

**ŞİŞECAM**

**32** FILE

# ŞİŞECAM IN THE WORLD: INDIA

**40** INTERVIEW  
WITH EMEL BAŞDOĞAN  
ON KITCHEN LOVE

**50** ART LOVER'S  
CALENDAR

**58** ŞİŞECAM PEOPLE GET TOGETHER  
WITH "THE WHOLE FAMILY  
GET TOGETHER AT ŞİŞECAM!"



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Published for the employees of  
Türkiye Şişe ve Cam Fabrikaları  
A.Ş. and subsidiaries.

**Production:**

AjansMedya

Mim Kemal Öke Cad.

Arel Apt. No:6 D:5

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No:20/1

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04-25 NEWS

26 DIGITAL  
LIFE



28 TECHNOLOGY  
Are we Cyber Secure?

30 SUSTAINABILITY  
Global Steps for a  
Sustainable Environment



32 FILE  
Şişecam in the World:  
India

40 INTERVIEW  
with Emel Başdoğan  
on kitchen love



42 TRAVEL  
Cities that Are in Love  
with Winter



46 GASTRONOMY  
Soup Season



50 ART  
Art Lover's  
Calendar

54 SOCIAL  
RESPONSIBILITY  
• Cities Get Colorful with  
Glass, Again Glass

58 FROM US  
• Şişecam People Get  
Together with "The  
Whole Family Get  
Together At Şişecam!"  
• NOW! All together

60 FROM  
MEDIA

62 INDUSTRY  
RELATIONS

63 HEALTH  
Sinusitis  
What to Know



# NEW YEAR'S EVE THRILL WITH PAŞABAHÇE

PAŞABAHÇE OFFERS GLITTERING DECORATION IDEAS FOR THOSE WHO WANT TO LIVE THE NEW YEAR'S EVE THRILL ALL YEAR LONG.



## THE NEW YEAR

### GLITTER AT TABLE

White and color New Year's Eve lights are placed in basic bottles, and then, the bottles were hung on the walls to add a glittering air to the house. Botanica Vase or Kremlin Jar also united with New Year's Eve lights to make the tables glitter.

## NEW YEAR'S EVE COZINESS

### WITH CANDLES

Paşabahçe adds a cozy air to living spaces with small touches. When the essential element of the New Year's Eve atmosphere, candles, are placed at different spots of the table in different glasses and chalices, a soft light surrounds the table. Small candles put in the glasses or cups from Space series is also ideal to capture a romantic air. Dried flowers put in Village decanters, on the other hand, add a different air to the tables. The award-winning nature-inspired Linden dinner set further strengthens the ambiance of the New Year's Eve tables.



## GLASSES

### ADDING COLOR

#### TO TABLES

It is very easy to transform the New Year's tree decorations, pine cones, dried flowers or the room scent prepared with natural oils into a chic table decoration with Paşabahçe Elysia series to create a chic table decoration. A chic table decoration is possible with Elysia glasses having every layer filled with different decorations.





A FABULOUS COLLECTION FROM PAŞABAHÇE

## FAIRYTALE

SETTING THE GLASS TRENDS WITH ITS INNOVATIVE COLLECTIONS, PAŞABAHÇE ADDS A SPLENDOR TO TABLES WITH ITS NEW COLLECTION FAIRYTALE.

Fairytale, Paşabahçe's innovative collection inspired by fairy tales, has won recognition of glass lovers. Fairytale collection, which bedazzles with the paint having a special pigment, introduces an enchanting elegance. The products in the collection including glasses, tea glasses, chalices, plates and patisserie products change color in light. Paints having a special pigment developed by Şişecam Research, Technology and Design Center have been used in the products of Fairytale series. The paints with a special pigment create unique illusions with multi-color transitions on the glass surface. The series that has been inspired by leaf patterns has purple, green and blue as dominant colors.



## WARM BEVERAGES

MORE ENJOYABLE WITH PAŞABAHÇE

Being the creator of the epic slim-waisted tea glasses, Paşabahçe adds immense pleasure to the joy of warm beverages with about 500 different tea glass, over 60 coffee cup selections in its product range. Paşabahçe is the creator of breakthroughs in Turkey with its fittingly-designed glasses that bring out the original flavor and aroma of every beverage. Paşabahçe, which develops a new product every three days, has glasses in its product range that are produced exclusively for different teas and herbal teas, coffee types and sahlelep. Paşabahçe's hundreds of combinations of different patterns, colors and forms that add different versions to glass, with forms developed to bring out the individual flavor and aroma of every beverage in the best way, also meet the consumer taste and expectations. Paşabahçe's new double Turkish coffee glass, aqua doubles the coffee joy with its large volume. Having an easy-to-grab ergonomic handle, Kallavi speeds up the settling down of the coffee ground with its curved form and narrowing base.





'LIFE IS THE BEST GIFT'

# AT PAŞABAHÇE STORES

THOSE WHO WISHED TO MEET 2019 WITH THEIR LOVED ONES RAN TO PAŞABAHÇE STORES.

THE NEW YEAR IS COLORFUL AT PAŞABAHÇE

## STORES

THE ELEGANCE OF WHITE BROUGHT TO THE NEW YEAR'S TABLES WITH PAŞABAHÇE STORES.

Paşabahçe Stores accompany long and joyful conversations at the New Year's tables with the Greeting service products. The Greeting products dominated by color white symbolizing the winter added warmth and a unique elegance to the New Year's tables with their star, tree and heart figures. The Greeting collection which creates harmonious and brilliant tables with its options of different sizes also offered oval and square plate options for those who cannot give up on the classic style.



## ELEGANT TABLES

WITH PAŞABAHÇE STORES

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## THE NEW YEAR'S

### CHEER AT PAŞABAHÇE STORES

Paşabahçe Stores offered a solution to those who are in search of gifts with fun interpretations added to the mugs which are at the top of the new year's gift classics. Being the first destination for gift shopping with their hundreds of products alternatives, Paşabahçe Store made everyone happy with their cute mugs having a New Year's theme. Paşabahçe Stores offer the opportunity to shop 7 days and 24 hours of the week to those who cannot make time to shop at [www.pasabahcemagazalari.com](http://www.pasabahcemagazalari.com).



## THE MAGIC OF MODERN DESIGNS

THERE ARE MANY ALTERNATIVES AT PAŞABAHÇE STORES FOR THOSE WHO LIKE MODERN DESIGNS.

It is possible to find gift options suiting each age and taste at Paşabahçe Stores. Tinsel Stoneware collection is an ideal choice which has dominantly pastel tones of green for those who like modern designs. Tinsel Stoneware collection which consists of mugs, service bowls, service plates and cake plates stands out with its elegant floral designs. The pieces in the collection also stand out for being heat-resistant thanks to its stoneware feature.



### PAŞABAHÇE STORES

## IN ESKİŞEHİR

ESKİŞEHİR ALSO JOINS THE STORE NETWORK OF PAŞABAHÇE STORES SPREAD ACROSS TURKEY.

Paşabahçe Stores met with Eskişehir people with its brand-new store. Paşabahçe Stores' first store in Eskişehir was established on a 284-square meter area at Cassaba modern. The store features several product alternatives refining homes including vases, bowls, mugs, frames, candle holders, decorative cushions as well as hundreds of hand-made products. Eskişehir store also offers for sale the products of Nude and Cabare, the global design brand of Şişecam Group, one of the three largest glass houseware manufacturers in the world. At the store which also offers the products produced in a limited number from the World Heritage in Glass, Omnia Water Collection inspired by water also awaits design and glass lovers. Select pieces from the Signature series that carry the ideas and line of famous names such as Emel Başdoğan, Selçuk Demirel and Aydın Boysan meet customers. You can reach thousands of original designs for home and life at Paşabahçe Stores that have marked the 53rd store with Eskişehir store, and [www.pasabahcemagazalari.com](http://www.pasabahcemagazalari.com).



## ŞİŞECAM FLAT GLASS

## AT GLASSTEC 2018



Şişecam Flat Glass, as one of the major flat glass manufacturers in the world, participated in Glasstec 2018 fair in Düsseldorf, Germany between October 23 and 26, 2018. Şişecam Flat Glass, which received great interest with its innovative and superior-quality products once more

displayed its expertise in R&D efforts. At the fair where Şişecam Flat Glass displayed its wide product range offering solutions to the different project needs, high-performance temperable glass products that allows effective heat insulation and sun control were also presented.



## ŞİŞECAM AUTOMOTIVE

GUIDES  
THE INDUSTRY

Producing automotive glass in four countries and also applying secondary processes to glass in its plants in four different countries, Şişecam Automotive participated in the 10th International Suppliers 2018 Fair organized in Wolfsburg, Germany between October 16 and 18, 2018. At the fair, Şişecam Automotive presented its products such as double glass, encapsulated glass, windshield, door and rear window, received great recognition with its advanced technology products developed for the automotive industry suppliers.



# ŞİŞECAM GLASS PACKAGING ONCE MORE PUTS ITS EXPERTISE IN GLASS ON DISPLAY

Şişecam Glass Packaging shared its expertise in glass for food, beverages and health sectors at the 24<sup>th</sup> Eurasia Packaging Fair held at TÜYAP Fair and Congress Center. At the fair, Şişecam Glass Packaging displayed its award-winning products as well as registered and standard product portfolio, and brought the professionals from the sector and visitors together at the seminar entitled "Safe Glass Packaging Use" on the second day of the fair.



ŞİŞECAM CHEMICALS

MEETS WITH

THE COMPOSITE INDUSTRY  
IN GERMANY

Şişecam Chemicals participated in the Composites Europe fair that brought the leading companies from the composite industry together between November 6 and 7. Şişecam Chemicals booth received great interest from the visitors with its new glass fiber plant investment concept. At the fair, it came together with the existing and potential customers and evaluated the cooperation opportunities with the manufacturers. The new glass fiber plant with 75-thousand-ton capacity that became operational in December 2018 in Balıkesir aims to offer services with glass felt, glass roving and frit products to several sectors primarily including strategically important Wind Power, automotive, construction and infrastructure implementations.



## ŞİŞECAM GLASS PACKAGING

# STILL HUNGRY FOR AWARDS

ŞİŞECAM GLASS PACKAGING PROVES ITS CARE FOR DESIGN ONCE MORE WITH NINE AWARDS IN 2018.

Şişecam Science Technology and Design Center continues to make an impression with various awards received within and without the country. Original designs developed by the Center for Şişecam Glass Packaging have been recognized with 73 awards in total including 18 international awards since 2006. 2018 was also quite prosperous for Şişecam Glass Packaging. The four

different designs by Şişecam Science Technology and Design Center won nine prestigious awards throughout the year. Most of the awards were for the Frederik Bottle designed for Turk Tuborg. Melis Gıda Jars, Meysu Nostalgic Fruit Juice Bottle and Yeni Zafer Soft Drink Bottle were other designs that won an award. The awards won by Şişecam Glass Packaging in 2018 are as follows;

**TUBORG FREDERİK BOTTLE**

- ASD-Packaging's Crescent-Stars 2018 Competition: Competence 2018 Prize, Gold Prize and Golden Packaging Prize
- 2018 Design Turkey Competition jointly organized by the Ministry of Commerce of the Republic of Turkey, the Turkish Council of Exporters (TİM) and the Professional Society for Industrial Designers: Good Design Award
- A' Design Award Competition: Gold Winner Award
- German Design Award: Special Mention
- WPO - Worldstar Award

**MELİS GIDA JARS**

ASD-Packaging's Crescent-Stars 2018 Competition: Competence 2018 Award and Bronze Award

**MEYSU NOSTALGIC SOFT DRINK BOTTLE**

ASD-Packaging's Crescent-Stars 2018 Competition: Competence 2018 Award

**YENİ ZAFER SOFT DRINK BOTTLE**

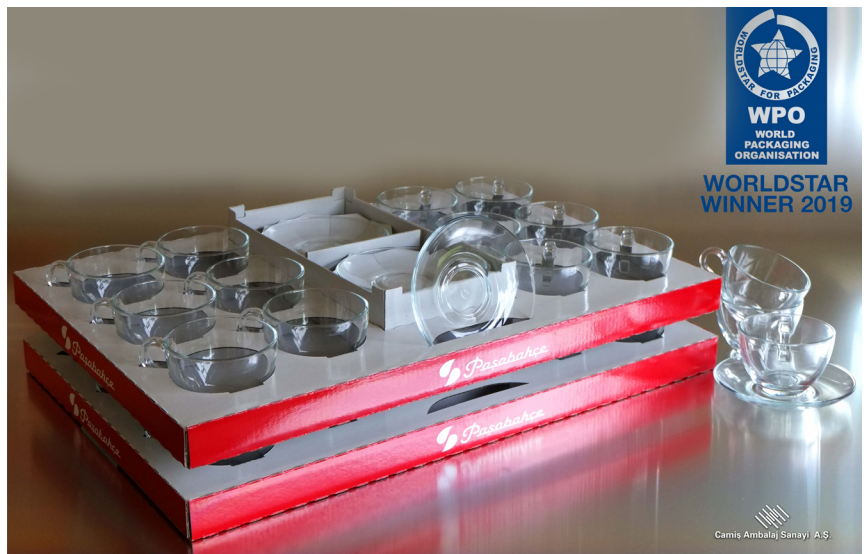
ASD-Packaging's Crescent-Stars 2018 Competition: Competence 2018 Award



## PRESTIGIOUS AWARD TO

# CAMIŞ PACKAGING

A Şişecam Group company, Camiş Packaging, received the WorldStar 2019 award with its "Paşabahçe 12-piece coffee cup and plate display pan at the WorldStar 2019 competition held by the World Packaging Organization.





# NUDE DESIGNS RECEIVE A SPATE OF AWARDS



**Beret Collection**

ŞİŞECAM GROUP'S GLOBAL DESIGN BRAND NUDE COMBINES PLAIN AND TIMELESS LINES WITH A TRANSPARENCY THAT IS UNIQUE IN THE GLASS WORLD. CARRYING ITS "SIMPLE IS BEAUTIFUL" PHILOSOPHY TO ITS COLLECTIONS BEARING THE SIGNATURE OF STAR DESIGNERS, NUDE HAS FOUR DIFFERENT DESIGNS THAT RECEIVED FIVE AWARDS IN TOTAL.

THE MOST PRESTIGIOUS

## DESIGN AWARDS

WENT TO NUDE COLLECTIONS

The Layers vase collection designed by Defne Koz for Nude comprising blown glass vases in six different colors and three different forms received the Gold Prize in German Design Award 2019. The talented German designer Sebastian Herkner's elegant storage cups in three different sizes, Beret Collection, and the Studio Formafantasma design, Pigmento, received the Special Mention Award from German Design Award. A Brad Ascalon design Hepburn mixology collection, on the other hand, received the International Design Awards 2018 from Elle Decoration Ukraine and the Best of the Year award from the Interior Design magazine with its elegant and plain structure.



**Alba Collection**

## THE ICONIC NUDE

DESIGNS AT THE INDEPENDENT NEWSPAPER

THE FAMOUS BRITISH NEWSPAPER THE INDEPENDENT INCLUDES THREE GLASSES FROM NUDE COLLECTIONS IN ITS BEST LIST

The Independent Newspaper, in its editorial entitled "the Best 7 Whiskey Glasses", described the characteristics of whiskey and how to drink it in a glass. It said that Nude's Alba, Chill and Malt whiskey glasses were among the best 7 whiskey glasses in the world for their form, function and characteristics.



# FROM NUDE IRIS APFEL LAUNCH AT NEW YORK







NUDE ANNOUNCES THE LONG-ANTICIPATED IRIS APFEL CAMPAIGN TO THE ENTIRE WORLD AT AN EVENT HELD AT NEW MUSEUM IN NEW YORK ON OCTOBER 18.

Standing out with its elegant and plain collections that perfectly adapt to the modern life, Nude combines its motto "Plain is beautiful" with the style icon Iris Apfel's distinctively bold style. Although Nude's plain style and Apfel's ambitious maximalist style appear to conflict with each other at first glance, they actually share the same philosophy: "Plain is a way of thinking and plain is beautiful."

#### **A COLORFUL NIGHT FOR A COLORFUL COOPERATION**

Nude also cooperated with the famous designer Harry Allen at the launch night. Allen transformed New Museum's Sky Room into an enchanting and colorful world that matches Nude's identity. The talented designer Robert Moy, on the other hand, projected Apfel's striking, eclectic and maximalist style onto the venue with balloon installations inspired by Iris Apfel. Apfel's spectacular balloon installations as well as iconic glasses and necklaces draw attention. Cocktails prepared by the famous mixologist

Pamela Wiznitzer with an inspiration from Apfel and served in Nude's Alba collection made a tremendous impression at the spectacular night. At the launch, new collections designed in a limited number with an inspiration from Apfel's extraordinary style were presented.

#### **IRIS APFEL CAMPAIGN MAKES A GLOBAL IMPRESSION**

The effect of the campaign, which will continue with the partnership of the world-famous American business woman, interior designer and style icon Iris Apfel and Nude, was immediately felt around the world. Receiving quite positive reactions, the campaign includes the world metropolitan cities such as London, New York, Milan and Istanbul. Nude is using outdoor, magazine and digital advertising in the Iris Apfel campaign. All of the collections designed in cooperation with Iris Apfel will meet with design lovers at Maison & Object 2019 Fair.





ŞİŞECAM FLAT GLASS INTRODUCES

## SOLAR LOW-E

ŞİŞECAM FLAT GLASS DEBUTED ITS NEW PRODUCT TEMPERABLE SOLAR LOW-E GLASS BEFORE THE SECTOR PROFESSIONALS.

Şişecam Flat Glass debuted its brand-new product Temperable Solar Low-E Glass Neutral 60/28 developed and launched in 2018 at the event of New Technologies in Facade Design held at Beşiktaş Naval Museum. At the event that brought about 500 people including architects, facade advisors and facade companies, sector professionals, academicians and students together, Şişecam Flat Glass's new coated products and mobile applications as well as Solar Low-E made their debut.



## ISICAM AUTHORIZED

MANUFACTURERS MEET IN İZMİR

THE ISICAM FAMILY CAME TOGETHER TO REVIEW 2018 AND SHARE THEIR FUTURE MESSAGES AND GOALS WITH THEIR BUSINESS PARTNERS.

Şişecam Flat Glass' traditional Isicam Authorized Manufacturers meeting took place this year in İzmir. The first day of the event began with Şişecam Flat Glass Group President Dr. Reha Akçakaya's opening speech. 'The Future is Glass' themed meeting where future trends, digitalization and futurism were highlighted witnessed impressive presentations about technology's today and tomorrow. At the meeting where successful works of 2018 and future goals were also shared, Isicam's digital media works also won recognition. At the meeting attended by Prof. Özgür Demirtaş and Dr. Şaban Kızıldağ as guest speakers, the top performing Isicam authorized manufacturers were recognized in five different categories.



## A STAR PASSES ŞİŞECAM FLAT GLASS

# T GATHERINGS

THE GUEST OF T GATHERINGS HELD BY ŞİŞECAM FLAT GLASS WITH THE SLOGAN "TRANSPARENT FACE OF AN ARCHITECT" WAS THE STAR ARCHITECT MA YANSONG IN 2018.

The fourth of the conference series organized by Şişecam Flat Glass in cooperation with Arkitera Architectural Center took place in İş Art and Cultural Center on December 6. At the conference attended by architects, designers and building sector professionals, the leading figures of the building and architectural sector came together. The guest of the event highlighting the theme of sustainability in architecture in 2018 was the founder and executive of the Chinese architecture office MAD Architects Ma Yansong.

Ma Yansong, in their presentation prepared for the T Gatherings entitled Building the Nature, communicated their perspective of architecture and their experiences in the current projects. In their presentation, Ma Yansong said, "brand new buildings and competing higher skyscrapers are continuously being built in the world. However, we unfortunately are unable to see the traces of nature in these projects. Whereas, we can get inspired by nature in each project we accomplish." Also stating that the physical world had a spiritual aspect for people, which also applied to the cities, Ma Yansong added, "therefore, we must approach architecture differently and add more meaning to our projects. Buildings are a living space, but we must add architectural designs meanings beyond function. Şişecam Flat Glass Marketing Group Director Tansu Kumru also stated in their speech at the event that Şişecam Flat Glass



Şişecam Flat Glass  
Pazarlama Grup  
Müdürü Tansu Kumru  
Mimar Ma Yansong

was working very hard to create miracles with glass as the largest flat glass manufacturer of Europe. In addition to the above words, Kumru said that they were a manufacturer offering innovative products to the entire world with 17 manufacturing plants in 10 countries that day, and also added, "we create miraculous products by adding glass that give us the natural day light with its transparency features such as providing effective energy saving, delivering solutions for our safety and security needs and controlling the noise. One of the most effective solutions for global warming is glasses that save from energy. We do not content ourselves with manufacturing them; we seek answers to the question "what can we do for a sustainable future?" at our Şişecam Science Technology and Design Center,"

## ŞİŞECAM AUTOMOTIVE

# WITH HYUNDAI REPRESENTATIVES



Şişecam Automotive continues to introduce advanced technology products. Şişecam Automotive hosted Hyundai representatives at the 'Hyundai Technology Day' Event held at Şişecam Science Technology and Design Center on November 23. Şişecam Automotive's wide product range and advanced technology production was introduced, and Şişecam Automotive products were also displayed. Simulations offering the opportunity to experience the performance of coating-heated windshield and hydrophobic coated windshield received great interest.



## ISICAM SYSTEMS'

## NEW DIGITAL

## COMMUNICATION CAMPAIGN

Films were prepared for broadcasting on various social media platforms and websites under the digital communication campaign which aims to communicate the target audience that Isicam has a solution tailored to every need. Heat insulation, sun control, safety, security and noise functions achieved with Isicam were introduced by four different test films. Four viral films were shot to highlight again the new product features under the campaign. Isicam products were introduced in a fun way with these films targeting the youth.

ARCHITECTURE-STYLE  
GLASS

## FOR THE FOURTH TIME WITH ŞİŞECAM FLAT GLASS

ŞİŞECAM FLAT GLASS HELD THE FOURTH ARCHITECTURE-STYLE GLASS EVENT IN COOPERATION WITH THE TURKISH SOCIETY FOR FREE ARCHITECTS. THE SECTOR PROFESSIONALS CAME TOGETHER AT THE EVENT HELD AT THE ARCHITECTURAL CENTER OF THE TURKISH SOCIETY FOR FREE ARCHITECTS IN ANKARA.

Şişecam Flat Glass came together with the architects and sector professionals at the fourth Architecture-Style Glass held this year. At the first session of the event that brought about 400 architects, engineers, facade advisors, public sector representatives and sector professionals as well as academicians and students together, the place, use and importance of glass in architecture was discussed, while the second session focused on Pecha Kucha presentations. At the cocktail held at the end of the event, the participants had a great time with Sibel Köse and the jazz band.



## ISICAM SYSTEMS'

## FUN CAMPAIGN

ISICAM SYSTEMS ACCOMPLISHED A FUN CAMPAIGN WITH THE YOUTUBE PHENOMENON MERVE YEŞİLBAŞ.



Isicam Systems address to the young audience with fun and hit campaigns. Isicam made quite a buzz on social media with its competition campaign 'From Glass to Glass.'. The campaign prepared with the YouTube phenomenon, blogger Merve

Yeşilbaş highlights the noise control offered by Isicam. The first video of the campaign, which consists of four different competitions, was broadcast on November 15. On the video filmed at Şişecam Flat Glass Showroom, Yeşilbaş entered the Acoustic Laminated Isicam test cabin and wanted their followers to guess the word she said when the cabin door was closed. The view and sharing rates of the film viewed by 16000 people scored an outstanding performance.



## PAŞABAHÇE STORES

# AT 4<sup>TH</sup> ISTANBUL DESIGN BIENNIAL

Paşabahçe Stores participated in the 4th Istanbul Design Biennial held by İKSV, which has the Stores as its private sponsor, with an impressive exhibition. The tea glasses designed by Paşabahçe Stores from past to present with invaluable designers were displayed at Pera Museum - Scales School under the Ambiguous Standards Institute project. One of the attention-grabbing designs in the exhibition was The Incebelli designed by Koray Özgen for the Omnia Collection by deriving the mean curve of the tea glasses manufactured by Paşabahçe so far. At the biennial, in addition to the exhibition, Paşabahçe Stores brought the famous designers together at Omnia Talks where the future of glass and design was discussed. Omnia Talks coordinated

by the Paşabahçe Stores Product Director Müge Bozbeyli and moderated by Istanbul Design Biennial Director Deniz Ova were attended by significant designers and studios such as Erdem Akan, Berk İlhan, Sinan Altun, MU.CA Studio, Hazal Balasar, Öznur Çömlek, Sena Solmaz, Seda Tunca and iLio. Another support by Paşabahçe Stores to the biennial was the Algae Lab project. Under the Algae Lab project produced by LUMA Artistic Research Director Henriette Waal, the products of From Istanbul to Beijing With Love from Erdem Akan's Omnia Collection were produced from algae with a 3-D printer at the lab.



## EMEL BAŞDOĞAN

### MEETS WITH FANS

EMEL BAŞDOĞAN INTRODUCED THE PRODUCTS SHE DESIGNED FOR THE SIGNATURE SERIES AT PAŞABAHÇE STORES CADDEBOSTAN.

The last name that has contributed to the Signature Series of Paşabahçe Stores featuring the prominent figures of the gastronomy and design world is Emel Başdoğan who is known for her healthy recipes. Başdoğan came together with her fans at Paşabahçe Stores Caddebostan to introduce the products she designed for the Signature Series. Among the products designed by Başdoğan are the outstanding glass detox bottles, appetizer plates, storage containers decorated with colorful vegetable and fruit patterns and kitchenware featuring pink, purple, green, red and yellow.



### PAŞABAHÇE STORES AT

## DESIGN WEEK

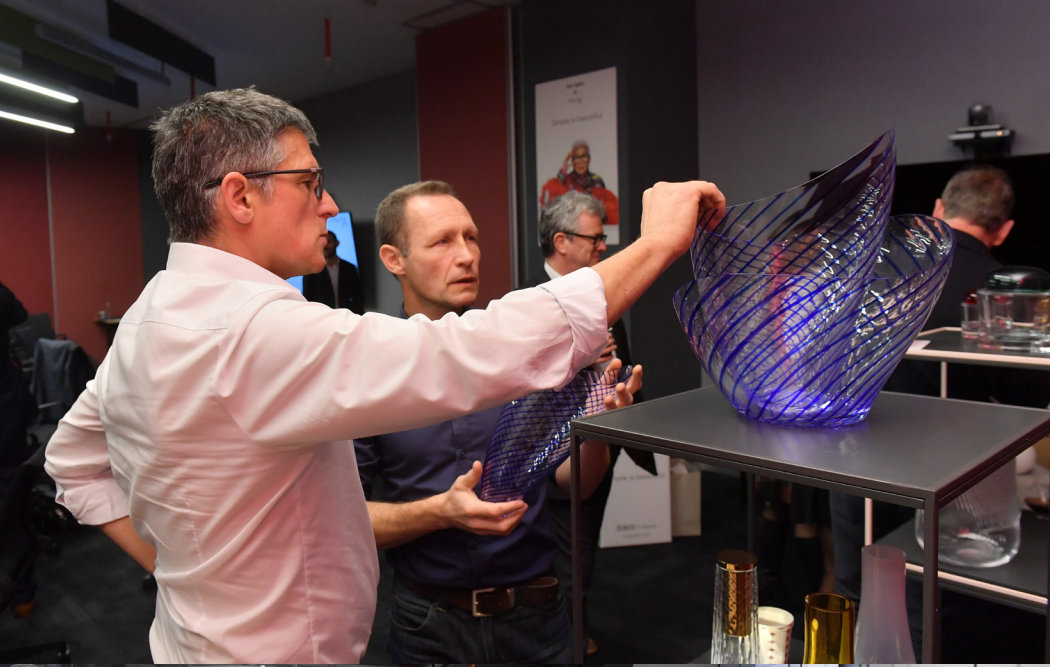
### TURKEY

PAŞABAHÇE STORES PARTICIPATED IN THE MOST COMPREHENSIVE DESIGN EVENT OF TURKEY, DESIGN WEEK TURKEY.

Paşabahçe Stores participated in Design Week Turkey between November 16 and 18 which attracted over 65000 visitors from the nation and abroad. Paşabahçe Stores Boutique Category Product Director Hüsnü Can Akaydın gave a speech about bringing good and different designs with the right customer on global arena at the panel "Designing the Future in the Light of Traditions." Akaydın stated that Paşabahçe Stores sought to leave a heritage to the future generations by combining the cultural and artistic accumulation of the Anatolian civilizations with the glass mastery.

# design WEEK





## THE SECOND GATHERING FROM NUDE

REPRESENTATIVES OF RETAIL SECTOR  
MET AT THE NUDE GATHERING HELD  
ON NOVEMBER 29.

21 representatives from 12 countries attended the Nude Gathering event held at Şişecam Headquarters. At the event, sales, marketing, digital and design strategies were communicated to the sector representatives with presentations. In addition to the presentations, the products to be launched in 2019 and Stem Zero campaign reinforced by Iris Apfel and the Ion Shielding technology were introduced to the participants. At the end of the Nude Gathering, the representatives were offered the customer experience with Stem Zero glass tasting with Yair Haidu.

## SOMMELIERS'

### SELECTION 2018 WITH NUDE

Being the main sponsor of Sommeliers' Selection 2018 held at the Marmara Taksim on November 24 and 25, Nude introduced the Stem Zero collection reinforced by the Ion Shielding technology to the wine lovers and the catering sector professionals. Products were introduced at the display stands set up at lounge and tasting hall. Under Sommeliers' Selection 2018, a workshop was held on the role of sommelier in the 21st century along with the Stem Zero Ion Shielding glass tasting of Yair Haidu.







## PAŞABAHÇE TOUCH TO

### ARDA TÜRKMEN'S NEW YEAR'S TABLE

PAŞABAHÇE PREPARED ALL UNIQUE AND GREAT RECIPES FOR THE NEW YEAR'S TABLES WITH THE FAMOUS CHEF ARDA TÜRKMEN.

Paşabahçe and the famous chef Arda Türkmen came together for delicious new year's tables. Guests at the New Year's Flavors event held at the Culinary Arts Academy prepared delicious appetizers and desserts for the new year's tables with the exclusive recipes of Arda Türkmen. These exclusive flavors were prepared with Paşabahçe products and served with Paşabahçe products that make a difference at the tables.

#### OFFERINGS WITH PAŞABAHÇE TO ARDA TÜRKMEN'S FLAVORS

Mutebbel, a perfect combination of tahini and yogurt and the unique flavor of the Lebanese flavor muhammara as well as beet potato tsatsiki which leaves an unforgettable flavor in the palate were featured in the menu of the Chef Arda Türkmen who presented the most becoming flavors of the new year's tables in Paşabahçe Gastroboutique bowls and Mezze plates. While Gastroboutique bowls enriched the appetizer presentation with their all unique forms and mini sizes, Mezze bowls offered the ideal solution for crowded tables. Arda Türkmen made the last appetizer touch in Paşabahçe Mezze bowls and Linden plates.

#### BORCAM IS YOUR GREATEST HELPER AT KITCHEN

Pumpkin mousse made the dessert closing of the unique new year's menu bearing the signature of Arda Türkmen. Türkmen prepared his pumpkin mousse recipe with Paşabahçe's iconic heat-resistant mixing container Borcam Mix&Bake. He used the non-stick surface new Borcam Non-Stick ovenware for baking. The participants stored the recipes they prepared in Paşabahçe series Storemax storage containers which offer health, hygiene, durability and maximum protection at the end of the event.





## ŞİŞECAM SENIOR MANAGEMENT

## VISITS PLANTS



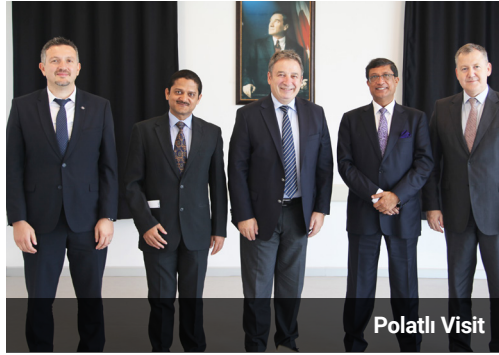
Balıkesir Visit



Yenişehir Visit



Aszod Visit



Polatlı Visit



Egypt Visit

ŞİŞECAM SENIOR MANAGEMENT VISITED THE PLANTS AT HOME AND ABROAD TO TAKE THE PULSE OF PRODUCTION.

### BALIKESİR'S NEW GLASS FIBER PLANT CONSTRUCTION IS UNDER WAY

Şişecam Group Vice President and CEO Prof. Ahmet Kirman and Şişecam Chemicals Group Directors visited the new Glass Fiber plant being constructed in Balıkesir on October 22. The delegation, which signed the first brick laid in the furnace at the plant, was briefed about the plant.

### TRAKYA YENİŞEHİR GLASS PLANT HOSTS SÜTAŞ CEO

Sütaş President Muharrem Yılmaz visited the Trakya Yenişehir plant on October 20 as the guest of Şişecam Group Vice President and CEO Prof. Ahmet Kirman, Şişecam Flat Glass and Şişecam Glass Packaging Board Member İlhan İl and Şişecam Group Vice President Abdullah Kılıç. Sütaş CEO Yılmaz, who closely observed all of the production processes, expressed his great satisfaction with visiting Şişecam plants established in 1935 with the unique vision of the Great Leader Mustafa Kemal Atatürk, learning about their contributions to our economy and observing the strong organizational structure, accumulation of expertise and the advanced technology used.

### INDIAN AMBASSADOR TO ANKARA VISITS POLATLI PLANT

The Ambassador of India to Ankara H.E. Sanjay Bhattacharyya and the Second Secretary Alok Verma visited the Trakya Cam Polatlı Plant on October 15. Prof. Ahmet Kirman and Düzcamlar Group President Dr. Reha Akçakaya accompanied the Indian delegation during the visit. The Plant Manager Emrah Can briefed the delegation on Şişecam Group, Düzcamlar operations, Polatlı plant and Şişecam's investment in India.

### VISIT TO RICHARD FRITZ ASZOD FACILITY

Richard Fritz facility in Aszod, Hungary hosted a delegation of Şişecam Group Vice President and CEO Prof. Ahmet Kirman and Şişecam Flat Glass Board members on October 24.

### VISIT TO PAŞABAHÇE EGYPT PLANT

Şişecam Group Vice President and CEO Prof. Ahmet Kirman and Şişecam Glass Houseware Group President Cemil Tokel visited Paşabahçe Egypt S.A.E plant on November 12. During the visit, the plant representatives made a presentation. After the presentation, the delegation observed the facilities and had a lunch with the entire personnel at the personnel cafeteria. Prof. Kirman and Tokel came together with the Egyptian Minister of Commerce at a meeting on November 13.



AN AWARD TO ŞİŞECAM

## GROUP FOR ITS INVESTMENTS IN ITALY

ŞİŞECAM GROUP WAS RECOGNIZED WITH AN AWARD BY THE ITALIAN CHAMBER OF COMMERCE FOR ITS INVESTMENTS IN ITALY.



Şişecam Group Vice President and CEO Prof. Ahmet Kirman received the award, which is presented to companies that contribute to the development of bilateral relationships in line with the recommendations of the Italian Embassy and the Italian Investment Agency, from the President of the Italian Chamber of Commerce Livio Manzini and the Economy and Commerce Office Director of the

Italian Embassy Luigi Gentile. Şişecam Group comes to the forefront as being among the major Turkish investors in Italy. The Group's investments in flat glass, glass housewares and chemicals in Italy have so far reached about 120 million Euros in Italy. Şişecam, which aims to further strengthen its presence in Italy in the coming period continues its investments.



## LEADERSHIP AWARD

TO ŞİŞECAM

ONE OF THE MOST PRESTIGIOUS AWARDS IN HUMAN RESOURCES WENT TO ŞİŞECAM.

Şişecam attended the Corporate Culture Summit organized by Dale Carnegie Academy. Attending as a speaker at the Cultural Transformation panel under the scope of the Summit, Şişecam Chief Human Resources and Corporate Communications Officer Şengül Demircan received great interest from the audience. The Leadership Award which has been granted for the first time to an organization in Turkey by the Board of Directors of Dale Carnegie International went to Şişecam for its successful work in leadership development practices since 2015 to date.

AWARD FOR CONTRIBUTION  
TO LOGISTICS GOES TO

## ŞİŞECAM



Şişecam Group was granted the Award for Contribution to Logistics at the 9th Atlas Logistics Awards known as the "Oscars of the Logistics sector" for its work of Early Payment with Discount. At the ceremony hosted by the International Logitrans Transport Logistics Fair, the Procurement Center of Excellence Director Banu Çelik received the award recognizing the exporters contributing to the logistics sector on behalf of Şişecam.





ŞİŞECAM'S

## SENIOR EMPLOYEES

RECOGNIZED

Celebrating its 83rd anniversary of its inception, Şişecam Group recognized its employees who have completed their years of service with the Seniority Incentive Award Ceremony held on October 5, 2018 at Divan Asia Hotel. At the

ceremony attended by Şişecam Group Vice President and CEO Prof Ahmet Kirman, Board members and Şişecam employees, 148 employees who completed their 10., 15., 20., 25. ve 30. year of service were presented their award.

## II. INTERNATIONAL SUSTAINABILITY WORKSHOP

### FROM ŞİŞECAM

ŞİŞECAM PREPARES FOR THE FUTURE WITH ITS SUSTAINABILITY STRATEGY.

Şişecam Group launched its "Care for Next" sustainability approach built upon the foundations of "protect", "strengthen" and "improve" at the II. International Sustainability Workshop held in Istanbul. The theme of the workshop attended by about 300 people from 13 countries was 'Transition from Information Society to Intelligent Society.' The workshop discussed the effects of topics such as global technological developments, digital transformation, the new dynamics of the global economy on the business world and operating models.

#### ŞİŞECAM FOCUSES ON SUSTAINABILITY

Şişecam Group Vice President and CEO Prof. Ahmet Kirman gave the opening speech of the workshop. Noting that the companies

should not only focus on profitability, financing but should act with a broader vision while keeping up with the change, Kirman stressed that all processes at Şişecam were carried out in accordance with the sustainability strategy. Prof. Kirman stated, "As Şişecam, we aim to leave the next generations a livable world. Several matters such as energy efficiency, waste management, use of renewable resources are at the heart of all our decision-making processes. We integrate Industry 4.0 into the entire supply chain under our sustainability efforts. We believe that a smart future is only possible by Industry 4.0, and continue to invest in it." Şişecam Group Chief Strategy Officer Özlem Vergon stated that they moved forward in line with the group goals with a sustainability approach placing the future in the center in their every geographical area of operation.





## THE FUTURE OF GLASS

# DISCUSSED AT ŞİŞECAM GLASS SYMPOSIUM

ŞİŞECAM GROUP BROUGHT THE LEADING NAMES OF THE WORLD GLASS SECTOR TOGETHER AT THE 33. GLASS SYMPOSIUM THIS YEAR.

The 33. Şişecam Glass Symposium was held at İş Bankası Tuzla Technology and Operation Center. At the Şişecam Glass Symposium that was held with 525 participants and received great interest, the world leading glass industry representatives and scientists discussed the future of the glass industry and new technologies. At the symposium that began with a special opening session and continued with six parallel sessions, 14 speakers in total invited from abroad and locally attended. As part of the symposium, 80 papers in total including 78 oral and two posters were presented.

### THIS CENTURY IS THE AGE OF GLASS

Sempozyumun açılış konuşmasını Şişecam Topluluğu Yönetim Şişecam Group Vice President and CEO Prof. Ahmet Kirman gave the opening speech of the symposium. Kirman noted the importance of the symposium which was held in 1985 for the first time and stated that Şişecam and other global sector actors took important

steps to carry glass further. Saying that scientists and industrialist who made effort to continuously broaden the boundaries of the glass sector described this century as the 'age of glass', Kirman added, "scientific and technological developments re-define glass and its areas of use every day. While there is no sector that does not have glass in it, functions given to glass and glass products and its areas of use today increase at such scale and rate as stretches the imagination of all of us."

### ŞİŞECAM WORKS FOR THE FUTURE OF GLASS

Another speaker at the symposium was Şişecam Group of Companies Chief Research and Technological Development Officer Prof. Şener Oktik. In his speech, Oktik noted that Şişecam was one of the first organizations that carried out organizational R&D in Turkey, and added, "today, we carry on our research and technological development operations in 28 different specialized laboratories under Şişecam Science Technology and Design Center built on an enclosed area of 9 thousand and 4 hundred square meters in Çayırova."



Prof. Dr. Ahmet Kirman



Prof. Dr. Şener Oktik





# WE COMMEMORATE WITH ESTEEM AND YEARNING...



1881-1938





# ANITKABİR VISIT BY ŞİŞECAM BOARD

OF DIRECTORS AND EXECUTIVE BOARD

ŞİŞECAM GROUP MEMBERS OF THE BOARD OF DIRECTORS AND EXECUTIVE BOARD VISITED ANITKABİR IN OUR 83<sup>RD</sup> ANNIVERSARY.



Şişecam Group Board of Directors and Executive Board that visited Anıtkabir on November 29, 2018 was at the eternal resting place of the Great Leader Gazi Mustafa Kemal Atatürk, the founder of our Republic and of Türkiye Şişe ve Cam Fabrikaları, also in 2018. After laying the wreath on Atatürk's mausoleum and standing in silence, the President Adnan Bali and the Vice President and CEO Prof. Ahmet Kırman signed the Official Anıtkabir Memorial Book.

## ŞİŞECAM GROUP IS "83 YEARS OLD WITH PRIDE!"

LEAVING 83 YEARS BEHIND,  
ŞİŞECAM GROUP'S PAST FILLED WITH  
SUCCESS WAS REMEMBERED WITH A  
FILM ENTITLED '83 YEARS OLD WITH  
PRIDE!'



The trowel used at the groundbreaking ceremony of Beykoz Paşabahçe Plant ceremony attended by the Prime Minister İsmet İnönü and the Minister of Economy Celal Bayar in 1934... The scissor used at the official inauguration of the plant in 1935...these priceless trowel and scissor were the lead actors of the film '83 Years Old with Pride!' prepared for Şişecam Group's 83. anniversary. The corporate film dubbed by the famous actor and voice actor Toprak Sergen tells about Şişecam's 83-year history filled with success and transformation to a world giant. The film was viewed 1.7 million times within three days of its broadcasting on November 29, 2018 reached 5.5 million people in a short time, and was viewed for 1.5 million minutes i.e. 25 thousand hours in total.



# BIG DATA AND ITS EFFECT ON SOCIAL MEDIA

THE TOTAL VALUE OF BIG DATA COLLECTED VIA SOCIAL MEDIA IS ANTICIPATED TO EXCEED 44 TRILLION GIGABYTES BY 2020. SO, WHAT DOES THE SNOWBALLING BIG DATA MEAN FOR BRANDS?



## FROM SOCIAL LIFE TO SOCIAL MEDIA

According to a research by Mediakix, the time we spent on social media on average was 116 minutes daily in 2016. In 2017, this time went up to 135 minutes, and is anticipated to go up to 160 minutes by the end of 2018. So, how much space does the daily two hours in average of social media use take up in our entire life and how does it affect our purchasing decisions, daily consumption habits? The research by Mediakix focused on 66 years spent between the ages 13 and 79 in a 79-year human life in average. The two hours of time we actively spend in average daily corresponds to 5 years and 4 months in total in our 66 years of life. In other words, social media on which we spend that much of time is our friend we spend the most time after our family, work and friends.

## FROM SOCIAL MEDIA TO MARKETING OF THE FUTURE

For the 3 billion and 200 million active social media users across the world, social media is one of the indispensables of the daily routine

and its penetration continues to rise at an undeniable rate every year. A penetration on such a scale leaves quite valuable digital foot prints for businesses and agencies providing services to businesses. The total volume of Big Data collected via social media is anticipated to go beyond 44 trillion gigabytes by 2020.

## SO, WHAT DOES A DATA OCEAN OF SUCH SIZE DO NOW?

Once being used only for socializing and killing time, social media is now at the heart of marketing strategies of businesses. The importance of transforming big data into a social media strategy has been long realized and we see the investments increasing in this domain each passing day.

Brands and businesses that get to know the masses better with big data pose as a brand in the eye of the consumers that understand them well and fully meet their needs. More importantly, the new and highly loyal consumer group, which is a priority of every brand from the smallest restaurant to the automotive giant, begins to

earn. When examined by the right analyses, big data tells the brands about their customers and how to approach such customers.

## PERSONALIZATION

Big Data makes it possible for brands to personalize, which enables a better-directed communication based on customer choices and likes. Even when the consumer is yet not aware of their need, brands may bring this need to the customer with well-analyzed big data.

## DECISION MAKING PROCESSES

Big Data may be used for making well-directed decisions in matters such as defining social media trends and with which groups users must communicate, from where and about what topics they must receive notices.

## INSIGHTS ABOUT PRODUCT

Big Data improves the precision for consumer demands, demand times and what they want and how they want it. And this informs businesses about how the new products and services should be. Businesses may use data to analyze people's choices and complaints. This enables modifying the existing products or services, thereby producing innovative products and offering more satisfactory services. In conclusion, such effect of the use of big data in vital matters for brands such as surviving in and dominating the market cannot be denied. It will get harder each passing day for businesses that do not pay attention to data science and close themselves to the requirements of the new age to survive in the digital age.



# DIGITAL INTELLIGENCE (DQ)

SET AS THE WORLD STANDARD



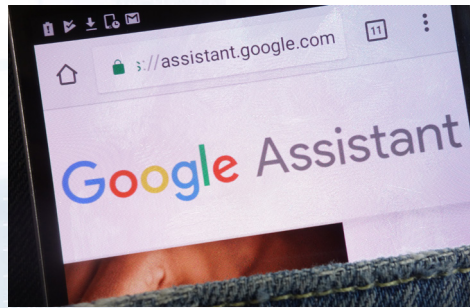
The Organization for Economic Cooperation and Development (OECD), the Institute of Electrical and Electronics Engineers (IEEE) and DQ Institute have formed a cooperation aiming to base digital literacy on DQ, and develop and spread it worldwide. Digital Intelligence has been set as the global educational standard developed to prepare our children for the digital world, raise their awareness against cyber risks and allow them to benefit from the opportunities offered by technology.

Digital Intelligence developed by the Singaporean scientist Dr. Yuhyun Park is defined as technical, mental and social capabilities that enable children between ages of 8 and 12 to cope with the risks of the digital world and adapt to its requirements. WEF, OECD, IEEE, which cooperate with DQ Institute for the creation of a digital literacy structure, will contact educational communities including public institutions, academic experts, teachers, foundations, parents and students to create an educational ecosystem.

These global institutions, which aim to develop the digital intelligence across the world by coordinating the efforts between educational and technology communities through multi-stakeholder cooperation will carry out works to give all children the social skills including confidentiality, safety, digital emotional intelligence and more which are required to become an effective citizen of the digital world.

## TRKISH LANGUAGE SUPPORT TO GOOGLE ASSISTANT

Google's virtual assistant which has been long in service has begun to provide services in Turkey in Turkish. Being a strong rival of Siri, Google Assistant marks a time you do an audio call by your phone. With Google's artificial intelligence system's database being directly linked to Google, it is able to derive information from a very large network, which enables it to be a real



assistant for its users. With its updated interface, Google Assistant can also operate Google services thanks to its smart screens feature such as Maps, Calendar, Duo and Photos.

## #GURURLA83YAŞINDA FILM VIEWED BY 1.7 MILLION PEOPLE

The organizational film prepared for broadcasting on digital media for Şişecam Group's 83. Anniversary has been viewed by 1.7 million people within three days of November 29, 2019, the date it was broadcast

. The film has reached 5.5 million people and been viewed for 1.5 million minutes (25 thousand hours) in total.



## ŞİŞECAM LINKEDIN ACCOUNT CONTINUES TO GROW

Şişecam Group's LinkedIn account which reflects its global identity and stands out with its communication strategy has overtaken corporate accounts on global level with its rapidly increasing number of followers. Our LinkedIn account followed with interest by the professionals in the sector and potential employees for its effective and interesting contents has reached 110 thousand followers by the end of 2018.



## ADD GLASS TO LIFE FOLLOWERS SOAR BEYOND 85 THOUSAND

Şişecam Glass Packaging tells about the importance of glass packaging use with its Add Glass to Life project carried out since 2012. Under the project, on hayatacamkat.com web platform and social media channels are contents that are published to stress the importance of glass packaging use for health and environment. The platform that stresses the different areas of use of glass in daily life as a natural, healthy, environmentalist and sustainable material has gone beyond 85 thousand followers on social media.





# ARE WE CYBER SECURE?



THIS MONTH, WE CONTINUE WITH CYBER SECURITY, ONE OF THE MOST CRITICAL TOPICS, ON OUR ARTICLE SERIES OF DIGITALIZATION AND INDUSTRY 4.0 SHARED IN PREVIOUS ISSUES ON 'INTERNET OF THINGS, BIG DATA, ARTIFICIAL INTELLIGENCE, TURKEY'S DIGITAL ROADMAP, DIGITAL TWINS, CUSTOMER JOURNEY MAP AND USER EXPERIENCE.'

## **CYBER SECURITY?**

Cyber security can be described as protecting data, computers, mobile devices, electronic systems and networks against malicious attacks. It refers to the use of processes and technology under a series of techniques applied to protect organizations and individuals against cyber-attacks. These attacks generally aim to access, change or destroy sensitive information. Effective security measures to be applied decrease the risk of the attacks,

and protect the organizations and individuals against the unauthorized access by systems, networks and technologies.

## **SECURITY IN INDUSTRIAL SYSTEMS**

Cyber-attacks against the industrial systems (PLC, SCADA, DCS ...) are those we frequently face today and that increase by each passing day. According to the Kaspersky report, three out of every industrial companies think that they will experience a cyber-

attack. As a result of the requirement of processing data, taking them out of the industrial systems to convert them into value, the risk has never been that high for businesses. Security in industrial systems carries more importance than the protection of the business and its reputation, and production interruption brings risks with it, too.

## **SECURITY FOR SUPPLIERS**

Cyber-attacks have shown that the supply chain would be the most

vulnerable link for quite many organizations. It has been found that before beginning to work with a new service provider a detailed security research must be planned under the procurement processes. According to Citrix, companies must themselves ask the question "Has my company ever rejected a supplier in line with the control findings?" Otherwise, cyber criminals manage the services and may use the suppliers as a step to access the organization.





the other hand, regarding the cyber world to which we are dramatically so committed, and even addicted, is a matter most of us do not care. So, what is Cyber Security and what should we do to protect ourselves?

#### **SOME OF THE PERSONAL SECURITY MEASURES WE CAN TAKE IN THE COMMUNITY;**

1. Always store your data on the space allocated to you or your section on T:\ areas on the company file server.
2. Change your passwords to complex ones regularly. Do not use a single password everywhere.
3. Report the security vulnerabilities you know to exist on the Information Technology (IT) and Industrial Systems (OT) devices to IT Department.
4. Be aware against the Social Engineering attacks. Never open the suspicious messages, file attachments or links received by e-mail. Do not connect to unsecure Wi-Fi networks. Never write your personal information, never share it on digital media.
5. Take the ISO 27001 Information Security Awareness Training via the Şişecam Academy link you access through Şişecam Campport, and do not hesitate to report all suspicious situations within Şişecam to IHLAL27001@sisecam. com.

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#### **MALICIOUS SOFTWARE**

Malicious software continues to become more complex and grow. The effects of various ransomware, cryptocurrency software and known attacks such as trojan horses continue to increase and new attacks emerge. According to a current research, the financial loss caused by the ransomware is anticipated to top 11.5 billion dollars by 2019.

#### **INTERNAL COMPLIANCE AND LEGAL REGULATIONS**

The effects of data regulations implemented within Şişecam such as the Law on Protection of Personal Data, ISO27001 Information Security Management System will be felt more across the world also in the new period.

Due to the increased monitoring and aggravated punishments, along with the regulatory compliance and governance, companies and individuals must be more attentive in order to avoid data breaches.

According to a research by Deloitte this year, the users in Turkey:

■ look at a mobile phone screen 78 times a day i.e. every 13 minutes.

This rate is 1.5 times greater than the Europe average, which is 48. All of us have evolved accordingly and developed a mental muscle.

■ 28% of them look at their mobile phone: even before washing their face.

■ 85% of them say that they use their phone in some way during their time allocated to sleep. Among the reasons

for use are checking the time as 51%, checking the social media units as 46% and instant/SMS messaging as 33%.

■ 69% of the participants believe that their personal information is used by the companies while 63% thereof believe that their personal information is shared with third parties. However, yet, one out of every three users accept the terms of use without reading.

■ According to a research conducted under the National Cyber Security Information awareness efforts in the U.S., "children between ages of 8 and 18 have been found to spend 7 hours 38 minutes a day on the Internet".

In other words, it is almost half the time children are awake. Security, on



## 13 CLIMATE ACTION



GLOBAL STEPS

## FOR A SUSTAINABLE ENVIRONMENT

COUNTRIES AND GLOBAL ORGANIZATIONS TAKE ON MAJOR RESPONSIBILITIES TO PROTECT THE WORLD AGAINST THE DESTRUCTIVE EFFECTS OF THE CLIMATE CHANGE

Multi-national organizations such as the European Union and United Nations continue their efforts for the future of our planet and a sustainable environment. The United Nations reminded the importance of finding fast solutions about the climate change at the Climate Summit held at the end of 2018. The European Union, on the other hand, is working to reduce the greenhouse gas emissions through various endeavors. The EU Commercial System comprises part of the framework

of the union for climate and energy policies.

#### UNITED NATIONS CLIMATE SUMMIT (COP-24)

The United Nations (UN) Climate Summit (COP-24) was held between December 2 and 14, 2018 in Katowice, Poland. The Summit was aimed to clarify the body of rules required for an effective implementation of the Paris Agreement and for parties to express their resolve on increasing their Declaration of Will of National Contribution they

committed to have accomplished before 2020 with a view to reducing the average global warming increase 1.5°C below the pre-industrial temperatures. The agenda of the Summit also included the shaping of the common goals to provide a climate fund that will allow for a 100-billion-dollar growth annually. One of the important actors of the global climate negotiations, the European Union took an important step before COP-24 and called for zero EU emissions by 2050 and said

in its long-term climate plan presentation that emissions should be net zero by 2050.

#### THE EUROPEAN UNION EMISSIONS TRADING SYSTEM (EU-ETS)

The European Union (EU) which has been keeping the fight against the climate change among the priority items in its political agenda since the early 1990s has taken the renewable energy use and energy efficiency by limiting the carbon dioxide emission as the basis for its





climate strategy. The EU-ETS that was carried into life in 2005 as the basic instrument of this strategy comes to the forefront as the most comprehensive and effective climate mechanism that supports a carbon-neutral economic model on the global scale.

The EU-ETS that encompasses over 11000 industrial facilities and power stations in 31 member states aims to reduce the greenhouse gas emissions caused by the member states cost effectively and procure that the union fulfills its Kyoto Protocol goals. The system by which about 50% of the greenhouse gas emissions caused by the EU is monitored and limited is the first practice in the world in respect of the inclusion of the carbon dioxide emission in a trade system.

Currently, the EU-ETS, which remains to be the largest emission trading market in the world, constitutes more than 40% of the international carbon trade and is aimed to spread further by harmonizing it with the national or regional systems.

Turkey, which is a party to Paris Climate Agreement, also continues its feasibility work for the implementation of a market-based mechanism to reduce the

greenhouse gas emissions, and although there is no step toward an official practice in the short term, actualizing a mechanism that can be harmonized with the EU-ETS is considered one of the important steps to be taken under the EU accession negotiations.

In addition to the investments made one after another in the EU, basic points for the EU-ETS that is likely to affect the operations in Turkey in the medium and long term and has been coming up more and more within the strategic plan are summarized below.

**WHAT IS EU-ETS?**

EU-ETS is a market-based instrument among the flexibility mechanisms designed with Kyoto Protocol that allows for limiting emissions by specific quotas and trading the quota units. Quota units basically refer to an allowance to release greenhouse gas emission equal to 1 ton of CO2 emission (tCO2e) to atmosphere EUA: European Emission Allowances), and emissions originating from production are deducted from the quotas determined for facilities operating in the system at the end of the year. If the facility emission is less than the quota at the end of the year, the outstanding balances can

be sold or carried to the next year, and when the emission is more than the quota, a need to purchase additional allowance arises. Businesses that fail to meet the quota gap are levied a penalty per gap (100 Euros/ton CO2), have their name disclosed and their quota gap is not deleted despite the penalty.

**WHAT ACTIVITIES DOES EU-ETS ENCOMPASS?**

By 2018, it encompasses over 11000 industrial facilities within the EU that include activities such as petroleum refineries, coke kilns, iron and steel, cement, clinker, glass (including fiber), lime, brick, ceramic, pulp and cardboard, aluminum, petrochemicals, ammonia, nitric, adipic and glyoxylic acid production. Flights within the European Economic Area have also been included under the EU-ETS.

**WHAT ARE EU-ETS OPERATING CYCLES?**

The first cycle that was determined as the pilot cycle (Phase 1) took place between 2005 and the end of 2007. The second cycle (Phase 2) began in 2008 and ended in 2012. The current third cycle (Phase 3) began in 2013 and will be completed in 2020. The EU-ETS' next cycle that will encompass 2021-2030 (Phase 4) contains

regulations parallel to the 2030 climate and energy targets.

**HOW ARE QUOTAS**

**DETERMINED?** The greenhouse gas emission allowances to be granted to the businesses as from the EU-ETS' 3. Cycle are calculated by methods that are based on product/temperature/fuel or process emissions. Product benchmarks have been determined for 52 products corresponding to 80% of the EU industrial emissions. While determining the benchmarks, the mean of 105 segment in the relevant sector that has the lowest CO2 intensity is taken as basis. For the products groups (fallback approach) and processes the benchmarks of which are not/cannot determined, the quotas are observed that are determined over the fuel consumption/thermal need or the periodic emission amounts in the previous period of the activity.

**HOW ARE QUOTA PRICE LEVELS?**

Quota units needed by businesses to compensate their emission in EU-ETS, which is a trade-based system, are traded (EEX and ICE) in free markets at the prices changing periodically based on the supply-demand. The current level of the quota prices is provided below (Source EEX: European Energy Exchange). The current price is at 20 Euros/CO2 levels and has changed on a 16-21 Euros band in the past one month.





# ŞİŞECAM IN THE WORLD: INDIA

ŞİŞECAM GROUP CARRIED ITS FIRST INVESTMENT INTO LIFE IN INDIA IN 2013 IN LINE WITH ITS SUSTAINABLE GROWTH GOAL AND STRATEGIC PLANS. HOLDING 50% OF THE SHARES IN HNG FLOAT GLASS LIMITED, ŞİŞECAM GROUP STRENGTHENED ITS PRESENCE IN INDIA AND BECAME THE OWNER OF THE 100% OF THE SHARES OF THE COMPANY IN 2018.

Having a long-standing past of over 80 years, Şişecam Group stands out in the world with the advanced products and innovative solutions it offers in chemicals in addition to all basic domains of glass in which it operates.

Maintaining its regional leadership in its business, Şişecam also accomplishes major investments as one of the most powerful global actors in its business with its investments in different locations across the world.

Being the third largest manufacturer in glass home goods and the fifth largest manufacturer in glass packaging and flat glass in the world, Şişecam Group is among the top 10 in soda production and is the world leader in chrome chemicals.

#### PRODUCTION IN THREE CONTINENTS

Şişecam Group that focuses on creating value and targeting operational excellence in all of its areas of business has reached 13 countries in three continents along with Turkey including Germany, Italy, Bulgaria, Romania, Slovakia, Hungary, Bosnia Herzegovina, Russian

Federation, Georgia, Ukraine, Egypt and India in its journey on which it set out in 1935. Şişecam carries on production with 43 plants and close to 22 thousand employees in these countries and sell to 150 countries.

#### A WORLD GIANT IN INDIA

Aiming to be among the top three in its main areas of activity in the world, Şişecam Group moves forward with careful and rational steps by taking the pulse of the global economy. Especially, one of the countries where Şişecam, which has expanded its share in the world market as a result of organic and inorganic investment moves in recent years, is present is India...

Today, India, which is among the important economies of the world and offers significant opportunities in terms of investment with its 1.3 billion population has become one of the important stops of Şişecam Group's global expansion strategy

In this issue, we will focus on Şişecam Group's presence in India.





Taj Mahal



## INDIA AT A GLANCE



Akshardham Temple



Lodi Garden Monuments



Amer Fort Jaipur Rajasthan



Delhi



Gateway of India



Agra, Uttar Pradesh



Mumbai

## A CLOSE VIEW OF INDIA

**SURFACE AREA:**  
3,287,000 km<sup>2</sup>

**POPULATION:** 1,339 billion (2017)

**CAPITAL:** New Delhi

**OFFICIAL LANGUAGE:**  
Hindi, English

**MAJOR CITIES:** New Delhi, Mumbai, Kolkata, Bangalore, Jaipur, Hyderabad

No wonder Mark Twain said "India is the cradle of humanity, the mother of history, the grandmother of legends, and grand-grandmother of tradition." India, with a geographical wealth including deserts and mountains, forests and beaches, different cultures and traditions nourished by these cultures, colorful clothes and legendary cuisine, is one of the most sui generis countries in the world. Being a South Asian country, India is home to about 1.4 billion people. Throughout its

long and turbulent history, the Indian geography were home to very diverse civilizations and religions. All these diversities gave birth to a variety and a colorful culture. India's 9000-year history marks very different events and periods including from the Vedic Period to Hinduism, tribal kingdoms to early empires period, the Middle-Age kingdoms to Indian-Islam culture, British colony to independence war. Being the world's second most populated country and most

populated democracy, India is expected to take over China and have the highest population by 2028. Among the neighbors of India are China, Bangladesh, Myanmar, Nepal and Bhutan as well as Pakistan. Its neighbor in south by the sea is Sri Lanka. Among the significant symbols of the country, which also evokes admiration with its natural and biological diversity, are Taj Mahal, fertile Ganj, cultural festivals, the movie industry Bollywood and food culture.



**TURKEY-INDIA RELATIONS**

Turkey immediately recognized India that won its independence on August 15, 1947, and since then, a strong diplomatic relationship has been established. Bilateral relations between Turkey and India has been continuing to develop through mutual official and commercial visits in recent years. The economic relations of the two countries gain strength with mutual investments. Ongoing cooperation, investments and commercial agreements in different areas of activity primarily including production, construction and services reinforce the friendship between the two countries.

**THE RISING ECONOMY OF THE WORLD; INDIA**

India has become the sixth largest economy of the world with its national income over 2.5 trillion USD. According to a projection by IMF, India is anticipated to be the fourth largest economy of the world by 2022. Turkey considers India a friendly nation that takes firms steps toward being a global power with its growing economy, broad market opportunities, technological competence, rich human resource, long history and cultural heritage.



Temple, Lake Gadi Sagar

**GOVERNMENT STRUCTURE OF INDIA**

The country that won its independence from England on August 15, 1947 became the Republic of India with the Constitution passed in 1950. Still being a member of the British Commonwealth, India has a federal government structure. Being comprised of 29 states and 7 union territories, India's government center is divided between the government and state governments. The union territories, on the other hand,

are governed by the central government.

**INDIA'S SOURCES OF INCOME**

The chief pillars of India's economy are manufacturing and mining. The country is also quite rich in petrochemicals, ironstone manufacturing, coal reserves and petroleum reserves. Also, India is in an extremely lucky position in terms of the underground resources. Having reinforced its place among the powerful economies of the world with its

enterprises in computing, nuclear technology and space technology, India takes advantage of its crowded workforce in every field. On the other hand, a large part of the Indian people is involved in agriculture. While agriculture is an important source of income for the people of the country, half the Indian territory is used as a farm land. Tourism has an important share as one of the major sources of income of India, which is the dream of travelers with its colorful culture.

**ŞİŞECAM'S INDIA JOURNEY****2013**

Şişecam Group participated in India's float glass manufacturer HNG Float Glass Limited (HNGFL) with the acquisition of 50% of its shares.

**2018**

While Şişecam Group acquired the rest of the shares of HNG Float Glass Limited to become its sole shareholder, Şişecam Flat Glass India was incepted.





# A GIANT INVESTMENT FROM ŞİŞECAM GROUP IN INDIA

ŞİŞECAM ACQUIRED THE WHOLE OF THE HALF-OWNED HNG FLOAT GLASS IN INDIA. WITH THIS SUCCESSFUL MOVE, ŞİŞECAM HAS ADDED TO ITS POWER IN THE GLOBAL MARKET.

Şişecam Group, which engages in production in 13 countries today, began its operations in India by acquiring 50% of the shares of HNG Float Glass Limited (HNGFL) in 2013.

A float glass manufacturer HNGFL was incepted in 2006 with a daily production capacity of 600 tons by one of India's largest glass manufacturers Hindusthan National Glass & Industries Limited (HNGIL).

Şişecam Group, by acquiring the remaining 50% shares in June, 2018, became the sole owner of this important flat glass facility in India

## A ŞİŞECAM TOUCH TO THE FLAT GLASS FACILITY

With the completion of the operation of the acquisition by Şişecam Group, global integration and infrastructure harmonization works were quickly initiated. In the facility that had currently the lines of flat glass, mirror, obscure glass and processed glass by sanding, the flat glass line's capacity was increased by 10% to 600 tons/day with Şişecam's accumulation of knowledge and technology in flat glass production. Significant quality improvement works were carried into life in mirror production in the facility.

## INDIAN MARKET GROWS RAPIDLY

Şişecam Group that is in constant contact with its stakeholders in all decision processes gets ahead in competition by taking the customer satisfaction and market demands in India into consideration.

Being among the most attractive markets in the world in terms of the growth potential, India has a significant potential with its rising glass demand in parallel with the increasing welfare. Especially, with the use of flat glass becoming widespread and the increased demand for coated glasses, the architectural glass demand in the country is estimated to increase to

10% annually until 2023. Also, India attracts attention as the country that has the fastest growing automotive glasses market in the world.

## ŞİŞECAM STRENGTHENS PRESENCE IN INDIA

Şişecam Group aims to cooperate in the full sense with its suppliers and customers by achieving the global integration from production to supply chain, sales, marketing in India. As in all of its investments, Şişecam Group, by making use of the growth potentials in the coming period, aims to continue the actions and events that will achieve a sustainable improvement in every process in India.







## ŞİŞECAM FACILITY IN INDIA



### ŞİŞECAM FLAT GLASS INDIA

Şişecam Group acquired 50% of NHG Float Glass Limited (HNGFL), a flat glass manufacturer under one of India's largest glass manufacturers Hindusthan National Glass & Industries Limited in 2013. In 2018, with the acquisition of the remaining shares, the Group became the 100% shareholder of the said company. The facility that began to operate under the subsequently incepted Şişecam Flat Glass India reached a capacity of 660 tons/day with a 10% increase.

## ŞİŞECAM GROUP CONTINUES TO CREATE VALUE FOR INDIA

Şişecam Group continues to create value and contribute to the national economies in all geographies in which it operates.

### EMPLOYMENT

Şişecam Group employs 304 people in the flat glass production plant operating in India, and this number reaches 600 people in total with seasonal employees.

### ECONOMY

Şişecam Group also acquired the remaining 50% shares of HNG Float Glass Limited (HNGFL) in India, in which it became a shareholder by acquiring 50% of the shares in exchange for 61 million U.S. Dollars in 2013, in 2018 in exchange for 85.8 million U.S. dollars. The Group has made a significant contribution to the Indian economy by accomplishing an investment that has reached 150 million U.S. Dollars in total.





# ŞİŞECAM ACADEMY

## TRAININGS DO NOT REDUCE SPEED

ŞİŞECAM ACADEMY SUPPORTS THE DEVELOPMENT OF ŞİŞECAM EMPLOYEES WITH ITS TRAININGS THAT ADD VALUE AND MAKE A DIFFERENCE.

### PERFORMANCE MANAGEMENT SYSTEM 3.0 TRAININGS AT ŞİŞECAM ACADEMY

Screen trainings have been designed at Şişecam Academy to support the works performed for the Performance Management System 3.0 project and increase the use of new applications.

Bulgarian, Romanian and Russian versions of SuccessFactors Goal Setting, Mid-Term Evaluation and Competence Assessment Modules were also produced in addition to its Turkish version. These modules were also shared with the employees in Bulgaria, Romania and Russia plants along with the employees at home.

### ŞİŞECAM PEOPLE MEET AT ADVANCED ENGLISH CAMP PROGRAM

30 Şişecam employees that successfully completed the 2017-2018 English Language Development Program participated in the Advanced English Camp Program. At the camp held in Kocaeli-Kerpe between October

19 and 22, various activities were carried out in the company of four native English trainers. In-class trainings were held that contained current topics and debates to allow the participants to practice English. Participants that had the opportunity to speak English in their daily life had a productive and enjoyable experience.



### GLASS TECHNOLOGY SCHOOL TRAININGS CONTINUE

Trainings continue also under the Glass Technology School curriculum. At Istanbul Şişecam Academy classes, Şişecam production engineers and chiefs participated in the Annealing and Tempering Workshop created with different contents specific to the groups' needs on November 20, December 4 and December 18. Glass Technology School's Advanced Glass Technologies trainings will continue with Color, Furnace & Energy and Chemical Durability and Surface Characteristics workshops in 2019.

## HR PROFESSIONALS MEET AT HR SUMMIT

Şişecam Chemicals Group Chief Human Resources Officer Cem Oğuz attended the Summit for HR Management in Blue Collars held by HR Magazine. At the event created with the theme of the age of mechanic collars, the works on talent acquisition and development in blue collars at Şişecam were shared with the participants.





# ŞİŞECAM IS BY YOUNG TALENTS' SIDE

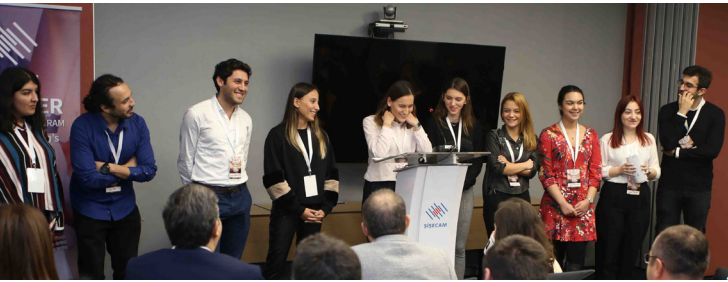
ŞİŞECAM GROUP CONTINUES TO  
GET TOGETHER WITH YOUTH THROUGH  
UNIVERSITY PROGRAMS.



ŞİŞECAM

## AT UNIVERSITY CAMPUSES

Şişecam Group held 36 different university events in total at 19 universities in October, November and December, 2018. University events took place on a large range from the Headquarters visits to conversations, case studies to plant visits.



YOUNG TALENT PROGRAM

## TOGETHER CONTINUES

Global Young Talent Program Together's new period opened on January 7. 4020 young talents that applied for the program were assessed through various exams and interviews. On the case day which was held at the Headquarters this year for the first time, the Headquarters candidates

had a great day. The event that began with the opening speech of Prof. Ahmet Kirman continued with case studies, presentations and department and project introductions. In the new period of Together, there are 85 long-term interns from Turkey and 16 long-term interns from abroad.



ŞİŞECAM

## CAMPUS PROGRAMS

ABROAD

Şişecam campus programs also continue abroad. With the forum held at Faculty of Quality, Kazan Federal University, students had the opportunity to meet Şişecam Group and apply for Together. During the career days held in Bucharest Polytechnics University, students were informed about Şişecam Group and the Young Talent Program Together, and their internship applications were collected.



FIRST STEP TO

## PAŞABAHÇE STORES

Paşabahçe Stores First Step Internship Program is for undergraduate, associate degree and vocational school students who are interested in retailing. The program allows young talents to work as long-term and part-time project interns at Paşabahçe Stores starting from the internship stage. It is aimed to give priority to youth who complete the internship training in full-time recruitment processes.



A LIFE DEDICATED TO FLAVOR:

# EMEL BAŞDOĞAN



WE HAD A FUN CONVERSATION WITH EMEL BAŞDOĞAN, THE PIONEER OF BOUTIQUE PASTRY, ONE OF THE LUMINARIES IN HEALTHY DIET AND GASTRONOMY IN TURKEY

INTERVIEW: ELİF EREN



Emel Başdoğan is a name followed by those who are interested in healthy diet and gastronomy... She has made unique contributions to our food culture with her TV programs. She has authored cook books with different themes, one of which was Turkey's first pastry encyclopedia. Being the name behind the first food magazine in Turkey, Başdoğan is also one of the eight 'food stylists' in the world. One of the fruits of her successful career is Foodie that has introduced the concept of healthy and boutique pastry into our life for over 20 years. Emel Başdoğan has now designed her own collection for Paşabahçe's Signature series. Besides, she also created the drawings decorating each piece of the collection that promotes healthy living. We talked with Başdoğan about her successful career and Paşabahçe cooperation.

**When did your interest in gastronomy begin? Was this your childhood dream?**

If you begin to read at age 4 and if 'Ayşegül at home' is the first book you read... Here is the result.

**What are the milestones that drove your successful career?**

The most important thing was my dear late mother's attitude, 'the child cannot be wasted, but the score can', instead of 'the score cannot be wasted but the child can.' I had an extraordinary score at university admission examination when the high school was finished, a score with which I could pick any university that admits students with the highest score in the country... I even learned from seeing my name on a half-page newspaper announcement that I had gotten a scholarship from a private organization for my high score. However, I realized 'I didn't like it' two weeks into the classes. I realized that I didn't want to walk on that path and this wouldn't get me to the goals I liked. My parents did not even say a word against it. As a mother, I am not sure if I could do it.

**Your brand Foodie by Emel**

**Başdoğan has made a breakthrough particularly in pastry. What would you say to describe Foodie in few words?**

I can't help eating cakes, and can't eat a bad cake, either. So, what happens now? 21 years ago, I rolled up my sleeves and established Foodie by Emel Başdoğan for cakes produced that are as pure as baby food, has a strong flavor enough to make you jump, are abundant in strawberry, hazelnuts, chocolate and produced without using any industrial ingredient.

**There are so many new brands being born in the food-beverage world, but not all of them hold. Foodie, on the other hand, grows sustainably. What is the secret?**

Foodie is not a profit seeking business. We sell products at market prices with 10 times more expensive supplies. We allocate minimum budget to packaging in our property, with sort of a sacrifice. And we do business candidly. I think this is what has carried us in 21 years.

“  
**MY INSPIRATION IN EVERY WORK I DO IS THE SAME: EATING IS GOOD.**  
 ”

The understanding of 'flavor, health and low calorie can go together' reflects on all of your work from your books to television programs. What would you recommend those who wish to have a healthy diet but cannot take the first step for some reason?

This is a very hard question. Because I do not agree with any known recommendation. Especially, I never agree with recommendations that restrict food. What's more, the issue is not food only, we must remember that it is also related to sleep. I cannot forget I got surprised when I learned that the process of burning calories took place the most when



sleeping. Also, if we are not talking about how we digest, not what we eat, i.e. Not about the VIP organ of the body intestines, we would talk incompletely. The first step is to sleep early and meet 23:00 in sleep.

**Can you give examples to the wrongs known to be right, and rights known to be wrong about healthy diet?**

"Don't eat fat." Great but putting on weight is guaranteed. The entire America has become the most obese country in the world by eating fat free. We must eat some fat moderately, without overdoing it. Moderately, i.e. adding a spoonful of oil. By remembering that a spoonful of olive oil is enough for the salad. "Fruit does not fatten." No, fruit fattens. Especially, fruit juice starts an effective fat storage dynamic in an empty stomach. "I didn't have lunch, but had muesli." Wish you had had lunch. A plateful of muesli = 4 plates of spinach with yogurt...

**How do you see the healthy diet culture in Turkey?**

A revolution is necessary in our country and the world. The life style has changed, and every country need a diet revolution accordingly. I am also working on it.

**How should parents proceed who want to give their children the habit of healthy diet?**

They shouldn't take away and put in front of them by force. They should tell them what is right

and be patient with them making their own decisions. If there is no unhealthy food at home, wrong choices outside would easily be balanced out.

**You are also known for your watercolor works as well as being a chef. How did your relationship with painting begin? What type of education did you receive for it?**

To tell the truth, the German High School Art Workshop had the equipment and content of fine arts schools. We were provided all kinds of equipment and knowledge at that workshop. Herr Meyer was a valuable art teacher. He taught me all basic knowledge about all techniques. Afterwards, I learned how to 'look at' and 'see' a painting at Mehmet Gülerüz workshop. My painting studies were reinforced in Paris. Mehmet Gülerüz's words 'painting first requires work discipline, not talent. Tell me how many hours you have worked?' is a lesson for me. He would get furious when you went to the workshop with manicured, clean and unpainted hands.

**Can you tell us about your cooperation with Paşabahçe Stores? How did your paths cross?**

All good things must 'thin down' for me. I believe this is my duty as a human. Well, plates, pitchers, plates must thin down, too. With this understanding, we designed 'thinning products.' Flour-free, sugar-free, detox recipes... And, people must be happy, too. Then, cheerful patterns on the front face that make people smile... The collection formed with this understanding.

**What was your inspiration when designing the products in the Signature Series?**

My inspiration in all works I do is the same: "Eating is good." I cannot even hear the word restriction on that matter. Then, what is the solution?

**What projects do you have on the horizon?**

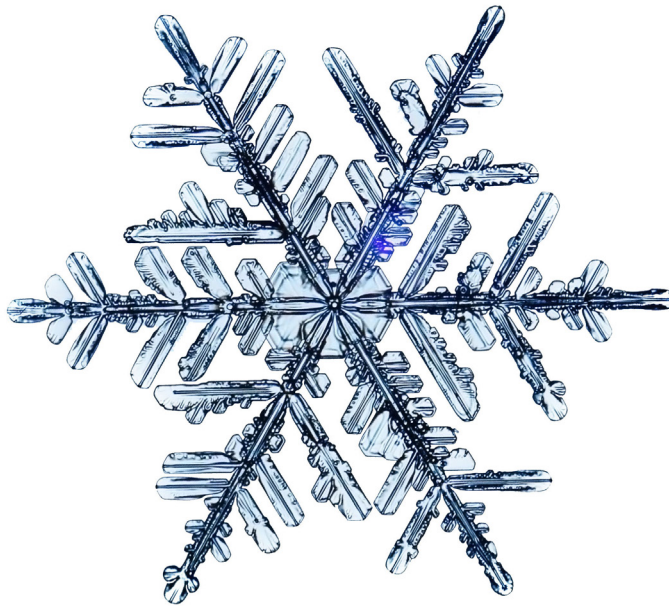
Producing delicious food that is readily available at school, road, movie theater, plane, bus, market, and thins down as it is eaten...



# CITIES IN LOVE WITH WINTER







WINTER BECOMES SOME CITIES SO MUCH. THE COVER OF SNOW DOES NOT CONCEAL THE BEAUTY OF THESE CITIES; IT ENHANCES THE BEAUTY OF THESE CITIES ALL THE MORE. ENJOY THE COLD SEASON IN DESTINATIONS THE WINTER BECOMES FROM EUROPE INCLUDING VIENNA TO BRUGES, COPENHAGEN TO BERGEN, AND TURKEY.



#### **COPENHAGEN, DENMARK**

Being at the top among the most livable cities of the world, Copenhagen is one of the cities that lives this white season best despite the hard winter conditions of the Scandinavian geography. Despite the cold, you are not confined to indoor; there are so many things to do in Copenhagen. The most popular region of the city, the historical port Nyhavn lined with colorful buildings reminds of a romantic fairy tale scene under the cover of the white snow. Ice skating is

one of the most popular winter activities in Copenhagen. There are ice skating rinks being set up at different locations of Copenhagen during the winter months, and the most popular one is the rink at Frederiksberg Rundell. Experiencing the winter months in a dim atmosphere, Copenhagen illuminates with the traditional Copenhagen Light Festival between February 1 and 24. Whenever you need to warm up while touring the city, you can explore Copenhagen's museums dedicated to modern art such as Kunsthall Charlottenborh, Louisiana Museum of Modern Art.

#### **VIENNA, AUSTRIA**

Those who see Austria's noble capital under snow agree on one thing; the winter becomes Vienna so much. The view of the spectacular Art Nouveau buildings under snow is amazing. It is utterly a different experience to see the iconic buildings such as Hofburg Palace, St. Stephen's Cathedral under snow. Do save one day

for Museumquarter and explore museums such as Modern Art, Leopold, Tanzquartier, Monochrom, Modepalast and Kunsthal Wien. In the time left from the city tour, remember to enjoy the classic music identified with Vienna. The city's cultural calendar is completely full. Especially, if you coincide with a performance at the historical Opera Building built in the 19. century, you are very lucky. Whatever you do to spend your day, do not neglect to have a rest break in the company of hot chocolate and Vienna's famous flavor Sacher at Cafe Sacher.







Bergen



Venice

### BERGEN, NORWAY

One of the most beautiful places to go to witness the winter of Scandinavia is Bergen. With its colorful wood buildings, historical port with a view and the coast line surrounded by fiords, Bergen is a Scandinavian city that looks as if straight from the fairy tales. This is the place that inspired Disney's animation wonder film 'Frozen.' The dance of the northern lights that adorn the dreams of the travelers accompanies the natural beauties of Bergen with the winter. Begin discovering Bergen on the streets of the historical neighborhood Bryggen that reminds of a labyrinth. Bergen's food and beverages scene is quite successful. When you want to warm up a little, you can take a breather at the city's beautiful cafes and restaurants. If you have time, climb up Ulriken Mountain to see the natural wonder fiords from up high.

### VENICE, ITALY

Dream about the canals and bridges, churches, palazzos of Venice also under snow. The city that assumes a quite air in the winter months gets to the climax of romanticism. With its gondolas, colorful buildings and warm people, Venice is an ideal destination for a winter getaway. During the winter months when the tourist crowd almost completely retreats from the city, Venice's trademark gondolas work as if only for you. When you have that tranquility, indulge yourself in St. Mark's Square, the square where the city's heart beats. Set out on vaporettas to see the islets around Venice. Torcello, Burano and Murano are also among the islets you must see. Of course, add to your list a gondola tour, an extremely romantic and fairy-tale like experience.

### EDINBURGH, SCOTLAND

Edinburgh, which has been the

political and cultural capital of Scotland for 1000 years, does not look like anywhere else in the world. With its castles and misty weather, Edinburgh is gloomy but has an atmosphere that affects people deeply. Cobblestone streets dating back to the Middle Age has a pleasant contrast with the new city view that was born in the 18. century. At the top of the must-see places in the city is Edinburgh Castle. The places of attraction of the castle for history lovers are the suites that belong to the royal family, the imperial suit and St. Margaret's Chapel that was built about 900 years ago. The ice rink that was built at the shadow of the castle is the most popular address for amateur and professional skaters.

### BRUGES, BELGIUM

The best protected Middle Age city of Europe is Bruges; it gives the impression that it has never changed with its Gothic churches, Baroque buildings

dating back to the 17. century, canals, and elegant bridges decorating the canals. One of the main locations of the movie 'In Bruges' that potentially made you fall in love with the city before seeing it is Belfort bell tower dating back to the 13. century which is the most ideal point to see the city from a bird's eye view. You need to climb 366 steps to see the city from Belfort on the Market Square but when you get to the top, you see it's worth it. Bruges is also famous for its delicious chocolates. The city's chocolate museum Choco Story displays the history of chocolate and the secrets of how to make it. Drinking hot chocolate in huge cups at the chocolate shop named the Old Chocolate House is also among the classics of Bruges.

### ST. MORITZ, SWITZERLAND

When it comes to winter, one of the travel choices that come to mind is of course ski centers.







Edinburgh



Bruges



St. Moritz

St. Moritz which rests on the two sides on a magnificent lake in a valley in Swiss Alps is one of the oldest ski centers of the world. If you are one of those who go skiing not only for sports but also to rest and have fun, St. Moritz is just for you with its off-track facilities. There are many things that can be done besides skiing. Snowboard, snow sled tobogganing and snow shoeing that requires walking in the snow in shoes that look like tennis rackets are the winter sports besides skiing. Couples who look for romanticism can tour around on sleds pulled by dogs. The town divided in half by the lake has two sides: Dorf and Bad. Dorf features luxury hotels, restaurants and expensive boutiques. Bad, on the other hand, is good for skiing.

### CAPPADOCIA, TURKEY

Even if you have seen Cappadocia with its miraculous



Cappadocia

geography and views that enchant four seasons several times in other seasons, you must also add it to your winter travel plans. Fairy Chimneys buried under snow assume an inexpressible beauty. Seeing the large area extending from Avanos to Ürgüp on hot air balloons that take off before dawn, is one of the greatest activities to do in Cappadocia. Chats by the fireplace at cave hotels, exploration



Bursa

tours for local flavors make winter months beautiful in Cappadocia. Outdoor museums that are open every season must also be added to this list.

### BURSA, TURKEY

The city where the Ottomans were founded is one of the most colorful locations in the Anatolian geography with its culture dating back to the ancient age and nature. Bursa deserves to be the first place that comes to mind in Turkey along with Uludağ when it comes to historical streets, architectural riches, healing

spas, original local flavors, old Greek villages and of course skiing. During your time in the downtown, definitely see Green Mosque and Shrine, Grand Mosque, Covered Bazaar and Kozahan, the center for silk shopping. If you have time, take time for Cumalıkızık and Gölyazı villages near Bursa. Uludağ, on the other hand, which has been the most popular ski center in Turkey since 1970s, is enough alone to love Bursa in the winter with tracks that appeal to skiers from all levels and luxurious hotels.



# SOUP SEASON

WINTER MONTHS DO NOT GO WITHOUT SOUP UPDATE YOUR SOUP REPERTOIRE WITH INNOVATIVE RECIPES HAVE A WARM WINTER WITH INNOVATIVE RECIPES SUCH AS TURMERIC CARROT SOUP, CELERY SOUP, CREAM LEEK SOUP, PUMPKIN LENTIL SOUP.

## Turmeric Carrot Soup

THE ORIGINAL AROMA OF TURMERIC THAT BOOSTS IMMUNE SYSTEM MEETS WITH CARROT.

### INGREDIENTS

2 table spoons olive oil  
1 medium size onion  
750-gram carrots  
1 bay leaf  
2 tea spoons turmeric  
1 teaspoon black pepper  
Salt  
2 cloves of garlic  
1-1.5-liter chicken broth

### PREPARATION

• Dice onion, cut carrots in rings. Heat olive oil in a large pot. Add onion, carrots and bay leaf. Stir

continuously for about 10 minutes to sauté.  
• Add turmeric, black pepper, Salt and garlic. Sauté for another five minutes.  
• Remove bay leaf and add chicken broth. After it boils, bring down the temperature and cook for about 15 minutes until carrots become soft.  
• Remove pot when cooked and let it cool a little. Use blender to get a smooth texture.  
• Re-heat and serve.





# Celery Soup

IT IS POSSIBLE TO TRANSFORM CELERY WHICH IS INDISPENSABLE TO SOME WITH ITS ORIGINAL SMELL AND STRONG AROMA INTO A DELICIOUS AND WARMING SOUP.

## INGREDIENTS

2 table spoons olive oil  
2 medium size celery  
1 medium size onion  
2 medium size potatoes  
4 cloves of garlic  
1 bay leaf  
1.5-liter chicken broth  
2 glasses cream  
Black Pepper  
Salt

## PREPARATION

- Dice onion. Peel and dice celery and potatoes. Also chop 7-8 celery stalks.
- Heat olive oil in a pot. Add garlic, onion and

celery stalks. Add black pepper, salt and bay leaf, and sauté for about 15 minutes until celery stalks become soft.

- Add potatoes, celery and chicken broth. Stir until it boils. After it boils, cook for about 20 minutes until all vegetables become soft.

- Remove the soup from the stove and add cream and use blender to get a smooth texture. Re-heat and serve.







## Cream Leek Soup

OFFER THOSE WHO DO NOT CARE FOR LEEK CREAM LEEK SOUP; DON'T BE SURPRISED IF THEY CHANGE THEIR MIND.

### INGREDIENTS

2 table spoons olive oil  
4 large leeks  
4 cloves of garlic  
1.5-liter chicken broth or water  
1 glass cream  
1/2 glass  
Basmati rice  
1 bay leaf  
Black Pepper  
Salt

### PREPARATION

• Clean leeks, Chop the parts other than dark green in large pieces to use in the soup.

- Heat olive oil in a large pot . Stir to cook leeks for about five minutes until they become very soft. Add garlic and stir for another minute.
- Add water or chicken broth, rice, bay leaf, salt and black pepper . After it boils, cook for about 20 minutes in low temperature.
- Remove bay leaf. Use blender to give your soup a smooth texture. Re-heat to your taste and serve.



# Pumpkin Lentil Soup

TRY LENTIL SOUP WITH PUMPKIN ONCE. THE FLAVOR OF THE PUMPKIN LENTIL SOUP WHICH IS BOTH NUTRITIOUS AND PRACTICAL DESERVES TEN POINTS.

## INGREDIENTS

2 table spoons olive oil  
500 grams pumpkin  
1 glass red lentil  
1 medium size onion  
1 carrot  
2 cloves of garlic  
1 bay leaf  
1-1.5-liter water or chicken broth  
Black Pepper  
Salt

## PREPARATION

• Chop onion, pumpkin and carrot.  
• Heat olive oil in a large pot. Sauté onion and garlic until their aroma

comes out. Add pumpkin and carrot and sauté for another five minutes.  
• Add rinsed and strained lentil. Fry for three minutes. Add water or chicken broth, bay leaf, salt and black pepper. After it boils, bring down the temperature and cook for about 20 minutes until vegetables get soft.  
• After vegetables get soft, remove bay leaf. Use blender to give your soup a smooth texture and serve.







# ART LOVER'S CALENDAR

BEST EVENTS AND MUST-SEE EXHIBITIONS IN 2019  
IN ARTS FROM THEATER TO MUSIC, PAINTING,  
PHOTOGRAPHY...





## THEATER

### Krek On Stage with the New Play

One of Istanbul's successful independent theater groups, Krek Theater Society is back on stage with its new play 'Like Met in the World' after a long break. The play written and directed by Berkun Oya has won recognition of theater lovers with its stage design in addition to its original play script. The play 'Like Met in the World', which tells about the lives crossing at an ordinary night in a police station following some losses, is also quite ambitious about its cast. 'Like Met in the World' bringing Alican Yücesoy, Defne Kayalar, Fatih Artman, Okan Yalabık, Öner Erkan, Serkan Keskin and Settar Tanrıöğen stands for being one of the most watched theater plays of 2019.



# cappadox

## FESTIVAL

### Summer Gathering in Cappadocia

Cappadox that offers music, modern art, gastronomy and outdoor events in the same calendar is an all-round festival. Being held in 2015 for the first time, the festival will be held between June 16 and 19 this year. Bringing extraordinary exploration experiences together in Cappadocia's inspiring geography, Cappadox 2019 is a great opportunity for those who want to spend a summer holiday differently than one with the sea and the sun.







## BIENNIAL

### Biennial Thrill in the Fall

One of the most important events of Istanbul's culture and art calendar, Istanbul Biennial meet art lovers the sixteenth time this year.

The theme of the biennial to be held between September 14 and November 10, 2019 is the "Seventh Continent." 16. Istanbul Biennial sets out to search for traces left by human activities on the world.

The biennial curated by the director of Montpellier Compromain Nicolas Bourriaud focuses on the natural and cultural waste created by humanity. The biennial participants inquire about the current state of art in the face of the ecological problems caused by human hand.



## ART

### A Full Season at İş Art

İş Art revives Istanbul's culture-art stage with its 19. season.

The extensive seasonal program includes several events until May such as classical music, jazz, local-foreign projects, poetry recitation and children play. Among the names that will appear on İş Art stage in 2019 are some talented musicians including such as mandolin master Avi Avital nominated for Grammy, mezzo-soprano Magdalena Kožená, the famous baritone that prepares to share the stage with Borusan Quartet Shen-Yang. Ariadna Castellanos who combines the traditional music with today's flamenco tones will perform on Friday, January 25, The Tiger Lillies with its music bringing the street on stage will perform on Tuesday, February 19, and the concert where Semplice Quartet which is known as the Turkish string quartet will accompany Cirque du Soleil's composer Rene Duperé and the vocalist Francesca Gagnon

will be held on Thursday, April 11. One of prominent jazz figures Arturo Sandoval, who owns ten Grammys and one Emmy will meet with audience on Wednesday night, February 27. The famous pianist Garrik Ohlsson and one of the world's most reputable chamber music groups Boston Symphony Chamber Players will give a dream-like experience on Thursday, May 9.







## EXHIBITION

### **The Movement That Shapes the World Art: Russian Avant-garde**

The most comprehensive exhibition in Turkey of the Russian Avant-garde movement, which shapes the 20. Century art, meets with art lovers at Sakıp Sabancı Museum, Sabancı University. The exhibition 'Russian Avant-garde. Dreaming the Future with Art and Design', which will last until April 1, 2019, is based on the Thessaloniki Modern Art Museum - George Costakis Collection.

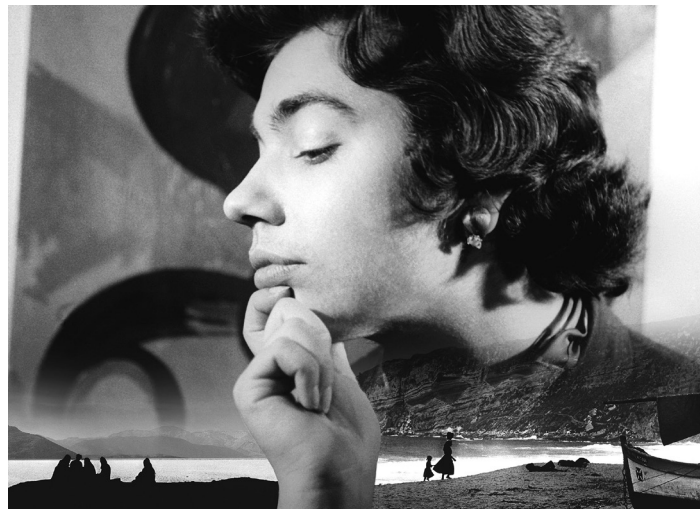
In addition to the Costakis Collection, the exhibition sheds light on the rich history of the Russian Avant-garde with select 513 works from the All-Russia Museum of Decorative Arts, Multimedia Art Museum and Europe's prominent private collections. Among the names whose works are displayed in the exhibition are the creator of the Black Square, an iconic work of the art history, Kazimir Malevich, the pioneer of a new era in the artistic concept by obscuring the boundaries between art and production Vladimir Tatlin, and the brave pioneer of photography, painting, sculpture and graphic arts Alexander Rodchenko.

*Yıldız Moran*

## EXHIBITION

### **A Moment of Silence for Yıldız Moran**

With its new exhibition, Istanbul Modern focuses on the works of Yıldız Moran, the first female photography artist in Turkey with an academic education. 'Yıldız Moran: A Mountain Tale' presents a selection of photographs taken on different subjects such as natural, abstract, daily life, Anatolia, Istanbul and overseas. The 86 photographs in the exhibition stand in silence for the artist who would be now 86 years old if she lived. Having dedicated 12 years of her life to photography between 1950 and 1962, the artist deeply affected the photography approach of the generations after her. Her impressionist approach taking the people she photographed with the geography in which they lived is the most significant feature of Moran's photographs. The photographs of the artist that were able to reflect today's perception of photography to her frames years ago also receive great interest from the authorities and art followers in our country and the world today.







# CITIES GET COLORFUL

WITH GLASS, AGAIN GLASS



CITIES GET COLORFUL WITH ŞİŞECAM'S SOCIAL RESPONSIBILITY PROJECT THAT BREATHES LIFE INTO GLASS, GLASS, AGAIN GLASS.

Şişecam has revived 1 million tons of glass waste in 7 years with Glass, Again Glass, one of the most comprehensive sustainability and social responsibility projects in Turkey. With the glass waste recycled by the Group, the waste equal to 6 billion bottles was prevented from going to waste. With Glass, Again Glass, over 20 thousand glass recycling containers have been offered to the municipalities for their use so far. Over 250 thousand primary school students have been provided

an awareness training. The Glass, Again Glass project has made very significant contributions to the environment. Under the project efforts, carbon dioxide emission equal to the air cleaned by 33, 831, 974 trees in a year has been prevented. Energy saving has been achieved enough to meet the heating and hot water need of 46, 022 houses for a year. In raw material use, sand has been saved enough to make a beach 10 meters wide and 112 kilometers long.







Mersin



Lüleburgaz

### STUDENTS FROM TEKİRDAĞ PEPPED UP THE RECYCLING

Another event of Glass, Again Glass was held with the cooperation of Şişecam and Tekirdağ Süleymanpaşa Municipality. Süleymanpaşa Assistant Mayor Gülferah Güral also attended the recycling container painting event participated by 64 students from 5 schools in Süleymanpaşa. Participants drew attention to the importance of the recycling of glass with the glass containers they painted. At the event held in a fun atmosphere, glass containers designed by the participants are aimed to contribute to recycling by use in Süleymanpaşa area.

### GLASS, AGAIN GLASS COLORS CITIES

For the purpose of supporting recycling with the participation of Şişecam Group employees and families under the Glass, Again Glass project, glass container painting events, and exhibitions in cooperation with local administrations are held.

### CONTAINERS DESIGNED BY ŞİŞECAM FAMILY DISPLAYED IN LÜLEBURGAZ

The first stop for glass container painting events held for the purpose of supporting recycling with the participation of Şişecam Group employees and families under the Glass, Again Glass project was Kırklareli. Under the glass container events held at Paşabahçe Cam, Şişecam Flat Glass ve Şişecam Automotive plants, a team of 175 people including group employees and their families painted containers in all colors. The re-designed glass containers were displayed at Lüleburgaz Congress Square.

### GLASS, AGAIN GLASS CONTAINERS DISPLAYED IN MERSİN

Employees and families of Şişecam Group's production facilities in Mersin also supported recycling by coloring and redesigning Glass, Again Glass containers. Containers which attracted attention with their colorful designs were displayed at Mersin Forum Shopping Mall. In addition to Şişecam employees and families, Mezitli Mayor Neşet Tarhan, Toroslar Mayor Hamit Tuna, President of the Chamber of Environmental Engineers Sinan Can, and Şişecam Chemicals Group, Soda Plant Manager Barış Can and Kromsan Plant Manager Mehmet Güler, and Çevdosan representatives participated in the exhibition. The Glass Workshop at the exhibition area received great interest from the participants.



# ŞİŞECAM ÇAYIROVA SPORTS CLUB STILL HUNGRY FOR SUCCESS

ŞİŞECAM ÇAYIROVA SPORTS CLUB LEAVES ANOTHER YEAR BEHIND FILLED WITH SUCCESS IN CANOEING, ROWING AND SAILING.



Şişecam Çayırova Sports Club founded by Şişecam under the name Çayırova Sailing Specialization Club Association in 1982 for the purpose of promoting sports among young people continues to train young athletes in canoeing, rowing and sailing. Şişecam Çayırova Sports Club today contributes to the development of the youth and the national sports with its about 150 athletes and managerial personnel. The club gave 3 athletes in canoeing, and 1 athlete in rowing to the national team in 2018.

### CANOEING BRANCH

Şişecam Çayırova Sports Club Canoeing Branch participated in all competitions in its 2018 activity program; won first place 22 times, 8 times 8 times and third place 16 times. Canoeing athletes Abbas Anıl Şen, Özge Uzar and Sedanur Yılmaz who participated in the National Team Preparation camp held between January and December were drafted for the national team and participated in the International Gloria Cup, International Piestany Regatta, U23 European Championship, U23 World

Championship, International Olympic Hopes Regatta Competitions.

### ROWING BRANCH

Şişecam Çayırova Sports Club Rowing Branch participated in 6 national competitions in the 2018 season. The club won first place as a team in one category, second place as a team in six categories, and third place in four categories. At the Balkan Championship National Team Drafting Competitions held in August, Zeynep Ece Tilki was drafted for youth national team as the top winner. Tilki, achieved an international success as the Balkan second place winner in Girls category in Youth Balkan Championship.

### SAILING BRANCH

Şişecam Çayırova Sports Club Sailing Branch athletes participated in 19 competitions in total including 13 regional and 6 national in Optimist-Laser and Pirat classes in the Turkish Sailing Federation's 2018 activity program. The Sailing Branch athletes won 16 first place, 18 second place and 6 third place in general classification in Optimist-Laser and Pirat classes.









Ailece  
Şişecam'da  
BULUŞUYORUZ!

## ŞİŞECAM PEOPLE GET TOGETHER WITH 'THE WHOLE FAMILY GET TOGETHER AT ŞİŞECAM!'

ŞİŞECAM GROUP EMPLOYEES HAD A GREAT TIME AT 'THE WHOLE FAMILY GET TOGETHER AT ŞİŞECAM!' EVENTS.

Employees of Şişecam Group production facilities participated in "the Whole Family Get Together At Şişecam" with their families. About 11 thousand Şişecam people that participated in the events held at the production facilities between September and

October had a great day with traditional entertainments, workshop activities and activities. At the events held at Şişecam Group's Düzcamlar, glass houseware, glass packaging and chemicals plants in Kırklareli, İstanbul, Bursa, Denizli, Eskişehir, Ankara and Mersin,

employees and their families both had a fun day and enjoyed being together. Şişecam employees and their families participated in the plant tours held under the event and had the opportunity to learn about Şişecam products' production journey.





# Şimdi! WITH ALL TOGETHER

NOW! EVENTS, ŞİŞECAM PEOPLE BOTH COMPETE AND HAVE FUN.

## THOSE WHO FOUND THE LUCKY TRAY WON

One of the most popular events of Now, Lucky Tray event, again gave surprise gifts to our employees. At the surprise Lucky Tray event held at our Trakya Glass Trakya, Şişecam Automotive Lüleburgaz, Trakya Glass Mersin, Soda-Chrome Mersin, Denizli Glass and Camiş Packaging Tuzla plants, those who found the Now! Logo under the cafeteria tray won small gifts.



## ESKİŞEHİR WE WERE AT TÜYAP BOOK FAIR!

Our Paşabahçe Eskişehir employees visited Eskişehir Tüyap Book Fair. With the drawing during the visit made in three different shifts, the winning employees were presented a book in memory of the day.



## WE RAN FOR HEALTHY LIVING IN BURSA!

Our Yenişehir Trakya Glass and Anadolu Glass employees participated in Bursa Eker Race that took place at Nilüfer Municipality Eker Square. At the event held to stress the importance of sports in healthy living, our representatives that ran for Şişecam competed at 5km track. Our employees' children that participated in the Tiny Feet category for age group 6-12 were also among the runners for healthy living.



## BREAST HEALTH AWARENESS EVENTS FROM ŞİMDİ!

Şişecam Headquarters hosted two activities under the Breast Health Awareness events. The Breast Health and Good Living Conference held with the participation of the President of the Turkish Breast Foundation Dr. Can Gürbüz, important information was shared about the measures against breast cancer and healthy living. Also, with the contribution of Bayındır Health Group, General Surgeon Op. Dr. Tufan Hacıahmetoğlu performed free breast health scans.

## BACKGAMMON THRILL AT POLATLI



The backgammon tournament held at Trakya Polatlı Glass Plant received great interest. After the quite competitive games, Kemal Eker won the championship. Eker was followed by Emre Mutlu in the second place and Burak Demirocak in the third place.





ŞİŞECAM

# WELCOMES THE NEW YEAR WITH ENTHUSIASM

ŞİŞECAM GROUP WELCOMED 2019 WITH GREAT ENTHUSIASM AND JOY. WITH EVENTS HELD ACROSS THE ENTIRE ŞİŞECAM GROUP, WE SAID 'HELLO' TO THE NEW YEAR ALL TOGETHER.

Şişecam Group entered 2019 with enthusiasm. With colorful celebration events held throughout all group facilities and headquarters, we lived the new year excitement together. At our new year events that have become a tradition and more joyous each passing year, all Şişecam people came together for a joyful beginning with the new year. With the National Lottery Sales, Instagram Photography Contest, Bingo, Lucky Tray events we held the week before the new year, we entered into the new year spirit early. Gifts draws at the new year events held in all group locations, our colleagues both had fun and won great gifts.









1. ŞİŞECAM RECEIVES AWARDS IN SUSTAINABILITY, DESIGN AND MANAGEMENT. DÜNYA MERCEK - 28. 12.2018
2. NATIONAL, INTERNATIONAL '6 AWARDS' TO ŞİŞECAM MİLLİYET NEWSPAPER - 26.12.2018
3. 2 LOCAL FIRMS INVEST \$198 MLN IN ITALY HÜRRİYET DAILY NEWS-18.12.2018
4. FOR EVERYONE, FOR EVERYTHING AND EVERYWHERE CAMPAIGN TURKEY - 01.12.2018
5. THE AGE OF GLASS BEGINS POSTA- 10.11.2018
6. HR MAGAZINE - 01.12.2018
7. ŞİŞECAM PEOPLE GET TOGETHER EKONOMİST - 11.11.2018
8. A SPECIAL EVENT FOR EMPLOYEES AND THEIR FAMILIES FROM ŞİŞECAM DÜNYA - 07.11.2018
9. CHIC TABLES HÜRRİYET KELEBEK - 14.12.2018
10. PAŞABAĞÇE TO OPEN ITS 53. STORE IN ESKİŞEHİR DÜNYA - 04.12.2018
11. GIFT OPTIONS FOR THE MOST SPECIAL DAY FROM PAŞABAĞÇE STORES FEMALE - 01.12.2018
12. GIFT OPTIONS FITTING EVERY TASTE HOME ART - 01.12.2018
13. TEA GLASSES, ALGAE, PAST AND FUTURE İSTANBUL ART NEWS - 01.12.2018
14. A PRACTICAL RECIPE BEHIND EVERY PRODUCT AKŞAM CUMARTESİ - 10.11.2018
15. GLASS DESIGNS FROM THE GASTRONOMY WRITER HÜRRİYET KELEBEK - 08.11.2018
16. NEW YEAR'S TASTES MAKE A DIFFERENCE AT TABLES WITH PAŞABAĞÇE PRODUCTS PEOPLE MAG - 01.12.2018
17. ALL EXPECTATIONS AIRPORT MET WITH GLASS AT İSTANBUL HÜRRİYET - 31.12.2018
18. MODERN ARCHITECTURE MUST CONTAIN PAST STAR CUMARTESİ - 29.12.2018
19. BRING OUT YOUR CREATIVITY WITH PAŞABAĞÇE PRODUCTS! SABAH GÜNAYDIN - 22.12.2018
20. MAGNIFICENCE AT YOUR TABLE HELLO YILBAŞI - 05.12.2018
21. GLITTERING DESIGNS COSMOPOLITAN YILBAŞI - 01.12.2018
22. MAGNIFICENCE AT YOUR TABLE ELELE YILBAŞI - 01.12.2018
23. GLITTERING DESIGNS ESQUIRE YILBAŞI - 01.12.2018
24. GLITTERING DESIGNS FORBES TÜRKİYE YILBAŞI - 01.12.2018
25. PAŞABAĞÇE MAKES A DIFFERENCE AT NEW YEAR'S TABLES HI-TECH - 01.12.2018
26. PAŞABAĞÇE'S WINTER TALE ALEM - 14.11.2018
27. NUDE'S NEW INSPIRATION: IRIS APFEL BONE MAGAZINE - 01.11.2018
28. 'THE FUTURE OF GLASS' DISCUSSED YAPI MALZEME - 12/1/2018
29. ŞİŞECAM PEOPLE GET TOGETHER AT "THE WHOLE FAMILY GET TOGETHER AT ŞİŞECAM!" 'THE FUTURE OF GLASS' DISCUSSED AT GLASS SYMPOSIUM ÇATI VE CEPHE - 01.11.2018
30. ŞİŞECAM DÜZCAM CELEBRATES THE WORLD ARCHITECTURE WEEK YAPI MALZEME - 12/1/2018
31. ŞİŞECAM DÜZCAM IMPROVES LIVING QUALITY AND COMFORT ÇATI VE CEPHE - 01.11.2018



## ŞİŞECAM OCCUPATIONAL HEALTH AND SAFETY POLICY



We target to perform all stages of our production activities in a healthy and safe working environment. In accordance with our responsibility for maintaining healthy individuals and workforce in line with this target, we commit;

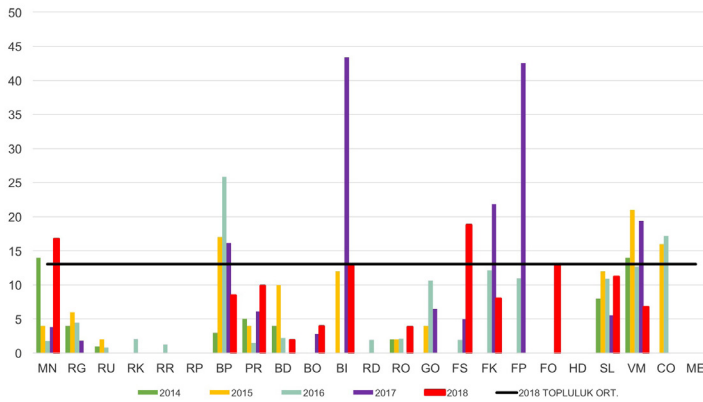
- to identifying necessary measures to prevent occupational accidents and diseases, and to implementing and having them implemented,
- to making risk assessments with the participation of our employees and reaching an acceptable risk level,
- to using safe equipment and appropriate technologies for a healthy and safe working environment,
- to ensuring the participation, at every stage, of the organization and our stakeholders in studies

regarding the improvement of occupational health and safety implementations,

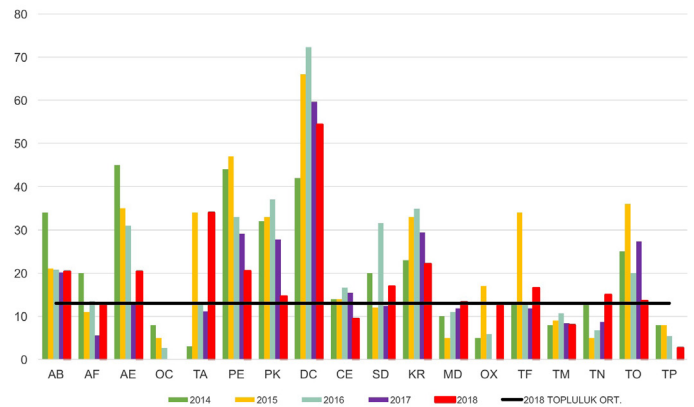
- to creating an occupational health and safety culture and to making it a lifestyle.

Accordingly, we declare and undertake;

- to meet legal obligations, standards and requirements on occupational health and safety,
- to improve our processes and increase our performance with a proactive approach towards occupational health and safety,
- To improve and continue our training and events for our employees and sub employer / contractor /contractor company's employees, visitors and interns to adopt our occupational health and safety principles.



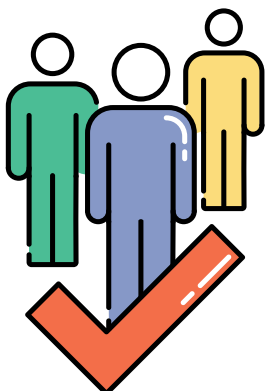
T. Şişe ve Cam Fabrikaları A.Ş.  
Accident Frequency Ratios in Domestic Plants  
January-June 2018



T. Şişe ve Cam Fabrikaları A.Ş.  
Accident Frequency Ratios in Domestic Plants  
January-June 2018

## COLLECTIVE BARGAINING AGREEMENT ACTIVITIES

OCTOBER-NOVEMBER-DECEMBER 2018



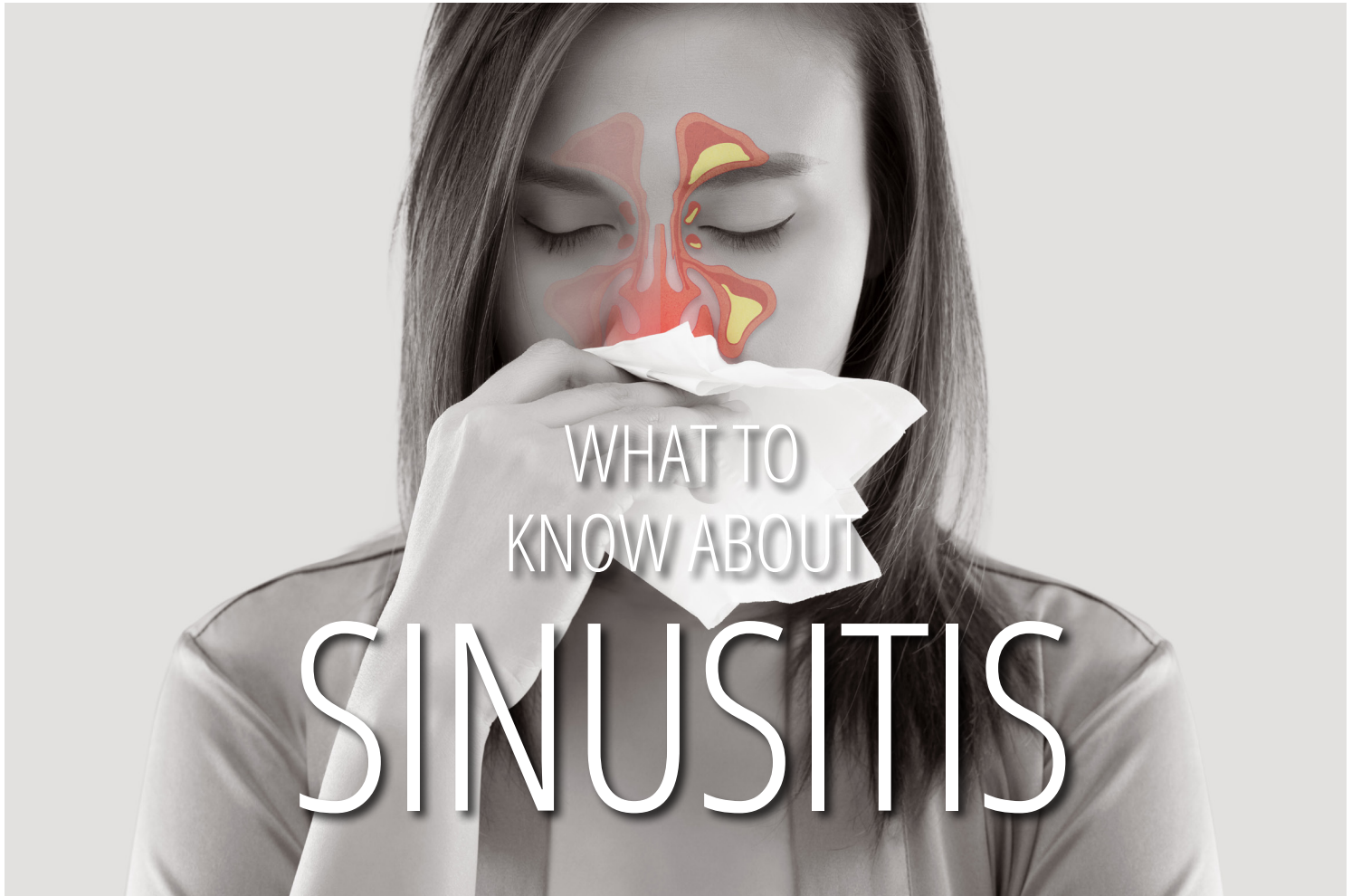
### 26. PERIOD GLASS GROUP COLLECTIVE LABOR AGREEMENT PROCESS BEGINS

25. Period Glass Group collective labor agreement's effective period will end on December 31, 2018, and authorization process has been initiated by Kristal-İş Union for the 26. Period Group collective labor agreement, and collective labor agreement process is in progress.

### GLASSCORP COLLECTIVE LABOR AGREEMENT PROCESS IN PROGRESS

At Glasscorp work place, one of the overseas affiliates of Düzcamlar established in Romania, the current collective labor agreement's effective period will end on January 31, 2019, and the collective labor agreement negotiations have begun for the new period as of November 31, 2018. Negotiations are in progress.





## WHAT TO KNOW ABOUT SINUSITIS

### PREPARED BY:

DR. FATİH HAMŞİOĞLU  
Occupational Diseases Advisor,  
Group Industry Relations  
Directorate

SINUSITIS WHICH IS FREQUENTLY EXPERIENCED WITH THE COMING OF THE WINTER MONTHS IS A CONDITION THAT IMPAIRS QUALITY OF LIFE. SO, WHAT ARE THE CAUSES AND SYMPTOMS OF SINUSITIS? WHAT CAN BE DONE TO AVOID SINUSITIS?

**S**inusitis is an inflammatory presentation that occurs with the fluid built-up inside sinuses as a result of the microbes reaching the sinuses through passages, or as a result of the congestion of passages for any reason. Sinuses are cavities within facial bones that open up to the nasal cavity through passages.

Sinuses are lined with a layer called mucosa that secretes mucus. The mucus secreted flows into the nose through passages to ensure that the inside of the nose remains moist and external irritants are cleaned off. However, sinusitis causes sinuses to get congested and impairs this healthy function.

### CAUSES OF SINUSITIS

The most common cause of sinusitis is upper respiratory tract's viral and bacterial infections. Passage congestions caused by nasal mucosa allergy also lead to sinusitis. Also, deviated septum and concha hypertrophy can be listed among the causes of sinusitis. Adenoid increases the risk of sinusitis in children.

### SYMPTOMS OF SINUSITIS

Major symptoms of sinusitis are as follows;

- Thick nasal mucus drainage (green or yellow color)
- Bad breath and impaired smelling
- Stuffy nose
- Postnasal drip
- Fever and ache

Chronic sinusitis also impairs the quality of life beside these symptoms. It causes fatigue, snoring, nasal passage infection as well as leading to ear, lung, stomach and intestinal conditions.

### WAYS TO PROTECT AGAINST SINUSITIS

It is possible to protect against sinusitis by taking necessary measures especially in winter months. Here are the measures that can be taken against sinusitis...

- Anatomic disorders must be eliminated by medicinal or surgical methods.
- Upper respiratory tract infections and allergic presentations, if any, must be treated under a doctor's control.
- Do not get exposed to cold weather and wind for extended periods .
- Do not get exposed to cold weather and sleep when your hair is wet



