



ŞİŞECAM

34 FEATURE

ŞİŞECAM IN THE WORLD: EGYPT

40 INTERVIEW WITH
THE STAR CHEF OF
MIRAZUR: MAURO
COLEGRECO

48 A GLIMPSE
INTO THE ART
SEASON

54 'FAMILY DAY
AT ŞİŞECAM'
REACHES
NEW FRONTIERS



SHARING IS GOOD WITH COFFEE

COFFEE IN
A GLASS IS
THE PERFECT
SERVE



pasabahce.com
f t i / pasabahce





Owner & Editor in Chief
Hale Elif Ergün

Headquarters
İçmeler Mahallesi,
D - 100 Karayolu
Caddesi, No: 44A
34947 Tuzla/İSTANBUL
T 0 850 206 50 50

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
34367 Harbiye/Şişli
T + 90 212 287 19 90
www.ajansmedya.com

Production Director
Elif Eren

Art Director
Belma Saraççı

Contributors
Eda Solmaz
Banu Karaduman

Print

Ömür Matbaacılık A.Ş.
Beysan Sanayi Sitesi
Yakuplu Mah. Birlik Cad.
No:20/1
34524 Beylikdüzü / İstanbul
T 0212 422 76 00

All rights
reserved. The unauthorized
reproduction is prohibited.

A
TÜRKİYE BANKASI
Company.



04 - 27 NEWS

28 DIGITAL
LIFE



30 TECHNOLOGY
Blockchain
Disrupts
And Transforms
Commerce

32 SUSTAINABILITY
New Era in Water Consumption:
Fair and Smart



34 FEATURE
Şişecam in the world:
Egypt

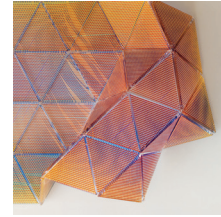
40 INTERVIEW
Star chef of
Mirazur:
Mauro
Colegreco



42 TRAVEL
On the Rail



46 GASTRONOMY
Sharing is Good



50 ARTS
A Glimpse
into the
Art Season

54 SOCIAL
RESPONSIBILITY

- Successful Results from
Çayırova Sports Club
- 'Family Day At Şişecam'
Reaches New Frontiers

56 FROM US

- Şimdi! Events
at Full Speed

60 PRESS

62 INDUSTRY
RELATIONS

63 HEALTH
Watch out
Hypothyroidism!

PAŞABAHÇE'S NEW DESIGNS

THE LATEST PAŞABAHÇE DESIGNS INJECT ELEGANCE TO PRESENTATIONS AND PLEASURE TO THE TIME SPENT IN THE KITCHEN.



MAXI PATISSERIE

PROMISES ELEGANT PRESENTATIONS

Patisserie series is preferred by those who to presentation, and its newest member is Maxi Patisserie, standing out with its large dimensions. Coming with options including service plates, large service plates with lids, and footed service plates, Maxi Patisserie enables presentation of cakes without being smeared in sauces and of desserts without becoming deformed.

CLICK&LOCK FROM PAŞABAHÇE'S

ZESTGLASS

COLLECTION

CLICK&LOCK, THE NEW MEMBER OF PAŞABAHÇE'S INNOVATIVE ZESTGLASS COLLECTION, MAKES USE OF JARS EASY.

Zestglass family was launched by Paşabahçe in 2016 with the motto "Rethink, Repurpose, Refine" and its newest member Click&Lock spurs attention with its practical structure. Zestglass Click&Lock jars are available in four different colors - yellow, orange, blue and grey - and in two dimensions. They open with a single move thanks to their locked cap mechanism.



BACK TO

SCHOOL

MADE FUN BY PAŞABAHÇE

PAŞABAHÇE JOINS KIDS' SCHOOL EXCITEMENT WITH DISNEY SERIES.

Paşabahçe's licenced Disney collection offers a pleasurable experience for children at lunch with Minnie and Mickey Mouse characters on. Disney collection's carafes, tumblers, bowls, dessert plates and jars in different sizes await parents and children at Migros stores.

SLENDER AND LEAN

ICONIC

COLLECTION

PAŞABAHÇE'S NEW ICONIC COLLECTION BRINGS ELEGANCE TO BEVERAGE PRESENTATIONS WITH ITS SLENDER AND LEAN FORM.

The brand-new glass collection of Paşabahçe, Iconic, brings elegance to tables and beverage presentations with its lean design. Iconic collection has 4 members - 2 sizes of tumblers and 2 sizes of mugs - and brings visibility to the fore in coffee presentations, Latte and Mocha in particular.





ARDA TÜRKMEN'S MEASURING CUPS

MAKES COOKING PRACTICAL

PAŞABAĞÇE CREATED A BRAND NEW MEASURING CUP SET OF 3, IN COLLABORATION WITH ARDA TÜRKMEN

Classic Alanya Series' tumblers used by Arda Türkmen, the popular chef on TVs, have been re-designed and introduced as a 3-piece Measuring Cup Set. The set, which was designed in collaboration with Arda Türkmen, offers measuring cups with measurements for 12 materials. These cups make it easy to cook rice, halvah and pastries, which are generally difficult to have in the right texture.

PAŞABAĞÇE

TOKIO

PROMISES ELEGANT APPETIZER PRESENTATIONS

Paşabağçe has added an appetizer dish to Tokio series designed for crowded tables. The series' new appetizer dish stands out with its modern design, angular shape and practical features.



PRACTICAL AND ELEGANT PAŞABAĞÇE

SOUPY

Paşabağçe has introduced Soupy, the bowl with grips - a practical product for tables. Standing out with its elegant design, ease of use and large volume, Soupy bowl with handle adds zest to soup presentations.

AMORE

FOR DISTINGUISHED CELEBRATIONS

A FOLLOWER OF THE 'DO-IT-YOURSELF' TREND, PAŞABAĞÇE AMORE STEAMWARE GIVES A NEW IMPULSE TO CELEBRATIONS.

Available in two sizes, Amore collection allows for use of name tags, threads and ribbons through holes in its elegant stems. Available in two forms, Amore series allows for the use of labels, threads and ribbons through holes in its body. Also available for use in dessert presentations, Amore Series promises creativity.



PAŞABAHÇE EXPANDS WITH NEW STORES

PAŞABAHÇE STORES ADD STRIKING DESIGNS TO ITS PRODUCT RANGE AND KEEP GROWING THROUGH ITS NEW STORES AND REVAMPING EFFORTS.

PAŞABAHÇE STORES

OPEN DOORS

IN ISTANBUL AIRPORT

PAŞABAHÇE STORES SERVE HUNDREDS OF THOUSANDS OF PASSENGERS IN ITS NEW STORE IN ISTANBUL AIRPORT.



Paşabahçe Stores cements its presence through its new store in Istanbul Airport, the world's largest airport. Located before the international departures area, next to the passport control point, the store serves thousands of passengers travelling both locally and internationally with hundreds of products from selected ranges. Paşabahçe Stores' exquisite products are inspired by the cultural, artistic and historical heritage of Turkey, and designed for those who would like to get an unforgettable gift for their loved ones from this land. From decorative objects and candle holders to special collections and amulets, various alternatives appealing to different tastes are available for passengers in Istanbul Airport.



PAŞABAHÇE STORES PURSUE

INTERNATIONAL

EXPANSION

PAŞABAHÇE STORES' SECOND OVERSEAS FRANCHISE WAS LAUNCHED IN RIYADH, THE CAPITAL OF SAUDI ARABIA.

Paşabahçe Stores made its first overseas store investment in Milano in 2015, followed by a franchise model in Doha. It now carries pleasurable shopping experiences to Riyadh. Opening its first store in Saudi Arabia in Riyadh Park Shopping Mall in the city center, Paşabahçe Stores serves customers in an area of 400 square meters with products in "Life" and "Boutique" concepts.

PAŞABAHÇE STORES IN ARMADA SHOPPING MALL

RENOVATED

PAŞABAHÇE STORES' ARMADA SHOPPING MALL BRANCH GREET VISITORS IN RENOVATED DECORATION AND BRAND-NEW CONCEPT.

Paşabahçe Stores carries on its renovating efforts in its store in Armada Shopping Mall in Ankara. Opened in 2002, the store has now expanded by 150 square meters. Nude Glass products are displayed in a spacious area within the store. The existing 'Boutique' area, in which History-Culture-Glass collections are displayed, has been expanded with new products.





OMNIA DESIGNS

BY RONY PLESL AND TOMAS KRAL AT CERMODERN

PIECES DESIGNED BY CZECH GLASS ARTISTS RONY PLESL AND TOMAS KRAL FOR PAŞABAHÇE STORES' OMNIA COLLECTION AT CZECH DESIGN EXHIBITION.

Centuries-old glass tradition of the Czechs, known for their Bohemian crystals, await art enthusiasts at Ankara CerModern's exhibition 'Shapes and Shapers: Contemporary Czech Design.' The exhibition held as part of the Czech National Day houses striking designs made of crystal, ceramic, textile, wood and metal, in addition to the pieces designed by Czech glass artists Rony Plesl and Tomas Kral for Paşabahçe Stores' Omnia Collection. Open until October 30th, the exhibition displays numerous Czech designs of the 21st century, from daily objects to decorative products. The Omnia Collection of Paşabahçe Stores features Rony Plesl's Olive, Pyramid Set, Tea For Two, Twins, Flower Factory, Meadow, Grass and Faro designs, and Tomas Kral's Pedestal, Pamukkale, Evil Eye Totem, Eye Bowl, Cascade and Cut.

TRACES OF ANATOLIA

AT PAŞABAHÇE

STORES

"TOPRAKTAN" SERIES BY PAŞABAHÇE STORES REFLECTS THE SEVERAL-THOUSAND-YEAR OLD HISTORY OF ANATOLIA.

The Hittites, Carians, Lycians, Phrygians and many other Anatolian civilizations left a mark on history with their red-brown ceramics, vases, pots and surface ornamentation. Inspired by the products of these civilizations, Paşabahçe Stores designed 'Topraktan.' Exclusively-designed decorative 'Topraktan' products live up to the traces of Anatolia's several-thousand-year old history.



PAŞABAHÇE STORES'

"TIMELESS"

PIECES

"TIMELESS" DECORATIVE OBJECTS OF PAŞABAHÇE STORES, INSPIRED BY THE CONCEPT OF TIME, OFFER ELEGANT OPTIONS FOR GIFTS.

"Timeless" products of Paşabahçe Stores are designed on the concept of time, defined as the duration that should pass for all the objects in the universe to change their position vis-a-vis one another. Decorative Astrolabe, Sunstone, Aventurine, Sundial Decorative Object, and Sundial Paperweight, which are all offered under the theme of "Timeless," are designed for those who look for an attractive gift for home and office visits.



Çama duyduğumuz
aşkı 145 ÷lkeye
taşıyoruz.



Türkiye Milli Markalar Takımında
yer almaktan gurur duyuyoruz.*

* Paşabahçe, Marketing TR önderliğindeki DORinsight araştırmasına göre 2019 Türkiye Milli Markalar Takımında 11' de yer almaktadır.



pasabahce.com.tr
f t i g / pasabahce

Paşabahçe

PAŞABAHÇE

IN TURKEY'S NATIONAL BRANDS TEAM

'The Survey of Global Brand Candidates in Turkey,' conducted by DORinsight for Marketing Turkey to select Turkey's National Brands Team, has been finalized. The research listed the global brand candidates of Turkish people. Scoring the belief in Turkey's potential to launch a global brand at 63%, the survey ranked Paşabahçe among the top 11 brands that Turkish people wanted to represent Turkey globally.

WITH PAŞABAHÇE

COFFEE IN A GLASS IS THE PERFECT SERVE

THE PLEASURE OF COFFEE AT ITS CLIMAX WITH
OVER 60 COFFEE CUPS SPECIALLY DESIGNED BY
PAŞABAHÇE FOR VARIOUS COFFEE TYPES.

With its motto, 'Coffee in a Glass is the Perfect Serve' Paşabahçe reminds that glass is the best choice for coffee presentation. To maximize the delight of coffee with various flavors, colors, intensities, types and tasting methods, one needs to pick glassware exclusively designed for these coffees. The flavour of coffee in a glass reveals itself purely in its entirety, while the transparency of the glass helps the different colors and layers of coffee to be seen.





ŞİŞECAM GLASS PACKAGING RECEIVED

RED DOT AWARD

THE BOTTLE ŞİŞECAM GLASS PACKAGING DESIGNED FOR TÜRK TUBORG A.Ş. CAME BACK WITH AN AWARD FROM RED DOT DESIGN AWARDS.

Şişecam Glass Packaging won one of the most prestigious awards of the design world. The company designed and produced bottles for Türk Tuborg A.Ş., which launched a special series of three products at the end of 2017. Red Dot Design Awards honored the bottles with 'Red Dot Award: Brands & Communication Design 2019.' Together with this latest recognition, the custom design bottle has garnered a total of seven awards in national and international contests. Standing out with easy-to-hold large body, angular shape and robustness, the bottle is also praised for its innovative approach to the beverage packaging category. The award-winning bottle has up to now won the Gold Award in Packaging at A'Design, Golden Award in the Beverage category and Golden Packaging Award at the Stars and Crescents of Packaging. It also received an honorable mention at the German Design competition, the Good Design Award at Design Turkey, and the Beverage Category award at WorldStart Packaging Awards.

ŞİŞECAM AUTOMOTIVE

RECEIVES THE "BEST" AWARD FROM TOYOTA

ŞİŞECAM AUTOMOTIVE'S SUCCESSFUL WORKS WERE HONORED WITH AWARD BY JAPANESE AUTOMOTIVE PRODUCER TOYOTA.

Şişecam Automotive's successful works were honored with award by Japanese automotive producer Toyota. In Toyota's Annual Review Meeting held in Brussels with the participation of business partners from Europe, successful suppliers were awarded in a ceremony. Among 6 working groups composed of 42 business partners, Şişecam Automotive's "Core Group 6" was named the best group under the TEAM (Toyota European Association of Manufacturers) program.

Sales and Project Manager Celalettin Baştürk received the award on behalf of Şişecam Automotive from Takeshi Hoshino, Toyota Motor Europe Vice President. In the same meeting, Yiğit Eti, Parts Assembly Chief and Adem Kalkan, Logistics Operations Manager at Şişecam Automotive ranked among the the most progressive participants in activities and were presented the 'Level 1' certificate.





BREEZE OF NUDE AT NY NOW

NUDE INTRODUCED ITS COLLECTIONS IN NY NOW HELD ON AUGUST 11-14 IN NEW YORK.

Nude introduced its collections to design enthusiasts at NY NOW, one of the most prestigious events of the design world. Along with the new collections by Turkish and foreign designers including Tomas Kral, Sebastian Herkner and Defne Koz, the trade show also featured new Nude collections inspired by Iris Apfel, American business woman, interior architect and style icon. Great attention was paid to Beak collection by Tomas Kral, re-interpreted with bright colors and lines inspired by Iris Apfel, and Mono Box collection by Arşe Birsel and Bibi Seck in a new form with striking colors and elegant patterns. Defne Koz who designed her second collection for Nude also had a presence in NY Now with Opti, the vase collection with curvy forms in four different dimensions. Other Nude collections displayed in the trade show were Beret by Semastian Herker, new and exclusive Nude collection Pigmento by Studio Formafantasma, the wine and champagne goblet collection Stem Zero, which makes a difference with its lightweight and fineness, and the pitcher and glass set Parrot by Tomas Kral.

THE BREEZE OF

ŞİŞECAM

CHEMICALS IN SHANGHAI

Şişecam Shanghai Trading Co. Ltd. under Şişecam Chemicals attended All China Leather Exhibition, which enjoys the broadest participation of the leather industry. Held in Shanghai every year, the 21st edition of the prestigious exhibition hosted over 20 thousand visitors. At its eye-catching booth in the exhibition, Şişecam Chemicals introduced its leather chemicals including ecol-tan® and Tankrom®. Meetings were held with existing and potential customers, and ideas were exchanged on the changing dynamics of the basic chromium sulphate market in which Şişecam Chemicals is the leader.





ŞİŞECAM GLASS PACKAGING HOSTED THE PHARMACEUTICALS INDUSTRY REPRESENTETIVES IN ESKİŞEHİR

Şişecam Glass Packaging met with its customers from the pharmaceuticals industry in Eskişehir. The industry representatives came together at the dinner held on the first day of the event. On the second day, a trip was made to Şişecam Glass Packaging's Eskişehir Plant - the only one which manufactures glass packaging for the pharmaceuticals industry in Turkey. A plant tour was taken following the welcome speeches, which also included the company's announcements about the plans to deploy a third production line in Eskişehir plant for amber pharmaceutical bottles in the first quarter of 2020. During the tour, the greatest attention was paid to the 'Clean Room' in which the production lines of pharmaceutical bottles are located. The event was concluded with a Q&A session to exchange information with visitors.

YENİŞEHİR PLANT HOSTED

HEINEKEN

EXECUTIVES

PROCUREMENT MANAGERS OF WORLD-RENOWNED HEINEKEN VISITED ŞİŞECAM GLASS PACKAGING'S YENİŞEHİR PLANT.

High-level representatives of Dutch world giant Heineken paid a visit to Şişecam Glass Packaging's Yenişehir plant. The Heineken team consisting of Procurement President Hervé le Faou, Global Procurement Director Anca Olteanu, Global Procurement Director for Glass Eric Giljam, and Global Network Performance Director Joop Knulst made a plant tour following a presentation on Şişecam Glass Packaging. Heineken representatives also had the chance to visit the Research and Technology Center, Glass Works Museum, and Glass Packaging Showroom. Şişecam Glass Packaging President Abdullah Kılınc, Marketing Sales Vice President Burak Atalay and Production Vice President Kadir Ballı accompanied the team.



HIGH-LEVEL VISIT

TO ŞİŞECAM GLASS PACKAGING

ŞİŞECAM GLASS PACKAGING MET WITH TURKISH STATE RAILWAYS' OFFICIALS AS PART OF ITS EFFORTS TO ACHIEVE AND EXPAND EXPORT OBJECTIVES.

Şişecam Glass Packaging keeps working to achieve its export objectives. The company representatives met with the Turkish State Railways' officials at the Headquarters of Şişecam in August. At the meeting, the participants discussed the MoU signed by Turkey, Azerbaijan and Russia with a view to increasing the volume of shipments via the Baku-Tblisi-Kars line, as well as the export lines for Europe. TCDD's Logistics Department President Mehmet Altınsoy, Russian Railways' Assistant General Manager Eduard Alyrzaev and Russian Railways' Eurasia Consultant İslam Shakbandarov attended the meeting. They were accompanied by Şişecam Glass Packaging Marketing Vice President Burak Atalay, Supply Chain Director Uğurşan Keskin, Logistics Manager Volkan Açılan and Şişecam Logistics Procurement Director Burak Pekdemir.



ŞİŞECAM AUTOMOTIVE HOSTED

HYUNDAI

ASSAN

Hyundai Turkey's CEO Ick Kyun and high-level executives visited to Şişecam Group. During the visit a presentation about Şişecam Group was made to Hyundai Turkey executives. Following the presentation, Hyundai Turkey executives made a tour in the Tuzla Plant of Şişecam Automotive, examining the lines on which Hyundai cars' glasses are mounted and underwent final checks.

ŞİŞECAM FLAT GLASS MET WITH

REAL ESTATE GIANTS OF INDIA

ŞİŞECAM GLASS PACKAGING'S OFFICIALS CAME TOGETHER WITH INDIA'S LEADING REAL ESTATE DEVELOPERS IN BIZNET 2019 MEET-UP.

Şişecam Flat Glass sponsored the BIZNET 2019, held by Indian real estate developers' association CREDAI MCHI for the sixth time this year. In BIZNET 2019, the company introduced its latest products developed with cutting-edge technology to address the market's needs, spurring a great deal of attention with its highly-qualified glasses and the diversity of its product range. Procurement

managers of India's largest real estate developers visited the showroom at Şişecam Headquarters as part of the event. Şişecam's vision and information on its product range was shared during one-on-one meetings with Indian real estate developers. Participants were also briefed on Şişecam Flat Glass' global operations and investments in India.





ONGOING DIGITAL

TRANSFORMATION BY ŞİŞECAM FLAT GLASS

GLASS PROJECTS MOBILE APP, DEVELOPED AS A PART OF ŞİŞECAM FLAT GLASS' DIGITAL TRANSFORMATION PROJECT, IS NOW AVAILABLE ON APP STORE AND GOOGLE PLAY STORE.

Şişecam Flat Glass introduced another mobile app as a part of its digital transformation project launched to bond and communicate with solution partners on every platform: Named as 'Glass Projects,' the new app has gone live as an addition to the Right Glass Pro, Glass Acoustic, Performance Calculator, and Right Glass Pro. The Glass Projects app enables users to examine reference projects implemented with Şişecam Flat Glass products. The app shows the location of Şişecam Flat Glass' reference projects on the map, together with product information, project details and images. Local and international reference projects can be sorted by building type, location and product category. Technical information on the products used in a given project can also be accessed via the app. You can download the Glass Projects app on your smartphone from App Store and Google Play Store.

CAMDAN CAMA

ON AIR WITH NEW EPISODES

HELD ON ISICAM FACEBOOK PAGE AND ATTRACTING A GREAT DEAL OF ATTENTION, THE CONTEST "CAMDAN CAMA" STARTS IN SECOND SEASON.

The new season of Camdan Cama is available on Isicam TV, which can be streamed on Isicam's Facebook page. Shot in the concept of five different TV programmes, five episodes of the second season cover Isicam products' outstanding features and benefits in an entertaining way. After the first episode published in August, Isicam Facebook page got 2,000 new followers and the content video was watched 200,000 times.



ŞİŞECAM FLAT GLASS INDIA

ON SOCIAL MEDIA

ŞİŞECAM FLAT GLASS CONTINUES GLOBALIZATION ON DIGITAL PLATFORMS WITH INDIA SOCIAL MEDIA ACCOUNTS.

Şişecam Flat Glass is at full speed with global social media operations. As part of the communication activities to increase brand awareness in the Indian market, Şişecam Flat Glass India now meets followers on Facebook, Instagram, Twitter, and Youtube accounts. In addition to existing global accounts, social media accounts were created exclusively for the Indian target group.



ŞİŞECAM FLAT GLASS

TRAINING

PROGRAMS

ŞİŞECAM FLAT GLASS

Şişecam Flat Glass' training programs for the public sector train public officers on important topics. Şişecam Flat Glass trainers met with the officials of the Elazığ and Diyarbakır Municipalities within the scope of the training program. The training program focused on correct glass applications as required by the Standard no. TS 825 on Thermal Insulation Rules. Covering correct use of glass as required by legal regulations, the training program conveyed details that need to be taken into account in audits by public inspectors.



ŞİŞECAM FLAT GLASS MET WITH

AUTHORIZED DEALERS

Şişecam Flat Glass' authorized dealers in Gaziantep and Ankara came together in a meeting. Well-known economist Dr. Hakan Özeral attended the meeting as guest speaker and briefed the participants on economic developments. Solutions to the problems in the flat glass sector were shared and sector-specific developments, macroeconomic data and current state of affairs were discussed in the meeting.



NEW E-TRAINING

PROGRAMS

ON ŞİŞECAM ACADEMY

Şişecam Academy portal expands with new e-training programs. Şişecam Academy introduced technical training programs designed to transfer know-how on glass to Şişecam Flat Glass partners and guarantee the use of the right glass in the right place. E-training videos, 'Four Ways to Improve Thermal Insulation' and 'Glass Craftsmanship Project,' can be accessed via Şişecam Academy portal.

BEYOND FRONTIERS WITH

NUDE

NUDE BECAME THE GOBLET SPONSOR OF '50BESTTALKS: BEYOND FRONTIERS'

A series of conferences and gastronomic shows were organized as part of '#50BestTalks: Beyond Frontiers' held for the first time at Paris Quai Branly Museum in September 16th. Themed as 'Beyond Frontiers,' the event hosted over 400 world-renowned chefs including Mauro Colagreco from Restaurant Mirazur*** Relais & Châteaux, named the 'Best Restaurant of the World' in France; Dan Barber, the owner and chef of Blue Hill at Stone Barns in the US; and Manu Buffara, the owner and chef of Manu in Brazil. Nude, the goblet sponsor of #50BestTalks, organized a tasting event with its Stem Zero Collection for presentation professionals.



NUDE SUPPORTED

THE YEDI CONFERENCE

NUDE WAS THE IN-KIND SPONSOR OF YEDI CONFERENCE ON TRANSFORMATION HELD ON SEPTEMBER 23TH AT SEED.

Seeking answers to the question 'How to make the world a better place through gastronomy,' YEDI Conference points to issues deemed important by the gastronomy world through annually varying themes. YEDI gathers producers, chefs, social entrepreneurs, opinion leaders from different disciplines, and media members, enjoying the support of NUDE from the first year onwards. This year, Nude, as the in-kind sponsor of the fourth edition, located Nude bars in the cocktail area to serve the drinks in Nude collections. The Nude booth in the conference area displayed the brand's collections designed by globally acclaimed designers.

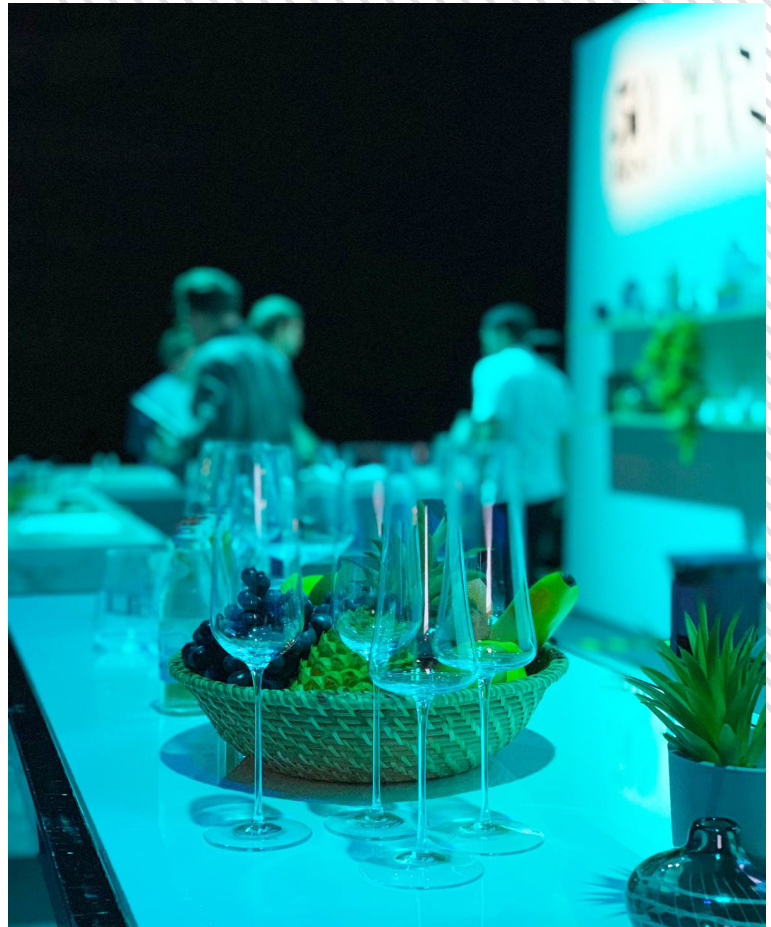


THE WORLD'S BEST RESTAURANTS PREFER

NUDE

NUDE PRODUCTS WERE USED IN THE AWARD CEREMONY FOR THE WORLD'S 50 BEST RESTAURANTS, ONE OF THE MOST PRESTIGIOUS EVENTS IN THE CULINARY WORLD.

The World's 50 Best Restaurants Award Ceremony - held annually since 2003 - took place on June 25th in Singapore. Ranked third last year, Restaurant Mirazur*** Relais & Châteaux with three Michelin stars rose to the top this year. Preferred by award-winning restaurants around the globe, Nude collections were the first choice of Mirazur as well. Mauro Colagreco, Mirazur's chef, listed the reasons for their choice of Nude collections as follows: 'Quality is the outcome of passion and devotion. Ultimate care to details brings along quality. It is this quality that lies beneath the pure love I have for all Nude products from Nude Stem Zero wine glasses and masterfully crafted decorative designs to table accessories and lightings. Nude is lean, beautiful and elegant.' Nude glasses were used in the Welcome Dinner and three Masterclass events led by three master chefs as part of the main event hosting the world's select chefs.



NUDE

IRIS DOLLS

INSPIRED BY IRIS APFEL

AMERICAN BUSINESSWOMAN, INTERIOR ARCHITECT AND STYLE ICON IRIS APFEL KEEPS INSPIRING NUDE DESIGNS.



Inspired by the multifaceted and colorful character of Iris Apfel and designed by Harry Allen for Nude, the Iris Doll collection was launched at Neiman Marcus, one of the outstanding ultra-luxury store chains in the US, in a special event on September 19th. Highlighting Apfel's rich imagination and extraordinary style, Iris Dolls were produced exclusively for Neiman Marcus stores. The launch hosted Iris Apfel whose 98th birthday was celebrated.



ŞİŞECAM FLAT GLASS PRODUCTS

BECOME DIGITAL

The first step was taken to include Şişecam Flat Glass products in Building Information Modelling (BIM) applications, which means the 3D digital production of physical and functional properties of architectural projects. A roadmap was drawn in the training organized to publish Şişecam Flat Glass products on the BIM digital library.

A SURVEY ON

THE GLASS

INDUSTRY

FROM ŞİŞECAM FLAT GLASS

Şişecam Flat Glass started examining current operations and future expectations in the glass industry through a survey. Conducted on online platforms for customers and their clients, the survey measures operations, expectations and confidence indices in the industry. According to the first survey, the operation index in the second quarter rose by 1.3% compared to the first quarter.



**EUROPE'S FINEST.
REFLECTS THE
BRIGHTEST.**

Introducing Flotal.

Perfect mirrors you can't take your eyes off.



Conforming to the strict requirements of EN 1036 Quality Standards, Flotal is the only mirror brand in India with a '10 year warranty'.



FLOTAL
mirror of perfection

FLOTAL

PRODUCTION

KICKED OFF IN INDIA

Innovative and eco-friendly Flotal - manufactured by Şişecam Flat Glass since 1982 - is now on the Indian market. Standing out as an ecological product thanks to its copper- and lead-free production process, Flotal mirrors have been introduced to consumers of the rapidly growing Indian market. Produced in compliance with EN 1036 quality standards, Flotal is the only mirror that comes with a 10-year warranty in India.



ŞİŞECAM FLAT GLASS FIRED THE FURNACE REBUILT AT THE FACILITY IN BULGARIA

ŞİŞECAM FLAT GLASS HELD A CEREMONY TO FIRE THE FURNACE REBUILT WITH AN INVESTMENT WORTH EUR 42 MILLION AT THE FLAT GLASS PRODUCTION FACILITY IN TARGOVISHTA, BULGARIA.

Şişecam Flat Glass, operating under the umbrella of Şişecam Group, carries on its investment and capacity increase activities in Bulgaria. Most recently, it organized a ceremony to fire the furnace rebuilt at the flat glass production facility in Targovishte. Prof. Ahmet Kirman, Vice Chairperson and CEO of Şişecam Group, hosted the ceremony on July 2nd, attended by Bulgarian Minister of Economy Emil Karanikolov, Member of Parliament Venka Stoyanova, Targovishte Governor Mitko Staikov, and Targovishte Mayor Dr. Darin Dimitrov. Over 300 invitees including the executives and employees of the

Şişecam Group, customers of Şişecam Flat Glass in Europe, architects, and industry professionals were present in the ceremony.

ŞİŞECAM'S JOURNEY IN BULGARIA

Şişecam Group's maiden investments in Bulgaria were made in Şişecam Chemicals in 1997. Acquiring the shares of Bulgarian soda producer Sodi together with Belgian Solvay as part of the privatization process, Şişecam increased its stocks up to 25% in the company and continued investing in Bulgaria. In 2004, Şişecam went on its move with greenfield investments in Bulgaria, laying the

groundwork for flat glass, automotive glass and glassware plants. Named the 'Largest Greenfield Investor' in Bulgaria through this investment, Şişecam kicked off the operations in its glassware plant in 2005, followed by the deployment of the first float line, mirror, laminated glass and tempered glass lines in 2006. The automotive glass plant became operational in 2010. Energy-saving coated glass production started in 2013. In addition to its partnership in Bulgaria-based Solvay Sodi, Şişecam Group continues to carry out operations through Trakya Glass Bulgaria EAD, Şişecam Automotive Bulgaria EAD and Paşabahçe Bulgaria EAD.



THIRD EDITION OF PAŞABAHÇE TALKS

PAŞABAHÇE EMPLOYEES CAME TOGETHER FOR THE THIRD TIME IN THE NOW TRADITIONAL PAŞABAHÇE TALKS.

The third edition of Paşabahçe Talks took place on July 23rd at TUTOM. Şişecam Glassware Production Group President Cemil Tokel delivered the opening speech of the event themed 'All Together.' Following the speech by Tokel, high-level executives of Paşabahçe evaluated the first half of 2019 and shared the successful results with participants. The story of Stem Zero and the group's digital transformation journey were discussed in various sessions of the event. The event ended pleasantly with Word Game of the well-known presenter Ali İhsan Varol.

FOUR AWARDS TO ŞİŞECAM GROUP'S ANNUAL REPORT

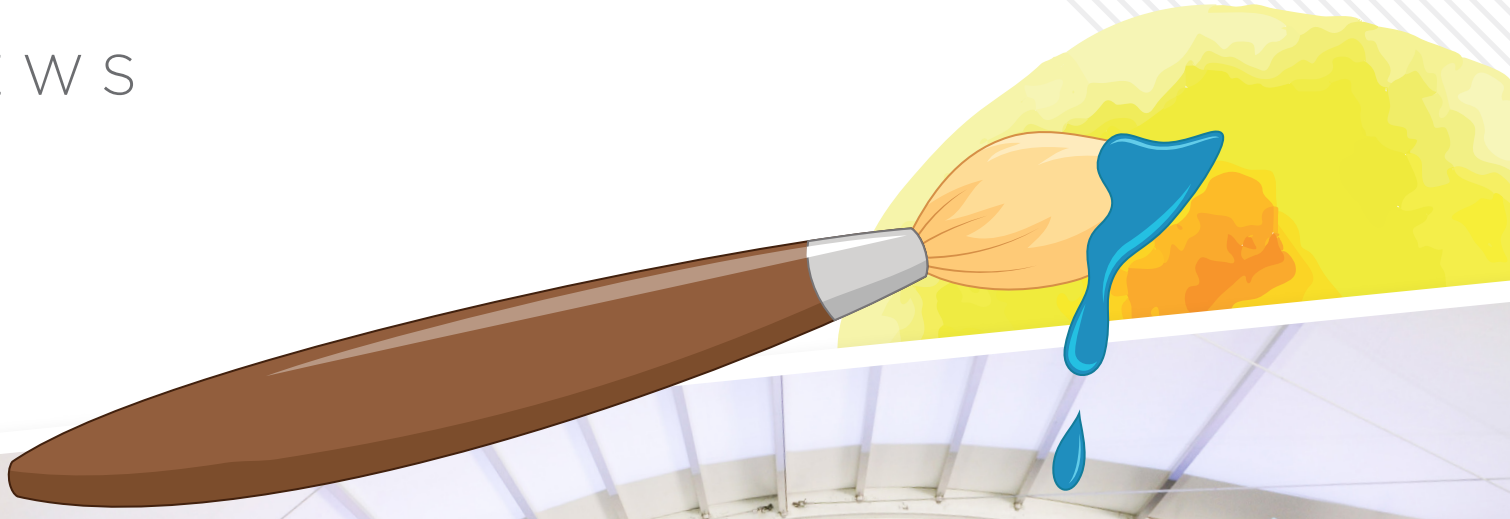
ŞİŞECAM GROUP'S 2018 ANNUAL REPORT WERE GRANTED WITH FOUR AWARDS BY THE LEAGUE OF AMERICAN COMMUNICATION PROFESSIONALS (LACP).

Şişecam Group's 2018 Annual Report won four awards at the Vision Awards held for the 18th time this year by the League of American Communications Professionals (LACP). Şişecam Group was deemed worthy of the Silver Award in the Holdings Category with its 2018 Annual Report, in addition to the Technical Achievement Award won for its creativity and method in communications. The Group was also listed among the 'Best 50'



for the EMEA Region and the 'Best 10' for Turkey. Founded by the US representatives of PR and corporate communication industries in 2001, LACP operates as one of the world's leading associations for communication professionals. The LACP operates in the communication industry, hosting numerous award-giving platforms in the fields of communication and annual reports for participants from around the world, including Fortune 500 companies.





OCCUPATIONAL HEALTH AND SAFETY

FROM CHILDREN'S EYES

CHILDREN OF EMPLOYEES FROM 13 COUNTRIES OF OPERATION WON AWARDS AT ŞİŞECAM GROUP'S SEVENTH OCCUPATIONAL HEALTH AND SAFETY DRAWING CONTEST.

Şişecam Group announced the winners of the drawing contest organized to raise employees' awareness on occupational health and safety. The contest received 270 drawings (133 from Turkey and 137 from abroad) by children of the Group's employees in 13 countries of operation. The award ceremony took place in Şişecam Çayırova Social Facilities. Children attended the ceremony with their parents. They all spent a pleasurable day with workshops and activities organized after the ceremony. Prof. Ahmet Kirman, Vice Chairperson and CEO of Şişecam Group, spoke at the ceremony, referring to an established occupational health and safety

culture as the most important component of sustainability. He indicated that healthy and safe working environments could only be achieved through shared understanding and involvement of employees. Kirman also mentioned the investments the Group is making to achieve the zero accident goal in Industry 4.0 plants in addition to all Şişecam production facilities and workplaces. Şengül Demircan, Şişecam Group's Chief HR and Corporate Communications Officer, emphasized that Group-wide efforts undertaken to help employees internalize the culture of occupational health and safety in a manner to encompass the families of Group employees.



YOUNG PAINTERS IN ISTANBUL

WINNERS OF THE 7TH OCCUPATIONAL HEALTH AND SAFETY DRAWING CONTEST RECEIVED THEIR AWARDS IN A CEREMONY HELD IN ISTANBUL. WE ASKED THE FINALISTS TO SHARE THEIR THOUGHTS ON OCCUPATIONAL HEALTH AND SAFETY.

TIMOFEY SIDOROV

10-year-old Timofey, the son of Valentin Sidorov from the Ruscam Gorokhovetz plant, came in first among overseas contesters. Timofey told us how he researched OHS rules after hearing about the drawing contest the Group was organizing on occupational health and safety and talked with his father on the environments and conditions in which one needs to be protected. 'I talked with my mother about the warning signs in workplaces,' said Timofey. Timofey believes occupational health and safety is, first and foremost, the employee's responsibility, and it is therefore important to observe the warnings and use necessary equipment. Timofey said he drew an employee who uses all PPP equipment and observes all safety warnings, adding that he liked the event very much and was quite happy to have received an award.

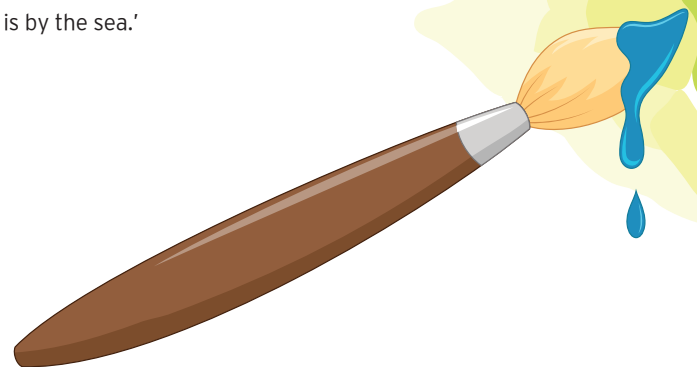


MARTIN ENCHEV

9-year-old Martin Enchev, the son of Zornitsa Panayotova who works at Thrace Glass Bulgaria EAD Flat Glass Plant, came in fourth with his drawing on employees who observed safety rules at plants. Drawing attention to the importance of plant equipment for employees' health and safety, Enchev said: 'I visited the plant and I was most struck by the furnace. I am happy to see the equipment used by employees.' He also said he played games and had fun in the entertainment area.

POLINA HANZHINA

6-year-old Polina Hanzhina, whose parents work at Ruscam Kirishi plant, came in third among overseas contesters. It was her father who let her know about the contest, and she wanted to try her chance. As her father uses cranes at the plant, she decided to depict a crane. Having prepared for the contest for a short period of time as she already loves drawing, Polina said: 'I warn my parents to be very careful at the plant before they leave for work. I warn my father even more because he works with cranes. This is my first time in Istanbul. I love it here as it is by the sea.'



BEREN CEYLAN

Beren, the 9-year-old daughter of Süreyya Ceylan who works at Anadolu Cam Mersin Plant, ranked second among national contesters with her drawing of two plants. In the first plant, employees observe safety rules, use all the equipment, and have a happy picnic together. In the other plant, however, they do not use protective equipment and get injured. Beren told she researched OHS rules after she decided to join, and said: 'Now I remind my father that he must use his workplace equipment, wear his goggles and helmet under all circumstances.'



SELİN ASANOVA

10-year-old Selin, daughter of Paşabahçe Bulgaria EAD employee Esmihan Sabrieva, ranked second among overseas contesters. She took part in the contest because she loves drawing. She depicted the difference between employees who complied and did not comply with safety rules in the plant, telling us that she visited the plant her mother works at and everybody took ultimate care for occupational health and safety.



MİKAIL SEÇKİN

9-year-old Mikail is the son of Nihal Mashaki from Şişecam Headquarters, and ranked the fourth among national contesters. Before the contest, he did not know about occupational health and safety and it was thanks to this contest that he learned a lot about it, he told. Expressing his enthusiasm to participate in the contest again next year, Mikail described his drawing as follows: 'I drew two plants. Everybody observes the rules in the first factory. They wear their helmets and goggles. The employees in the other plant, though, do not. And this is why they get injuries.'



ATLAS ALTEPE

6-year-old Atlas Altepe is the son of Burcu Altepe from Paşabahçe Head Office of Management and Sales. He ranked the fourth in the contest. Atlas drew an employee making a glass, expressing his passion for drawing and willingness to take part in next year's contest.

EDA NUR DOĞAN

10-year-old Edanur, the daughter of Hüseyin Doğan from Şişecam Automotive, competed for the first time and came fifth. She says she made research and came up with ideas while preparing for the contest. After a few sketches, she completed her drawing. 'I drew two employees on a wooden teeter totter overlooking a cliff, one using protective equipment and the other not doing it', she explained her piece, and reminded all employees of how important it is to observe OHS rules.



YUSUF ARDA GÖZEGİR

National winner Yusuf Arda is the 9-year-old son of Sercan Gözegir from Anadolu Cam Eskişehir Plant. He described his first-ranking drawing as follows: 'I drew what is wrong and what is right. I depicted who is careful and who is not careful.' His father wears a helmet, gloves, ear plugs and goggles, Yusuf Arda said and added: 'I warn my father to observe the rules and remember to wear personal protective equipment before he leaves for work.'



ELİF ÇAK

Third-ranking 6-year-old Elif Çak, the daughter of Selahattin Çak from Camişi Maden, prepared for the contest by studying and learning the rules from her father. 'All employees should observe OHS rules to prevent accidents,' said she.



MOKSH VILASH DHANGAR

6-year-old Moksh Vilash Dhangar, the son of Vilash Dhangar from Şişecam Flat Glass India Plant, came fifth among overseas contesters. He said he learned OHS rules from his father as he was preparing for the contest. It is his first time in Istanbul thanks to the ceremony during which he had fun, Moksh Vilash said and continued as follows: 'I warn my father to observe the rules. I liked the food, toys and my gift very much. I want to take part in the contest again next year.'



LEADERS OF THE FUTURE RAISING WITH TOGETHER

TOGETHER, ŞİŞECAM GROUP'S GLOBAL TALENT PROGRAM, GOES ON AT FULL SPEED TO INTRODUCE SUCCESSFUL YOUTH TO THE BUSINESS WORLD.



TOGETHER'S TALENTS MET FOR BREAKFAST

Young talents recruited in Şişecam via Together in 2019 came together with Prof. Ahmet Kirman, the Vice Chairperson of Şişecam Group, at a pleasurable breakfast. Exchanging ideas throughout the event, the young talents listened to Prof. Ahmet Kirman's experiences and advice.



TOGETHER INTERNS TRAVEL ABROAD

Together Talent Program undertook a 'first' in the industry, offering 12 accomplishing trainees the opportunity to do internship at Şişecam's overseas plants. As part of the program, young interns took part in projects at Şişecam's plants in Germany, Romania, Slovakia and Bosnia-Herzegovina and thereby took an important step for their careers.



TOGETHER'S NEW TERM IS ABOUT TO KICK OFF

Applications for Together's new term started on September 9th on kariyer.net. New talents qualifying for the internship program after the assessment and interview will start their internship on December 9, 2019.

THE FIRST STEP IN PROFESSIONAL LIFE

UNIVERSITY STUDENTS MEET WITH THE BUSINESS WORLD THROUGH THE FIRST STEP PROGRAM.

As part of Şişecam's summer internship program, 371 university students had the opportunity to do internship at Şişecam Group's Headquarters and plants. Participating students had quite a productive internship period through inspiring meetings, case studies, meet-ups and department introductions.



ŞİŞECAM IN THE CAMPUS

THE NEW TERM OF ŞİŞECAM UNIVERSITY CAMPUS PROGRAMS KICKED OFF.



Şişecam's University Campus Programs kicked off upon the start of the academic year. Scheduled until May 2020, the university campus programs started off with Interaction Development Camp this year. Hosting 80 student clubs representatives from Turkey's leading universities, the event proved to be quite fruitful with the participation of Paşabahçe's marketing team.



ORIENTATION FOR NEW EMPLOYEES AT ŞİŞECAM

Şişecam Group held an Orientation Program in July and August with the participation of 74 new employees to convey them the corporate culture and to improve their adaptation and contribution to the corporate organization. The Program took a start with "Orienteering", during which participants watched presentations on the mission, vision and production areas of Şişecam Group. The program also included management talks, production group introductions, workshops on values, OHS trainings, and visits to the R&D center.

DIGITAL TRANSFORMATION SCHOOL AT ŞİŞECAM ACADEMY

EVENTS AT FULL THROTTLE IN THE DIGITAL TRANSFORMATION SCHOOL TO SUPPORT DIGITAL TRANSFORMATION PROJECTS.

DIGITAL TRANSFORMATION BULLETIN RELEASED

The Digital Transformation Bulletin released its second issue in August 2019 in collaboration with HBR Turkey - Bloomberg. The issue covers current news, interviews and latest developments on digital Transformation in Turkey and around world.

DIGITAL TALKS

Şişecam Academy held the fourth Digital Talks September 10, 2019 with the aim of raising Şişecam employees' awareness on digital transformation. Extraordinary cases and developments were examined in the seminar 'You and the Internet of Things' by Yiğit Kulabaş, who questioned how technological developments will impact the industry and our lives.

AUGMENTED AND VIRTUAL REALITY WORKSHOP

Digital Transformation School held a workshop on Augmented and Virtual Reality. Hosting over 100 Şişecam employees, the workshop introduced Augmented and Visual Reality devices, offering participants the chance to experience VR applications used in various industries.



MEDIA AND AD SPENDINGS

INCREASE IN DIGITAL

IN 2019

ADVERTISING AND MEDIA ASSOCIATIONS RELEASED IN A MEDIA CONFERENCE THE MEDIA AND ADVERTISEMENT SPEND REPORT IN COLLABORATION WITH THE INDEPENDENT CONSULTANCY FIRM DELOITTE.

Spending for the digital platforms increased considerably according to the Media and Advertisement Spend Report, which focus on the first six months of 2019 under lens. Digital spending rose by 10.8% on a year over year basis. TV spending, enjoying the highest share among media spendings, declined by 7%. Open air investments dropped by 1.8% down to 395 million TL, press investments by 30.9% down to 294 million TL, and radio investments by 5.1% down to 157 million TL.

Digital channels saw the highest YoY growth standing for a spending worth 1,343 million TL, with displays grabbing the largest share with 773 million TL. The hike in displays corresponded to 10%, where

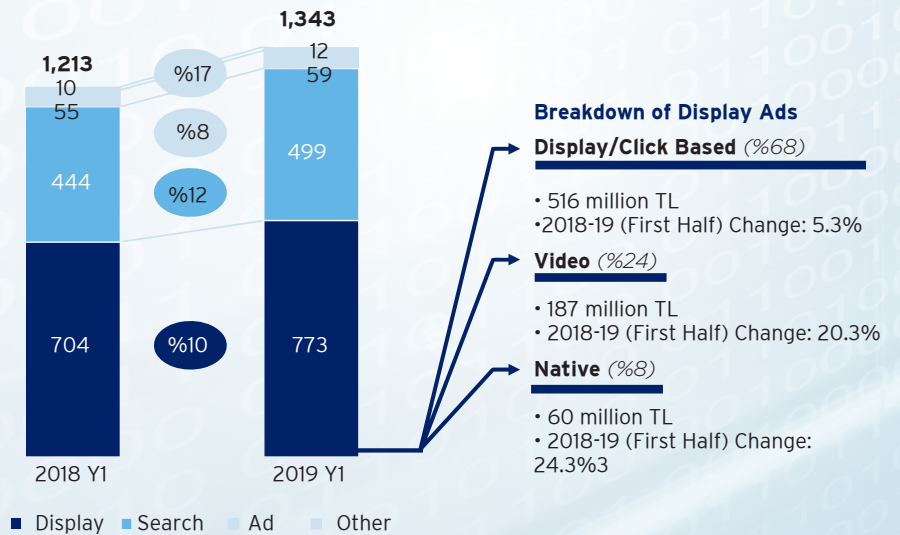
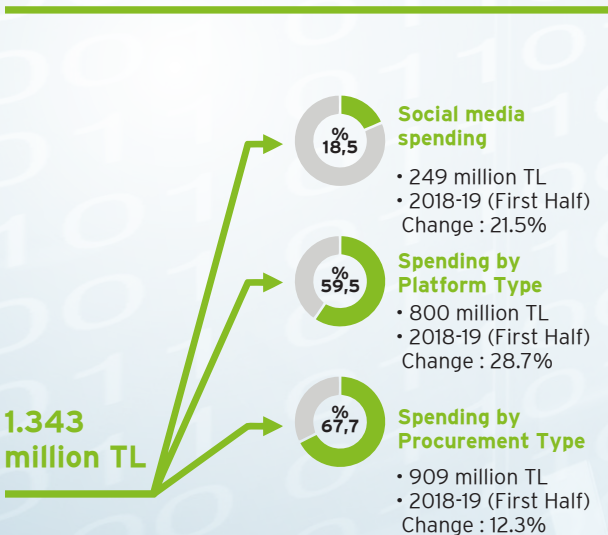
the share of channels based on displays/clicks grew by 68%, videos by 24%, and native by 8%. Displays were followed by search engines with a 12% and ads with an 8% increase in digital expenditures.

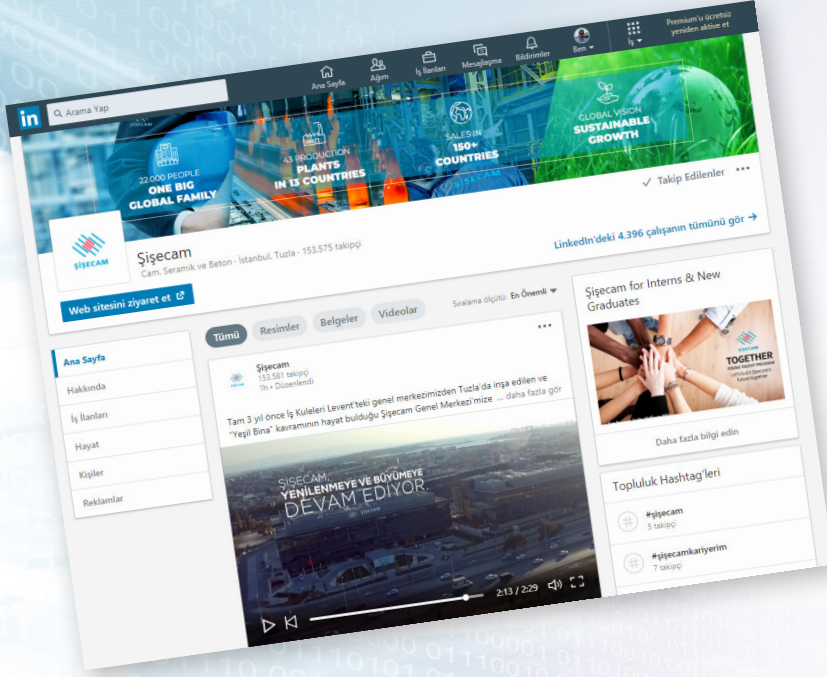
Of these investments, social media stood for 18.5%, mobile platforms for 59.5%, and programmatic investments for 67.7%. Open door media investments reached 395 million TL in the first half of the year, with 45 million TL in digital open door corresponding to a 59% jump, 59 million TL in large areas corresponding to a 14% decline, and 291 million TL of advertising expenditures with a 5% decline.

Source: Advertisers' Association



Digital media spending in Turkey





ŞİŞECAM AT THE FINALS OF LINKEDIN TALENT AWARDS 2019 !

Şişecam's corporate LinkedIn account, growing each passing day thanks to its effective communication strategy, is among the three finalists in the 'Best Employer Brand on LinkedIn' category of LinkedIn Talent Awards 2019. Winners will receive their awards in a ceremony to be held on November 6 in Istanbul Four Seasons Hotel.

OVER 150,000 FOLLOWERS

Şişecam's corporate LinkedIn account has seen over 150,000 followers in a short period of time, and continues to reflect Şişecam's global and leading brand identity through communications outreaching the right target groups.

Finalist

LinkedIn Talent Awards



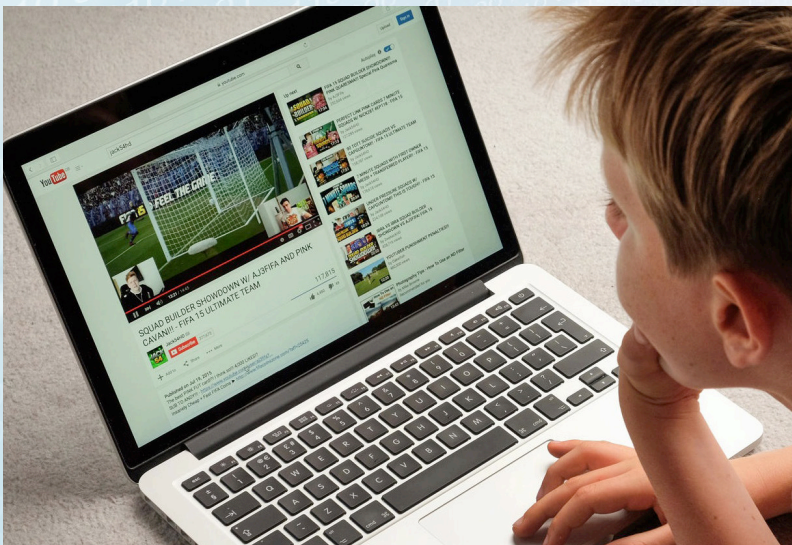
CHANGED ALGORITHM TO HIGHLIGHT HIGH-QUALITY FAMILY-FRIENDLY CONTENT

Youtube made discreet changes to its algorithms in July, according to Bloomberg's report. Changes resulted in a significant decline in some Youtube channels' number of views. YouTube's spokespeople made the following statement to Bloomberg: 'The company makes hundreds of changes every year. The most recent one increased users' likelihood to find quality family content.' How the company defined 'quality family content' and which videos it decided to highlight was not made clear.

CHILDREN AND VIDEO GAME CONTENT GETS MOST VIEWS ON YOUTUBE

YouTube was struggling with disturbing children videos on the platform. In an attempt to solve this problem, various changes had been made, including closing some channels completely and disabling comments for videos featuring children.

Source: Bloomberg



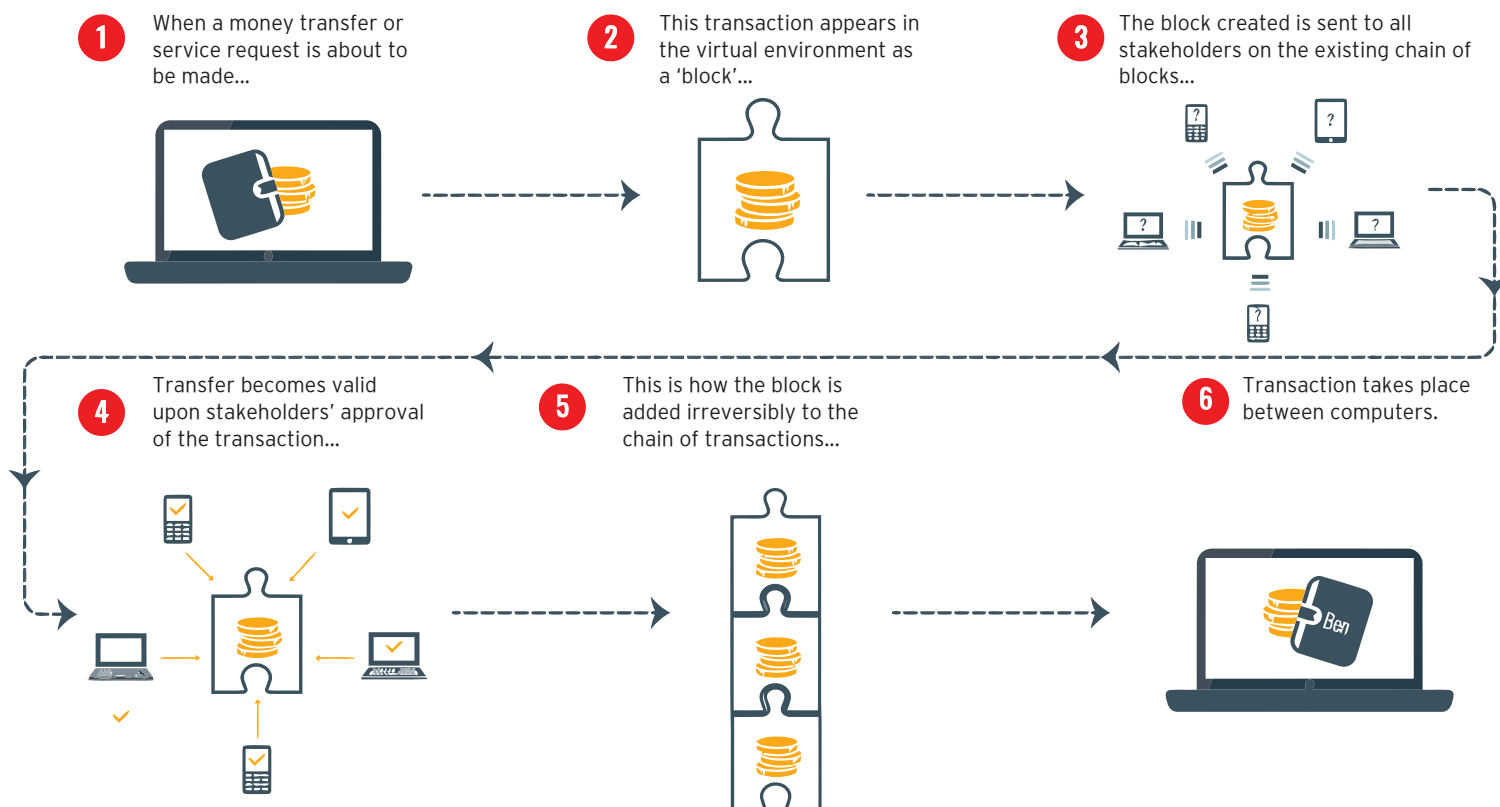
BLOCKCHAIN

DISRUPTS
AND TRANSFORMS
COMMERCE

WE CONTINUE WITH
BLOCKCHAIN AS PART
OF OUR SERIES ON
DIGITALIZATION AND
INDUSTRY 4.0.



A transaction on Blockchain requires a multi-step approval



WHAT IS BLOCKCHAIN?

Blockchain can be defined as a decentralized digital ledger. It enables transactions to be kept in identical copies and approved simultaneously among computers within a connected network. It makes this possible via a technology that ensures unalterability of these records. Contrary to an intermediary (or an authority) that was formerly needed for trustworthiness, consensus among machines automatically ensures that. Transactions are performed in a trustworthy, unalterable, transparent and controllable manner.

Blockchain technology enables data to be stored securely and validated by everybody with no room of doubt. It is structured in a manner to operate independently of a centralized authority. These all led to the idea of cryptocurrencies, which could be considered digital money.

This technology allows for the safe transfer of data of value such as commercial agreements, identity cards, and money. It is a special technology designed to securely

store and transfer data of value (money, ID, valuable papers, etc.).

Blockchain can create for the trade and business world the same impact the Internet had on communication.

1. It involves monitoring of encrypted transactions on distributed databases. It eliminates third parties between customers and organizations, helping them connect directly. Once a transaction is performed -- and parties agree on details -- it is coded on a digital data block and signed with a unique identifying link.

2. It does not depend on an authority. All transactions are transparent, thanks to encryption and 'Public Ledger'. Each block is linked to the preceding and following block, creating an irreversible, unalterable chain.

3. The trace of records is kept for tracking purposes and cannot be changed. Every transaction is recorded in blocks, by linking with one another through encryption and algorithms. Blocks are chained to each other, preventing a block from being changed or another block from being placed between two existing blocks.

BENEFITS OF BLOCKCHAIN

- 1.** Trust
- 2.** Consensus
- 3.** Easy and flexible integration.
- 4.** Lean infrastructure
- 5.** Time-efficient and low investment costs
- 6.** Absence of a centralized authority, independence
- 7.** Elimination of intermediaries and cost/commission benefits
- 8.** Minimized bureaucracy
- 9.** Secure storage of all past records in an independent environment
- 10.** Ability to create individual digital IDs

Blockchain is expected to primarily impact financial transactions, supply chain and contract management. Because of lack of regulations on Blockchain, as well as of knowledge and experience in the industry and areas of application, strategic plans are generally for long term, extending over five years.

- The first digital currency using this technology is Bitcoin.
- The term was used for the first time in 'Bitcoin: End-to-End Electronic Cash System,' an article published with the pseudonym of Satoshi

Nakamoto on October 30, 2008.

- The manufacturing specifications for Bitcoin were laid out with the 'Genesis Block' created on January 3, 2009. Satoshi Nakamoto put forward a consensus mechanism and proposed to use Bitcoin as a cryptocurrency, which was formerly generated digitally in line with pre-defined rules.
- Bitcoin, tapping into Blockchain technology, can help parties reach consensus and be used as a payment tool with no need for any centralized systems and intermediaries.
- This consensus mechanism was established across distributed machines that did not recognize each other around the world, ending up with a revolution that eliminated the need for a centralized structure.
- Launched in 2009, Blockchain has since then not stopped its progress even a second. Furthermore, none of the transactions performed since 2009 has changed. Indeed, all of them are transparent and accessible today.

6 CLEAN WATER AND SANITARY



NEW ERA IN WATER CONSUMPTION:

FAIR AND SMART

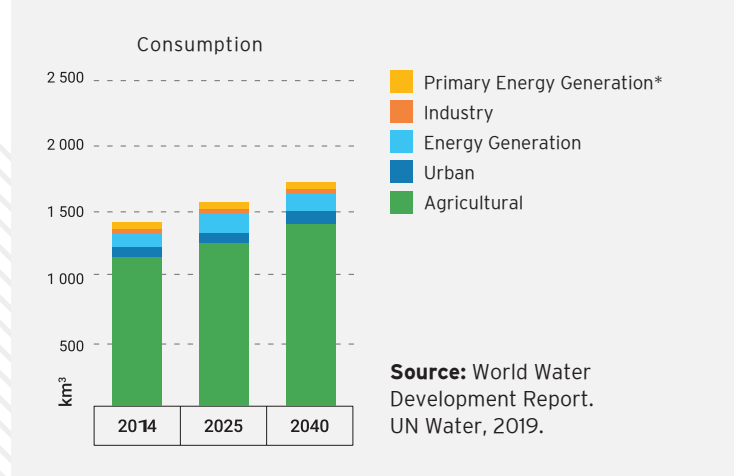


Global risks threatening our planet, humankind and economies are reviewed and published every year by the World Economic Forum. The Global Risk Report updated in 2019 points to numerous salient risks including natural disasters, weapons of mass destruction, water crises, and failure of climate-change mitigation and adaptation. The fact that water crises remain among the top five global risks escalates concerns in this area.

Exponentially increased by the effects of climate change, water crises press for an urgent transition to 'fair' and 'smart' consumption from existing water consumption habits. In line with the commitments of civil society, governments and private sector to the Sustainable Development Goals, their

support for fair and smart water consumption is among key expectations. The industry has many responsibilities to assume to achieve SDGs, primarily including Clean Water and Sanitation (SDG6), Life Below Water exposed to wastewater treatment discharge water (SDG14), and Responsible Consumption and Production (SDG12).

Fair and smart use of water requires availability of this resource for all users' essential needs and smart management of water resources, as well as potential and existing threats facing them, through this approach of fairness. Projections 2050 for the planet's water footprint shows that the current demand for water will keep increasing at the same pace and there will be a 20% to 30%



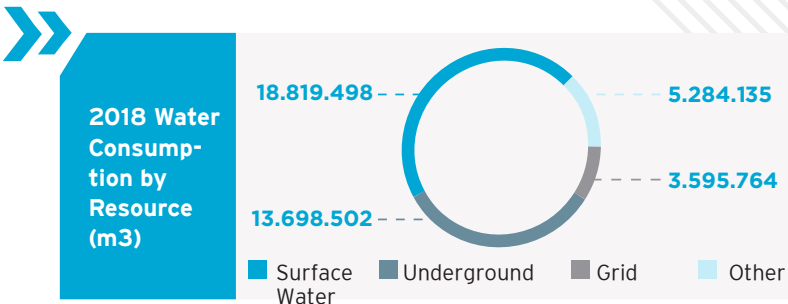
Source: World Water Development Report, UN Water, 2019.

gap between the increase and water consumption. Increased use of industrial and household water is anticipated to play a key role in this percentage. Therefore, it seems inevitable for the industry to have heavier responsibilities in the upcoming period.

Source: World Water Development Report, UN Water, 2019.

goals 2022. Management of water is a focal point for Şişecam's PRESERVE approach. Consequently, Şişecam strives to reduce its water consumption. Water treated in wastewater treatment plants is reclaimed and reused. Accordingly, use and discharge of water is analyzed regularly and projects are developed to reclaim and reuse treated water.

In operations included in the annual report 2018, 41,397,900 cubic meters of water was used. Wastewater discharge was 22,422,846 cubic meters in the same period.



WATER CONSUMPTION AT ŞİŞECAM GROUP

Şişecam Group pursue its efforts to reuse 5% of the treated industrial wastewater, as part of sustainability



Care for NeXt

ŞİŞECAM SUSTAINABILITY STRATEGY: CARE FOR NEXT



ŞİŞECAM IN THE WORLD:

EGYPT

ŞİŞECAM GROUP MADE ITS FIRST INVESTMENT IN EGYPT IN 1998, AS PART OF ITS INITIATIVE FOR OVERSEAS INVESTMENTS KICKED OFF IN 1990s. THE GROUP CARRIED ON INVESTING IN EGYPT, CEMENTING ITS PRESENCE WITH PRODUCTION OPERATIONS IN FLAT GLASS, GLASSWARE AND MINING INDUSTRIES.

Since 1953, Şişecam Group has been developing and offering the most advanced solutions in all essential fields of glass. Preserving its regional pioneering role through its operations, Şişecam Group undertakes significant investments in different parts of the world as one of the most powerful players in its field of operation. Şişecam Group is the third largest glassware producer and fifth largest glass packaging and flat glass producer in the world, in addition to ranking among the top ten largest soda producers and being the leading global producer of chromium chemicals.

PRODUCTION SPANNING THREE CONTINENTS

Focusing on creating value and pursuing operational excellence in all fields of operation, Şişecam Group today boasts a span of three continents, including Turkey, Germany, Italy, Bulgaria, Romania, Slovakia, Hungary, Bosnia-Herzegovina, Russian Federation, Georgia,

Ukraine, Egypt, and India. Şişecam continues its operations and sells to 150 countries through 42 facilities and around 22,000 employees.

ŞİŞECAM CEMENTS ITS PRESENCE IN EGYPT

Şişecam Group made its first investment in Egypt in 1998 by establishing Camiş Egypt Mining Co. to produce industrial raw materials, as part of its initiative for overseas investments kicked off in 1990s. The Group's wave of investments in Egypt was followed by its partnership with French Saint-Gobain for the flat glass plant that commenced production in 2010. The most recent investment in Egypt came in 2017 with the acquisition in the field of glassware. Having established Paşabahçe Egypt Glass Manufacturing S.A.E, the Group's glassware investments in the country have reached 40 million dollars.

In this issue, we are featuring Şişecam's presence in Egypt.



EGYPT AT A GLANCE



Alexandria Port



The Nile



Muizz Street, Cairo



Red Sea



Cairo

A CLOSER LOOK INTO EGYPT

SURFACE AREA: 1,001,450 square meters

POPULATION: 97.55 million (2017)

OFFICIAL LANGUAGE: Arabic

MAIN CITIES: Cairo (Capital), Alexandria, Ismailia, 6th of October, Asyut, Giza, Port Said, Minye, Aswan, Suez, Tanta, Damietta.

The first settlements in Egypt were in the Nile Basin in 7th century B.C. Coming under the rule of Pharaohs, also known as God-Kings, in 3rd century B.C., Egypt was among the most important regions for the history of humankind. The motherland of hieroglyphics, Egypt is among the world's brightest ancient civilizations and is worldwide known for its pyramids, recognized as a wonder of engineering still today.

The geographical location of the Egyptian civilization played a great role in acquiring the richness to shape the world history. The mountains in the country meeting all the need for stone used in architectural structures (pyramids, in particular), the gold mines in the east, and the Nile nourishing the

agricultural lands contributed hugely to the development of the Ancient Egypt Civilization. Egyptians established trade networks spanning from the Nile to the Red Sea and Mediterranean Sea, pioneering worldwide growth of trade through trade relations with Asian and African countries.

Egyptians' contribution to humankind were not confined to the foregoing. They mummified and examined the human body, making progress in medicine and pharmacy. It was the Egyptians who invented the decimal system in math, used four operations for the first time, and calculated the Pi almost equal to its value today. Analyzing the movement of the Nile River, Egyptians designed a calendar peculiar to them, hence contributed to the development

of astronomy. Officially the Arab Republic of Egypt today, Egypt lived three kingdom periods -- Old, Middle and New -- and fell under the rule of Greeks, Persians, Romans, Ottomans, and Great Britain, respectively. The founder of modern Egypt was the Egypt governor of the Ottoman Empire, Mehmed Ali Pasha from Kavala. The rule of the Ottoman Empire came to an end when the country was invaded by Great Britain in 1882. The invasion ended in 1914. After King Fuad, who came to power in 1922, declared Egypt's independence, the country was administered as Kingdom until 1953 when the republic was proclaimed. Located in the northeast corner of Africa, Egypt neighbors the Mediterranean Sea from the north, Israel and Red Sea from the east, Sudan from the south, and Libya from the west.



The Temple of Karnak

GEOGRAPHY, NATURAL ASSETS AND CLIMATE

The Nile Basin is home to almost all agricultural activities in Egypt. Densely-populated cities are also located in the basin. A huge part of the country is covered with deserts. Oil and natural gas are among the main natural assets in the country.

A hot desert climate pervades the country, especially in inland areas, with quite dry and hot summers and warm winters. Unlike moderate rainfall on the Mediterranean coast, it is poor in other parts of the country.

SOURCES OF INCOME

Agriculture is a major component

of the Egyptian economy. Another locomotive industry is tourism, with over 9 million tourists visiting in 2018. Egypt was the fastest-growing tourist destination in 2018, according to the United Nations World Tourism Organization. The Suez Canal connecting the Mediterranean Sea to the Indian Ocean is another important source of income. Ranking 27th in the world with 4.4 billion barrels of oil in 2018, Egypt is the world's 17th largest economy with 2.2 trillion cubic meters of proven natural gas reserves. Egypt is an exporter of oil and natural gas, while agricultural activity remains insufficient to address the needs

of rising population. In parallel with population growth, there is an emerging need for more industrial activity.

Main trade partners of Egypt are China, Germany, Italy, Saudi Arabia, and the US. Egypt's key export items include mineral fuels, pearl and precious stones, electric/electronic devices, plastics, and finished plastic goods, while mineral fuels, machinery, electric/electronic devices, and grains are among the country's import items.

THE ECONOMIC RELATIONS BETWEEN TURKEY AND EGYPT

Boasting a strong bond dating back to centuries ago, the Republic of Turkey and Egypt established diplomatic relations in 1925. Trade relations between the two full member states to the Union for the Mediterranean have always been strong. In addition to the Agreements on the Avoidance of Double Taxation, the Reciprocal Promotion and Protection of Investments, and the Economic and Technical Cooperation, Turkey and Egypt signed a free trade agreement in 2005, which helped further boost the volume of foreign trade between them. In the 15th Joint Meeting of the Turkey and Egypt Business Council held in 2017, consensus was reached to increase reciprocal investments and create an environment for more employment.

Egypt ranks the top country for Turkish exports in Africa, and our key export products are crude oil and its derivatives, textile fiber and goods, steel and iron products, miscellaneous metal products and land transportation vehicles. Our main import items include plastics and plastic goods, fertilizers, textile fiber and goods, crude oil and its derivatives, and organic chemical products.

EGYPT IN GLOBAL INVESTMENTS

Egypt's rapidly growing young population, low labor costs, and strategic location connecting the Middle East with Europe, Africa and Asia make it an attractive country for global investors. Also an attractive destination of energy, Egypt considers foreign investors a key driver for sustainable prosperity as part of its 2030 vision. Consequently, the Egyptian Ministry of Investment and International Cooperation has introduced legal reforms to facilitate foreign investments and clear the way for global investors. The government has also established free investment zones to attract foreign direct investments. With accelerated public projects including the expansion of the Sokhna Port and rehabilitation of the railway network, Egypt is becoming more feasible in terms of foreign trade.

ŞİŞECAM'S JOURNEY IN EGYPT

1998

Camiş Egypt Mining Co. was established.

2009

Şişecam Group and Saint-Gobain signed a MoU on their will to strengthen flat glass activities in Egypt and Russia.

2010

Saint-Gobain Glass Egypt Flat Glass Plant was opened, as a result of the decision between Şişecam Group and Saint-Gobain to strengthen flat glass operations in Egypt.

2017

Paşabahçe Egypt Glass Manufacturing S.A.E was established.

2018

Şişecam Group kicked off glassware production in Egypt.



ŞİŞECAM GROUP'S INVESTMENTS IN EGYPT REACHED

\$97
MILLION

SETTING ITS EYES ON GLOBAL EXPANSION AND BOLSTERING PRESENCE IN EGYPT, ŞİŞECAM GROUP CONTINUES TO INVEST IN THE COUNTRY.

Şişecam Group's first investment in Egypt was the establishment of Camiş Egypt Mining Co. in 1998. Today, the Group's operations in Egypt are ongoing with five industrial raw material production facilities. Having received an investment worth \$2 million up to date, Camiş Egypt Mining Co was established to supply low iron sand and provide reserve and quality assurance for the glass plants of Şişecam Group. In addition to its glass sand production capacity of 50,000 tons in a year, the company exports annually 250,000 tons of glass packaging sand procured from

the suppliers based in Egypt. Desired quality and quantity of silica sand can thus be supplied for the Group.

Şişecam Group took a strategic step in 2009 and partnered with Saint-Gobain, one of the world's largest players in the industry, to improve flat glass operations in Egypt and Russia: Saint-Gobain Glass Egypt Flat Glass Plant was opened in 2010. Alongside flat glass, mirror production in the plant kicked off in 2018. Şişecam's Flat Glass Production Group has invested \$55 million in Egypt since 2009.

Şişecam Group carried on expanding its presence in Egypt with the acquisition of Pearl Glass Manufacturing at \$18 million in 2017. Spanning an area of 58,000 square meters, Şişecam Group's plant in Egypt boasts an annual production capacity of 38,000 tons. The Group's glassware investments in the country have reached \$40 million. This investment aims at contributing to Şişecam Group's growth strategy and getting a competitive edge driven by proximity to raw materials, and customs and tax advantages for exports to the Middle East, Africa and North America.

ŞİŞECAM INVESTMENTS

IN EGYPT



→ CAMIŞ EGYPT MINING CO.

Supplying silica sand for Şişecam Group's production facilities, Camiş Egypt Mining Co. has an annual solar glass sand production capacity of 50,000 tons.



→ SAINT GOBAIN GLASS EGYPT S.A.E

In 2010, Saint-Gobain Glass Egypt Flat Glass Plant was opened as a result of the joint decision of Şişecam Group and Saint-Gobain in 2009 to improve flat glass operations in Egypt. Having kicked off mirror production in addition to flat glass production and sales as of the end of 2018, the plant has an annual production capacity of 270,000 tons.



ŞİŞECAM GROUP CONTINUES TO CREATE VALUE FOR EGYPT

Şişecam Group has three operations in Egypt: flat glass, glassware and mining. Ranking among the top manufacturers in its respective fields of operation, the Group contributes to the Egyptian economy by creating employment and added value.

EMPLOYMENT

Şişecam Group employs 485 people at Paşabahçe Egypt Glass Manufacturing S.A.E, 300 people at Saint-Gobain Glass Egypt Flat Glass Plant (in which the Flat Glass Production Group holds 30% of the shares), and 12 people at Camiş Egypt Mining Co. The Group has 797 employees in Egypt.

PRODUCTION CAPACITY

Camiş Egypt Mining Co. produces 50,000 tons of solar glass sand annually, while Şişecam Flat Glass' annual production capacity reaches 270,000 tons in its plant in Egypt. Paşabahçe Egypt Glass Manufacturing S.A.E boasts an annual glassware production of 38,000 tons.

ECONOMY

In three fields of operations in Egypt, Şişecam Group contributes to the economy, just as it does in other regions of operation. Through a wave of investments in Egypt since 1998, the Group has up to date invested \$97 million in the country and increased its share in the Middle East and African markets.

→ PAŞABAHÇE EGYPT GLASS MANUFACTURING S.A.E

Paşabahçe Egypt Glass Manufacturing S.A.E. was established in 2017. Spanning an area of 58,000 square meters, the plant boasts an annual production of 38,000 tons.



STAR CHEF OF MIRAZUR:

MAURO COLEGREGCO

LOCATED IN MENTON OF SOUTHERN FRANCE, MIRAZUR BOASTS THE ACCOLADE OF THREE MICHELIN STARS AND HOSTS DINING ENTHUSIASTS SINCE 2006. WE TALKED WITH ARGENTINIAN STAR CHEF MAURO COLAGREGCO, THE ARCHITECT OF THE SUCCESS STORY BEHIND MIRAZUR, SELECTED THE 'BEST RESTAURANT OF THE WORLD' IN 2019.

In addition to the coveted Michelin stars, Mirazur has consecutively garnered the Best Restaurant of the World and Europe awards at the World's 50 Best Restaurants contest organized by William Reed group. The secret of Colagreco, who founded world-renowned famous Mirazur at the age of 29, is the importance he places on mastery and simplicity. Mauro Colegreco regards aesthetics as an indispensable component of gastronomic experiences and uses Nude's Stem Zero, Alba, Chill, Finesse and Vintage collections at Mirazur. Describing Nude's designs as "lean, beautiful and stylistic", the chef told us how he viewed gastronomy and why he chose Nude at Mirazur.

Why did you choose Nude collections at Mirazur?

I chose Nude because of its extraordinary styles and the light form of glass. Nude designs allow us to use a single wine glass rather than different glasses while pairing wines. This is how wine pairing turns into a visual feast for our guests.

Do you think the quality of dishes, service, atmosphere and aesthetics in a restaurant impact each

other?

I believe that a gastronomic experience starts before even tasting the food. It starts when guests steps in the restaurant. Every aspect, from food and service to atmosphere and aesthetics, is an integral part of the whole. It is how our guests enjoy a much richer sensual experience. We have renovated our interiors this year, and are now working on other factors with this approach.

As a chef, does glass have a special meaning for you?

Of course. Glass is a very interesting material for all chefs. We can give the form we wish to the glass, and we use fire as we do it! Just like what we do while cooking.

How do you find your inspiration in the kitchen?

Inspiration is something you cannot anticipate. It is unforeseeable. But in my case, inspiration mostly comes from the materials I find in gardens or discover in the bazaar. I like working on new combinations. I work with the sensual

characteristics of materials. At the same time, I think of their origins and history, and how we tend to use them.

As you were laying the groundwork of Mirazur in 2006, what was the gastronomic experience you aimed for? What influenced you while you were setting the concept?

Although Mirazur has changed over time, what I want since the first day onwards is to offer guests not only food

but a true experience. I promise a 'journey,' asking them to let this experience carry them away. Surprising them, which is what they expect from

me, is a huge responsibility and challenge that requires creativity.

A menu is more than just a random list of dishes. It evokes emotions and connections in the memory; it promises a personal and unique universe of scents, colors or textures for every guest. This is what I call a journey.

Restaurants change over time, just like people. On the

other hand, Mirazur continues to win awards, including the Best Restaurant of 2019.

What do you consider your secret to be in this success story for all those years?

The secret to success is to change constantly. I have never worked to win awards or for people to recognize my achievements. I have always strived to create new tastes freely. I have worked to get to know people and make them feel special. In short, the secret is to dare to pursue your passion.

Aside from Mirazur, you have an Argentinian hamburger chain, Carne. Why did you want to run two restaurants with different styles?

What matters for me is the values the restaurants have, not the customer profile. We always follow the same principles in the kitchen: using only perfect ingredients and respecting the environment. The essence of our business remains unchanged.

Do you use Nude designs at home? Where do you use Nude?

We use Nude to serve gin tonic as its lead-free glass is light yet robust. The taste of gin tonic feels different thanks to the touch of Nude Glass.

“ I BELIEVE THAT A GASTRONOMIC EXPERIENCE STARTS BEFORE EVEN TASTING THE FOOD. IT STARTS WHEN GUESTS STEPS IN THE RESTAURANT.”



THE WORLD'S BEST RESTAURANT: MIRAZUR

Opened in the French Riviera, Menton, in 2006, Mirazur has been awarded three Michelin stars thanks to the creativity of Mauro Colegreco, its founder and talented chef. Ranking among the prestigious list '50 Best Restaurants of the World' since 2009, Mirazur has come out on top in 2019. Colegreco explained why he uses Nude collections at Mirazur: 'Quality is the outcome of passion and devotion. Ultimate care to details brings along quality. It is this quality that lies beneath the pure love I have for all Nude products from Nude Stem Zero wine glasses and masterfully crafted decorative designs to table accessories and lightings. Nude is lean, beautiful and elegant.'

THERE IS NOTHING

COMPARABLE TO TRAVELING BY TRAIN FOR THOSE WHO CARE ABOUT THE JOURNEY, NOT THE DESTINATION. THE MOST BEAUTIFUL RAIL ROUTES FROM AROUND THE WORLD, NOSTALGIC AND MODERN RAILWAYS APPEALING ALL TASTES - ALL TOGETHER FOR AN EXCEPTIONAL TRAVEL EXPERIENCE.



Belmond Andean Explorer Peru

One of the finest ways to discover South America, Belmond Andean Explorer promises enchanting sceneries en route, including Altiplano, Titicaca Lake and Caves. With classical elegance aboard, the train features cabins dotted with hand-woven textiles of Alpaka wool and leather upholstery in vibrant colors -- all offering a breeze of nostalgia.



Flåm Norway

Flåm line lasts only one hour, but is among the finest rail routes according to travel authorities because it offers the most stunning natural views. Departing from Norway's pretty town Flåm, the train runs through steep mountain passes on the way to Myrdal at the mountaintop and dazzles with the sceneries of waterfalls and fiords. This journey is especially an unprecedented experience in winter, when snow envelopes nature.



Glacier Express

Switzerland

Glacier Express connects Zermatt to St Moritz, the most beautiful Swiss mountain towns. Carving a path through the breathtaking Swiss Alpines, the train passes through 291 bridges and 91 tunnels, climbing as high as 2033 meters throughout an 8-hour journey.



Golden Eagle Danube Express

Europe

Golden Eagle Danube Express, which runs from central Europe to Transylvania, departs from Istanbul and arrives at its final destination via the Carpathian Mountains. The route then extends to Hungary, Slovakia, Austria, Poland and the Czechia. Spanning eight countries over the course of 14 days, the journey is a great way to understand the outstanding culture of Europe. The nostalgic and comfortable cabins render this experience indelible.





Maharajas' Express India

India's well-known luxury train Maharajas' Express runs along Jaipur, Varanasi, Goa, Taj Mahal and famous Agra. Happy passengers of the train get the chance to witness traditions entirely unique to India, such as the elephant polo tournament and bathing in the Ganges River. Colorful and utterly ornate Indian aesthetics enliven the cabins and common areas of Maharajas' Express.



The Presidential Train Portugal

Built as royal train for King Dom Luis I in 1890, the Presidential Train carried kings and queens for over a century, reopening its doors in 2010 after two years of comprehensive overhaul. Preserving its nostalgic texture, the train runs through the natural wonders of the Douro Valley.





The Venice Simplon-Orient-Express Europe

The iconic Orient Express is back -- with the reinvigorating touch of luxurious hospitality giant Belmond. The train preserves the glaring Art Deco design and aesthetics of the 1920s. Although the route stretches from London to Istanbul, many prefer an overnight journey from London to Venice.



Orient Express Turkey

The Orient Express operates daily returns trips between Ankara and Kars and has been, for the past years, enjoying its prime. Influencers on Instagram have, for sure, played a role in such popularity. Passing through Kırkkale, Kayseri, Sivas and Erzincan, the train offers exquisite sceneries in its pullman, couchette, dining, and berth cars. Make sure to book your place for Orient Express in advance to sip your coffee aboard in the cosy backdrop of snow, since it is hard to find tickets when it's high season.

Trans-Siberian Railway Russia

An indispensable route on adventurous travellers' itineraries, Trans-Siberian covers approximately 9,300 kilometers, making it one of the longest routes of the world. Trans-Siberian has been one of the most popular rail travels since 1916, the year that marked the completion of the railroad, taking off from Moscow and stretching to Vladivostok on the east. Travellers get to see the Ural Mountains, Baikal Lake and wild Siberian forests along the way.



SHARING IS GOOD

IF YOU LIKE SETTING TABLES FOR MANY, HERE ARE SOME PRACTICAL RECIPES TO ADD FURTHER FLAVOR AND DELIGHT TO YOUR INVITATIONS. RECIPES TO MAKE YOU FEEL THE TRUE PLEASURE OF SHARING:



Sun-Dried Tomato Cheese Balls

BOTH PRACTICAL AND DELICIOUS, SUN-DRIED TOMATO CHEESE BALLS ADD COLOR TO YOUR TABLE. THEY COME IN PORTIONS, SO IT'S VERY EASY TO SHARE.

INGREDIENTS

100 grams grated white cheese
1/2 glass crumbled walnuts
1/2 glass sun-dried tomatoes
1 tablespoon olive oil
Dill in desired amount
Black seeds, sesames



DIRECTIONS

- Put grated cheese, walnuts, sun-dried tomatoes, olive oil and finely-chopped dill in a mixing bowl.
- Blend all ingredients, but pay attention to not to beat them too much.
- Shape mixture into small balls and put them into a platter.
- Add olive oil on cheese balls and decorate with black seeds or sesames.



Artichoke with Purslane

WE ARE FAMILIAR WITH ARTICHOKE WITH CHICKPEAS, CARROTS AND POTATOES ON THE SIDE. THIS TIME, IT IS COMBINED WITH PURSLANE DRESSED IN LIGHT AND FRESH YOGHURT.

INGREDIENTS

4 artichoke hearts
1 bunch of purslane
2 glasses of yoghurt
1 clove of garlic
2 glasses of water
1/2 lemon juice
Olive oil



DIRECTIONS

- Add 1/2 lemon juice in two glasses of water.
- Put the artichoke hearts in boiling water.
- Rinse and clean the purslane, and keep only the leaves.
- Grate the garlic and mix with yoghurt. If you're not using strained yoghurt, beat it until it gets creamy.
- Mix purslane with yoghurt.
- Place boiled artichokes in a platter.
- Place purslane in yoghurt on the hearts.
- Add olive oil before serving.

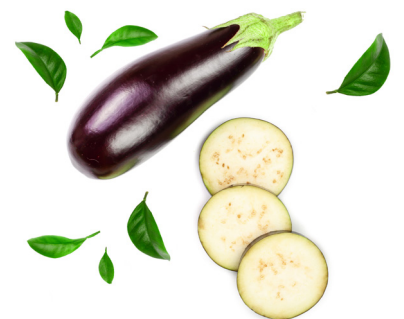


Eggplant with Kashar Cheese

SERVED EITHER AS A WARM STARTER OR MAIN DISH, THIS RECIPE WILL PUT A SMILE ON THE FACE OF EGGPLANT LOVERS.

INGREDIENTS

- 4 eggplants
- 2 tomatoes
- 100 grams kashar cheese
- 1 clove of garlic
- Salt, pepper



DIRECTIONS

- Wash and peel the eggplants in strips.
- Cut them in four horizontal pieces. Deep fry sliced eggplants.
- Slice your cheese in the same size of eggplant cutlets.
- Grate tomatoes.
- Cook grated tomatoes with chopped or grated garlic. Boil and add salt and black pepper.
- Place a wax paper on your pan and lay the eggplants. Put a slice of cheese between eggplant cutlets.
- Add tomato sauce on laid eggplants.
- Bake until the cheese is melted in the oven pre-heated to 180°C.
- Serve hot.



Fried Okra

IN OLIVE OIL, WITH MEAT OR CHICKEN... THERE ARE MANY VERSIONS OF OKRA BUT FRIED OKRA IS A FEAST FOR EVEN THOSE WHO DON'T NORMALLY LIKE IT. AND IT'S VERY EASY TO SHARE BECAUSE IT IS MADE OF LONG OKRAS.

INGREDIENTS

- 1/2 kg long and big okra
- 2 eggs
- 1 glass of corn starch
- Salt, black pepper, flaked red pepper
- Strained yoghurt



DIRECTIONS

- Rinse and clean okras.
- Crack the eggs in a bowl, add spices and whip the mixture.
- Pour the corn starch in a separate plate.
- Dip your clean okras first in the egg mixture, then in the corn starch, and fry them in boiling oil.
- Place fried okras on a paper towel first.
- Then place them in the platter, and serve with a bowl of strained yoghurt on the side.

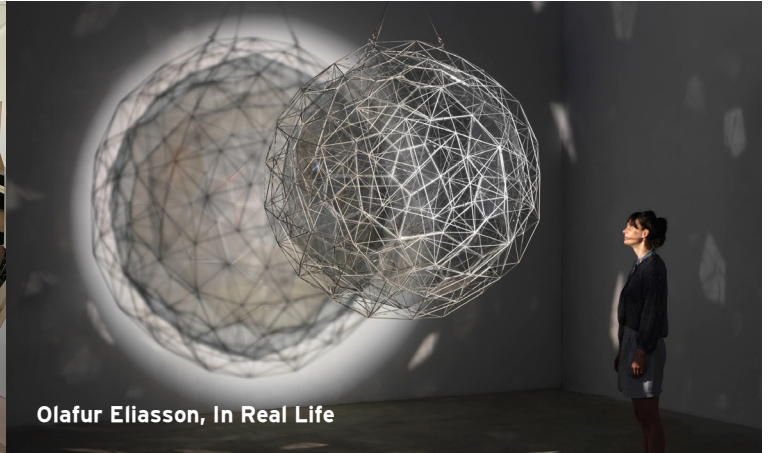
THE MOST
AWAITED
EXHIBITIONS,
FESTIVALS
AND ART
EVENTS FROM
TURKEY AND
AROUND THE
WORLD THAT
WILL MAKE AN
OVERWHELMING
IMPRESSION
FOR ALL.

A GLIMPSE INTO THE ART SEASON





Olafur Eliasson, 'Your spiral view'



Olafur Eliasson, 'In Real Life'

Olafur Eliasson: In Real Life Until January 5, 2020. Tate Modern, London

As protests on climate change stir the world, Tate Modern hosts Olafur Eliasson, the Danish artist who is known for his works touching on this topic. 'In Real Life', the retrospective exhibition of the artist who ranks among the key figures of contemporary art, invites visitors to think of global climate problems.

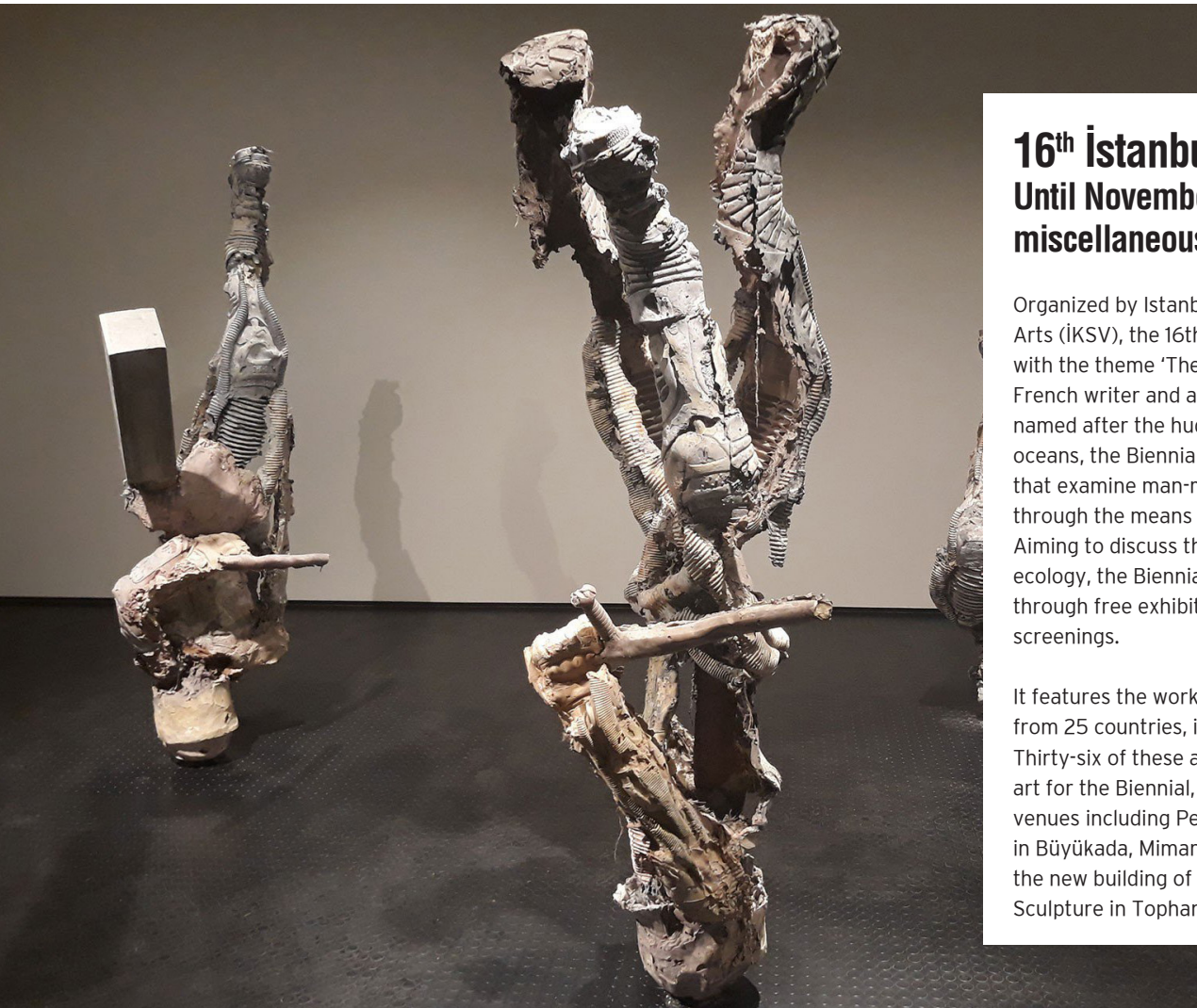
The exhibition consists of around 30 pieces that highlight the inevitable link Eliasson sees between society and the environment. The Weather Project, exhibited by the artist in Tate Modern between 2003 and 2004, is one of them. As one of the most popular installations in the history of Tate Modern, Weather Project displays a fake sun that glitters through fog. Another striking piece of art in the exhibition is Waterfall 2019, the dramatic sculpture of a waterfall placed in the terrace behind the gallery. Displayed for the first time in this exhibition, the 11-meter sculpture questions how we react to what is happening around us.

A Road Story: 180 Years of Photography 5 December 2019 - 1 March 2020, Pera Museum



French painter Émile Jean Horace Vernet, painter Charles Marie Bouton who is among the inventors of Diorama technique, and Daguerreotypist Frédéric Auguste Antoine Goupil-Fesquet depart from the port of Marseille in October 1839 to take photographs. They return to Marseille 6 months later, in April 1840 passing through Livorno, Malta, Syros, Paros, Naxos, Santorini, Alexandria, Cairo, Suez, Gaza, Jerusalem, Nablus, Nazareth, Acre, Sayda, Deir El Qamar, Damascus, Tripoli, Beirut, Larnaca, Rhodes, Kos, İzmir, Çanakkale, and

Istanbul. Frédéric Auguste Antoine Goupil-Fesquet conveyed his impressions about this journey in his book, 'Voyage d'Horace Vernet en Orient' that would be published in 1843. Hundred-and-eighty years after photography was invented in 1839 and the first known group photography trip took place, 'A Road Story: 180 Years of Photography' brings together the interpretations and perspectives of photographers who rediscover the same route with today's techniques. Curated by Engin Özendes, the exhibition hosts the works of ten photographers. Coşkun Aral, Laleper Aytekin, Ali Borovali, Murat Germen, Sinan Koçaslan, Yusuf Sevinçli, Alp Sime, Lale Tara, Serkan Taycan and Cem Turgay approach these cities with a contemporary view in their photographs that they have taken during their trips to the stops of the earlier journey.



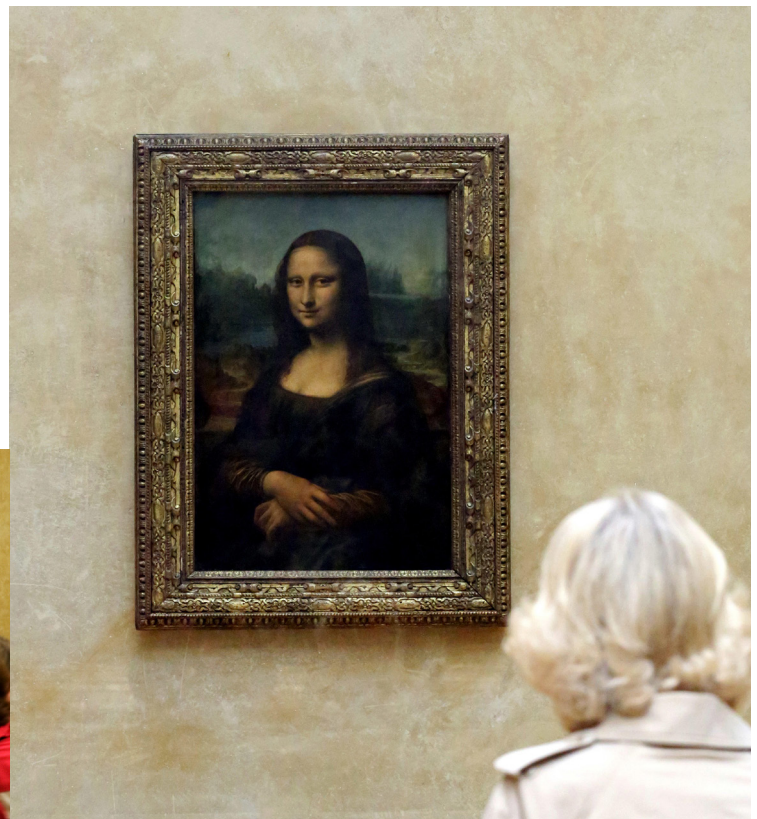
16th İstanbul Bienali Until November 10, miscellaneous venues

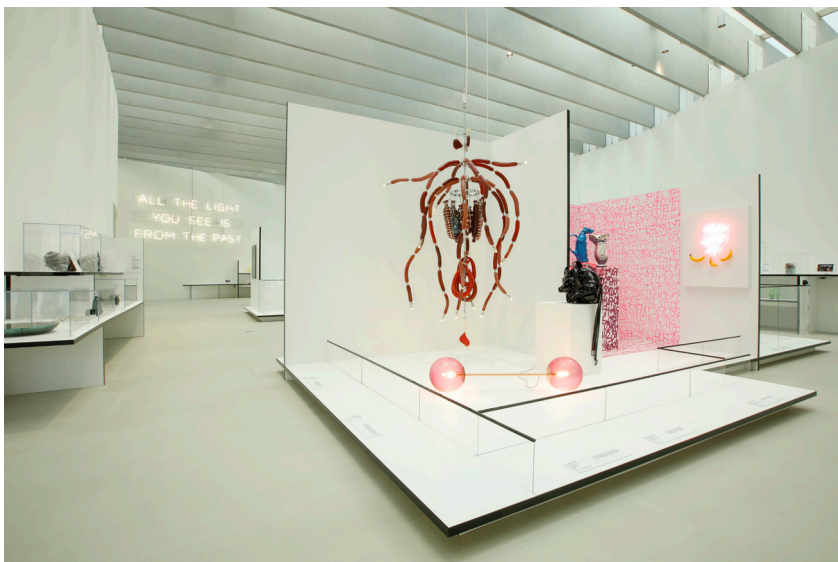
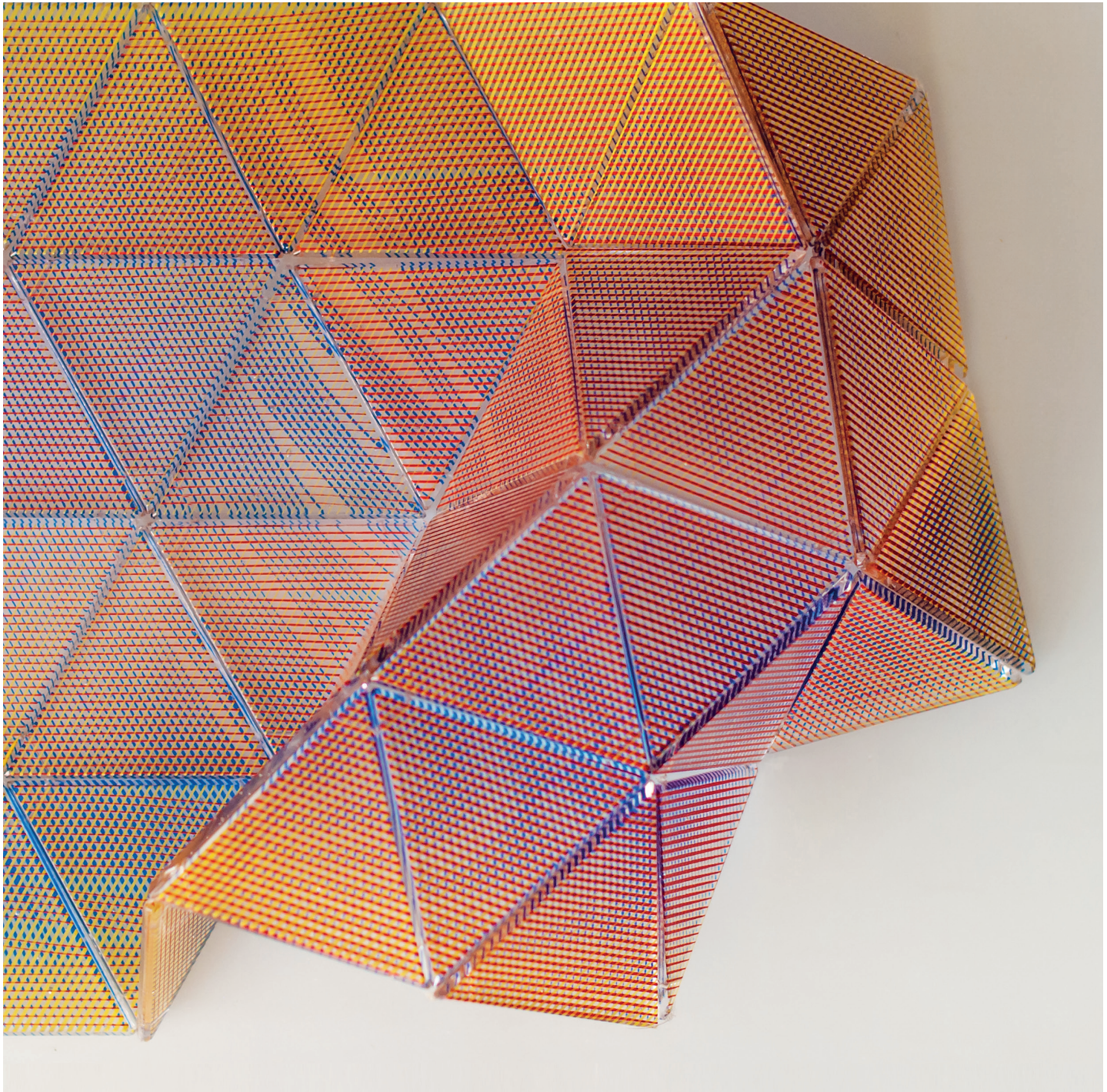
Organized by Istanbul Foundation for Culture and Arts (İKSVA), the 16th İstanbul Biennial takes place with the theme 'The Seventh Continent'. Curated by French writer and academic Nicholas Bourriaud and named after the huge mass of waste floating in the oceans, the Biennial hosts contemporary art works that examine man-made natural and cultural waste through the means of anthropology and archaeology. Aiming to discuss the relation between arts and ecology, the Biennial offers different perspectives through free exhibitions, various meetings, talks, and screenings.

It features the works of 56 artists and collectives from 25 countries, including eight from Turkey. Thirty-six of these artists produce new works of art for the Biennial, which takes place at different venues including Pera Museum, exhibition places in Büyükdada, Mimar Sinan Fine Arts University, and the new building of Istanbul Museum of Painting and Sculpture in Tophane.

Leonardo da Vinci 24 October 2019 - 24 February 2020, Musée du Louvre

Musée du Louvre commemorates great Renaissance artist Leonardo da Vinci with a comprehensive exhibition on the 500th anniversary of his passing. Louvre houses the highest number works by Leonardo da Vinci in the world. The exhibition displays da Vinci's drawings in addition to his famous paintings.





New Glass Now Until 5 January 2020, The Corning Museum of Glass

'New Glass Now' brings together artists, designers and architects from around world using glass as a means of artistic expression. The works of 100 artists and designers from 25 countries are displayed in the exhibition where visitors can witness the pinnacle of the modern art of glass making in the company of technology. Versatility of the works points to infinite opportunities glass offers as a creative material.

SUCCESSFUL RESULTS





MEMBERS OF ÇAYIROVA SPORTS CLUB CAME BACK FROM NATIONAL AND INTERNATIONAL CONTESTS WITH GREAT ACHIEVEMENTS.



SPRINT CANOE 2019 TURKEY CUP

The athletes of Çayırova Sports Club delivered an outstanding performance at the Sprint Canoe 2019 Turkey Cup which took place in Eskişehir on July 1 - 3. They won 4 gold, 1 silver and 1 bronze medals in the competitions hosting 285 athletes from 29 clubs in 15 provinces. Çayırova Sports Club won the third prize in the Overall Men's Tournament.

With 698 athletes from 35 countries taking part in the championship, Özge Uzar from Çayırova Sports Club completed the race in the 11th place in K1 Girls' Junior 200m and 500m categories in Europe, and 9th place in K1 Girls' Junior 1000m category in Europe. Abbas Anıl Şen from Çayırova Sports Club ranked the 18th in Europe in K1 Boys' Junior 500m category.

CANOE SPRINT 2019 JUNIOR AND U23 EUROPEAN CHAMPIONSHIP

Canoe Sprint 2019 Junior and U23 European Championships, included in the 2019 activity program of the the International Canoe Federation and European Canoe Federation, were held in Racice, Czechia on July 11-14, 2019.

WINNERS OF THE TURKISH PIRAT CHAMPIONSHIP

The Turkish Pirat Championship organized by the Turkish Sailing Federation took place in Kocaeli, hosted by Bayramoğlu Sailing Club, from August 29th to September 1st. Athletes of the Sailing Branch at Çayırova Sports Club won the third prize in the Overall and Junior categories.

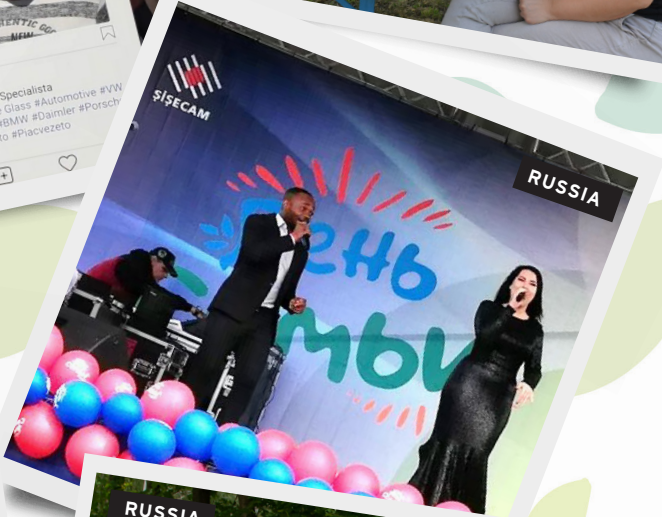
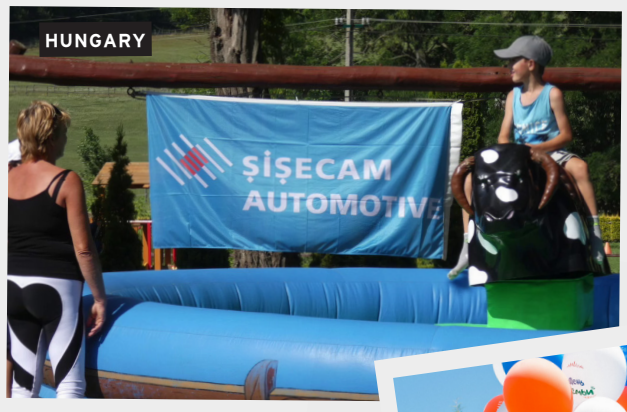
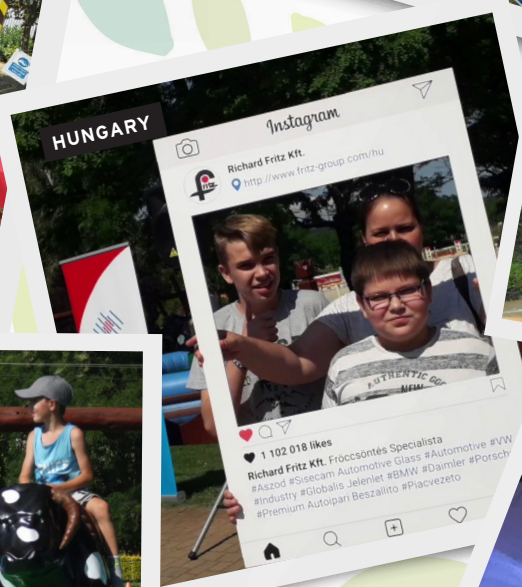


'FAMILY DAY AT ŞİŞECAM'

REACHES NEW FRONTIERS



Launched in 2018 at Şişecam Group's Turkey plants, 'Family Day At Şişecam' events have spanned across all the countries and plants of Şişecam around the world. Events made a start at Soda Lukavac in June and are planned to be concluded at Trakya Cam Sanayii A.Ş. Mersin Plant in October. Bringing together Şişecam employees and their families, the events were quite vibrant and fun. Participants shared great moments together during 60 events spanning 38 plants across the world. Employees got the chance to know each other and their children had fun throughout the events held under the theme 'Family Day At Şişecam.'



NOW! EVENTS AT FULL SPEED

ŞİŞECAM EMPLOYEES COMPETE AND HAVE FUN AT NOW! EVENTS.



MEDALISTS VISITED PROF. AHMET KIRMAN

Athletes with top scores at the Tournament at Work and Corporate Games 2019 paid a visit to Şişecam Group's Vice Chairperson and CEO, Prof. Ahmet Kirman. Representatives of basketball, volleyball, swimming and tennis branches attended the meeting, during which participants had a pleasurable talk on tournaments, successful results, and work-life balance.

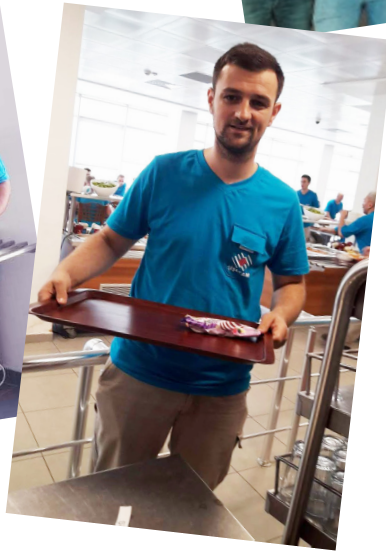
TABLE SOCCER TOURNAMENT ENDED AT ANADOLU CAM ESKİŞEHİR PLANT

The results of the Table Soccer Tournament held at Anadolu Cam Eskişehir Plant were announced. Adnan Altınay-Abdullah Karayer team came third, while Özgür Uçaroğlu-Cemal Uyulur came second. Ergül Genç and Cafer Çakır became the champions of the tournament.



THE THRILL OF BOWLING AT DENİZLİ CAM!

The Bowling Tournament at Denizli Cam Plant was a stage for contentious and pleasurable moments. The team Stone Age came third and the team Group came second. The team Fantastic Four was the victor of the tournament



EMPLOYEES WIN WITH LUCKY TRAY

One of the most favored events of Şimdi!, the Lucky Tray keeps making people win. Employees who get the Şimdi! tag at Şişecam's refectories win small gifts. The most recent Lucky Tray events took place at Denizli Cam, Camış Packaging Tuzla, Şişecam Automotive Lüleburgaz, Trakya Cam Polatlı, Anadolu Cam Eskişehir, Paşabahçe Kırklareli plants, where employees who found Şimdi! tags won gifts.

ŞİŞECAM EMPLOYEES RACED IN FUN RUN SERIES

Runners of Şişecam attended the Fun Run Series, which consists of short-distance races each taking place in a different district of Istanbul. Athletes representing Şişecam scored great results in the 10-km Üsküdar race, which brought together professionals and amateurs.



MEDIA COVERAGE

JULY-AUGUST-SEPTEMBER 2019

Viewpoint | Şişecam Builds Global Footprint
CEO Ahmet Kirman discusses the "age of glass" and Şişecam's place in it

May 24, 2019
COMMERCIAL, RETAIL, FABRICATION

Turkey's Şişecam Group, one of the world's largest glass producers, has grown into a global producer of flat glass, container glass, fiberglass, and soda and chrome compounds. The multinational firm operates 43 production facilities in 13 countries on three continents, and employs a workforce of 22,000. In 2017, the group increased its total consolidated net sales worldwide by 32 percent year over year to \$3.1 billion, and produced 2.3 million tons of soda and 4.2 million tons of industrial raw materials.

Glass Magazine spoke with Ahmet Kirman, vice chairman and CEO, Şişecam Group, about the state of the global glass industry, and the company's global growth, recent expansions and notable investments.



Ahmet Kirman

Il vicepresidente e CEO di Sisecam Group - la multinazionale di Istanbul leader mondiale nella produzione del vetro, che nel 2018 ha rilevato l'ex per noi è strategico e che ha permesso di raggiungere il primato produttivo in Europa. Qui le risorse umane sono molto competenti.

Il Nordest dei turchi

Il presidente della Repubblica Italiana ha visitato il territorio del Nordest turco, che è un'area di grande sviluppo economico e industriale. L'area è caratterizzata da una forte presenza di industrie e di attività commerciali, che hanno permesso di raggiungere il primato produttivo in Europa. Qui le risorse umane sono molto competenti.



Sisecam International Glass Conference

This November's Sisecam International Glass Conference is expected to attract leading personalities from the global glass industry to Istanbul.

Sisecam Group, the only global glass producer in the world, will host the 10th International Glass Conference in Istanbul, Turkey, on November 27-28, 2019. The conference will feature a series of events, including a keynote address by the CEO of Sisecam Group, Ahmet Kirman, and a panel discussion on the future of the glass industry. The conference is expected to attract leading personalities from the global glass industry to Istanbul.



Sisecam container production capacity reaches 1.3 million tons in Turkey

Sisecam has commissioned an \$18.2 million furnace at the group's Mersin glass packaging plant, increasing its container glass production capacity in Turkey to 1.3 million tons. The 80,000 tons annual production capacity furnace is equipped with the latest industry 4.0-compliant technology. Today, Sisecam is the world's largest glass packaging manufacturer, with 10 production sites in four different countries, including Turkey, where the group operates 12 furnaces and plants at Bursa. In the past three years, manufacturing capacity has been increased by 30%.



Sisecam float furnace rebuilt in Bulgaria

Sisecam has completed a €42 million furnace rebuild at the group's Targovishte float plant in Bulgaria, Europe's largest flat glass producer. Sisecam operates two large extensive capabilities to make coated, laminated and silvered glass, as well as specialist for the manufacture of automotive and domestic appliance materials. In addition, two furnaces are operated in Bulgaria to make household glassware.

"We will continue our investments in modernisation and capacity increases at our manufacturing facilities," Sisecam Group Vice Chairman and CEO Professor Ahmet Kirman confirmed. "In addition to these investments, we contribute to the Bulgarian economy through the employment of about 3250 people as a result of our operations and aim to continue with new projects."

The group's investments in Bulgaria have reached €600 million in total to date. www.sisecam.com.tr

Joint investment in USA natural soda ash production

Two of Turkey's leading industrial conglomerates, each with important production interests, have announced a partnership agreement to produce natural soda ash in the USA's Green River Wyoming area. Sisecam Group, already one of the world's leading players in synthetic soda ash, its Soda Investment with Çner Group, who maintains significant know-how in natural soda production. Sisecam Group is one of the world's top seven synthetic soda ash producers, with a production capacity of 2.4 million tons. This involves 1.4 million tons at Lukavec in Bosnia and Herzegovina and 375,000 tons in Bulgaria, where the group operates a production partnership with Çner Group. The world's largest natural soda producer, this comprises 2.7 million tons in Kazan and 1.8 million tons in the USA via conventional mining. Operations are expected to start in 2024, following acquisition of the necessary operating permits and licenses. www.sisecam.com.tr

Markaların dijital karnesi

Genel Müdürleri ve Yöneticileri Markaların Dijital Karnesi Projesi'ni tanıttı. Proje, markaların dijital kimliklerini güçlendirmeye ve tüketiciyle daha yakın ilişki kurmaya odaklanıyor.

Şişecam, markalarının dijital kimliklerini güçlendirmeye ve tüketiciyle daha yakın ilişki kurmaya odaklanıyor. Proje, markaların dijital kimliklerini güçlendirmeye ve tüketiciyle daha yakın ilişki kurmaya odaklanıyor.



360 Derece Dijitalleşiyoruz

Şişecam, dijitalleşme sürecini hızlandırıyor. 360 derece dijitalleşiyoruz. Şişecam, dijitalleşme sürecini hızlandırıyor. 360 derece dijitalleşiyoruz.



Dijital CEO

Prof. Dr. Ahmet Kirman, Şişecam Toplumcu YKS Vekili ve Genel Müdürü. Şişecam, dijitalleşme sürecini hızlandırıyor. 360 derece dijitalleşiyoruz.



Şişecam ABD'den ödül geldi

Şişecam ABD'den ödül geldi. Şişecam ABD'den ödül geldi. Şişecam ABD'den ödül geldi.



Şişecam'ın raporuna ABD'den ödül geldi

Şişecam'ın raporuna ABD'den ödül geldi. Şişecam'ın raporuna ABD'den ödül geldi. Şişecam'ın raporuna ABD'den ödül geldi.



Şişecam'ın raporuna ABD'den ödül geldi

Şişecam'ın raporuna ABD'den ödül geldi. Şişecam'ın raporuna ABD'den ödül geldi. Şişecam'ın raporuna ABD'den ödül geldi.





1. VIEWPOINT ŞİŞECAM BUILDS GLOBAL FOOTPRINT GLASS MAGAZINE -01.06.2019 - page 56-58
2. AHMET KIRMAN IL NORDEST DEI TURKI CORRIERE IMPRESE -09.09.2019 - page 21
3. SISECAM INTERNATIONAL GLASS CONFERENCE GLASS WOLRDWIDE -01.09.2019 - page 166
4. SISECAM FLOAT FURNACE REBUILT IN BULGARIA GLASS WOLRDWIDE -01.09.2019 - page 6
5. JOINT INVESTMENT IN USA NATURAL SODA ASH PRODUCTION GLASS WORLDWIDE -01.09.2019 - page 8
6. SISECAM CONTAINER PRODUCTION CAPACITY REACHES 3 MILLION TONS IN TURKEY GLASS WOLRDWIDE -01.09.2019 - page 12
7. DİJİTAL CEO "360 DERECE DİJİTALLEŞİYORUZ" (DIGITAL CEO: WE HAVE 360° DIGITALIZATION) CAPITAL -01.07.2019 - page 168-169
8. MARKALARIN DİJİTAL KARNESİ (DIGITAL SCORE CARDS OF BRANDS) PLATİN -01.07.2019 - page 30-34
9. ŞİŞECAM'IN RAPORUNA ABD'DEN ÖDÜL GELDİ (ŞİŞECAM'S REPORT GETS AWARD FROM US) AKŞAM -13.08.2019 - page 6
10. ŞİŞECAM KİMYASALLAR, YENİ CAM ELYAF ÜRETİM TESİSİNİ DEVREYE ALDI (ŞİŞECAM CHEMICALS OPEN NEW GLASS FIBER PRODUCTION FACILITY) DÜNYA SEKTÖR -29.08.2019 - page 15
11. İSTANBUL HAVALİMANI'NIN TERCİHİ: ŞİŞECAM DÜZCAM (İSTANBUL AIRPORT'S CHOICE: ŞİŞECAM FLAT GLASS) HÜRRIYET -26.09.2019- page 13
12. ŞİŞECAM, BULGARİSTAN'DA FIRINI ATEŞLEDİ (ŞİŞECAM FIRES THE FURNACE IN BULGARIA) DÜNYA -05.07.2019 - page 1
13. ŞİŞECAM'IN DÜZCAM ÜRETİM TESİSİNDE YENİLENE FİRİN ATEŞLENDİ (ŞİŞECAM'S FLAT GLASS PRODUCTION FACILITY IGNITES REBUILT FURNACE) DÜNYA -05.07.2019 - page 9
14. ŞİŞECAM'DAN BULGARİSTAN'A YENİ ÜRETİM TESİSİ YATIRIMI (ŞİŞECAM'S NEW PRODUCTION INVESTMENT IN BULGARIA) TÜRKİYE -05.07.2019 - page 7
15. ŞİŞECAM'IN TÜRKİYE'DEKİ CAM AMBALAJ ÜRETİM KAPASİTESİ 1,3 MİLYON TONA ULAŞTI (ŞİŞECAM'S GLASS PACKAGING PRODUCTION CAPACITY IN TURKEY REACHES 1.3 MILLION TONS) GIDA TEKNOLOJİSİ -01.08.2019 - page 48
16. PAŞABAĞÇE'DEN RİYAD'A MAĞAZA (STORE IN RIYADH FROM PAŞABAĞÇE) STAR -24.08.2019 - page 7
17. İLK HAVALİMANI MAĞAZASINI AÇTI (FIRST AIRPORT STORE) STAR -20.09.2019 - page 6
18. PAŞABAĞÇE AİLESİ BÜYÜYOR (PAŞABAĞÇE FAMILY GROWS) PARA DERGİSİ -07.07.2019 - page 8
19. İNCE VE SADE BİR SERİ: ICONIC (A SLENDER AND SIMPLE SERIES: ICONIC) İSTANBUL LIFE -01.09.2019 - page 89
20. ŞİK VE KULLANIŞLI KASE (ELEGANT AND PRACTICAL BOWN) LA CUCINA ITALIANA -01.09.2019 - page 81
21. 3'ÜLÜ ÖLÇÜ BARDAĞI SETİYLE YEMEK YAPMAK DAHA PRATİK (COOKING MADE PRACTICAL WITH 3-PIECE MEASUREMENT CUP SET) AKŞAM CUMARTESİ -27.07.2019 - page 8
22. ŞİŞECAM'A ULUSLARARASI CAM KOMİSYONUNDAN BAŞKANLIK ÖDÜLÜ (PRESIDENTIAL AWARD TO ŞİŞECAM FROM INTERNATIONAL COMMISSION ON GLASS) İNŞAAT DÜNYASI -01.07.2019 - page 16-17
23. ŞİŞECAM CAM AMBALAJA "YILIN TEDARİKÇİSİ" ÖDÜLÜ (SUPPLIER OF THE YEAR AWARD GOES TO ŞİŞECAM GLASS PACKAGING) PACK CONVERTING -01.07.2019 - page 41
24. ŞİŞECAM YÖNETİCİLERİNE INSEAD'DAN LİDERLİK EĞİTİMİ (INSEAD'S LEADERSHIP TRAINING FOR ŞİŞECAM EXECUTIVES) YAPI MAGAZİN -01.06.2019 - page 47

ŞİŞECAM OCCUPATIONAL HEALTH AND SAFETY POLICY:



We aim to carry out all stages of our production activities in a healthy and safe work environment. In line with this goal, as a requirement of our responsibility for creating healthy individuals and a manpower, we adopt;

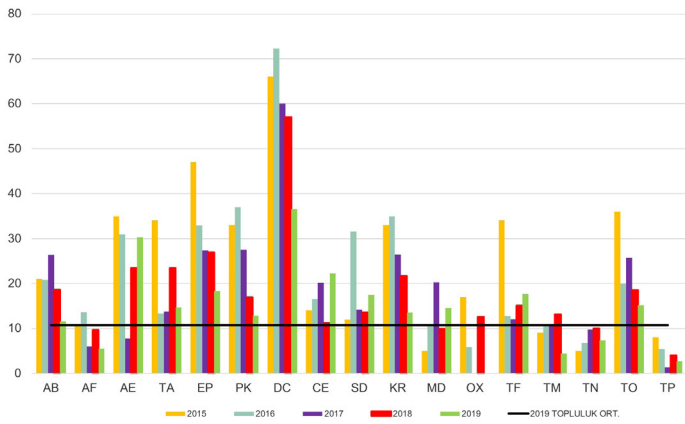
- Determining, implementing and causing to be implemented necessary measures to prevent occupational accidents and domestic and occupational diseases.
- Performing a risk assessment by ensuring the employee participation and achieving an acceptable risk level;
- Using safe equipment and appropriate technologies for a healthy and safe work environment,
- Ensuring the participation of every level of the

organization and our stakeholders in the efforts to improve the occupational health and safety practices, and

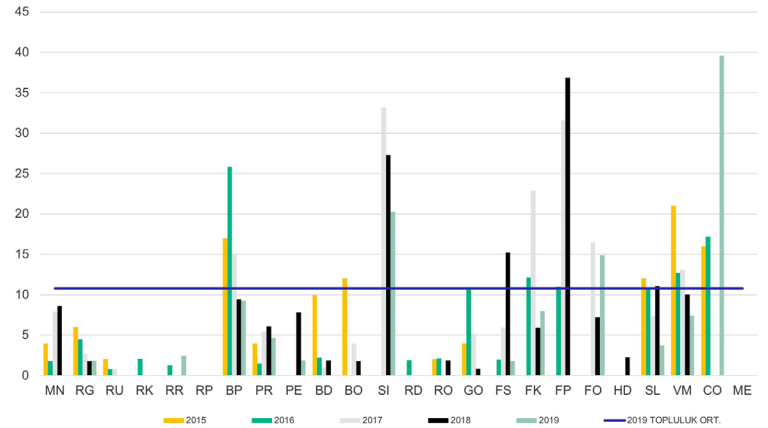
- Creating an Occupational Health and Safety culture and making it our life style.

In line therewith, we represent and undertake to:

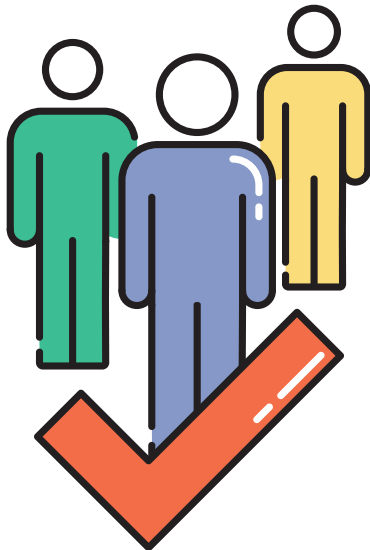
- meet the legal requirements, applicable standards and conditions for Occupational Health and Safety,
- Improve our processes and increase our performance constantly with a proactive approach in Occupational Health and Safety, and
- Continuing our trainings and activities aimed at our employees and subcontractors'/suppliers' employees, visitors, interns and improve them.



T. Şişe ve Cam Fabrikaları A.Ş.
Domestic Plants Accident Frequency Rate
January - June 2019



T. Şişe ve Cam Fabrikaları A.Ş.
Overseas Plants Accident Frequency Rate
January - June 2019

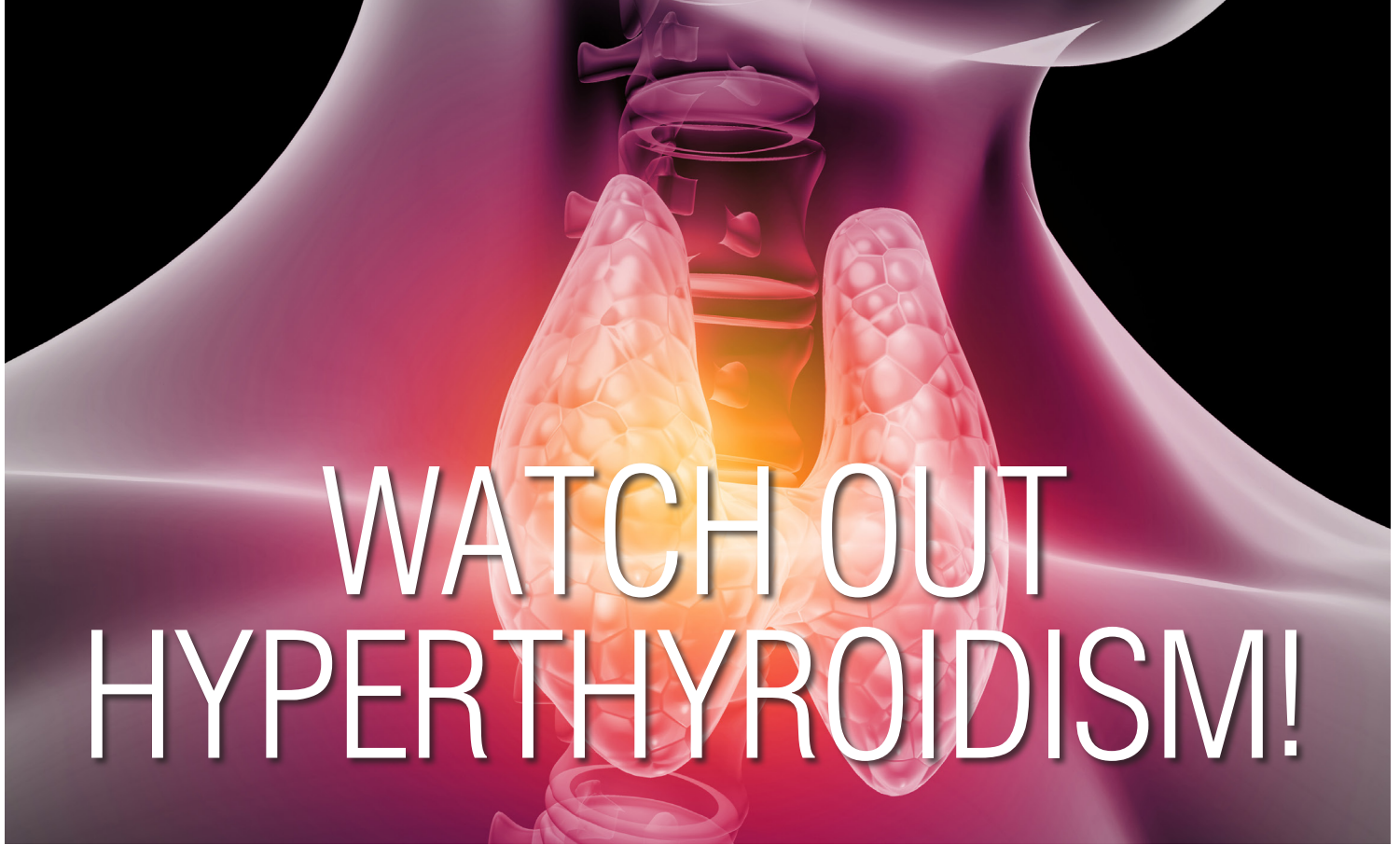


CBA PROCESSES

JULY-AUGUST-SEPTEMBER 2019

CBA PROCESS AT POSUDA CONCLUDED WITH AN AGREEMENT

The negotiations for the new term of the collective agreement between Şişecam's overseas affiliate in Russia, OOO Posuda Plant of the Glassware Production Group, and Russian trade union Proofkom were concluded with an agreement. The collective bargaining agreement will remain in force and effect for two years, from January 1, 2019 to December 31, 2020.



WATCH OUT HYPERTHYROIDISM!

PREPARED BY:

DR. FATİH HAMŞİOĞLU

Consultant for Occupational
and Vocational Diseases,
Directorate of Group Industry
Relations

HYPERTHYROIDISM IS
CAUSED BY EXCESSIVE
PRODUCTION OF
THYROID HORMONE BY
THE THYROID GLAND
AND ADVERSELY
AFFECTS QUALITY OF
LIFE.



The thyroid is a vital secretory gland of around 20 grams, underneath the so-called Adam's apple, which adjusts the body's need for energy and regulates the functions of tissues through the T3 and T4 hormones it secretes. Hyperthyroidism is a clinical condition caused by the excessive hormone production by the thyroid gland.

WHAT ARE THE CAUSES OF HYPERTHYROIDISM?

Genetic predisposition, sex and Type 1 diabetes can be listed as the risk factors of hyperthyroidism. Let us list the key factors causing this disease:

- Autoantibodies produced due to malfunctioning of the immune system (Graves' diseases),
- Development of nodules with uncontrolled hormone production in the thyroid gland (toxic nodular goiter),
- Inflammation of the gland (thyroiditis),
- The effects of the brain tumors alerting the thyroid gland (pituitary adenoma),
- Rarely, hormonal changes during and after pregnancy,
- Intake of hormones (T3, T4) in high doses for treatment purposes.

WHAT ARE THE SYMPTOMS OF HYPERTHYROIDISM?

The symptoms of hyperthyroidism vary

depending on the cause of the disease and the amount of hormones produced. Irritability, anxiety, mood swings, increased pulse rate, hand tremors, loss of weight, extreme sweating, intolerance to heat, softening and humid hair and skin, protrusion of the eyes, and menstrual irregularity can signal hyperthyroidism.

HOW IS HYPERTHYROIDISM DIAGNOSED?

Clinically mild forms, if diagnosed and treated late, may result in malfunctioning of the body and organ and tissue damages due to excessive amount of thyroid hormones. This is why early diagnosis of the disease is of ultimate importance. Hyperthyroidism is diagnosed based on the results of thyroid hormone tests on your blood, imaging methods such as thyroid scintigraphy and thyroid ultrasound, eco-cardiography, and ophthalmologic examinations.

HOW IS HYPERTHYROIDISM TREATED?

Hyperthyroidism is a clinical condition that must be closely monitored by specialists due to possible negative results it could cause. Depending on the severity of the disease, treatment includes anti-thyroid medicine or radioactive iodine (atom) administration. Surgery is another option, in which the thyroid gland is removed by thyroidectomy. Afterwards, the patients have to take hormone drugs for the rest of their life.

