

# GAZETE

by  
ULTIMO

2006/I

Ultimo has a history

Shopping in Istanbul

Internship in Turkey



## From the editor

ULTIMO's **GAZETE** first came out in 1994 by combining all our amateur efforts. It was printed in-house, in black & white, and was nothing more than a two-fold newsletter. The aim was to continue publishing it as Ultimo's means of communication, alongside the business relations, which were often enriched by becoming personal relations. The editor of every issue of our **GAZETE** is another person from our team. Ayşe Sancakoğlu has already started working on the next issue as you begin to stroll through these pages.

In every issue of **GAZETE** we included stories about people who, at one point in time, came into Ultimo's life, adding a human touch to what would otherwise be solely "just another business". Ultimo always had the personal "touch". Or better said, the "touch" of the people who made Ultimo successful. It is the staff who worked in Ultimo, the managers who chose to work with Ultimo, the buyers who bought through Ultimo, the suppliers who colobrated... At the end of the day it is those "people" who made Ultimo what it is today. They all left a trace, to be remembered and appreciated and, as time goes by, there will be many more.... Ultimo thrives on people. It is the people who make its success and its history.

So our **GAZETE** will continue to have a reflection of those who touch upon Ultimo. We have and will always be aware of this value and will continue to share it.

In this issue you will have another update on Ultimo. News of the Ultimo family, weddings and baby booms, business performances and achievements, anecdotes and flash backs. And also news on events and developments in Turkey, as we see it happen, It is perhaps through our **GAZETE** that our business contacts with you will turn into lasting relationships.

Berrin Postalcioglu

Biannual Publication

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## 's history begins in 70's

These pictures reflect parts of the milestones in this history. initiation of **ULTIMO** in the 1970s; appointment as Hema's buying office in the early 1980s, establishing the textile laboratory in the late 1980s & becoming the representative of M. di Tolegno in Turkey in the 1990s.

### ULTIMO's early years

**ULTIMO**'s experience as a buying office began with MEERSCHWAM B.V. Mr. Meerschwam Sr. is and will always be remembered as the professional mentor through whose wisdom **ULTIMO** has developed most of its skills and know-how. He was one of our first customers, buying men's sportswear and casual outerwear from Turkey in the 1970s. Jack Meerschwam's then young company KOLBO 2000 also bought ladieswear from Turkey through **ULTIMO**'s sourcing.



### Becoming HEMA's buying office

1983 marks the date of Mrs. Kavanagh's visit to Turkey, as Hema's Buying Director. It was during this visit that **ULTIMO** was chosen to be HEMA's buying office in Turkey following thorough search and evaluation. The picture on the left was taken at a relaxed outdoor lunch with Mrs. Kavanagh, sitting in the center wearing a white polo shirt with at her left **ULTIMO**'s founders, Leyla Erozensi (left) and Ayse Yarsuvat (right). This visit was a milestone in the life of **ULTIMO**.

### Forming OPTIMA

In the 1980's "quality" was of utmost importance, and quality assurance was a need, Laboratory testing in addition to physical inspection was a requirement. At the time there were no textile laboratories in Turkey. When we volunteered to set up a laboratory, it was Hema's Quality Assurance Director Mr. Vonk who supported us, not only by encouraging us to go ahead, but also by providing all the know-how and technical information needed. The picture on the right was taken in 1984 during a conference addressed to Turkish manufacturers in relation to the "quality" concept. While Ayse Yarsuvat is conveying the information gained through Mr. Vonk's guidance, Mr. Vonk is proudly listening with a smile of contentment. The textile laboratory set within **ULTIMO** later became an independent company "**OPTIMA**" operating successfully since 1988.



### Added value to Turkish manufacturers

When **ULTIMO** witnessed the lack of high quality raw materials available to the textile production industry, research was made into the best possibilities for all categories. Manifattura di Tolegno (Lana Gatto) was one of these "best" due to its exceptional quality of 100% Wool Merino yarns to be offered to the Turkish manufacturers.

Having met with Ms Tiziana (in above picture second from the left), the export manager of M. di Tolegno, a successful introduction was made into the Turkish production market in 1994, and the relationship has developed since then, under the management of Emre Yarsuvat (second from the right) and sales are satisfactorily continuing due to the vigorous efforts of Selda Genç (on the left) and her team.

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**ULTIMO** has history



## We have selected them "the employee of the year" because...

they are loyal, efficient, responsible, supportive, straight forward and problem solvers, they have good communication skills, a positive attitude, they are hard workers, ..and the runners-up are Çiğdem and Ellen, with only one vote difference.



Elise Şloser, product development manager, was chosen the employee of the year. Elise has just completed her first year working in **ULTIMO**.



The management also wished to recognize the valuable contributions of **Selda Genç**, who has been working for **ULTIMO** for the past 12 years, for her achievements in increasing her department's turnover.



We also like to thank **Kurbani Aktürk** for servicing us for over 3 years, for his exceptional smile, easy nature and willingness to assume all kinds of work in support of the team.

Congratulations!

End December 2005 during the annual office party, they received a warm applause and a big hurrah from all the team members.



### ULTIMO's spring picnic

**ULTIMO** members get together at "Güney Köy" a small village 350 km out of Istanbul, where nature takes away the tension which may have built up during a year of hard work. These weekends are sometimes solely for fun and relaxation, sometimes they include brainstorming sessions for the improvement of business issues.

Bilgi, Dilşah, Didem, Güllü, Didem, Berrin and Ayşe in the garden at Güney Köy



### A New Year's party at ULTIMO's office

This pictures could have been placed on the page of "ULTIMO has a history". It shows all our **ULTIMO** friends who have once worked for **ULTIMO** during the past 30 years. The occasion of this get together is celebrating the new year 2006 and they all joined our party. It was great to have them visit with us again, and share the latest developments in **ULTIMO**.

From left to right: Merve, Burçak, Ufuk, Evrim, Didem, Yurdağül, Aylin, Yudum, Hayri, Neşe, Havva. Sitting down next to Ayşe Yarsuvat is Ufuk Karaçetin the very first employee of **ULTIMO** between 1975 to 1979.

WORK TOGETHER, SHARE...



# ...and ENJOY



At the end of a busy day at Heimtex, January 2006, Ozan Textile hosted Hema and **ULTIMO** at a very special Greek restaurant in the center of Frankfurt where delicious Mediterranean food is naturally followed by a joyful sirtaki (equivalent of Turkish 'halay'). Those appearing so cheerful in the picture are Nilgun, Sylvie, Jolanda, Frederic, Gülşah, Ozan, Trudy and Leontine.



## Carlin boat trip

CARLIN International, the French Trend and Communications Company, is represented in Turkey since 2003. CARLIN's works and services are introduced to the Turkish manufacturers for their collection creation purposes. With representatives in 25 countries all over the world, CARLIN holds an Agents' Day every year, at a time which coincides with the Premier Vision Exhibition in Paris. The last agents' meeting in Paris was held on board of one of the special Parisian river boats, cruising over the Seine. This has been a very special meeting of sharing experience and information while setting the tone for another fashionable season and enjoying the delightful sights of Paris at the same time.

Portugees, Spanish, English and Turkish agents enjoying the boat cruise, on the deck, watching the shores of Seine in Paris on 20 January 2006

## Open House

Every Thursday from 17.00 to 19.00 hours we have an open invitation to all Turkish manufacturers who, at the end of a busy day, may wish to visit us at our office for a friendly chat, a cup of tea, a business purpose or a discussion over some general topics. For those who may choose to come with an earlier notice, we prepare a special presentation on a specific subject which might be of interest. The topics selected for those presentations may be "future trends" as reflected by Carlin; analysis of "recent market developments" and "our customers' requirements". The Open House meetings give us a great opportunity to be in close touch and to share information.

During an Open House at Ultimo office in March 2006, Berrin is chatting with Müge of Ayko, Atilla of Punut.



## Introducing a very special service

A workshop designed to train merchandisers, buyers and designers to create a collection focused on customers. During these workshops Jalabi creates an atmosphere where the participants select their target customer and prepare the right collection which could best be marketed to the customer. One of the important phases of these workshops is learning about the use of trend books and interpreting trend forecasts.



Turkish Readywear and Garment Association (**TGSD**) hosted a presentation by M. Jalabi on consumer behaviours where the participants were informed about the latest developments in the global market and discussed the Turkish consumers characteristics in the Global Village.

**CONCORDIA**, in line with its mission to bring international know-how and design support at the disposal of Turkish companies runs training seminars and workshops on consumer behaviors, product development, collection making, brand management and the effective use of "trend books".

Ms Jalabi's well experienced and has her own company Mariam Jalabi Consulting in Montreal, Canada, since 2001. In this capacity she is directly working with a wide range of clients : Etafashion; La Esperanza; Bravologistica; Exito, Suburbia, Cori, C&A Brazil; Wal-Mart, Gap Inc., Revlon, Co-mark, C&A in Europe; Texmaco from South America to Far East.

Jalabi has also worked with Whitaker International, Strategic Retail Consulting in New York City as an Associate Consultant; with Polo Sports, Ralph Lauren in New York City as Design Assistant, in Chappell Studio Inc. Canada in 1994-95 as a Photographer, with Owen Gilseman Silverware, Canada, in 1994 as a Designer.

Ms Jalabi's education was at the Fashion Institute of Technology, State University of New York, USA for her Associate Degree in Applied Science, in Fashion Design Program; and McGill University, Montreal, for her Bachelor of Arts Degree in Political Science; and Concordia University, Canada for Fashion Illustration Program.

We are proudly and happily promoting her services for the use of the Turkish manufacturers of all sectors, where collection building requires a process of learning and obtaining methods for successful applications.



# Matrimonial tradition in the Turkish culture

Recently four important events took place in the lives of our colleagues, in which traditional celebrations were put into practice. These we would like to share with you and you some information on the related cultural background. In today's Turkey some of these traditional ways are only reflected on symbolically or looked upon with a smile, or a frown. Nevertheless, they are all part of what we refer to as "the Turkish matrimonial culture".

## Family ties:

Family relationships are of high importance in the Turkish culture. These strong ties are not limited to kinship and relatives, but can also include neighbors, friends, and others not related by blood. Quite often Turkish people display a strong feeling of kinship and brotherhood even with people of other nationalities or cultural backgrounds. "Kinship" in Turkey plays an important role in the matrimonial traditions as well.



Burcak at families' confirmation ceremony

## Family's approval:

Wedding rituals, although in the process of changing from traditional to more modern, still very much involve family members in a traditional union. The parents may have the last say in whom the daughter or son will marry and the parents' approval of the marriage is essential. The groom's family will pay a visit to the family of the bride to be, and verbally ask their permission for the youngsters union in marriage.

## Crib Commitment

In some cases selection of the marriage partner is arranged by the parents. Traditionally the parents who made this "crib arrangement" would persist in realizing it, some with success, some meeting with resistance.

## Henna party:

An event similar to bridal shower, a Henna party is usually held the night before the wedding to bring good luck. All female relatives and friends, including the mother in law to be, gather to celebrate the occasion, singing folkloric love songs and dancing. The women bid farewell to the bride before she leaves her father's home. The veiled bride sits in the middle of a circle of women with henna held tightly in her closed fist. The mother of the groom tries to give the bride gifts of gold jewelry or trinkets until the bride cannot resist and opens her closed hand.

The henna party is usually held at the home of the bride's parents or a close friend. There is an abundance of food, which in most cases is brought in by close relatives. The guests also present the bride with some gifts, mostly traditional jewelry to keep the "evil eye" away from the bride's future happiness.

Henna rituals associated with the marriage celebration have been gradually disappearing in Turkey over the past five decades, however, recently some young women have revived the tradition.



Şebnem during the engagement & Henna party

## Wedding:

The family of the bride provides the groom's wedding clothing and vice versa. The groom's family pays for the wedding ceremony and the party. During the wedding ceremony, two witnesses sit together with the couple while the civil servant conducts the marriage. The role of the witnesses is to confirm the commitments of the bride and groom. The witnesses are often chosen from the wise, elder and happily married relatives or friends, thus their influence may reflect on the newly wedded youngsters' life.



Gülstan's civil wedding ceremony in front of their selected witnesses; his uncle & her boss (A. Yarsuvat) confirming that they will keep their vow.



The Orthodox church wedding of Levent, thanks to his spouse from Russia.



# Shopping in Istanbul

One can easily witness today that Istanbul has recently become a city of "inspiration" for the latest trends & fashion developments. Most of the visitors, especially the buyers will now be able to find all they are looking for, merchandised and displayed in the city's many shopping areas.

The shopping sites of Istanbul, all of which are very popular and in high demand, differ in their characteristics:

"**High Streets**", where fashion is displayed and exclusively high value items are offered, have their own shopping crowd. They are also very popular places for window shoppers. As the city population increases, there is a high demand for such locations. Istanbul has quite a few major "high street" locations, among the popular ones are "**Nişantaşı**" and "**Beyoğlu**".



Istiklal Street - Beyoğlu



Famous Covered Bazaar

Local Street Markets, as always famous for their very low pricing and large variety of goods, are temporary setups displayed on certain days of the week at different locations of the city.

Then of course, there is the famous **Covered Bazaar**, a shopping heaven not only for the tourists or the international community of Istanbul, but more so for low budget families. Here almost any article for any member of the family can be found at a good bargain price level.



Cevahir Shopping Mall

Shopping Malls, a concept which is considered to be the modern version of historic Covered Bazaar, have also increased in number and challenges the popularity of their international competitors. The first of its kind was "Galleria" opened in mid 1980s, followed by "Akmerkez" in 1993, rewarded in 2000 as the best shopping center in Europe. "Metro City" followed in 2003 and Cevahir in 2005 claiming to be the 3rd biggest shopping center in the world. "Kanyon" is still under construction and aims to open in June 2006.

Each one of these malls include several fashion houses, brands or international store groups. Some Turkish manufacturers, with outstanding quality and accepted labels, also display their products in these shopping centers.



## Turkish Consumer in a Global Village

Strolling through the well illuminated, conveniently located, attractively laid out shopping malls, or window shopping in the boutiques or major department stores on high streets at several locations in the city, one cannot cease to take notice of the Turkish consumer around. Here is another global consumer who is influenced by the same global trends just as all other citizens of our "global village" are.

In Turkey along with the trendy shops, the newly opened most kirsch restaurants & cafes are also inspiring and seem to offer the nutrition necessary for product development.

Some of the foreign brands selling in the Turkish Market are Prada, Mui Mui, Gucci, L & V, BCBG, Armani, DKNY, Morgan, Boss, Longchamp, Laura Ashley, and Joop. The international store groups which are also present for Istanbul's shoppers are: Top Shop, Starbucks, Chibo, Zara, Massimo Dutti, Bershka, Oysho, Next, M&S etc., only a few to mention here.

In any market, as in Istanbul, consumers are the people on the streets. They are the best representation of where the influences set the Turkish trend, fashion and the industry. The Turkish textile industry itself is about quality and design, This is reflected in the way people on the streets dress. Brand consciousness and fashionable looks are the essential parts of daily routine. In fact the Turkish consumer, even those who wear the traditional 'scarf' to cover their heads, seem to be very aware of the most recent developments in the world of fashion.

In today's world with such high tech communication possibilities "style and fashion" also transcends all boundaries and cultures. Take a snap photo of consumers on the streets of New York, London, Milan, Tokyo or Beijing and try identify the place of Turkey is no exception to this reality. Could you guess where the following photos were taken



Endless design concepts and abundant selection possibilities are available. Fashion is no longer a "style", a "shape" or a "design" but a mere reflection of a "lifestyle" concept with a set of mind that directs consumers around the world to make their choices accordingly.

Take a look at the consumers on the streets, and let your observations lead you to determine their life styles as well. You can easily pinpoint consumer behaviours with classic, modern, urban choices as well as the "fashion followers" who are dressed in styles that have just come out in the market, regardless of their age.

Like the rest of the global village consumers, men and women of Turkey are also increasingly becoming brand aware.

Today's global village consumers expect the latest design elements, trends, concepts, in the best qualities at very reasonable prices. The competition to please this highly informed consumer has become the new task that needs to be taken seriously by all brands and all suppliers. In today's market conditions this is a matter of survival. Turkey with its edge in design and quality is no exception to this new rule.



## A Success Story

### The HEMA formula

(excerpts from Dutch text, Dec 2005)

News from HEMA reflects a success story. We shall only list the recent awards granted, and let you be the judge of the retail concept which has successfully existed for 80 years.

**ULTIMO** is very proud to be HEMA's buying office in TURKEY for over 20 years.

#### **Visa Retail year award 2005**

The jury decided that, HEMA is a top brand, HEMA updates itself continuously, and HEMA is a store where customers feel at home. The jury also praised the excellent sales results and the high customer satisfaction. HEMA is a model store, one of the best that the Dutch retail trade has brought forth.

It is not surprising that HEMA was awarded with such appraisals. In 2004 HEMA had several other recognitions for its successful performance.

**Sikkens award 2004** was granted for HEMA's "striking use of form and colour" for its retail concepts, from packaging to publicity, from shop decoration to the design of articles, as well as the layout of its website.

**NIMA Marketing Year Award 2004** recognizes HEMA's consistent marketing policy in offering "payable innovative assortments" with its own signature.

**National Logistic Award 2004** was given for the innovations in the distribution centre where "an ingenious, mechanised system" sorts the articles per store and delivers them in the order of the counter division, resulting in a high degree of efficiency when filling the store shelves.

**Winner Proffie 2004**, an award yearly presented to the organisation with the best personnel management in the Netherlands, was also granted to HEMA.

Congratulations to HEMA for the 80th birthday in 2006.





# Breaking News...

## PICASSO

The retrospective works of the Spanish master of modern art is being exhibited at the **Sakıp Sabancı Museum from November 24 to March 26**, covering pieces from every period of his life.

Istanbul has been going through a nascent period of artistic dynamism, and now unarguably the most important exhibition ever is in Turkey.

135 pieces of art, 106 of which have been obtained directly from the family itself, a lot of which has never been exhibited before in public, including designs, oil paintings, sculptures, ceramics and a carpet, all from the Blue, Pink and Cubist periods of the artist's life, the photographs of the places where Picasso worked, his studios, of the people who were closest to him, and famous photos of the artist himself are all to be seen. (for security reasons no more than 17 people can be present in one part at the same time.)

(Time Out Istanbul, Nov 2005)

**Picasso**  
İSTANBUL'DA



## KARIM RASHID

Inspired by Istanbul and designed for a Turkish brand **GAIA&GINO**

In his conference at the **KOLLEKSIYON** campus in Istanbul, he addressed a group of guests, asking "why we stop sketching as we grow up. One of the first things everyone does in his early childhood is to take a pencil and a paper, draw...draw anything that looks like a picture, a figure, a scratch. As the child begins to learn speaking, reading and writing, gradually drawing and sketching disappears from our lives. Why, never understood." But Karim Rashid calls us all to drawing, sketching our thoughts. In other words, designing as we see the objects around us. Wish to try ?

Karim describes design to be the combination of six elements: Intelligent ideas; Functionality; Expressiveness; Aesthetic originality; Appreciation of technology and materials; Quality- including maintenance and durability. Design is a tool to create diversity, variation, and customization, a new meaning to everyday objects we see around us or use otherwise unnoticed.



## To do list

**You live in Istanbul ?**

**You have been to Istanbul ?**

**You had many frequent visits to Istanbul ?**

Oh, you know Istanbul very well. No, you don't ! Not unless you have at least done half of the 12 selected things in the "to do" list we bring to your attention:

" Feed the pigeons in front of the Yenicami (mosque) at Eminonu;

" Get on a ferry boat with stopovers at each side of the Bosphorus;

" On the boat have a "simit", fresh and crisp, accompanied with a glass of tea (it will be the Turkish tea in a traditional Turkish glass. - it is different)

" Go to a local street market, just to witness the liveliness even if you do not intend to shop.

" Have a smell of the "Spice Bazaar"

" Take your time in the Covered Bazaar losing your way in the narrow alleys and inns;

" Stay overnight in one of the old -restored to be hotels- kosk's of the Pasha's in old Istanbul;

" Have your picture taken in the year 2006, in front of Aya Sophia which has been standing there since 790AD;

" Buy yourself one of the blue glass ornaments to keep the evil eye away;

" Join the crowd on top of the Galata Bridge over the Golden Horn and throw your fishing rod into the water. There is not a single empty pull !

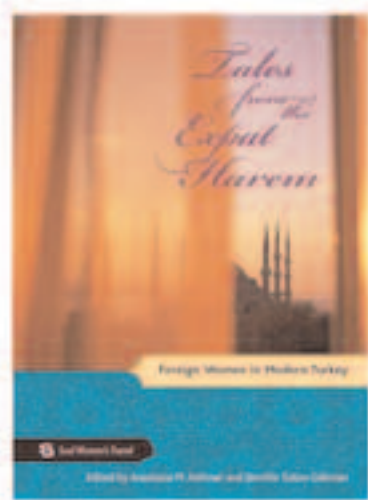
" Sit on a bank in Sultan Ahmet just to look around to witness the "history" which took place exactly where you are;

" Sun set is mystical when looked at from the top of Eyup's Pierre Loti Cafe. Be there !



# Books recommended

( all available in English )

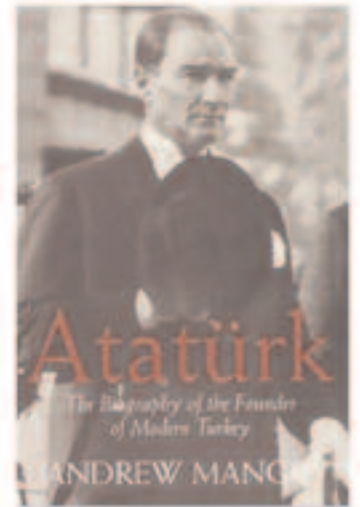


**Tales from the "Expat Harem"** by foreign women, from seven different countries, living in modern Turkey. This is the first book of its kind. The book relates the everyday affairs of outsiders simply trying to fit in and make sense all that is unfamiliar. The book contains essays by non-professional writers who have one thing in common: what brought them to Turkey is "the men they met and married"

for more information about the book and its authors, visit [www.expatharem.com](http://www.expatharem.com)



**Birds without wings**, Set against the backdrop of the collapsing Ottoman Empire, the Gallipoli campaign and the subsequent bitter struggle between Greeks and Turks, *Birds Without Wings* traces the fortunes of one small community in south-west Anatolia - a town in which Christian and Muslim lives and traditions have co-existed peacefully for centuries. When war is declared and the outside world intrudes, the twin scourges of religion and nationalism lead to forced marches and massacres, and the peaceful fabric of life is destroyed.



**Andrew Mango**, the author of the widely acclaimed "Atatürk", was born in Istanbul. Having studied at the school of Oriental Studies in London, and working at the BBC from 1947 to 1986, retiring as Head of South European and French Language Services, he has since been engaged full-time in the study of Turkish Affairs. On his new book "The Turks Today" The Financial Times claims excellence, "...a comprehensive guide to how the complex and confusing Turkish political clock has been put together."



Recently the Turkish author **Orhan Pamuk** has become a target of attention in Europe due to some of his controversial comments in relation to Turkish history. Most of his books, touching daringly on social and cultural events in Turkey, have been translated into English. "**The White Castle**" which won the 1990 independent Award for Foreign Fiction, and "**My Name is Red**", winner of the International Impact Award, have both been international best sellers. His most recent book "**Istanbul**" a memoir of his life in the city was short listed for the BBC FOUR Samuel Johnson Prize. "**Snow**" also available in English is another of his daring novels.

# Get acquainted with the Internship students of 2005



**YVONNE TEGELAERS**

When Yvonne came to Turkey for her internship, she had already graduated from the School of Professional Education of Tourism and Transport in Breda. During her internship she worked at the Conrad Hotel in Istanbul. "I had expected to find lots of work and indeed I found it! Everybody here works very hard. However the atmosphere is nice, so work doesn't seem to be too exhausting. I have already made some good friends". However, she cannot hide her astonishment about the temper of Turkish people: "One minute they flare up in anger, and the next moment they are best friends with each other again". She was accommodated at the premises of the Conrad Hotel, which meant that her long hours of work did not end with long hours in Istanbul traffic.

Yvonne is hoping to find a home, but she is not sure where. "Traveling is good, but it is addictive. The ball never stops rolling." And then she adds: "I am still not sure of what to do after Istanbul. I feel fine here. So maybe Istanbul is the place for me to settle!" We wish her all the best to find a "home" in this little big world.

**HENK-JAN BASSA**

Henk-Jan is studying logistics at the National Transport Academy in Venlo. Together with Sjoerd he was interviewed for a position at the Rynart Transport Company in Istanbul.

His task during his internship was to concentrate on the implementation of ISO 9002 standards.

He says that knowing Turkish was not particularly necessary for the duties that he was carrying out in Rynart. However he adds that if he knew some Turkish it would have been a plus point. He believes that after his traineeship in Turkey, it won't be too difficult for him to find a job in the Netherlands: "Logistics is a crucial subject for the market at the moment."

Moreover, there are not too many students who work as a trainee in a foreign country. That is why I believe that I will find a job relatively easy."



**SJOERD DOORBOS**

Sjoerd is 24 years old and he is also studying logistics at the National Transport Academy in Venlo. He admits that he did not choose in particular to come to Turkey. All he wanted was to write his final thesis somewhere abroad.

When this opportunity came up, and he was interviewed by the managers of Rynart Transport Company for an internship at their Turkish office in Istanbul, he simply thought 'why not Turkey?'.  
Apparently what surprised Sjoerd in Istanbul most is the way Turkish people are driving, regardless of the holes and the bumps on the streets, which are never covered or properly marked. Other than this observation he seems to enjoy being a foreigner in Turkey: "Wherever you go you feel welcomed. Then, after all this cheering, of course you have to keep up with the expectations, which is not always easy."

Following his work experience in Turkey, after presenting his thesis to his school and receiving his degree, Rynart offered him a half-year contract and Sjoerd choose to continue his stay in Istanbul. He has made a number of good friends, and is looking for a possibility of a new work experience in Turkey. Time will show how his career plans will develop.

**ERWIN VAN DER MEULEN**

Erwin van der Meulen is a 24 year old Dutch student, in his fourth year of Commercial Economics at the Saxion Hogeschool located in Deventer, Holland. He is also a quite accomplished musician, composing and teaching music. During his internship in Turkey he worked at Hey Tekstil. He explains that when writing his thesis he contemplated on the recent changes in the international clothing market and focused on Turkey which he considered to be one step ahead of its competitors.

After getting to know the organization, the working methods and some knowledge on fabrics and products, he tried to help the merchandisers, regardless of the language barrier. He believes that due to his experience in Turkish business life he had a chance to place his theoretical knowledge into practice.

Erwin says that he noticed one characteristic that dominates life in Turkey: pride! "Turks have a lot of pride in everything they create. This attitude rules every aspect of life; even in the economy, state affairs, regulations.." He has also mentioned that his biggest problem was the time that he had to spend on the road (and working on Saturdays!), in order to go to work. He regrets that he did not have a lot of time to visit the city as much as he wanted or to follow language courses.





## VOLKAN BAYYURT

Volkan is the son of a Turkish father and Dutch mother, born in the Netherlands. He worked at Hey Tekstil where he got involved in textile industry for the first time.



He thinks that in the long term Turkey cannot compete with the prices that China is offering. He believes that in order to avoid this situation Turkey has to create new competing aspects, such as production efficiency, promptness and superior quality of products."

Although he was initially considering doing an internship in Holland, he eagerly changed his mind when he discovered the opportunity to work in Istanbul. "It is not because I thought that the internship in Istanbul would look good on my résumé, but also the challenge to experience and live in such a tremendous city caught my attention and appeared to be very interesting."

Volkan is aiming to work in the advertisement business in Holland, preferably in organizations which collaborate with Turkey. He therefore believes that an internship in Turkey has been a great opportunity for him.



## YASMIN

Yasmin Youssef, who had just graduated from marketing management at the Erasmus University in Rotterdam, did her internship in Concordia.

She has assisted Concordia's collaborating companies in designing the format and context of their new websites and did a research on how certain activities can best be carried out at the Concordia branch in the Netherlands. Although she was an intern, she felt part of the Concordia team.

She was a good observer of the Turkish culture and life-style: "I have noticed that work life in Turkey can be quite different from that in the Netherlands. In general the hours are much longer than in the Netherlands and you spend much more time in traffic. Shops are open until late and people are always out". Using public transportation every day, to go to work, helped her to learn some Turkish: " you need to tell the minibus driver where you intend to get off."

Yasmin is now planning to live and continue to work in Istanbul. She is therefore studying Turkish at full speed.



## DUYGU KIYAK

Duygu is now a 3rd year law student at Galatasaray University in Istanbul. 2005 Summer she had an internship experience through CONCORDIA at a Lexxen Law Office in Amsterdam.

Having had a number of Dutch friends from Leiden and Groningen, with whom she met in Istanbul, she thought that the Netherlands would be a nice country for an international work experience.

About her work, she explains that "one of my tasks was to compare Turkish corporate law to Dutch corporate law. Since I only found one book about Dutch corporate law written in English, it was quite difficult for me to make a thorough comparison. To solve this problem we decided that I would focus on the Turkish corporate law and the Dutch intern would do research on Dutch corporate law. Then, we would compare our findings. I also did some research on lease agreements in France, Belgium and the UK, as support information to some of the lawyers who had some work on this topic.

When asked to compare Turkish people with Dutch people, she shares her diagnosis without hesitation: "Compared to Turkish people I found that Dutch people are more distant. For example; in Turkey if people see that you are a foreigner and you don't have any friends, they will invite you to their home and introduce you to their friends. However, in Holland every one is very individualistic. So for me it was very hard to socialize with other people.

Would she think of choosing to work in the Netherlands? "No ! she says, I don't think so. Well ... I might, I like the place. However, every time I leave Turkey, I want to come back. I am happy and content living in Istanbul. For a short period of time I could work abroad, and this place could be very well the Netherlands, because it is a comfortable and pleasant place to be and to make achievements.

# INTERNSHIP in TURKEY

To have a job  
in a different country  
than your homeland

could be exciting,  
but also a bit frightening!

how to contact these companies,  
so far away?

where to stay?

For details please refer to:  
[www.concordiacom.com](http://www.concordiacom.com)

In 2004 the founders of **ULTIMO** initiated a project close to their heart: helping university students from the EU countries to find a hosting company in Turkey for their internship, so that they can overcome cultural barriers and experience the vast opportunities in Turkish industrial and economic life. The internees full-fill their compulsory 5 months internship during the 3rd or 4th year of their university education.

During the past 2 years over 10 students have made use of the this Internship Program. In 2006 there will be another 10 students arriving. **Concordia**, a company established in the Netherlands, has close contacts with the higher education institutions in the EU. There are no charges involved for the services provided to these young students as all of the **ULTIMO** team helps to support of this internship program voluntarily and are involved in making it a successful and worthwhile program.

We would like to thank the hosting companies Misscover, Zorlu Export, Florence Nightingale Hospital, Conrad Hilton Hotel, Rynart Transport, Hey Textile & Garment Industries, Simge Socks, Ayko Underwear & Lingerie, American Hospital, Proser Service Master (ISS) for their support.

This year we were able to help one Turkish student find a summer internship placement with a company in Amsterdam, Lexen N.V. We wish to grow in that direction as well. We thank Lexence for hosting a turkish student for her stage period.



Emine, a student from Holland who worked at Ultimo during the 2004-2005 1st semester, visited us briefly together with her partner, and told us about her achievements at school and their wedding plans at their hometown on the Black Sea coast.



Duygu, our only internee outbound, from Galatasaray University in Istanbul to Lexence law office in Amsterdam, is visiting with Ayse Yarsuvat, at home on N.Z.Voorburgwal, after a work day in Amsterdam law office, evaluating her work and living experience in the Netherlands.



Lenny, Henk-Jan and Sjoerd had been strolling in the city freely, finding their way using all sorts of public transportation, as the snapshot taken while they are commuting by the Istanbul metro line.