnership

will be much more active in both Turkey and surrounding countries.'

Japan International Cooperation Agency, Turkey, Chief Representative Takehiro Yasui: JICA has played a key role in a number of large-scale projects completed in Turkey such as the second Bosphorus Bridge Project and the recently completed Bosphorus Rail Tube Crossing project.

Chairman of the Turkish-Japanese Foundation Cafer Tayyar Sadiklar: The future between our two nations is very bright. Turkey's central location will act as the perfect hub for entrance into the vast African markets that offer opportunities for business collaborations between our Japanese partnerships. ♦ www.tr.emb-japan.go.jp

www.jetro.go.jp/turkey www.jica.go.jp/turkey/english/ office/index.html www.tjv.org.tr/tr/ www.deik.org.tr/ www.ktb.gov.tr

ProManage and ITO Corp. come together to serve Japanese industry digitalization

Running the digital transformation pro-cesses of over 300 factories worldwide with great Chicago-based success, ProManage Smart Manufacturing Solutions Corp. recently partnered with ITO Corp. as the company's Asia Pacific business partner.

Listed among research and development partners of the DMDII-MxD (The Digital Manufacturing Design and Innovation Institute), which aims to develop digital manufacturing concepts and technologies in the United States under the main body of the University of Illinois Labs, ProManage aims to manage all man-ufacturing-related opera-tions in factories via digital

tools. "Auto-improve your business' is our corporate motto. Our goal is to enable businesses to continuously and automatically improve operations by identifying bottlenecks, weak points and other aspects to further improve business operations and provide instant feedback through alerts and other indication methods," said Aylin Tulay Ozden, managing director of Pro-

Manage. The company manages its research and development mainly from their Istanbul office. In 2018, over 55 percent of revenue was reinvested in research and development.

ITO Corporation

Pacific, the only

in the world fully

AR technologies."

AYLIN TULAY OZDEN Managing Director ProManage

business partner of

ProManage in Asia

smart manufacturing

management system

integrated into AI and

became the

By targeting key markets where digital transformation ogies in these markets.

Adding to the U.S. and Turkey offices, ProManage plans to expand globally, taking its first step into the Asian market with ITO.

Established in 1953, Japan-

Thailand. ITO specifies its products and services to factory automation devices, energy conservation systems, social infrastructure devices and international product sourcing support services. ITO offers a wide range of solutions to fit customer needs, from various motors and processing machinery to systems that optimize production lines. To further strengthen its posi-

ware solutions for the manu-

facturing sector.

Aylin Tulay Ozden, Managing Director of ProManage and Hiroshi Ito, Executive Vice President of ITO Corp.

"As the first manufacturing operations management system fully integrated with artificial intelligence and augmented reality technologies, ProManage treads confidently toward becoming the world's most used manufacturing operations management system,' Ozden said. ♦

www.promanage.com www.itnet.co.jp/en/

Pro//anage 株式会社 伊東商会

Japan Tobacco International Turkey: A conscious contributor to society

Tobacco Internaapan tional (JTI) established its production facility in Turkey in 1993 with current total capital investments exceeding \$1.4 billion.

JTI Turkey was the first Turkey-based tobacco export company. Today Turkey has become the company's second-largest market and is home to the company's thirdlargest factory.

The company works closely with Turkish farmers to secure the supply of high-quality oriental tobacco leaves -



We are proud of our commitment to Turkey and our ability to not only export our products, but also focus on exporting talent to the world."

> **MEHDI BEJAR** Factory Director

of natural gas and solar to power our manufacturing facility has saved one gigawatt of electricity monthly."

Inspired by the work of the country's ethnic population, JTI Turkey supports local community initiatives in correspondence with nongovernmental organizations.

The company has established numerous womenempowerment initiatives such as the My Inspiration is My Future program that supports and encourages woman to build their own legacies.

Approximately 420 female

graduates have completed

the program and 25 percent

are today managing their

"Our success is based

own businesses.

of industry is of top priority, ProManage aims to boost global growth through introducing competitive technol-

tion and serve the market better, ITO has also begun providing a range of soft-

based ITO has also locally incorporated subsidiary companies in China and

Introducing Japanese technology to Turkey's rapidly developing railway and mass transit system

Cun Group, established in 1993, began by im-



One such project is Ankara's Metro system, which is expanding to four lines and

upgrading current lines. Sun

Group are supplying Hitachi

signaling systems to handle

and operate the capital's en-

tire metro system. The Turk-

ish government also recently

announced plans to connect

all of Turkey's major cit-

ies with high-speed rail, an

ambitious project that Sun

Group is confident in con-

75 percent is used in domestic products and 25 percent is used in products exported to international markets.

The company's 80,000 square meter factory in Torbali, Izmir employs approximately 2,300 employees, including its sales force, produces 12 brands and is constantly expanding operations. The company's technical training center serves local and international employees and up-skills the

For over half a century, ITOCHU Corp. has con-tributed to True

nomic growth through trade,

investment and contributions

to major social infrastructure

Focused on the international

trade of various goods such

as textiles, machinery, metals, minerals, energy and chemi-

cals, ITOCHU has engaged in

expanding multinational trad-

ing, as well as construction

and infrastructure projects in

As a country that prioritizes

advancement in infrastructure

and technology, Turkey has

been working on several proj-

ects with ITOCHU since 1966.

a nation that focuses on the

improvement of its social in-

"Turkey has always been

projects.

Turkey.

tributed to Turkey's eco-

JTI Turkey places great importance on its well-qualified workforce and combines experienced employees with university graduates to foster a balanced workforce founded on knowledge, expertise and innovation.

our products, but also focus on exporting talent to the world," said Mehdi Bejar, factory director of Japan To-

"We are proud of our commitment to Turkey and our ability to not only export

bacco International Turkey. for business and offers companies cost competitiveness, growth opportunities and access to international markets. We also optimize local

on our ability to grow our business and as we con-"The country is an ideal hub tinue to do so, we intend to support people across the country through our highlyeffective corporate social responsibility activities," Bejar concluded. ♦ natural resources. Our use

Turkey

www.jti.com/middle-east/turkey

better access to surrounding

"We are expanding our ex-

port trade business, mainly

focusing on Europe, CIS (the

Based on revenue, ITOCHU

sees great potential for growth

"On average, half of our year-

ly earnings comes from trad-

ing with the other half coming from our projects," he shared. ITOCHU also sees huge

potential in the field of en-

ergy and social infrastructure.

Thanks to Turkey's strategic

location, the country acts as

an effective channel in the en-

ergy market between Europe,

Middle East, North Africa and

As the company continues

to move forward, Abe's vision

for the future of ITOCHU in-

volves working closely with

the neighboring countries

"Our vision is to be able to

find more projects and more

opportunities where we could

show our various technical ca-

pabilities and expertise. Our

long-term goal is to study and

fully understand the potential

of Turkey and the region in or-

der to achieve long-term suc-

www.itochu.co.jp/en/about/

around Turkey.

cess," Abe said. ♦

network/middle_east

markets.

in this field.

CIS.

Oporting goods, materials and equipment for Turkey's flourishing construction industry. The company has since diversified into numerous sectors such as renewable energy, engineering, agriculture, mining and railway systems making up their core sec-

We have over two decades of experience in the railway industry and are proud to have been involved in some of Turkey's largest projects over the years" said Murat Atik, CEO and co-founder of Sun Group.

Sun Group began cooperation with Japan's Hitachi Railway Systems (HRS) in 2014, exclusively importing their innovative railway signaling and telecommunications systems to Turkey. "I am delighted with our

Atik said. "In the course of five years, we have managed With Japanese technology and know-how, combined with Turkey's young and active business minds, we can build new opportunities ... "

> **MURAT ATIK** CEO and Co-founder Sun Group

to introduce and integrate Japan's best railway technologies to our country's rapidly growing infrastructure projects. By improving safe-

ty, efficiency and reliability of railway and mass transit systems, HRS products have been very well received thus far."



tributing to. The group is very open to developing new partnerships with Japanese organizations in other areas of activity, particularly renewable energy and mining. "I believe more collaborations can be made between the two countries," Atik said. "With Japanese technology and know-how, combined with Turkey's young and ac-

tive business minds, we can build new opportunities, not just in Turkey, but in neigh-boring countries, as well as in Africa." ♦ www.sunltd.com.tr/eng/

Commonwealth of Indepenpartnership, the timing couldn't have been better," dent States) and the Middle East — areas where our Turkish partners goes," Abe said.

Mizuho Bank: Building the future with Turkey

s a leading interna-tional financial institution with one of the largest customer bases in Japan, Mizuho Bank Ltd. aims to become one of the top financial houses in the European, Middle Eastern and African regions, specifically in Turkey.

"Our goal is to become the primary 'financial-bridge' across the key regions where we are active," said Akio Inoue, managing director and chief representative of Mizuho in Turkey. The institution plays a key

services, clear explanations and financial backing to our clients, we are well positioned to deliver the best Turkish clients since 1990. The institution began further improving its relationships with firms in Turkey in 2012 when it established a representative office in Is-

economic ties, Mizuho fostered a strong relationship with both Japanese and non-Japanese companies in the country and across the region.

In recent years, Mizuho in Turkey has grown significantly thanks to its strong reputation within the financial market. The institution continues to play a major role in facilitating investments to Turkey, not only from the Japanese, but also from other worldwide

investors.

Meanwhile, the Turkey Asia Investors Conference, which was held in Hong Kong and Taipei in May 2018, was seen by more than 100 Asian investors and major Turkish financial institutions as an opportunity for the diversification of their investment funding.

"Our strong partnership with Turkey has always played an important role in the success of our institution," said Inoue.

"By continuing to work together, we'll be able to further provide the country with our best interest and guide the way toward the growth of the Turkish economy." ♦ www.mizuhobank.com



frastructure," said Toshiyuki CHU Turkey.





Itochu: Working hand in hand with Turkey towards growth

Abe, general manager of ITO-

"ITOCHU aims to further

strengthen its relationship with the country and improve its reputation among Turkish business societies and contractors in both the public and private sectors by making valuable contributions to well-

known and large-scale projects," said Abe. "In order to succeed in Turkey, we select projects by de-termining where it could best showcase our capabilities and where our clients could better

appreciate what we have to offer," he added. While ITOCHU continues to

engage in social infrastructure projects, the company is now further exploring investment and export opportunities as they utilize Turkey as a business hub for the region with

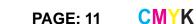
role in Turkey as it provides both commercial and financial services to companies in the region.

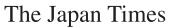
"By providing high-quality tic and regional customers, Inoue said. Mizuho (and its previous

tanbul.

iterations) have supported







possible support to domes-

Akio Inoue, Managing Director and Chief Representative of Mizuho Bank Turkey

12 | The Japan Times | Monday, October 28, 2019

Solution Solution Solution

A STAR ALLIANCE MEMBER 救



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Turkey

engineering achievements are highly appreciated in Turkey

and this makes it much easier

for Japanese companies to en-

ter the Turkish market. We

continue to encourage Japa-

nese investors to look at the

opportunities Turkey has to of-

"There are many success stories regarding Japanese in-vestments in Turkey in diverse

industries. The first foreign in-

vestment in the new Republic

of Turkey actually came from

"While we understand the

Japanese way of doing business

is undertaken diligently and

can often take time, in Tur-

key business decision making

tends to move more quickly.

For this reason, we encourage

Japanese companies to contact

the investment office to as-

sist in their feasibility studies,

make necessary preparations

and connect them with rel-

"We offer valuable insights,

detailed information and un-

biased data that empowers

investors and leads them to

make well-informed decisions.

Our network of international

teams, including our dedicated

'Japan Team' based in Japan

and Turkey, is committed to

bridging Turkey and the global

"We are in a unique position

as the most experienced Turk-

ish institution focused on de-

livering investment projects.

We will continue to accompa-

ny investors during every step

of their journey with us and we

look forward to providing our

business community.

evant local authorities.

Japan," Ermut said.

Providing valuable insight

fer," he said.

to investors

Dydo embraces innovation leading to success

riven by its vision to extend its presence outside Japan, Dydo Group Holdings Inc. continues to produce high-quality products for the Turkish market.

Dydo has seen a promising future with Turkey and its neighboring countries, which led to the acquisition of the beverage arm of Turkish company, Yildiz Holding in 2016.

"The timing was perfect for both Dydo and Yildiz, as they wanted to focus on developing their chocolate and confectionery sectors while we looked into the expansion of our global reach in the beverage industry," said Tadashi Sakashita, president and CEO of Dydo Drinco Turkey.

"Seeing the potential of Turkey's domestic market and its surrounding regions, we decided to explore the

rmed with a vision

steel manufacturers.

cally in Japan.

Seeing the potential of Turkey's domestic market and its surrounding regions, we decided to explore

the possibility of doing business in the country."

TADASHI SAKASHITA President and CEO **Dydo Drinco Turkey**

possibility of doing business in the country." Through research and development, Dydo was able to introduce its Maltana line of malt-based drinks. "Our new Maltana line of beverages has been well received in Turkey, as well as in other Islamic countries in the Middle East," Sakashita said.

some difficulties, Dydo managed to recover through its

Tosyali Holding creates a solid foundation across nations

ing.

investments. "2016 proved to be a tough year for us, but through good investments, our revenue has doubled in growth," Sakashita said.

Dydo aspires to look for something new to offer its consumers, which is why the company is allocating most Despite going through

"The Japanese view of

panies in terms of coopera-

tion for African investments

"By combining Turkish companies' regional experi-

ence with Japan's techno-

logical skills, our countries

can develop successful joint

Despite the sectoral chal-

with Turkish companies.



concluded. ♦ www.dydodrinco.com.tr

world, the company remains

CECEK TÜRKİYE

of its efforts toward research

"We will continue investing

in R&D to give our custom-

ers better and more excit-

ing products in the future,"

Looking into the compa-ny's future development, the

group plans to focus on the

expansion of its exports this

"As we introduce our goods

to more countries outside Turkey, we would be able

to gain more stability and

ensure our clients are given

the best products available

to the market," Sakashita

and development.

Sakashita said.

year.

'Right time, right place' to invest in Turkey

The Presidency of the Re-public of Turkey Investment Office (previously known as ISPAT) is the official organization committed to promoting investment opportunities in Turkey to the global business community. The office is dedicated to assisting investors before, during and after their entry into the dynamic Turkish economy, one of the fastest growing in the world. Office President Arda Ermut

discussed the organization's achievements and ambitions to strengthen economic relations between Turkey and the rest of the world.

Global investment destination

"In the early 2000s, comprehensive reform programs were implemented to improve the investment environment and enhance the position of foreign investors interested in Turkey," Ermut said. "Today, Turkey hosts more than 70,000 foreign-owned companies.

synergyspotlight

Kozui Otani: **Turkey's first Japanese** investor

Japan is Turkey's thirdlargest trading partner in Asia. While Japanese public and private sector players continue to support Turkey's modern-dayindustrialization, the relationship between the two countries goes way back. At the beginning of the 20th

1927, Japanese entrepreneur Kozui Otani, along with Saffet Beyzade Memduh Bey, established Ankara Industry and Agriculture Ltd., a Turkish-Japanese textile mill located in Bursa, northwest Turkey. Inspired by Otani and Bey, Turkish and Japanese entrepreneurs continue to work



"Foreign companies have the guarantee of international law, open international arbitration and the transfer of profits and dividends to home countries without any costs. When we look at liberalization phases and the speed of growth throughout global economies, Turkey is very well-positioned. "While the surrounding region has its share of geopolitical challenges, Turkey has been pursuing a global peace diplomacy in order to protect civilians and prevent humani-



tarian crises, thus attracting open and clear support from the international community. As Turkey is the only functioning secular democracy in the region, we want our partners and allies to trust in our experiences within the region and to make use of Turkey as a platform to boost trade and relations across the region as many of these markets remain untouched and offer ample investment opportunities."

Strengthening a historic partnership

'The investment office was established to promote the investment environment in Turkey and support incoming investors by helping them establish businesses in Turkey with ease and efficiency. Today we support existing investors as they continue to achieve success and also attract new foreign investment from Japan and around the world," Ermut

continued. "With Japan, we are in a very advantageous position. When you look at the historical ties, cultural proximity and sentiments our two countries share with one another, our bilateral relationship is very strong. "The Japanese way of doing

business, the country's serviceorientated approach to customers and its technology and



timely world-class services to our Japanese and international friends and partners." **♦** www.invest.gov.tr www.invest.gov.tr/ja-JP

to become one of the A most successful companies in Turkey, Tosyali Holding has become one of the world's largest iron and Because of the company's long history in the industry, dating back to 1952, Tosyali Holding was able to expand its business and strengthen its global presence, specifi-Due to its various achievements throughout the course of its business, Tosyali Holding formed a joint venture in 2012 with Japan's

Fuat Tosyali, Chairman of Tosyali Holding

As the two companies strengthen their bonds, Toproducts as it continues syali Holding sees an opto expand its operations portunity to develop its abroad.



projects in Africa in the future," said Tosyali. lenges and economic recession continuing all over the

product development enoptimistic on conducting ables Turkish businesses business in Africa thanks to such as Tosyali Holding to the investments it has made market value-added prodin Algeria. ucts, helping us extend the "Ever since we invested reach of our presence in different regions across the in Algeria, Tosyalı Holding

started to adapt to its culture and values," Tosyali said. globe," said Fuat Tosyali, chairman of Tosyali Hold-The company feels that this move will not only help The success of the group

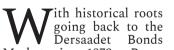
its operations in the region, increases the investment but also in other countries appetite of Japanese comacross the globe. We believe that by doing

this, we are not only making industrial investments the countries where in we invest, but we are also strengthening our ties with them as we meet the social needs of their people," concluded Tosyali.

www.tosyaliholding.com.tr/en

TOSYALI HOLDING

Borsa Istanbul: Solidifying Turkey's economic development and financial stability



Toyo Kohan Co., which is

one of the leading compa-

nies in manufacturing high-

tech steel products.



Borsa Istanbul aims to be

a global integrated marketplace for regional financial

assets by providing a reli-

able, transparent, competi-

tive and sustainable trading platform. "Japanese high savings and Turkish high

growth are a perfect match generating numerous high-yield opportunities and support for Turkish eco-

nomic development," Gon-

www.borsaistanbul.com/en

en said. 🔶



evermore closely together to realize projects across Turkey.

century, investors from Japan Kozui Otani began to arrive in Turkey. In

Market in 1873, Borsa Istanbul completed its demutualization and incorporation in 2012, and achieved horizontal integration via the acquisition of the derivatives and gold exchanges in 2013. The exchange offers a fully integrated busi-ness model ranging from trading, settlement, custody and registry services for equities, derivatives, fixed income and repo, precious metals and Islamic finance products to provide a broad range of financial services and efficient access to the flourishing Turkish capital markets.

Turkey's central position at the crossroads of several subregions makes it an attractive production hub. This should be one of the significant key factors that Japanese and worldwide in-



Trade floor of Bursa Istanbul

vestors continually look to

for investments into Turkey. With the Japan Securities Dealers Association (JSDA) as one of Borsa Istanbul's accredited commissions, Japanese investors have the opportunity to invest in companies focused on sus-

tainability and good corporate governance. "The JSDA certification

has led to increased interest from Japanese investors regarding Turkish assets," said Mehmet Gonen, acting CEO of Borsa Istanbul. "New equity funds have been set up

BORSA **ÍSTANBUL**

Çalık Holding: Working together with Japan on the road to success

Founded in the 1980s with the initiatives of Ahmet Calik. Calik. Hall: **L** Çalık, Çalık Holding has been active in 7 sectors, adopting the principle of adding value to people's lives in every region and geography of its activity.

Çalık Holding has accom-plished collaborations and joint projects across numerous regions around the world with Japanese companies thanks to the solid ties it has established for over 30 years. Some of its most notable partnerships include Mitsubishi Corporation, which dates back to the 1990s, and the Japanese technologies giant, Secom.

"We have maintained a very strong business relationship with the Japanese companies for over three decades. Our relationships are built upon mutual respect and understanding," said Ahmet Çalık, Chairman of Çalık Holding. Çalık Holding is the first company in Turkey that became a member of Keidanren and this year Ahmet Çalık was honored with the 'Order of the Rising Sun, Gold Rays with Neck Ribbon' by the

Emperor of Japan. Recently, Çalık Holding was invited by Japan to attend the seventh Tokyo International Conference on African Development (TICAD7) as part of the Turkish delegation. At the Conference, Ahmet Çalık said, "TICAD7 was a great event for the company

to envision new opportunities in Africa as we develop new projects that are currently in the pipeline as part of our ex-pansion strategy", and added, 'We are currently considering new projects where we

will offer integrated solutions

in Africa together with the Japanese companies in the upcoming period. Our top priority has always been to offer added value for people's lives and to ease their lives. Looking towards the future of the Group, Çalık said "Digitalization is our top priority in the near term. We are undertaking digitalization processes both for the entire group-wide operations, and

we are also providing digitalization-oriented services in various fields." Ahmet Çalık further said,

"Japanese companies have a very significant place in the world in terms of technology and digitalization, whereas we have strong market ties across several geographies and qualified human resources. We will develop new business opportunities in the upcoming period by consoli-



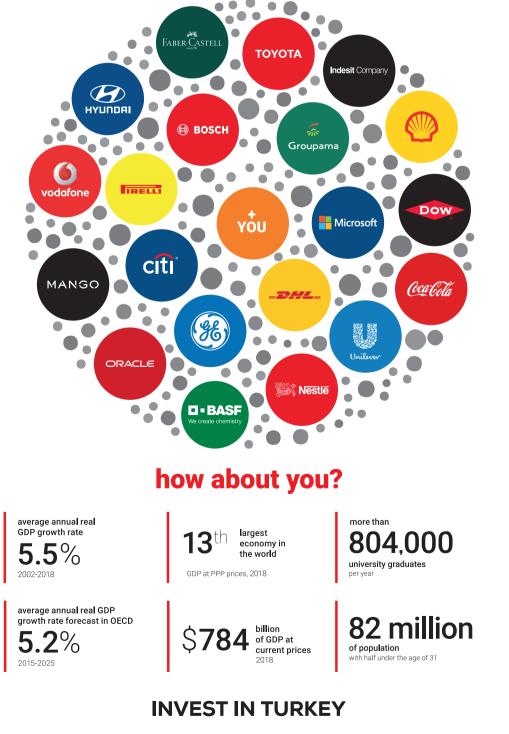
Ahmet Çalık, Chairman of Çalık Holding

dating our strengths. Our capability to jointly do sustainable business as Çalık Group with the Japanese companies is also acknowledged as an added value and an assurance by our customers of different geographies and fields." ♦ www.calik.com/en/homepage



INVESTED IN TURKEY

More than 70,000 companies have



Presidency of the Republic of Turkey Investment Office, the official investment advisory body of Turkey, is a knowledge center for foreign direct nvestments and a solution partner to the global business community at all stages of investments. It provides customized guidance and qualified consulting before, during, and after entry into Turkey



