

2006 / II

ULTIMO



LETTER FROM THE EDITOR

Hello again!

When I volunteered to do the editorial work of this issue of our GAZETE, I was sure that it would be an easy job for me since I had gained experience in similar projects. Yet, it turned out to be an exciting and difficult task. Witnessing my excitement and concern one would think that this is the most complex, detailed and sophisticated publication in the world. Well that is exactly how I felt. It may not be the most important periodical in the world, yet it means a lot to me. It is our way of reaching out, sharing our news, having our voices heard, reflecting our thoughts and opinions. During numerous coffee breaks and lunch hours, weekends and evenings we focused on the preparations of this issue. Onur Mustafa and Berrin Postalcioglu were the editors of the two previous issues. For the next issue I shall hand over my editorial tasks to Güllü Deliduman who has volunteered to carry on the mission.□

Highlights of this issue are:

"The Face Behind the Name" introducing one of our team members, with whom some of you may already be in touch. In this issue her portrait is displayed looking beyond her business profile. We shall continue with other team members in the future issues.

"The Guest of Honour" sharing with you proudly a long lasting business relationship of Ultimo which, we hope, will continue as a life long friendship.□

"Turkey" & "Istanbul" naturally being covered once again for points of special interest in relation to our field of business and cultural aspects.

"Branding" and "Competition" are two topics being included, for global interest, as they seem to be the soul of international trade of our times. In this issue, we introduce "Turkish Brands Going Global". In order to emphasize the market growth in Turkey we shall continue with "The Global Brands in Turkey" in our next issue.□

We would like to thank Consuelo Le Mire and Ali Platin for their contributions to our Gazete, respectively for the photographs and the graphics.

We very much hope that you will enjoy strolling through the pages of our GAZETE. As always, we would like you to share your thoughts and suggestions with us.

With our very best wishes for a prosperous 2007,

Ayşe Sançakoğlu

ULTIMO

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COVER STORY

THE NIGHTMARE OF THE CENTURY, **COMPETITION**

HOW TO **SURVIVE**

OUR GUEST OF HONOR **JOHN HEAVISIDE** OF MACKAYS STORES UK

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FACE BEHIND THE NAME

LITERATURE, MUSIC, THEATRE, ART

CONCORDIA INTERNSHIP PROGRAM **WORK & FUN**

THEY EACH HAD **SOMETHING TO SAY!**

NEW YEAR'S GREETING



The COVER of this issue is reflecting our story. It is the story of the people who create our team. They put their hearts into their work, set their goals in their services, and all together, form the image of a successful corporate body.

They are all there, out on the cover of the Gazete, appearing as active as they are, young (or young at heart!), bright, lively, up-to-date and colourful personalities.

They prefer to appear in shadows as no one gets ahead without the cooperation of the others, and certainly no one shines alone in the glory of the team's success. Each contributes to Ultimo's achievements.

Look closely. You may recognize some of the familiar silhouettes of your own contacts in the Ultimo team. Or you may know them all, as one complete body of Ultimo, Manifatura and Concordia, joined together towards a cause believed in, a goal shared.

The Ultimo team aims a future that is shaping up today, in full recognition of internal and external competition.

Ultimo's emphasis on the value of "design" is reflected through its office atmosphere which provides a cradle for innovative performance of the team.

THE NIGHTMARE OF THE CENTURY: **COMPETITION**

Although it is considered to be the nightmare of the century, competition is not a new issue. Commercial competition must have existed ever since the Venetians introduced money. So, what is it that is changing the markets, affecting the industries, shaking up the corporations?

Elimination of the quantitative restrictions (quotas) in 2005 naturally led to increased global competition. Highly affected by this change are all segments of the markets and industries from steel to textile. "Let China sleep!" runs Napoleon's famous saying, "For when she wakes, she will shake the world." Two hundred years later we are all discovering how an unstoppable China is changing our lives. Tales of China's era of mass growth are not about the 9% annual economic growth only. It is also no secret that pirating goods, violating intellectual property, and neglecting internationally accepted labour standards altogether create a winning strategy for China. It allows the Chinese production companies to escape from costly investments, be able to produce at less cost and make low priced offers. Yet, it is not solely the cheap Chinese production that creates the battle of competition. It is the changing consumer behaviour that has been leading the retailers to seek for more and more competitive products. In other words, competition is not a threat for the production industry alone, but more so for the retailers, or rather for all in the commercial business, be it the production industry, trade, or service. The new challenge is not for Turkey alone, or Europe. It is a global call for urgent repositioning and adjustment. The effects of these changes will be similar to that of the industrial revolution. The economic gains as well as the adjustment pains of this new revolution will even be bigger. Developing countries are set to give the world economy its biggest boost in history. It is going to be the biggest stimulus in history.

The textiles and clothing sector remains of vital economic importance for several developed, developing and under-developed countries. Developing countries have a stake in this sector, the sensitive importance of the sector is higher for developing countries – Turkey being one of the most vulnerable amongst them. For the developing countries, investing in the textile industry was like having a horse that runs fast and does not eat so much hay! We all seem to be aware of the change in the textile industry. In an industry where over half of the production capacity is excess to demand, manufacturers cannot and will not survive without getting involved in drastic changes themselves. What are some of these changes to be considered? In an article David Birnbaum used the subtitle "2005 Winners and Losers". How to be on the winning side and meet the challenges of this competitive era? So far, it is very apparent that our present tools and models fail to meet these challenges and overcome the threats.

Competition is not a dead end by itself. It leads to inventions and diversifications. Competition drives to product and service innovation. The textile industry already has its own share of such constructive development. What is referred to as "Technical Textiles", "Functional Textiles", and also "Smart Textiles" came into the markets already as a result of innovations in this battle. The term 'smart textiles' covers a broad range. The application possibilities are only limited by our imagination and creativity. There is no doubt that "design", bringing out the "different", most demanded or what is "the one", will always win. Another important factor in relation to the products to be marketed is, and will continue to be for a long time to come, the low cost possibilities: be it by efficiency in production, in buying and landing costs, or saving on all possible cost figures to be added onto the "price of the product". This aspect of the trade does not only concern the producers, but also the suppliers as well as the buying companies. Because this brings out the importance of the "value chain" which starts with the preliminary phases of production and covers all phases until the time the products are on the shelves at the disposal of the consumer. There are a number of factors that would have an impact on competitiveness of the industry and trade. Dimensions of competitiveness are reflected through the strategies and actions beyond and above the traditional commercial behaviours.

In a world where competition limits the opportunities it makes sense to open up a new market rather than compete in those that already exist. There is a new field of play to be discovered. Fashion is an overcrowded market where there is a competitive edge. In fashion, timing is everything. Manufacturers who intend to join the battle in this field need to find their own answers to some key questions coming out. What is ahead? There is no single or simple solution for all, yet.

(*) Excerpts from "China Shakes the World: The Rise of a Hungry Nation" by James Kyngé, Weidenfeld & Nicholson, March 2006

(*) Pam Woodal, "The New Titans" The Economist, September 16th-22nd, 2006

HOW TO SURVIVE

Among a number of personal stories, there is a family history we would particularly like to share with you. In this story, we see a tradition which set the professional lives of four generations, until the times of change.

There was an Anatolian family in the late 19th century. The men in this family carved and shaped leather to make “çarık” which is a slipper like, flat moccasin people comfortably wore in the fields, or in the streets at that time. They were so skilled in doing their job that the family was given the nickname “Çarıkçı” (çarık masters) by the villagers.

A couple from the fourth generation of this family travelled to Amsterdam. They were to visit a very special fair focusing on the vegetable cultivation at the RAI Congress Center. Knowing the family’s professional involvement in the shoe industry, and their success in international markets, one would think that this visit would be a result of curiosity, hobby or a personal interest, since the subject had no relation with the “shoe” business.

It came as a surprise to find out that the famous “shoe factories”, one in Turkey and one in Russia, had both been converted into “green houses” cultivating onions and growing vegetables in covered fields. This was a completely new and different business and they were trying to find their way in and out. “Why?” would be an initial reaction. The respond was immediate: “competition, of course!” and they continued explaining: “Turkey and Russia were the two greatest markets of ours. China’s production costs are beyond any means of competition and drove us right out of business. We made a decision to enter into a totally different area before we got busted.”

Everyone, sooner or later, discovers that “times are changing”. Each time we should learn to “change” ourselves and adapt. How far should we allow the “changes” to “change” us? The answer lies in “changing until achieving the means to compete”. The solution does not lie in leaving the scene, quitting the game, getting out of the picture, but offering added values, gaining strengths, and carrying on. Finding alternative ways of competing to respond to the needs of the markets requires changes which can only be achieved by a change in attitudes, in targets and in methods of working.



Our Guest of Honor

John Heaviside of Mackays Stores, UK

Mackays Stores is a privately owned Scottish retail company owned by Iain McGeoch. He is from the second generation managing the Mackays stores with close to 300 fashion stores throughout the UK. From the Shetland Isles to Penzance Mackay Stores is successfully growing as a popular community store. By offering over 21 million items sourced from more than 20 countries worldwide Mackays caters to over 10 million customers annually. So, this is the success story of a UK brand. John Heaviside has been involved in most stages of this growth.

23 years ago, just like most store groups in Europe, Mackays was also looking into the possibilities of buying from Turkey for their then 200 stores in the UK. It made sense to find a local office to provide them with sourcing information and to follow up the production and delivery process. The managing director of Mackays, Len McGeogh, and John Heaviside came to Turkey to search for the "right contact" which led them to ULTIMO, at that time a ten year old "Buying Office" and one of the very few in its field. John, with his confidence in the Turkish market, supported the growth of sourcing from Turkey.

"John has a personal charm and ability to become a 'friend' while being a business counter part, colleague or collaborator. He is one of the few persons who could manage to hold both hats so distinctively that the role of one does not have to end because of the other. He is a business colleague who can severely criticize an unacceptable business move, at the same time he is a friend who listens to dilemmas and suggests solutions." This is how the Ultimo team perceives John. It is generally advised that the two should never be mixed. Apparently, John is a person who has the talent to manage both at the same time, without tangling the strategies of each.

As John is about to route his life in a different direction through his retirement, we have proudly included the reflections of this special person in the pages of our Gazete.



Why did you choose to work in the textiles industry?

Like many things in life, this was also accidental. My heart was set to work in the Civil Service, in Customs and Excise. One had to be 18 in order to be considered for any position there, so waiting to come of age and be interviewed, I had worked weekends and holidays in a tailors shop. When I received an invitation for the interview, I was enjoying my life so much that I never went to the interview.

What was it like to be the captain of a ship sailing in the wavy waters of the textiles industry?

I think textile is a great sector in which to work and my background as a tailor and cutter has proved invaluable, as my career has progressed. At first, when making bespoke suits, the importance of understanding the customers` requirements was vital. I have never forgotten that and have always made it my aim to put customer satisfaction first.

Was it hard to keep pace with the fast developing technologies in this sector?

Technology has had a major impact on this sector, and I am sure it will continue to have. From communications to the processes of fabric and garment manufacture, the whole industry has been affected. It is impossible to do a job without being aware of what is happening in relation to the technology. Working as we do, with our manufacturers and agents, we are ideally placed to know their plans for the future and incorporate those with our own.

How was it to work with different cultures?

One of the most interesting things about my job is working with different cultures. It has not been difficult at all. I am proud of the trading relationships we have forged and of many personal friendships that have been established through business relations.



Travelling so much, how did you set up the balance between work & private life?

I have been very fortunate to do a job that I love and make so many good friends in this industry. My work has always been my first priority and it has kept me pretty busy over the years. My friends, other than those within the sector, have been understanding and patient. But we have never lost touch. I can see what this question is aiming at, but somehow we have always seemed to work it round.

As a sourcing manager you had great input in improving the facilities of different suppliers. How did you manage this?

I have always tried to view any supplier relationship as a long-term partnership. Unfortunately it does not always work out as you intend. When it does, though, you get a "win-win" situation and the relationship is satisfactory for both parties. It is then that there is confidence to build on this relationship and invest in the future.

How long have you been working with Turkey? And how many business trips did it take?

Our first purchase from Turkey was in 1984, being 10,000 dozen men's sports socks, followed with a considerably high volume flannel yarn dyed men's shirts. In terms of how many trips I have made, it has to be a guess, but my good guess would be somewhere between 50 or 60 trips.

What do you think of the improvements in the Turkish textile industry since you started?

Turkish textiles have continuously improved over the years, in terms of quality, enhancements, innovation, compliance with requirements and delivery terms. Turkey has faced, and taken on competition, especially post 2004 and has been able to trade successfully, even at times of severe currency fluctuations.

How do you see the future of Turkish textiles and especially their exports to the EU?

With everyone looking to reduce the time from design to shop floor, Turkey is ideally situated to continue its strong position of exporting to the EU. Many manufacturers are adding a design function to their offers and the growing strength of Turkish retail (often founded on the back of successful manufacturing concerns) is adding to the pool of experience and know-how available within the industry.

You have also worked in the USA, for how long and in what capacity?

Three years, from 1987 to 1990. I worked and resided in New York, naturally still very much on the go, managing the chain of 100 ladies wear stores on the east coast which Mackays had purchased. It was a design led collection with goods manufactured both within the USA and the Far East. The venture was not a success. Yet, it was a great experience through which I feel we have learnt a lot.

Could you please share with us one of your most impressive stories?

There are so many memories of Mackays I will take with me into retirement, so many in fact that it is difficult to highlight one. However, the one overriding memory is one of a great company with a solid culture and fantastic people who carried the torch throughout the business processes. I am proud to have been part of a team that has delivered consistent growth and is well respected both by its customers and its suppliers.

What do you favour most amongst your business tasks?

Contributing to the success of the company and, therefore, its employees.



Istanbul! One of the oldest inhabited metropolis

*Turkey's most populous city,
A town of culture and history,
The main tourist attraction situated on the Bosphorus strait,
The core of the business market with its commerce centers and big shopping malls,
A natural harbour,*

...and with all of its numerous other characteristics, Istanbul is called the "urban jungle" (*) by Mark Szawlowski. It is the only metropolis in the world which is geographically situated on two continents. This unique geographic position is displayed in the multi cultural reflections the city holds in its image.

The city had many names throughout the history.

The city was known as Byzantium since the 6th century B.C.. Following the years the Roman Emperor Constantine expanded to Byzantium and settled here, the Roman Empire divided into two as the Western and the Eastern Roman Empires. Constantine declared the capital of the Eastern Roman Empire as Constantinople in 330 A.D., initially called the "New Rome".

In 1453, the city fell to the Ottoman Sultan Mehmed II, the Conqueror. He never changed the name of the city officially. The official name remained Constantinople until 1930 when Atatürk officially declared the change of the city's name to Istanbul.

There are different opinions on the origin of the name Istanbul. Against the belief that the name Istanbul was chosen by the Turks refusing to use the Greek name of Constantinopolis, the fact remains that the name Istanbul – in its earliest format – existed long before. The most commonly accepted information is that the name is derived from the Classical Greek term "eis tin polin" or the common Greek wording "stin polis" literally meaning "in the city" or "to the city". According to a popular story that has been told for many years, the Byzantines did not refer to the places by their actual name, but referred to them in relation to their size, or simply called them 'Polis' (the City). The phrase "stin polis" was commonly found on road signs directing travellers to the capital. However, it is also known that the Nordics referred to this city as "Mikla" which means "big city".

Another possible, but less commonly agreed upon conclusion of studies indicate that during the reign of the Ottoman Sultan Mustafa III, it was common to use the names Islambol and Islambul in official letters and documents (**). Islambol means "full of Islam" while Islambul means "find Islam" in Turkish.

There was once a very popular song, questioning why Istanbul was not called Constantinople.

The lyrics start as:

*"Even old New York was once New Amsterdam
Why they changed it I can't say
People just liked it better that way"*

and continue:

*"Istanbul was Constantinople
Now it's Istanbul, not Constantinople
Why did Constantinople get the works?
That's nobody's business but the Turks"*

Long time gone, Constantinople is Istanbul's history today.



(*) Article by Richard Barbery,
Time Out Istanbul magazine,
November 2006

(**) F. Kraelitz,
Sitzungsberichte der Akademie
der Wissenschaften,
1921, p.45

TURKISH BRANDS GOING GLOBAL

Once known only for its mass production and low priced products, some of the Turkish suppliers have changed their focus by targeting a high-end niche market, in an effort to differentiate themselves from their competitors in Asia. They are doing this by working together with well-known designers worldwide and forming their own design teams. Over the past five to ten years Turkey has gained a reputation for producing stylish, good-quality products and has managed to export its own brands that have been successfully introduced throughout Europe, the United States, the Middle East and the Far East.



Fashion ...

Paris...London... Milan... New York; these are the first cities that come to mind right away when the word 'fashion' is pronounced. Will Istanbul be added to this list? There is no easy answer. Nevertheless, it is striking how in recent years several Turkish fashion brands have indeed very successfully entered the international fashion arena.

"Denim" brands such as Mavi Jeans, LTB and Big Star, have been particularly successful in building an international reputation.

Mavi Jeans has been extremely successful in North America and has become a source of pride for Turkey. In just 12 years, it has managed to become a domestic market leader and a global brand. Mavi, for its latest collection, has engaged the internationally well-known Turkish designer Rifat Ozbek to give a special Turkish touch to the collection.

Currently, Mavi is sold in more than 50 countries including the US, Australia, Canada, Germany, England, Denmark, Italy, France and the Netherlands. More than half of its sales are in exports, 90 percent of which goes to the US, Canada and Germany.

Another success story is that of Damat & Tween, two menswear labels belonging to the Orka Group. Starting in 1979 in Elazığ, a city in the east of Turkey, Damat & Tween is now selling in 24 countries. It aims at having 100 stores abroad by 2008. In order to reach this goal they made an agreement with designer David Bradshaw. The target of this collaboration is to make Tween one of the world's top 10 brands.

Vakko, the most exclusive Turkish brand has made an agreement with the very popular American designer Zac Posen to prepare a collection under the name Vakko - Zac Posen for the local and nearby international markets.

A Global Way of Living

The international success of the Turkish brands has not only taken place in fashion, but also within the 'home-ware' sector.

Paşabahçe, a brand already in the international markets for several decades, is one of the top 3 glass producers in Europe, and one of the top 5 in the world. They prepare part of their collection with the collaboration of the trend forecasting company Carlin International.

Another one is Vitra, which has 2000 sales points and 150 showrooms worldwide. Vitra, with its strong brand image and wide distribution network, has been the market leader for sanitary ware in Turkey since the 1950s. Its production capacity is the largest in Turkey with top quality production resulting in high market shares internationally.

Rose Lovegrove has prepared a collection for Vitra which received an international design award.

Derin is an example of how well the Turkish furniture brands do internationally. Derin has been manufacturing since 1971 and has been expanding into the world market since 2000. With its minimalist and well-defined lines it has been successful in targeting consumers living fast urban lifestyles.



An award winning design by Derin

FACE BEHIND THE NAME



Alev's Story...

When Alev received her BA degree, she had initially chosen "marketing" as a career. This choice led to 19 years of work in the finance sector. She became the manager of a local branch of a major Bank, and then, with a sudden urge she left the world of finance and joined Ultimo in 2002, still focusing on marketing. At Ultimo, she worked as a merchandiser for the home textiles department. Her talent in understanding and interpreting design was discovered when the samples selected and the details created by her turned into customer orders on a continuous basis. From that point on she has been actively involved in marketing design through Ultimo's design department Concordia and coordinating the team's activities with her management skills.

She and her husband reflect what can be interpreted as "love lasts throughout the years". They have a daughter, 22 years old, and are living in a beautiful family house with a large garden. In the garden, she has her atelier with a special furnace where she crafts her ceramics which will be exhibited in her first private exhibition soon.

Alev in our eyes...

She is the French "flair" in our office. Not only is she fluent in French, but also because of her education in a French school since the age of 12 she has developed an understanding of the French ways.

She is an impressive, trendy, fashion woman.

She is cheerful and full of life.

She has a creative and free soul that shines like the sun.

With her poetic skills and expressions she is the 'artist' at Ultimo

Alev in her own world...

"I have a passion for creating, forming, shaping, and moulding clay into an aesthetic object.

Life is a God presented gift. My happiest times are those spent in nature. It is only then that I feel I am fulfilling the meaning of this precious gift.

Don't ask me to work on a weekend as most probably I will be in my village, away from Istanbul. There, I will be busy with the actual owners of my cottage "the squirrels".

If life is a "gift" we are granted, I wish to turn mine into a "playground" where I can play and enjoy. As long as I can manage to do this, I feel I will never be a 'grown up'."

Apparently deep inside she is the child she likes to be, for us in her business life she is one of the most mature and strong personalities of the team.

Introducing Some of The Turkish Achievements:

Literature, Music, Theatre, Art...

Elif Şafak, a social scientist and a scholar teaching on topics such as "Women Writing on Women: East-West Encounters" and "The Queer in the Middle East" was born in Strassbourg and spent her teenage years in Spain. She graduated from the Middle East Technical University in Ankara with degrees on International Relations, a Master of Science in Gender and Women Studies, a PhD in Contemporary Western Political Thought and a minor in Middle Eastern Studies. She is now a writer and has published seven novels, one of which is "The Saint of Incipient Insanities", her first novel written in English, published by Farrar, Straus & Giroux. Currently, she serves as an Assistant Professor in the Near Eastern Studies department at the University of Arizona. Her courses include "Literature and Exile," "Politics of Memory" and "Sexualities and Gender in the Muslim World".

Orhan Pamuk, the first Turkish author who is the 2006 Nobel Prize winner in literature was already recommended with three of his books in the previous issue of the GAZETE. Many of his novels are international best sellers.

While the Turkish novelists have recently been getting long deserved recognition in the western world, Turkish poetry is somewhat left behind, mainly due to translation difficulties. **Talat Halman** has closed the gap by editing and translating poems of 44 poets born during the first half of the 20th century. In this book, "100 Modern Turkish Poems", published by the Syracuse University Press, the poems speak for themselves with a deliberate effort to avoid the shadow of politics.

Among the most successful international businessmen there is a Turk: **Ahmet Ertegün**, son of a Turkish Ambassador to the USA in the 1930s. His interest in music, especially jazz, lead him to start one of the most successful talent agencies in America, and eventually he became the owner of the famous "Atlantic Records". He is the person who discovered, introduced and supported a number of individual musicians who have all become celebrities. Certain artists like Ray Charles, Nat King Cole and Aretha Franklin reached the peak of their careers under his label. In the 1960s he launched the careers of Charles Mingus, John Coltrane and the Modern Jazz Quartet. The Erteğüns are now residing in Bodrum, Turkey as they silently continue to give a helping hand to musical events.

THE FIRE OF ANATOLIA brought a brand new definition to the dance concept of modern times. "The Fire of Anatolia" has vastly increased the number of their fans during a recent world tour. The land of Anatolia has been the center of great and powerful civilizations throughout times. Today, thanks to the heritage of all those civilizations, Anatolia bears one of the most colorful cultural mosaics. "The Fire of Anatolia" is telling this fascinating story of the cradle of civilizations over and over through its dances; "Horon" from the Black Sea coast, "Halay" from the Southeast, "Efe" from the Aegean, and "Çiftetelli" from Thrace. The group enchanted the Americans with their show and amazing energy during a performance at the Chicago Theatre during the USA tour. The idea of "The Fire of Anatolia" belongs to **Mustafa Erdoğan**, who established the group and has been managing it since then. Erdogan is a great master of dance who adapted the traditional Anatolian dances and gave it a contemporary flair. Since 2001, the group performed more than 850 times in 32 countries. The group is the first dance group that performed in The Building of the Chinese Parliament. They were also the first group after 2300 years to perform at the Bodrum Antique Theatre. They have recently started another world tour spanning from Europe to Australia.

We hope they will visit your town soon, so that you can have a chance to see the cultural wealth of our country through the dances of The Fire of Anatolia. Or else, you may plan to see their performance that is scheduled to take place at the ancient Aspendos Amphitheatre, near Antalya (on the south coast of Turkey) in July 2007.



CONCORDIA INTERNSHIP PROGRAM **WORK & FUN**



*Returns promoting
Concordia Internship Program*

The Concordia Internship Program was started in 2004 to assist university and higher education students from the EU15 (European Union) countries in finding a hosting company for their compulsory internship. This cross-cultural project is run by a team of volunteers and the services provided are free of charge. These services, in addition to finding an appropriate work place, include assistance in finding accommodations, orientation and information on cultural and traditional issues, counselling if and when needed, and last but not the least, several activities and get-togethers with other Concordia internship students. In 2006 the students had their share of fun...

“Study/Work” Abroad Fair in Amsterdam

On invitation from the University of Amsterdam, Concordia was present at the Study/ Work Abroad Fair in Amsterdam on October 4, 2006. The Fair was organized by the University and the Hogeschool of Amsterdam with an Information Market where Nuffic (Netherlands organization for the international cooperation in higher education) and similar bodies, embassies, international student organisations and internship agencies were present. At this occasion several very enthusiastic former internship students – Lina Hernandez, Hanneke Brul and Ivo voor den Dag – assisted Ayşe Yarsuvat of Concordia in introducing Concordia’s services to the new applicants. On the very same day Hatice Bayar, also a former internship student, was representing Concordia at a fair at her own university InHolland Diemen, meeting new candidates interested in fulfilling their future professional training abroad.



A get-together of former Concordia internship students

Boat trip with the students

On a Sunday morning in July all the students still in Istanbul continuing with their internship, accompanied by a friend, and Ellen of Concordia gathered at the park in Bebek on the European shore of the Bosphorus to board the “Leylim”. First, the boat cruised downstream to Beşiktaş passing by the Dolmabahçe Palace, and then upstream towards the Black Sea while lunch was served. After the boat anchored at Beykoz Bay they had a chance to swim. The first jump became contagious and Ivo, Hatice and Ellen all dived into the cool water, while some preferred to sip their drinks enjoying the scenery. There was a strong current and just splashing water at each other, the boat suddenly was twice the distance away! It was absolutely gorgeous. Ivo got quite red, having fair skin and not feeling the warmth of the sun due to that wonderful cooling Bosphorus breeze! Encore, please!



A boat trip through the Bosphorus is becoming a tradition in entertaining our internship students

Dutch Cooking Festival in a Turkish Home

On a Saturday morning in May three of the four students, who were in Istanbul at the time for their internship at different work places, gathered at Ayşe Yarsuvat's home to get to know each other and share experiences on their life in Turkey. The gathering was flavored by a special lunch with a Dutch menu, each dish suggested and prepared by one of the students. They sent shopping lists for the ingredients needed for their own dish, so the only thing left was to follow the recipe and cook! Ayfer made a delicious noodle vegetable dish baked in the oven and a red bean salad. Ivo seemed a bit in despair at first, but eventually got a recipe for a tuna fish salad, which put him into tears while chopping the onions for it. Hanneke's dessert, a kind of a small pancake - warm from the pan - topped with cinnamon and sugar plus applesauce and ice cream, was a hit. Ellen decided to contribute with a Turkish meze, green beans in olive oil. Ellen's husband Mehmet and son Ali Can joined the tasting team when lunch was served in the garden. The afternoon was spent chatting over tea and coffee and playing backgammon. Such a relaxing Saturday in a very hectic city! What a nice way to get to know each other.



No tears of sorrow, no tears of joy. Only the chopped onions, while Hanneke carefully measures the milk for her recipe



Ayfer enthusiastically starting to cook

A trainee, A professional experience, and Move on...

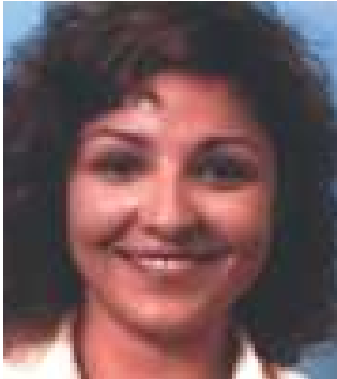
Yasmin has been an on-the-job trainee in CONCORDIA. When she chose to stay in Turkey and learn the Turkish language, she was offered a professional position in Concordia, to work and follow up on special projects and research. She has successfully fulfilled her professional tasks and made valuable contributions to reaching our goals for 2006. Then came her decision to move on...As her colleagues bid her farewell she had tears in her eyes, yet, was determined to take the step forward. We shared the sweet and sour moments of her parting.



"Sad to leave" she says, but, not enough to stay...

THEY EACH HAD SOMETHING TO SAY!

Concordia supported 4 Internship Students in Turkey earlier this year. We have gathered their opinions and feelings on daily life during their training in Turkey.



Hatice Bayar
International Business and Languages
Internship at Simge Textile

Hatice says:

On expectation before coming to Istanbul:

I wanted to gain experience in my points of interest which also constitute the scope of my study; international contacts and business relations in different areas such as international purchase and sale, account management and communication management. I also wanted to learn the Turkish business culture better as I may choose to work with Turkey. I hoped to have a better idea of what to expect of the Turkish business environment.

To me an internship is an opportunity to apply all that has been learned in theory in real life. It should also help me to understand my strengths and weaknesses, in order to make improvements.

About living in Turkey as a student with a Turkish background:

I had my family members, so adaptation was easy. Before coming to Turkey I also studied in Berlin for one semester, away from my family, so I was experienced already.

I liked Istanbul because it was so busy and active 24/7. I did not like the traffic and the public transportation as it was poorly arranged.

Hanneke says:

On Concordia's services:

Concordia did a great job and helped me with anything and everything. Couldn't think of a stay without Concordia's help. For work possibilities Concordia put a special effort to arrange work at both a private and a university hospital. This made the experience very fulfilling.

On working as a trainee:

At the private hospital, first, there was an observation period, without doing anything for the patients. It was most interesting as it included observing work performed by all the different departments. In the academic hospital I was part of the nursing team; I was in the operation room actually helping and being a part of the team.

On living in Istanbul:

I love Istanbul! It's such a big city, so alive. Every day I saw or discovered something new. Turkish people are much friendlier than I expected. Their hospitality is incredible. I met such nice people always trying to help me and support me whenever or wherever. Such a big difference with the Netherlands in many ways.



Hanneke Brul
Nursing
Internship at the American Hospital
and Cerrahpaşa Academic Hospital



Ayfer Kaya
Management, Economics and Law
Internship at Ayko İç Giyim
(underwear & lingerie)

Ayfer says:

Why Turkey?

Coming from a Turkish family that moved to Holland many years ago, there were frequent visits to Istanbul, mostly in summer vacations. However, I was always curious about life in Turkey. I wanted to stay at least 3 months in order to live in my parents' country of origin.

About the work experience:

I have worked at Hema Stores as a part-time employee for 2 years while going to school. I was selected the best employee of the year twice. This made me very happy. The work at the Turkish textile mill was a serious task and as a nice coincidence the factory in Istanbul was producing for the orders from Hema Stores in the Netherlands.

On apparent differences of business cultures:

Yes, there is a difference between the business cultures of Turkey and Holland deriving from their traditions. Working conditions are definitely different. In Turkey, working hours are usually prolonged, not because companies require so but mainly as a result of the methods used – or the lack of it. There is need for systematization and improved efficiency.

Ivo says:

About the hosting company:

I am a facilities management student, so my core business is a secondary process for most companies. However, in the company I worked for, ISS/ Proser (a facility service provider), it is all about facilitating. I worked at a 5-star hospital in Istanbul, Acibadem Hospital Kozyatağı. The first day I arrived was very impressive for me. This hospital absolutely did not look like a hospital, to me it looked like a hotel. It was great!

About life outside work:

I had a good life outside work. My friend Vural and his friends took me to bars and clubs in Taksim. We smoked "nargile" (waterpipe) at some weekends, we watched the Turkcell Superlig football at pubs and at Ali Baba Nargile. I had a great time with them. They taught me how to play "tavla" (backgammon). If I have to summarize what I did in my spare time in a few words, I would say: tavla, nargile, Efes beer (instead of Heineken), Fenerbahçe (sorry Galatasaray and Beşiktaş fans), dürüm, Adana kebab.



Ivo voor den Dag
Facility Management
Internship at ISS Facility Management

Dear Friends,

*Throughout the year 2006
with your close cooperation and trust,
we believe we have continued to improve our services.*

*Our target for 2007 is
to continue to improve our line of services,
quality of merchandise,
prompt and accurate information flow
in the same professional manner,
and
to strengthen our business relationship
to our mutual benefit.*

*WE THANK YOU
For being shoulder to shoulder with us
at this times of commercial hardship,
with due respect to win-win situations.*

*Our wish for 2007 is
that it brings to you everything your heart seeks for!*



