



# ŞİŞECAM



34 FEATURE

## ŞİŞECAM IN THE WORLD: ROMANIA

20 ŞİŞECAM OPENS ITS SECOND PRODUCTION FACILITY IN ITALY

22 PRESTIGIOUS AWARD FOR THE 'GLASS AND GLASS AGAIN' PROJECT

24 THE WORLD GLASS INDUSTRY GATHERS IN THE ŞİŞECAM INTERNATIONAL GLASS CONFERENCE



ŞİŞECAM

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## 3. TABLE OF CONTENTS



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04-27 NEWS

28 DIGITAL  
LIFE



30 TECHNOLOGY  
Evolution of the  
Workplace:  
Digital Office

32 SUSTAINABILITY  
Sustainability As Seen by  
Commodity Exchanges



34 FEATURE  
Şişecam in the World:  
Romania

42 INTERVIEW  
The Guide of  
Pleasurable  
Explorations:  
Saffet Emre Tonguç



44 TRAVEL  
The Rise of  
Ecotourism



48 GASTRONOMY  
Sugar-free Desserts



50 ART  
In the Pursuit of  
Modern Art

54 SOCIAL RESPON-  
SIBILITY

- International Voluntary  
Activities Continue
- Şişecam Çayırova Sports Club Wrapped  
Up 2019 with Achievements

58 FROM US

- 'Şimdi!' Events at  
Full Speed

60 FROM THE  
PRESS

62 INDUSTRY  
RELATIONS

63 HEALTH  
Thyroid Hormone Deficiency:  
Hypothyroidism

# PAŞABAHÇE GLOWS WITH THE NEW YEAR SPIRIT

PAŞABAHÇE WAS THERE FOR THOSE WHO WISHED TO WELCOME 2020 ZESTFULLY WITH VARIOUS NEW YEAR'S GIFTS, EACH MORE BEAUTIFUL THAN THE OTHER, REFLECTING THE SPIRIT OF THE NEW YEAR'S EVE!



## A TOUCH OF PAŞABAHÇE ON NEW YEAR'S EVE TABLES

THE GLOW OF THE NEW YEAR'S EVE ON TABLES WITH PAŞABAHÇE DINNER SETS.

Inspired by tree rings, Paşabahçe Linden dinner set brought the vibe of nature to the New Year's Eve tables with plates and bowls of different sizes. Paşabahçe Tokio dinner set, a great appeal for those who love minimalist designs, added elegance to the New Year's Eve tables.



## THE SPIRIT OF THE NEW YEAR IN THE HOUSE WITH PAŞABAHÇE

HOUSES EMBELLISHED WITH THE NEW YEAR COLORS WITH PAŞABAHÇE'S SIGNATURE DECORATIVE OBJECTS.

Those who wish to prepare their homes for the New Year livened up their decorations with Paşabahçe's signature designs and simplistic yet creative ideas. A cosy vibe was created in the houses by placing New Year lights into Paşabahçe Basic bottles, Botanica or Kremlin vases which were then hung on the wall. A romantic feel was added to the New Year's Eve tables with dried flowers, pebbles or candles in Paşabahçe Village carafes. With arrangements of natural oils, pinecones and dried flowers in Paşabahçe Elysia glasses, the table decorations are stylish and the room smells amazing.

PAŞABAHÇE OFFERS NEW YEAR'S GIFTS SPECIAL FOR

## ZODIAC SIGNS

THOSE WHO FIND IT DIFFICULT TO CHOOSE A GIFT FOR THEIR BELOVED ONES HAVE NOW FOUND IT THANKS TO THE PAŞABAHÇE'S ZODIAC SIGN GIFTS.

Paşabahçe offered special zodiac sign gifts for those who cannot decide on what to buy as a New Year's gift. Here are Paşabahçe's offering of zodiac sign gifts...

**ARIES** The ideal gift options for Aries known for their leadership spirit include Paşabahçe Elysia glasses with powerful design lines, and Paşabahçe Courtyard series characterized by botanic patterns and vintage colors.

**TAURUS** The best present for Taurus known for being patient and responsible, as well as for their big appetite, is Paşabahçe Dionysos series that adds elegance to the tables with its custom-cut design.

**GEMINI** The Timeless ice cream bowl and life-facilitating Zestglass series with multicolored caps would be an unforgettable gift for Gemini known for their lively and colorful personality.

**CANCER** With its timeless patterns, Paşabahçe Timeless series is an ideal gift alternative for the sensitive and fragile Cancer.

**LEO** Paşabahçe Linden dinner set series will be an unforgettable gift for Leo who love spending their time at home, watching TV while dining.



**VIRGO** The ideal gift for the neat, tidy and detail-oriented Virgo would be the simplistic and stylish Paşabahçe Generation dinner set or Monte Carlo glassware.

**LIBRA** Paşabahçe Dear Deer dinner set is recommended for the perfectionist and impatient Libra.

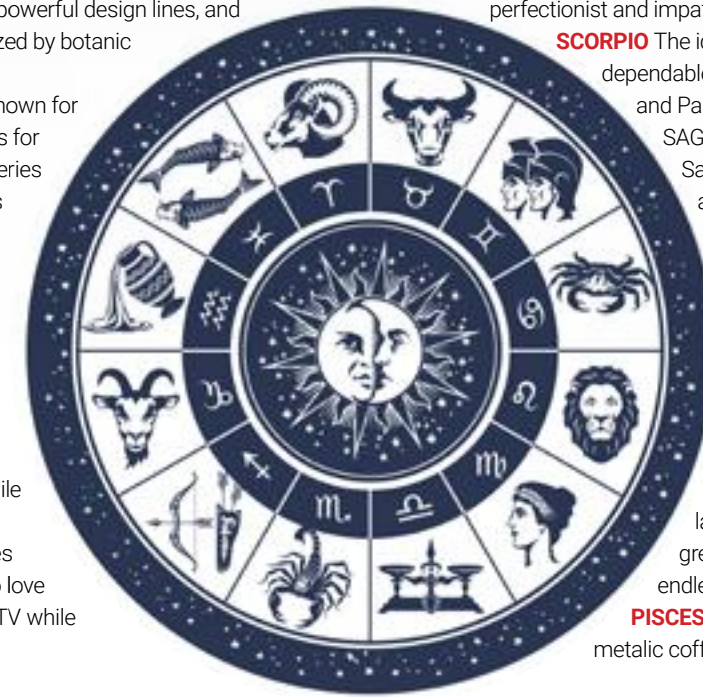
**SCORPIO** The ideal gift options for the mysterious and dependable Scorpio are Paşabahçe Aloha dinner set and Paşabahçe Heybeli tea glasses.

**SAGITTARIUS** The most suitable gift for Sagittarius known for their novelty seeking and unending passion for simplicity is Paşabahçe Iconic glasses with simple patterns, available both with and without grips.

**CAPRICORN** Paşabahçe Villa Patisserie, consisting of three glass bowls stacked on top of each other in practical and elegant designs, is ideal for Capricorn who pay attention to details.

**AQUARIUS** The different versions of the large Paşabahçe Maxi Patisserie make a great gift alternative for the Aquarius with endless imagination.

**PISCES** The easy-to-use Paşabahçe Casablanca metallic coffee cups are ideal gifts for Pisces.



PAŞABAHÇE VILLA PÂTISSERIE PROMISES

## STYLISH PRESENTATIONS

VILLA PÂTISSERIE, THE NEW MEMBER OF PAŞABAHÇE PÂTISSERIE FAMILY, LIVENS UP THE TABLES WITH SPECIAL PRESENTATIONS

Standing out with simple and practical lines, the Paşabahçe Patisserie expands with brand-new designs. Villa Patisserie, the new member of the Patisserie series, consists of three

glass bowls stacked on top of each other. Remarkable with its small footprint, it is an ideal choice for those who wish to liven up their table presentation.



PAŞABAHÇE STORES WELCOME THE

# NEW YEAR

WITH INNOVATIONS

PAŞABAHÇE STORES CREATE AN INDELIBLE IMPRESSION WHILE OFFERING THE BEST GIFT OPTIONS FOR THOSE WHO WISH TO MAKE THEIR BELOVED ONES SMILE IN NEW YEAR.



## THE COLORS OF NEW YEAR

### IN THE HOUSE WITH PAŞABAHÇE STORES

SPIRIT OF THE NEW YEAR AT HOME WITH DESIGNS OF PAŞABAHÇE STORES, EACH MORE BEAUTIFUL THAN THE OTHER

Paşabahçe Stores combined all kinds of dinner sets and decorative objects to welcome the New Year zestfully. Those who wished to experience the New Year's Eve spirit could find their desired Christmas Tree ornaments and decorative objects at Paşabahçe Stores. People could feel the New Year's Eve spirit at home thanks to the Snow Tree decorative objects, available in two sizes, while the pleasant Glitter, Winter, Stars and Tree Metal candle holders with pine figures spread beautiful scents. Those who planned to spend the New Year's Eve at home with their beloved ones embellished their tables with the plates, cups, glasses and tablecloths they selected from among a hundred different options available at Paşabahçe Stores. Dot and Brush glasses gilded with claret red, dark blue and green brought the season's style to the New Year's Eve tables. Starry Night ceramic cups accompanied the pleasurable coffee talks in the morning, following the long New Year's Eve night.

## PAŞABAHÇE STORES:

### YOUR DESTINATION FOR NEW YEAR'S EVE SHOPPING

WITH THEIR WIDE VARIETY OF PRODUCTS, PAŞABAHÇE STORES OFFER GIFT OPTIONS FOR ALL AGES, TASTES AND BUDGETS.

Paşabahçe Stores offered various elegant alternatives for those who wished to make their beloved ones happy with gifts. Glass cups gilded in different colors with the New Year's Eve theme and candle holders in Christmas tree form were pleasant gift alternatives. Those who were looking for exceptional gifts found the ideal choices in World-themed products for travel enthusiasts, and the Marble Cup Set - made of porcelain clay and inspired by the art of marbling (Ebru), a business area on its own during the Ottoman era - for history lovers. As for those who are interested in the Japanese philosophy, Kintsugi Cup Set was the ideal choice, inspired by the traditional

Kintsugi design. Zestful gift options were offered at Paşabahçe Stores with 'Lost Treasures' collection, which reflects the rich cultural heritage of Anatolia with vases, bowls, lanterns, amphoras, bookends, oil lamps, incense burners, and decorative figures. Inspired by the concept of time, 'Timeless' series appealed to those who look for distinctive gifts for their beloved ones. The outstanding gift choices included Aventurine and Sunstone objects handcrafted and decorated by gold bronze and antiquing, and Sundial Paperweight inspired by the Prague Astronomical Clock, also representing the Zodiac cycle with astronomical symbols.



PAŞABAHÇE STORES AT

EMAAR

## SQUARE MALL

THE 55<sup>TH</sup> PAŞABAHÇE STORE OPENED AT EMAAR SQUARE MALL, THE POPULAR SHOPPING DESTINATION ON ISTANBUL'S ASIAN SIDE.

The brand-new Paşabahçe Store opened its doors at Emaar Square Mall, spanning on an area of approximately 600 m<sup>2</sup>. The store in which products with 'Life' and 'Boutique' concept are featured together offers hundreds of dinner table items, kitchen accessories, and decorative objects appealing to every style and budget. The mission of 'Lost Treasures' collection is to preserve cultural heritage and pass it on to future generations. The collection brings art and history enthusiasts together at Emaar Square Mall, reflecting the historical and cultural richness onto glass. Also featuring at Emaar Square Mall, Omnia and Omnia Water collections of Paşabahçe Stores aim to carry the traditional Turkish glazing works to the future.

PAŞABAHÇE OPENS ITS

## SECOND LARGEST STORE

ON ISTANBUL'S ASIAN SIDE

PAŞABAHÇE STORES OPENED ITS SECOND LARGEST STORE AT ATAŞEHİR METROPOL SHOPPING MALL ON ISTANBUL'S ASIAN SIDE.

Paşabahçe opened in Ataşehir Metropol Shopping Mall its second largest store on Istanbul's Asian side, the largest one being in Suadiye. Spanning on an area of approximately 1,000 m<sup>2</sup>, the store presents the 'Life' and 'Boutique' concepts, as well as 'Nude' products, to design enthusiasts at Ataşehir Metropol Shopping Mall. The store is also home to the CaBaRe product group that offers advantageous group purchases for cafes, bars and restaurants.



2020 INNOVATIONS OF PAŞABAHÇE PARTICIPANTS MESMERIZED BY

## HOST MILANO



PAŞABAHÇE PARTICIPATED IN HOST MILANO, HELD ON OCTOBER 18-22 AND KNOWN AS ONE OF THE MOST IMPORTANT FAIRS FOR THE HORECA INDUSTRY.

Paşabahçe participated in Host Milano, a biennial fair known as one of the largest international events for the Horeca industry. In the 41th edition of Host Milano held in 2019, participants had the opportunity to exhibit all kinds of products needed by hotels, bars, restaurants, and cafes. At the fair which also introduced the trends of the future to the visitors, Paşabahçe booth was a marvel of design. The extensive range of Paşabahçe products for catering industry sparked enthusiasm among visitors.

### THE ICONIC SERIES OF PAŞABAHÇE FEATURED AT HOST MILANO

Paşabahçe booth stood out with new color choices of its series, including Allegra, one of iconic collections of Paşabahçe; the simplistic and elegant Iconic, consisting of 3 sizes of mugs and 2 sizes of tumblers; Amber, impressive with its different goblet designs; and Linka, indispensable for tables with its attractive design. Paşabahçe also displayed Villa Patisserie, a 3-storey decorative

and functional presentation item that has recently joined the Patisserie family. Consisting of three glass bowls stacked on top of each other, Villa Patisserie drew attention with its small footprint.

### PAŞABAHÇE'S INNOVATIVE CATERING PRODUCTS HUGELY ACCLAIMED

Among the novelties Paşabahçe exhibited, Hill series stood out with its nesting design and two different glass sizes, while the Grande Sunray series of four

different stackable glasses also spurred a great deal of attention at Host Milano. Veneto goblets, designed in five sizes and gently fitting in hands with soft and rounded contours, and Napa series of classical goblets were also among the ambitious products displayed at the Paşabahçe booth. Another series that Paşabahçe displayed at the fair was the elegant Leafy glass series, consisting of three different designs with engraved leaf patterns.

GREAT ADMIRATION FOR HORECA CATERING COLLECTIONS BY

## NUDE

THE SAVAGE COLLECTION SPARKED HUGE ENTHUSIASM AT HOST MILANO

Nude showcased its latest collection of cocktail glassware in collaboration with world-renowned mixologist Remy Savage. The design team at Nude has worked with Savage to create a collection comprised of six pieces, to help resolve the common problems faced by the world's leading bars; namely the trend for premium spirits coupled with the large size of generic glassware. During the fair, Nude organized two events; cocktail workshop with Remy Savage and Stem Zero glass tasting with Yair Haidu.



THE 25TH EDITION OF THE EURASIA PACKAGING FAIR DOMINATED BY

## ŞİŞECAM GLASS PACKAGING

ŞİŞECAM GLASS PACKAGING DISPLAYED ITS AWARD-WINNING DESIGNS AND EXTENSIVE PRODUCT PORTFOLIO AT THE 25TH EDITION OF THE EURASIA PACKAGING FAIR

Eurasia Packaging Fair, one of the most important events in the global packaging industry, opened its gates for its 25th edition in 2019. The fair saw large participation, bringing glass packaging brands and professionals together. Şişecam Glass Packaging featured its extensive range of products in its booth at the fair, in addition to its designs which have recently swept a number of local and international awards. Şişecam Glass Packaging booth hosted a record-breaking number of local and international visitors throughout the fair.



ŞİŞECAM CHEMICALS

## AT THE TURKISH COMPOSITE 2019 SUMMIT

ŞİŞECAM GLASS FIBER PARTICIPATED IN THE TURKISH COMPOSITE 2019 SUMMIT HELD ON OCTOBER 10-12.

Şişecam Glass Fiber, operating under Şişecam Chemicals, participated in the Turkish Composite 2019 Summit, one of the most important events in the composite industry. Şişecam Glass Fiber spurred a great deal of attention in its booth where glass fiber products were displayed and information was shared on the areas of application of the products. The Human Resources team of Şişecam met up with the university students at a career session in the fair where Şişecam Science and Technology Center also delivered a presentation.



EXCEPTIONAL

## QUALITY CERTIFICATION

FOR ŞİŞECAM AUTOMOTIVE



ŞİŞECAM AUTOMOTIVE QUALIFIED FOR THE 'FORD Q1 QUALITY CERTIFICATION', ONE OF THE MOST PRESTIGIOUS CERTIFICATIONS IN THE GLOBAL AUTOMOTIVE INDUSTRY.

Şişecam qualified for the Ford Q1 Quality Management System certification thanks to its successful business processes and applications. The certificate proves that Şişecam Automotive is entitled to serve for all of the Ford factories around the globe and engage in production for all models. It is a testament to the fact that Şişecam Automotive is the global supplier of Ford. Q1 Quality Management System certificate was presented to Şişecam Automotive at a ceremony at the Lüleburgaz Plant on October 10, 2019 with the participation of Ford Otosan employees. Plant Manager Ulaş Kaçar received the Q1 certification on behalf of Şişecam Automotive from Fatih Aydoğdu, Supplier Development STA Senior Manager at Ford Otosan.

## A MEANINGFUL PLAQUE

TO ŞİŞECAM CHEMICALS

The Board of Directors of the Turkish Chemical Manufacturers Association convened on October 2019. A plaque was awarded to Faruk Tamer Akköseoğlu, R&D and Quality Director at Soda Sanayii A.Ş., who also has a seat in the Board of Directors of the Association, as part of the 50th anniversary of Soda Sanayii A.Ş.



## COMPOSITES MANUFACTURERS GATHERING

IN BALIKESİR

THE MEMBERS' MEETING OF COMPOSITES MANUFACTURERS ASSOCIATION WAS HELD IN BALIKESİR PRODUCTION FACILITY OF ŞİŞECAM GLASS FIBER.

The members' meeting of Composites Manufacturers Association was hosted by Şişecam Glass Fiber on November 14, 2019 in Balıkesir. Members of the association had the opportunity to explore the production facility of Şişecam Glass Fiber at the meeting that brought together composite manufacturers. The members of the association hugely appreciated the modern facility of Şişecam Glass.



ŞİŞECAM GLASS PACKAGING

## IN THE PACKAGING CONGRESS

ŞİŞECAM GLASS PACKAGING PARTICIPATED IN THE PACKAGING CONGRESS HELD FOR THE FIRST TIME THIS YEAR BY THE PACKAGING MANUFACTURERS ASSOCIATION.

The 1<sup>st</sup> Edition of the Packaging Congress was held by the Packaging Manufacturers Association, to which Şişecam Glass Packaging is a member, on 21-22 November, spurring a great deal of attention. Şişecam Glass Packaging participated in the congress in a special session themed, 'The Digitalizing World and Turkish Glass Packaging Industry'. Şişecam's special session, which took on the second day of the congress, was moderated by Prof. Dr. Atıf Can Seydim. Burak Atalay, Şişecam VP of Marketing & Sales; Gökmen Eriş, Şişecam IT Strategy and Governance Manager; and Eda Yılmaz, Design Chief at Şişecam Science and Technology Center delivered the following presentations respectively in the session: 'Opportunities for Glass Packaging Export in Turkey', 'Digitalization and Glass Packaging Industry', and 'Glass Packaging and Design'.



USA

ŞİŞECAM GLASS PACKAGING VISIT TO THE

ŞİŞECAM GLASS PACKAGING ORGANIZED A VISIT TO THE USA AND CARIBBEAN ISLANDS FOR THE DISTRIBUTION CHANNEL CLIENTS.

Şişecam Glass Packaging organized a cruise to Miami, the USA, and Caribbean Islands for the distribution channel clients as part of the sales campaign for home canning jars. The distribution channel members had a great time in the trip held on November 10-16.



# THE LOST TREASURES OF ANATOLIA

## IN PAŞABAHÇE STORES

PAŞABAHÇE STORES CONTINUE TO CARRY TO THE FUTURE THE CULTURAL AND ARTISTIC HERITAGE OF THE ANATOLIAN CIVILIZATIONS THROUGH GLASS OBJECTS. THE 'LOST TREASURES' COLLECTION, INCLUDED INTO THE 'HISTORY-CULTURE-GLASS' COLLECTION AS PART OF THIS CONCEPT, WAS INTRODUCED IN A MEDIA CONFERENCE.

A new collection joined the collections created by Paşabahçe Stores to pass the rich cultural heritage of Anatolian civilizations on to the future through reinterpretation of the works with glass. As the 14th member of the 'History-Culture-Glass' collections, the 'Lost Treasures' Collection was inspired by the Anatolian works that were taken

abroad or could be recovered back with various agreements. The historical works of Anatolian civilizations that made a mark on Anatolia were literally revived by modern glass art.

The 'Lost Treasures' collection was launched by Paşabahçe Stores General Manager Esra Tokel at Zorlu Center on

November 12, 2019. Executive editors and editorial directors of decoration magazines attended the event. Zeynep Güven; editor in chief at All Decor; Kansu Şarman, executive editor at Atlas; Elif Günenç, editorial director at Elle Decoration; Sevda Barandır Sungurtekin, editorial director at Evim; Fatma Müyesser Özel, editorial director at House

Beautiful; Çiğdem Hasanoğlu, editor in chief at Instyle Home; Talya Nakkaş, deputy chief editor at Art Dog; Esra Aytekin, editorial director at Maison Française; Fulya Bozkurt, editor in chief at Marie Claire Maison; and Emel Mürtezaoğlu, editor at OnAir - Sun Times attended the media conference at which collection items were introduced.



## A RESPECTFUL NOD TO ANATOLIA: THE LOST TREASURES COLLECTION

THE COLLECTION, OFFERED FOR SALE AT PAŞABAHÇE STORES, FEATURES LIMITED EDITIONS OF 30 CUSTOM DESIGNS WITH NO MORE THAN 2,000 ITEMS. HERE ARE THE DESIGNS IN THE COLLECTION AND THEIR STORY...

**Antik Amfora** is inspired by a ship sunken in Serçe Harbor bay near Marmaris in the 11th century.

**Cihan Gunpowder Horn Object** draws its inspiration from the so-called saz style, an ornamentation technique dating back to the 14th-16th century Ottoman period.

The design of **Sefer Chamfron**, one of the numerous military equipment seized in sieges and wars, is inspired by a tombac chamfron from the 17th century.

The patterns on **Zafer Helmet** draw their inspiration from the helmets exhibited in Kremlin and Hermitage Museums in Moscow, dating back to the 16th-17th centuries.



Inspired by the ancient Japanese technique 'Kintsugi', based on repairing the broken objects, **Nefise Vases and Nefise Bowls** aim to draw attention to hundreds of tiles abroad.

**Çinili Incense Burner** draws its inspiration from a kalemndan (a special pen box used by calligraphers to place their reed pens), dating back to around 1510 and currently exhibited at the British Museum.

Featuring a pattern of tulips created with Hatai technique, **Tulip Woven Vase** draws its inspiration from a fabric dating back to the 16th or early 17th century in the Ottoman period and currently exhibited at the Harvard University Art Museum.

Created with patterns of multi-leaf tulips, hyacinth and pomegranate, **Hyacinth Woven Vase** is inspired by a fabric from the 16th century Ottoman period.

**Carnation Woven Vase** is inspired by a fabric from the 16th century Ottoman period, currently exhibited at the Davids Samling Museum in Copenhagen, Denmark.

Featuring peacock feather motifs, **Tuveys Woven Lantern** is inspired by a fabric from the 17th century Ottoman period, currently exhibited at the Bargello Museum in Florence.

**Hittite Goat** is inspired by a Bronze Goat Tablet, one of the cuneiform clay tablets from Boğazköy, dating back to 2000 BC.



Produced from handmade glass by 'pate de verre' technique, **Market Gate of Miletus** Bookend is inspired by the Market Gate of Miletus, which was taken to Berlin by Germans, with the implicit approval of Sultan Abdul Hamid II, and is currently exhibited at the Pergamon Museum.

Inspired by a terracotta jug dating back to 630 BC, **Miletian Pitcher** depicts griffons, goats, gazelles and waterfowls with lotus and lotus buds at the very bottom border.

Featuring ancient plant and deer motifs, **Deer Oil Lamp** was inspired by the oil lamps dating back to the early Roman period.



**Didyma Column Bowl and Didyma Column Vase** are inspired by the columns excavated in the ancient city of Didim and currently exhibited at the Louvre Museum.

**Mosaic Bowl and Mosaic Vase** were based on the Gypsy Girl mosaic which was looted during the 1960s and was reclaimed in 2018 to be exhibited in the Zeugma Mosaic Museum in Gaziantep.

**Trojan Two-Handled Vase** is designed after two-handled goblets in the Trojan treasures and decorated with relief patterns representing the gold jewelry.

The design of the **Trojan Jugs** is inspired by the jugs with handles found in Troy from 2600-2450 BC.

**Hellenistic Helmet Oil Lamp** was inspired by a bronze helmet belonging to the Mycenaeans who lived in the lands of Pergamon.

The characters on **Battle of Giants Object** which portrays the war between Zeus and Giants are engraved on different layers of glass in a chronological order.

**Yortan Vase** is inspired by a handmade black earthenware jug dating back to 2750- 2300 BC, excavated in Yortan, Karabük.

**Birgi Candle Holder** is ornamented with geometric patterns peculiar to the Seljuk Period. The object is inspired by the minbar (pulpit) door of the Birgi Aydınolu Mehmet Bey Mosque in Izmir, which was illegally taken out of the country in 1993 and found in 1995.

**Divriği Sahan** is inspired by the floral motifs and borders on two walnut panels from the Divriği Mosque in Sivas. Stolen and found later in New York and London, the panels were brought back to our country.

The design of the **Farisi Silver Dipper** draws its inspiration from a 17th century Ottoman silver dipper that was brought back to Turkey.

Inspired by a gülâbdan (rosewater sprinkler) dating back to 1764, **Istanbul Decorated Bottle** is decorated with a composition of floral patterns.



The object named **Noah's Gondola** is inspired by the legend of Noah's Ark, featuring various animal motifs such as tiger, lion, elephant, cheetah, panther, which once lived in Anatolia but are now extinct.

FAMOUS FIGURES HOSTED BY

NUDE

IN NEW YEAR'S DINNER

NUDE HOSTED FAMOUS FIGURES IN A NEW YEAR'S DINNER IN AKMERKEZ PAPERMOON.



Nude hosted famous figures such as Sinem Güven, Akasya Asiltürkmen, Ayşe Tolga, Sedef İybar, Elif Dağdeviren, Tuvana Büyükçınar, Ferin Batman, Jale Balcı, Zeynep Kartal and Hande Çilek in a New Year's dinner held in Akmerkez Papermoon Restaurant. The guests had the opportunity to

experience the Nude Stem Zero collection and enjoyed a special glass tasting session with famous sommelier Yair Haidu. Nude Stem Zero collection sparked huge enthusiasm among the guests as the preference of famous restaurants such as the Michelin 3-star restaurant Mirazur\*\*\* Relais & Châteaux, the winner World's 50 Best Restaurants Awards 2019. The guests later had the opportunity to closely explore and view all of the Nude collections with a visit to the Akmerkez Paşabahçe Stores.



NUDE

NUDE SPONSORSHIP AT MARKA CONFERENCE

NUDE SPONSORED THE 20<sup>TH</sup> EDITION OF MARKA CONFERENCE HELD AT ÇIRAĞAN PALACE KEMPINSKI ON DECEMBER 18-19

Nude brought the international participants together with collections designed by internationally-renown designers at MARKA Conference held in Çırağan Palace Kempinski on December 18-19. Şişecam Glassware Production Group President Cemil Tokel remarked on the worldwide achievements of Nude, which incorporated the philosophy of 'Simple is Beautiful' into the collections of international designers. Tokel emphasized that the key reason which made Nude the first choice of restaurants like the 3-star Michelin Restaurant Mirazur\*\*\* Relais& Châteaux, which was named the Best Restaurant in the World, was its well-designed products.

TASTING

SESSION WITH NUDE

AT SOHO HOUSE

STEM ZERO ION SHIELDING GLASS TASTING EVENT TOOK PLACE AT SOHO HOUSE.

A tasting session with Nude Stem Zero was organized by the sommelier Yair Haidu, exclusively for Soho House members, on December 16<sup>th</sup>. Stem Zero collection consists of wine and champagne glasses, which make a difference with lightness and fineness with a twice stronger and more flexible structure thanks to Şişecam's special Ion Shielding technology.



BECOMES MAIN SPONSOR OF SOMMELIERS' SELECTION 2019

As the main sponsor of Sommeliers' Selection 2019 held in The Marmara Taksim on November 30-December 1, Nude introduced the Stem Zero collection, strengthened with the Ion Shielding technology, to wine enthusiasts and horeca professionals. Collections were presented at the exhibition units and booths set up in the foyer area and tasting hall. As part of the presentations, a workshop called "The Spirit of Bordeaux" was held by Yair Haidu on November 30<sup>th</sup> using Stem Zero Ion Shielding glasses.

STYLISH COCKTAILS

WITH NUDE'S AWARD-WINNING HEPBURN COLLECTION

WITH NUDE'S AWARD-WINNING HEPBURN COLLECTION BY BRAD ASCALON, COCKTAIL PRESENTATIONS ARE MORE STYLISH.

The Hepburn collection was debuted at the Host Milano in 2017 and designed by Brad Ascalon to reflect characteristics of 'Golden Age' from which it was inspired. Consisting of a mixing glass with metal stirrer, low and long cocktail glasses with accessories, a cocktail shaker with metal stirrer and coupe glasses, the Hepburn collection demonstrates American designer Brad Ascalon's simplistic, functional and balanced approach to aesthetics. The collection invigorates the mixology experience through a classic yet modern statement, merging clean lines with brass details. The collection holds six prestigious awards, including the first prize in Tableware category in EDIDA 2018 (Elle Deco International Design Awards) and "The Best of the Year" award by Interior Design Magazine.







## THE GLASS CRAFTSMANSHIP

PROJECT BY ŞİŞECAM FLAT GLASS

THE GLASS CRAFTSMANSHIP PROJECT, CREATED TO MEET THE QUALIFIED WORKFORCE NEEDS OF THE GLASS INDUSTRY, OBTAINED APPROVAL FROM THE VOCATIONAL QUALIFICATION AUTHORITY (VQA).

Şişecam Flat Glass launched the Glass Craftsmanship Project in 2016 to meet the ever-increasing need for qualified workforce in glass industry. Aiming to introduce certified glass processing workforce for the glass industry with the Glass Craftsmanship Project, Şişecam Flat Glass set the occupational standards and qualifications for all of the operational areas of processed glass with the Vocational Qualification Authority (VQA) and professionals from the glass industry, and got them published on the Official Gazette. Online tutorials were prepared to contribute to the certification process of glass craftsmen. With the support of Şişecam Flat Glass, Ankara Chamber of Industry was authorized by VQA to grant certification to glass craftsmen as a result of preliminary works of around 3.5 years. In the upcoming period, Şişecam Flat Glass will maintain its efforts to promote the involvement of certified glass craftsmen in our industry.

## ŞİŞECAM

### FLAT GLASS

TRAINING PROGRAMS IN PROGRESS

ŞİŞECAM FLAT GLASS RAISES THE AWARENESS OF GLASS THROUGH ITS TRAINING SESSIONS.

#### SUSTAINABILITY AND DIGITALIZATION TRAINING BY ŞİŞECAM FLAT GLASS

Şişecam Flat Glass organized Sustainability and Digitalization trainings for clients in November and December as part of its sustainable growth and service approach.

Piquing a great deal of interest, the training sessions will continue to cover all clients.

#### MUNICIPALITIES TRAINED ON THE RIGHT GLASS USE

Şişecam Flat Glass continues to provide training sessions for the public sector. To this end, a team of nearly 300 people who work in the central and district municipalities of Denizli, Eskişehir and Isparta were trained on the products and right glass practices that comply with the legal regulations. The training sessions where mobile applications were also introduced enabled participants to experience the benefits of Şişecam Flat Glass products through test equipments.

## GLASS

### PROJECTS

APP NOW AVAILABLE ON SMARTPHONES

GLASS PROJECTS, THE ENGLISH VERSION OF ŞİŞECAM FLAT GLASS' NEW MOBILE APPLICATION, IS NOW AVAILABLE ON APP STORE AND GOOGLE PLAY STORE.



The app Glass Projects is now available in English, enables users to look through the reference projects with Şişecam Flat Glass products including location, images and detailed information. The mobile app Glass Projects can be downloaded to smartphones via App Store or Google Play.

## ISICAM

### KUMBARA KART

#### CLUB

KUMBARA KART, THE LOYALTY PROGRAM OF ISICAM SYSTEMS, LEFT BEHIND THREE YEARS.

Isicam Kumbara Kart Club, enabling PVC frame producers to attend trainings and follow the latest updates from the industry, celebrates its third anniversary. Kumbara Kart Club has reached nearly 9,000 members in three years and continues to be a

powerful loyalty program with the benefits and the effective rewarding mechanism it offers to PVC frame producers and glass balcony companies. Kumbara Kart Club continues to celebrate its anniversary with special gifts for its members.



RECORD-BREAKING ACCESS ON SOCIAL MEDIA WITH ISICAM

### CAMDAN CAMA

THE SECOND SEASON OF CAMDAN CAMA COMPETITION, HELD ON ISICAM SYSTEMS FACEBOOK PAGE, IS COMPLETED.

The second season of Camdan Cama competition published on the Facebook page of Isicam Systems was wrapped up. The competition aims to explain the top notch Isicam product features to users in an entertaining way. In the second season, the benefits offered by Isicam were introduced to the users in five episodes, with a concept of

five different TV shows, by using current social media trends. As a result of the competition, Isicam acquired nearly 9,000 new followers on Facebook and the competition films got 5 million views. Up to 15,000 people were accessed with the competition which was supported by the Instagram, YouTube and Twitter accounts of Isicam.



## GLASS

### REPLACEMENT CAMPAIGN

BY ISICAM

The glass replacement campaign held from October 4 to November 30, 2019 sparked huge enthusiasm among consumers. The glass of hundreds of houses was replaced with Isicam S / K. as part of the campaign which promotes energy saving with

glass. End consumers who replaced their windows glass with Isicam S/K won gift vouchers in the campaign held via digital channels. At the end of the two-month campaign, 38 million people were accessed, with 470,000 clicks and 2.5 million views on social media.

ISICAM SYSTEMS IS NOW ON

### INSTAGRAM



ISICAM SYSTEMS ADDED ON A NEW SOCIAL MEDIA ACCOUNT WITH INSTAGRAM.

Isicam reaches its target audience with its Instagram account at [instagram.com/isicamsistemleri](https://www.instagram.com/isicamsistemleri). Brand recognition of Isicam and the loyalty of its target audience further awareness increase thanks to the social media accounts.





## ŞİŞECAM FLAT GLASS

### TOGETHER WITH THE EUROPEAN ARCHITECTS

ŞİŞECAM FLAT GLASS MET WITH THE EUROPEAN ARCHITECTS AS PART OF THE GLOBAL SHARE EVENTS.

Şişecam Flat Glass had the opportunity to meet nearly 1,500 participants from 18 countries at Share Events 2019 where new ideas and architectural projects were discussed. In addition to the architects, façade consultants and glass professionals also participated in the event which took place in Venice, Prague, Krakow, Bucharest, and Athens. As part of the events, Şişecam Flat Glass delivered a presentation on the recently-introduced coated products and reference projects, piquing the tremendous interest of industry's professionals at the conference.

ŞİŞECAM FLAT GLASS AT

## THE 9<sup>TH</sup> EDITION

## OF THE INTERNATIONAL

## QUALITY IN

## CONSTRUCTION SUMMIT

The 9<sup>th</sup> Edition of the International Quality in Construction Summit, one of the most important events in the construction industry, was held in Swissotel The Bosphorus on November 5, 2019 by the Association of Turkish Construction Material Producers (IMSAD). Şişecam Flat Glass participated in the summit, which took place under the motto 'The Codes of Competition: Trade Without Boundaries' in 2019. Şişecam Düzcam's booth drew a lot of attention, giving information on the innovative products to professionals.



## NINETY-SIX PERCENT

## CUSTOMER SATISFACTION

### FOR ŞİŞECAM FLAT GLASS

ŞİŞECAM FLAT GLASS COMPLETED THE ANNUAL CUSTOMER SATISFACTION SURVEY IN TURKEY

The Satisfaction Survey of Şişecam Flat Glass was conducted by an independent research company to assess how satisfied the customers are with different aspects of Şişecam Flat Glass' products and services and get feedback on current needs and future expectations. Satisfaction on the Şişecam Flat Glass products and services reached 96% in all customer groups with a significant increase in 2019 according to the results of the survey which provides data on the sectoral position and brand perception of Şişecam Flat Glass. This rate was a lot higher than the average customer satisfaction rate of 81% in B2B industry according to IPSOS data. Especially, digital marketing activities that enable to get in touch with consumers were among the areas with highest satisfaction rate.

## ISICAM TURNS 45!

ISICAM SYSTEMS HAS BEEN CREATING DIFFERENT TYPES OF INSULATED GLASS UNITS DEPENDING ON THE NEEDS FOR 45 YEARS.



Isicam Systems, having introduced insulated glass units to Turkey in 1974, embarked on its journey with the production line at the Glass Processing Plant in Çayırova. Isicam Systems, providing %50 more energy saving compared to single glazing, attracted a lot of public attention across Turkey.

Currently, Isicam Systems has reached 187 producers in 60 provinces, 250 Isicam (insulated glass unit) production lines and a production capacity of 35 million m<sup>2</sup>.

During 45 years, 200 million m<sup>2</sup> Isicam was produced. The use of

Isicam S and Isicam K products (representing 52 million m<sup>2</sup> of the aforementioned Isicam production) in the buildings saved 13.2 billion m<sup>3</sup> of natural gas and eliminated 28 million tons of carbon emissions, which corresponded to CO<sub>2</sub> emissions eliminated with 28 million tons of trees.

Isicam Systems meets numerous needs of customers in heat, solar and noise control, and safety and security with its wide product range, while continuing to provide bespoke solutions for distinctive needs with top notch energy-saving insulated glass units.

### THE 45<sup>TH</sup> ANNIVERSARY CELEBRATION OF ISICAM SYSTEMS

The 45<sup>th</sup> anniversary of Isicam was celebrated at The Museum Hotel Antakya with the participation of Authorized Isicam Producers. Realized under the theme "Proud Heritage, Strong Future", the meeting commenced with the opening speech of Şişecam Flat Glass Group President Dr. Reha Akçakaya who emphasized that higher goals could be achieved together in the future by building upon the previous achievements yielded with the traditional values.

In the meeting, the successful activities of 2019 and future objectives were also shared.





**Prof. Dr. Ahmet Kirman**  
The Vice Chairman and CEO of Şişecam Group



**Giuseppe Conte**  
Prime Minister of Italy

in Italy to EUR 200 million in 2020, particularly through the investments in flat glass. The Manfredonia facility is expected to offer strategic benefits for Şişecam's flat glass operations in Europe thanks to its geographical position, with an annual production capacity of 190,000 tons. Upon commissioning the system, Şişecam's flat glass production capacity was doubled and reached 410,000 tons per year in Italy. The range of products was expanded thanks to the facility which was renewed with a lamination line of 3.5 million square meters/year and a coating line of 5 million square meters/year. Therefore, Şişecam became the largest producer in the architectural glass market across Italy.



## ŞİŞECAM GROUP'S

# SECOND FACILITY OPENED IN ITALY

ŞİŞECAM GROUP COMMISSIONED THE MANFREDONIA FACILITY, THE SECOND FLAT GLASS INVESTMENT IN ITALY, UPON THE COMPLETION OF THE RENOVATION AND MODERNIZATION WORKS IN A RECORD-BREAKING TIME.

The second investment of Şişecam Group in Italy, the Manfredonia facility came into operation. Following the incorporation of the Porto Nogaro facility in northern Italy in 2016, Şişecam acquired the Manfredonia facility in Sant'Angelo' in June 2018, marking its second investment in Italy. The Manfredonia facility was officially inaugurated upon the completion of renovation and modernization investments two months earlier than planned.

### INAUGURATION CEREMONY ATTENDED BY TOP OFFICIALS

The inauguration ceremony was hosted by Prof. Ahmet Kirman, the Vice Chairman and CEO of Şişecam Group, on 30 November 2019 with the participation of Giuseppe Conte, Prime Minister of Italy; Murat Salim Esenli, Ambassador of the Republic of Turkey in Rome; Michele Emiliano, President of Puglia Region; and Dr. Pierpaolo D'Arienzo, Mayor of Monte Sant'Angelo, as well as the invitees and employees. In his speech at the ceremony, Italian Prime

Minister Conte remarked that his government had been continuously encouraging foreign investments, and that Şişecam proposed a sustainable project, both financially and environmentally, and took a significant step by commissioning this facility.

### ŞİŞECAM'S PRESENCE CEMENTED IN ITALY

In this speech, Prof. Dr. Ahmet Kirman, Vice Chairman and CEO of Şişecam Group, remarked that Şişecam Group operated in 14 countries on four continents, creating social and economic value across all of the geographies where it operated, brought innovative products to customers in more than 150 countries and employed 22,000 people. Stating that they invested more than EUR 55 million for Manfredonia, including the acquisition value and working capital, Prof. Dr. Ahmet Kirman stressed that the group's investments in Italy exceeded EUR 150 million. Şişecam Group aims to increase the total sales revenues of our operations





## PRESTIGIOUS AWARD

### FOR THE GLASS AND GLASS AGAIN PROJECT

ŞİŞECAM GROUP WINS THE SUSTAINABLE BUSINESS AWARD FOR ITS GLASS AND GLASS AGAIN PROJECT.

Şişecam Group was entitled to an award in the "Social Impact" category at the 6th edition of the Sustainable Business Awards for its Glass and Glass Again project, which was among Turkey's broadest sustainability and social responsibility projects. Launched by the Sustainability Academy Turkey in 2014, the Sustainable Business Awards has been one of the most prestigious competitions to honor the long-term projects focused on community and environment.

The competition strives to highlight and communicate the projects which have succeeded in handling organizations' economic, environmental and social impact proactively. 37 jury members, mostly academics, evaluate the submissions. Ranking among 23 finalists in the Social Impact category at the preliminary evaluation, Glass and Glass Again eventually

triumphed as the award winner. Chief HR and Corporate Communications Officer Şengül Demircan and Corporate Communications Director Hale Elif Ergün were present to receive the award on behalf of Şişecam Group.

Launched in 2011 by Şişecam Group, Glass and Glass project raised awareness for the importance of recycling of glass by reaching 3 million people so far through numerous events and awareness-raising activities. As one of Turkey's broadest sustainability and social responsibility projects, the project prevented 6.5 billion glass bottles from being trashed and over 1.2 million tons of glass waste were recycled up to date. Recycled waste glass has prevented the CO2 emission equivalent to the air cleaned by 34 trees in a year, while energy savings amounted to 49,000 households' need for annual heating and hot water.



## ORDER OF MERIT TO

## PROF. DR. AHMET KIRMAN FROM TATARSTAN

PROF. DR. AHMET KIRMAN, VICE CHAIRMAN AND CEO OF ŞİŞECAM GROUP, RECEIVED AN ORDER OF MERIT FROM TATARY PRESIDENT RUSTAM MINNIKHANOV FOR HIS CONTRIBUTIONS TO ECONOMIC COOPERATION BETWEEN THE TWO COUNTRIES.

The Tatory President Rustam Minnikhanov presented the order of merit to Prof. Dr. Ahmet Kirman for supporting the economic cooperation between Turkey and Tatarstan and contributing to the investments in Tatarstan. Prof. Dr. Ahmet Kirman expressed his gratitude at the ceremony held at the presidential office of Rustam Minnikhanov. Prof. Dr. Ahmet Kirman noted that Şişecam is the only global producer operating in all of the three main areas of the world glass industry - namely flat glass, glassware and glass packaging - stressing that it invested in all of

these areas in the Russian Federation.

### ŞİŞECAM GROUP'S INVESTMENTS IN TATARSTAN REACH \$350 MILLION

The annual production capacity of Şişecam Group in the Russian Federation is more than 1.5 million tons, while the Group's total investment has exceeded USD 1.2 billion. Şişecam has ultimately added the flat glass investments in the Republic of Tatarstan to its investments in Russian Federation, which include glass packaging and glassware. The flat glass plant, established with the Saint-

Gobain partnership through an investment worth USD 210 million, was commissioned in 2014 with a capacity of 230,000 tons/year. A 100% Şişecam investment, the automobile glass plant cost USD 100 million with an annual production capacity of 3.2 million square meters. Şişecam's total investments in Tatarstan reached USD 350 million along with additional and sustained investments. Tapping into investments in the flat glass and automobile glass plants, Şişecam became an important player in the flat glass market in the region as well.

## ŞİŞECAM GROUP

## GROWS

## STRONGER WITH WOMEN

Şişecam Group won the 'Women-Empowered Board' award at the 7th Edition of the Turkey Women Directors Conference held by Sabancı University Corporate Governance Forum. Elif Araç Çakır, Organizational Development Manager, received the award on behalf of Şişecam Group from Arvid Tuerkner, EBRD (European Bank for Reconstruction and Development) Managing Director for Turkey. The results of the '2019 Report on Women in Boards of Directors in Turkey' were announced at the conference held under the theme of nomination for boards of directors and diversity. According to the 'Women-Empowered Boards Index,' Şişecam is one of the companies with the highest number of female members in board of directors, with 30% female board members based on a study with 402 publicly-traded companies. Şişecam Board of Directors, which consists of 9 members, has 3 female members, 1 of whom being an independent member.





Prof. Dr. Şener Oktik  
Chief Research and Technological Development Officer

## THE WORLD GLASS INDUSTRY

### GATHERING AT THE ŞİŞECAM

#### INTERNATIONAL GLASS CONFERENCE

ŞİŞECAM GROUP BROUGHT TOGETHER NEARLY 500 RESEARCHERS, SCIENTISTS AND INDUSTRY PROFESSIONALS FROM 26 COUNTRIES AT THE INTERNATIONAL GLASS CONFERENCE HELD FOR THE FIRST TIME THIS YEAR. THE FUTURE OF GLASS AND NOVEL TECHNOLOGIES WERE DISCUSSED AT THE CONFERENCE HELD UNDER THE MAIN THEME 'GLASS IN THE SUSTAINABLE FUTURE: ACHIEVING WHAT IS POSSIBLE...'

Şişecam group realized the Şişecam International Glass Conference for the first time this year, building upon its experience from the Şişecam Glass Symposium held for 33 years. The international conference was held concurrently with the 34th Edition of Şişecam Glass Symposium in Istanbul under the main theme of 'Glass In The Sustainable Future: Achieving What Is Possible...'. Nearly 500 researchers, scientists and industry professionals from 26 countries participated in the conference in which the future of glass and novel technologies were discussed. Şişecam aims to create a sustainable platform by biennially organizing the International Glass Conference, which had its first edition this year.

#### INDUSTRY LEADERS' MEETING AT THE GLASS CONFERENCE

Ten parallel sessions took place at the conference, including "Energy, Environment and Sustainability", "Digitalization, Data Analytics and Process Monitoring", "Emerging Trends And Technologies In Glass Industry", "Design" and "Thin Film Coatings And Large Area Coating Technologies", while 111 presentations were delivered and 12 posters were presented. Sub-sessions and trainings were held for companies that undertook a pioneering role in the industry, including CelSian, Glass Service, Schneider Electric/Eurotherm, AMETEK Land, RHI-Magnesita, and SEFPRO.



#### THE PROFESSIONAL MEETING PLATFORM FOR THE GLASS INDUSTRY

In his opening speech, Prof. Dr Şener Oktik, Chief Research and Technological Development Officer, emphasized the importance of communication among stakeholders for accelerating operations in the glass industry. In addition, Prof. Dr. Oktik stated that more engagement was needed for the development of glass industry on open platforms to increase cooperation of all stakeholders, including scientists, engineers, technology providers, universities, research institutions, suppliers, and glass manufacturers.



## SENIOR INCENTIVE CEREMONY

### AT ŞİŞECAM

The 2019 Senior Incentive Award Ceremony of Şişecam Group was held on October 25, 2019 in Divan Istanbul Asia Hotel. More than 300 Şişecam employees attended the ceremony at which 123 employees who achieved their 10th, 15th, 20th, 25th and 30th seniority year of service at Şişecam Headquarters, Şişecam Science and Technology Center received awards. A surprise movie that was shot with the support of the colleagues and families of 30-year employees sparked emotional moments. Specialist Dr. Kerem Dünder who attended the award ceremony as speaker piqued interest with his presentation, 'Minds Spanning from the Past to the Future'. Additionally, the Seniority Incentive Award Ceremonies were held in all of the local facilities of Şişecam Group to reward every employee who has achieved a certain seniority year of service across the group.



# COMMEMORATING WITH RESPECT AND YEARNING...

∞  
1881-1938



ŞİŞECAM BOARD OF DIRECTORS AND EXECUTIVE BOARD

## VISITED ANITKABİR

ŞİŞECAM BOARD OF DIRECTORS AND EXECUTIVE BOARD CULMINATED THE 84TH ESTABLISHMENT ANNIVERSARY OF ŞİŞECAM GROUP WITH A VISIT TO ANITKABİR.

Board of Directors and Executive Board of Şişecam Group visited Atatürk, the founder of the Republic and Şişecam, in his final resting place on November 29, 2019, which marked the 84th anniversary of Şişecam Group. At Anıtkabir, the visitors laid a floral

wreath at Atatürk's mausoleum and stood in silent homage. Then, Adnan Beli, the Şişecam Group Chairman, and Ahmet Kirman, Vice Chairman and CEO, signed the Anıtkabir visitors' book on Misak-ı Milli (National Pact) Tower.



RESULTS OF THE 2019 GLOBAL MOBILE CONSUMER SURVEY ARE ANNOUNCED:

## TURKEY MARKS THE HIGHEST SOCIAL MEDIA USE!

The results of the Global Mobile Consumer Survey 2019 conducted by Deloitte were published. 44,150 people from 28 countries, including Turkey, participated in the survey, which was conducted on 6 continents. Additionally, data on mobile device use in Turkey was shared in the survey. One of the most striking results of the survey is that Turkey ranks the first in social media use. Among the most frequently used apps, Facebook, WhatsApp and Instagram stand out while the time spent on social media apps varies by gender. In Turkey women use Instagram and TikTok a lot,

while men spend their time mostly on Twitter. Below are the highlights special to Turkey in the survey which provides significant data on the use of mobile devices.

- People now do their supermarket shopping via smartphones.
- Phone addiction causes mental and physical problems.
- We now change our phones less frequently than before.
- We agree to the terms and conditions of use without reading them.

Source: Deloitte



## ŞİŞECAM SHONE ON SOCIAL MEDIA

On the occasion of October 29, Republic Day and November 10, Atatürk Memorial Day, two digital media campaigns were created to support our special-day communication goals. Both campaigns achieved a great success with 20 million views. The movie for October 29 was inspired by a real life event and broadcasted with the slogan "We inherited the republic from those who established it at the cost of their lives and we love it more than our own lives, is it too much?" **#CanımızdanÇokSevmişiz** (WeLovedItMoreThanOurOwnLives) while the movie for November 10, Atatürk Memorial Day, pictured the moment when it was announced on

the radio that we lost Our Father and was broadcasted with the slogan "We commemorate him with an indescribable sense of yearning" **#TarifeSıgmaz** (Indescribable). The movies were shared heavily on social media and were shown on various news websites and news shows on TV. After the movies entered the list of best communications campaigns broadcasted on brand and communications portals, Şişecam took its place among the brands whose special-day communication movies are eagerly expected and got thumbs up from communication and marketing professionals.



## NOVEMBER 10 MOVIE BY ŞİŞECAM

ON YOUTUBE ADS LEADERBOARD



The communication movie #TarifeSıgmaz (Indescribable) shot exclusively for November 10, Atatürk Memorial Day, took part on the November 2019 list of Youtube Ads Leaderboard that exhibits the best examples of advertising and creativity.

Recognized as the most effective rating scale for digital ads, the list does not only represent an award for creative works but also a benchmarking tool for the whole advertising industry.



## ŞİŞECAM IS THE FINALIST OF TALENT AWARDS 2019

Şişecam's Company Page on LinkedIn made it to the finals of the third edition of LinkedIn Talent Awards 2019 in the "Best Employer Brand" category. As the only B2B company with such an achievement, Şişecam has reached 170,000 followers, increasingly growing with an effective communication strategy and content management.

# EVOLUTION OF THE WORKPLACE: DIGITAL OFFICE

FOLLOWING THE ARTICLES SHARED ON PREVIOUS ISSUES - NAMELY, "INTERNET OF THINGS, BIG DATA, ARTIFICIAL INTELLIGENCE, DIGITAL ROADMAP OF TURKEY, DIGITAL TWINS, CUSTOMER EXPERIENCE, CYBER SECURITY, ROBOTIC PROCESS AUTOMATION (RPA), VIRTUAL AND AUGMENTED REALITY, BLOCKCHAIN" - WE CONTINUE OUR DIGITALIZATION AND INDUSTRY 4.0 ARTICLE SERIES WITH "DIGITAL OFFICE".

## WHAT IS A DIGITAL OFFICE?

In today's world, the most effective method to reach employees directly is to offer an agile, flexible, integrated and interactive platform with ever available technologies.

For employees who use flexible and reliable platforms via a single interface, without switching between applications, it is possible to connect to any device at any time from any place, and if needed, to share the personalized experience with colleagues in cooperation.

## DIGITAL OFFICE TECHNOLOGIES

It is predicted that, in a couple of years, the biggest source of competitive advantage for 30% of the organizations will be the creative use of emerging technologies such as artificial intelligence (AI), Internet of Things (IoT). The technology trends to be used at digital offices in the next ten years can be listed as below:

### 1. Pay-Per-Use Model.

It allows for the use of applications as a service, instead of buying them. In addition to Success Factors model, other examples include cloud applications such as Outlook E-Mail and Office 365, and OneDrive corporate storage area for which transition has started and will be completed on March 2020.

### 2. Workplaces, Physical Working Environment:

They will be transformed from a fixed location to ever-changing mobile location by the

use of IoT and other smart capabilities. Compelling technologies such as augmented and virtual reality are ready to be used for education and business services. Improved opportunities to connect and work from home, workflow and approval management via mobile and cloud applications offer technological opportunities for digital office concept.

### 3. Artificial Intelligence Assistance:

AI-based services affect deeply how the work is done. These services may offer reproducible and structured new smart approaches to business decisions, for instance. Chatbot services and voice assistants may be given as examples.

The technological infrastructure for a future digital office is being built within the Group, which includes the access to the corporate memory from a single point by enhancing the user experience, as well as mobile solutions integrated to new-generation video conference systems for safe sharing of corporate documentation on cloud, work flow confirmations, business applications, messages, agendas, trainings, activities and work groups that keep us always in touch with our colleagues.

**Source:** Gartner <https://www.gartner.com/smarterwithgartner/top-10-technologies-driving-the-digital-workplace/>



# SUSTAINABILITY

AS SEEN BY COMMODITY EXCHANGES

# ESG



While stock exchanges continue developing sustainability principles, guidelines and even the relevant indexes rapidly in recent years, the number of practices in this area are also increasing incrementally. The main motivation behind this rapid development is the expectations of the investors! It is remarkable that the capital owners, who are mainly new generation investors, opt for the companies and projects that produce a solution for primary social and environmental issues. The underlying factor for these developments can be defined as the dissemination of sustainability awareness among investors, companies and society in parallel with the ever growing importance of related subjects.

The Sustainable Stock Exchanges (SSE) founded by Ban Ki-Moon, Secretary-General of the United States, in 2009, conducts studies and provide subsidies for stock exchanges to contribute to the field of sustainability. Borsa İstanbul is one of the stock exchanges supported for sustainability index development by SSE. Borsa İstanbul Sustainability Index, in which all Şişecam Group companies are

included, has been taking part in these efforts since November 2014.

Moreover, United Nations Sustainable Development Goals (SDG) enable investors to create long-term values based on these 17 goals, on which the majority of global stakeholders with a broader sphere of influence have reached an agreement. In the meanwhile, the sustainability practices offer companies a development opportunity as a set of sources, expertise, opportunities and skills that all stakeholders benefit from along the value chain. Considering the management of risks and opportunities in the value chain, it is clear that these practices do not create any additional burden, but only success stories for the sake of sustainable growth.

### HOW DOES STOCK EXCHANGE SUSTAINABILITY INDEXES WORK?

Stock Exchange Sustainability Indexes allow investors to differentiate the companies that do and do not adopt the sustainability and corporate social responsibility principles and offer them a tool to invest in these companies.

The companies traded in these indexes are subject to the evaluation for sustainability criteria by independent companies in cooperation with stock exchanges. In the case of Borsa İstanbul Sustainability Index (BİST), the companies traded at this stock exchange are evaluated for international sustainability criteria by EIRIS (Ethical Investment Research Services Limited). Such evaluations use numerous pieces of "public" information ranging from reports - particularly company sustainability reports, activity reports and Carbon Disclosure Project reports - to the media news on the company.

### HOW DOES BIST EVALUATION WORK?

The first phase of BIST evaluation involves the creation of profiles for companies traded at the stock exchange taking into consideration the "public" information disclosed as of June 30. These profiles cover the companies' policies and activities in environment, biodiversity, climate change, composition of the board of directors, anti-bribery, human rights, supply chain and health&safety. In the second phase, the companies

view the profiles sent by EIRIS and provide feedback with remarks and corrections to EIRIS by indicating the public source and disclosure time. In the third and last phase, EIRIS finalizes the company profiles by integrating the feedback from companies. At the end of the periodic evaluation, the companies that cannot meet index selection criteria are removed from the index. In the scope of periodical changes, the shares to take place in the index are determined by Borsa İstanbul upon the evaluation performed by EIRIS and are declared following the approval of General Directorate of Borsa İstanbul.

**Source:** Borsa İstanbul Sustainability Index Ground Rules

### ABOUT ŞİŞECAM AND BIST

Şişecam has been in BIST Sustainability Index since 2016. In October 2019-2020 period of BIST Sustainability Index, for which only 56 companies deemed eligible, Trakya Cam, Anadolu Cam and Soda Sanayi companies were admitted in addition to Şişecam. Besides, thanks to the successful performance in 2018, Şişecam entered the list of "Best Emerging Market Performers," comprised of 100 global companies and formed in the scope of "Viego Eiris Sustainability Index 2018" which evaluated 855 companies in 35 industries from 31 countries. Şişecam Group has been integrating sustainability principles into its internal processes and aiming at creating a sustainable value through an environmentally- and human-conscious approach, standing out since its foundation by its accountable and open management style, ethical values and transparency, as well as its responsible approach to its stakeholders.

**Some global companies, including several Turkish companies, take part in the indexes such as FTSE4Good and Dow Jones Sustainability Index (DJSI) for their good practices in the field of sustainability.**

Biodiversity Policy	Climate Change Management	Environment Management Systems	Environment Policy	Composition of Board of Directors
Anti-Bribery Policy	Anti-Bribery Systems	Human Rights Policy	Human Rights Systems	Occupational Health and Safety



# ŞIŞECAM IN THE WORLD: ROMANIA

ŞIŞECAM GROUP LAUNCHED ITS INVESTMENTS IN ROMANIA IN 2013 AS PART OF ITS FOREIGN INVESTMENT THRUST STARTED IN THE 1990S. THE GROUP TODAY CONTINUES ITS PRODUCTION ACTIVITIES IN AUTOMOTIVE GLASS INDUSTRY.

Since 1935, Şişecam Group has been developing and offering the most advanced solutions in all essential fields of glass. Maintaining 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. Holding the position of the third largest company in the glass packaging and flat glass and the fifth producer in the world, Şişecam Group is the seventh company in the world in synthetic soda production and the world leader in basic chromium sulphate production.

#### PRODUCTION SPANNING FOUR CONTINENTS

Focused on creating value and aiming at operational excellence in every field of activity, Şişecam Group has reached 14 countries in 4 continents in addition to Turkey today, Germany, Italy, Bulgaria, Romania,

Slovakia, Hungary, Bosnia-Herzegovina, the Russian Federation, Georgia, Ukraine, Egypt, India, and the USA. Şişecam continues its operations in these countries through 43 facilities and 22,000 employees in total, selling to 150 countries.

#### THE LARGEST AUTOMOTIVE GLASS PRODUCER IN ROMANIA

As part of the foreign investment thrust started in the 1990s, Şişecam Group bought GlassCorp S.A. to produce automotive glass in Romania in 2013. Equipped with advanced technology, the plant started its production in 2014. The plant located in the city of Buzau stands out as the largest automotive glass plant with its production capacity of 550,000 vehicle-sets.

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



# ROMANIA AT A GLANCE



### GEOGRAPHY, NATURAL ASSETS AND CLIMATE

Romania consists of 64% mountains and hills, 36% lowlands and deltas. The geography of Romania is dominated by the Romanian Lowland at the riverside of Danube, the Transylvania lowland at the heart of the country and the surrounding Eastern Carpathian Mountains. The only region of the country with a coastline is Dobruja on the eastern coast of the Black Sea. The country is mainly dominated by continental climate. The temperatures vary between 24-30°C in the summer months and around -5°C in the winter months. With its oil and natural gas reserves of 955.6 million and 0.1

trillion cubic meters respectively, Romania is an essential energy center for Eastern Europe and the Balkans. With its historical cities, beaches on Black Sea coasts and ski resorts allowing for winter tourism, Romania's tourism potential is fairly high.

### SOURCES OF INCOME

In the economic spurt of Romania, the industries of food, food processing, fur and leather, shoes and light industry machinery have played a leading role. In addition to that, traditional heavy industry, metallurgy, chemicals and transport equipment also maintain their importance. Romania's main trade partners are Germany, Italy, France, Hungary, Turkey, Poland,

and Russia. The country's main export items are machinery and tools, metals and metal products, textile products while the main import items are machinery and tools, chemicals, mineral fuels, and textile products.

According to the IMF data of 2018, GDP grew by %5.1 in Romania, reaching 245.5 billion USD. GDP is expected to be 265.3 billion USD in 2019.

### THE ECONOMIC RELATIONS BETWEEN TURKEY AND ROMANIA

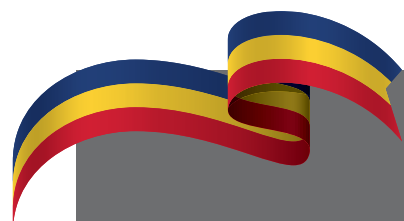
Deep-rooted and strong political, economic and cultural ties exist between Turkey and Romania. Our political and trade relations with Romania are maintained through high-level visits. In this context, a Strategic Partnership Agreement was signed in December 2011 and the relations between two countries were upgraded to strategic partnership.

Positive political relations between the two countries play a constructive role in the development of commercial and economic relations of Turkish and Romanian private sectors. Romania is today Turkey's largest trade partner in the Balkans. In addition to

their increasing trade volume, Turkish companies have been increasing their investments in the region year by year. According to the recent data from the Ministry of Foreign Affairs, Romania has become a hub for Turkish investments in the region with its investment capital of around 7 billion USD.

### ROMANIA IN GLOBAL INVESTMENTS

Romania is the second largest market in the Central and Eastern Europe. Romania's leading industries with potential for investment are manufacturing, automotive supply, electrical and electronic, woodworking, construction materials, textile, food processing, infrastructure, logistics, and real estate industries. Romanian government continues its efforts to create a positive environment of investment and to attract foreign investors to the country. As part of these efforts, the new legislation was introduced on the involvement of foreigners into the privatization and the transfer of their revenues from their activities in Romania. The country's membership in the EU and substantial economic stability consolidate the trust of the investors. Qualified and low-cost workforce also attracts the investors.



## A CLOSER LOOK INTO ROMANIA

**SURFACE AREA:**  
238,291 km<sup>2</sup>

**POPULATION:** 19.53 million

**OFFICIAL LANGUAGE:**  
Romanian

**IMPORTANT CITIES:**  
Bucharest, Constanza, Braşov, Cluj-Napoca, Timişoara, Iaşi, Sibiu and Sighişoara

The first settlements started around 8,000 BC in the Romanian territories. Around 600 BC, Ancient Greeks began to settle in the Romanian territories. The people living in this area in ancient ages were called Dacians. The country, then named as the Kingdom of Dacia, was invaded by Romans. Subsequently, Goths, Huns, Pannonian Avars and Slavs dominated the Romanian territories. In the 9th to 11th centuries, a great part of the Romanian territories belonged to the First Bulgarian Empire. This period was followed by the invasions of Hungarians, Penheneqs, Cumans and Tatars.

Romanians founded their own states in the 14th century for the first time. These states were called as the Principality of Wallachia

and the Principality of Moldavia. In the era of Mehmed the Conqueror, the Ottoman Empire and Romania began to fight over land. In 1462, the Principality of Wallachia and, in 1476, the Principality of Moldavia became a part of the Ottoman Empire. These two principalities proclaimed their independence in 1856 and formed Romania together in 1862. Following the defeat of Ottomans against Russians at Russo-Turkish War of 1877-78, the Treaty of Berlin was signed and Romania thus gained independence.

During the World War I, Romania fought on the side of the Allied Powers under the leadership of Great Britain, France and Russia and gained important pieces of land, particularly Transylvania. During the World War II, Romania

took sides with Axis powers including Germany, Italy and Japan. After the war, the monarchy was abolished in Romania and the Socialist Republic of Romania was established with communist ideology. In 1996, the communist regime ended.

Since the early 2000s, Romania has been going through an intensive economic reorganization. Due to a prominent success in economic developments, the country became the fastest-growing country in Europe. A member of NATO since 2004 and of EU since 2007, Romania still maintains its growth momentum. Situated in Eastern Europe, Romania has borders with Ukraine to the north, the Republic of Moldova, Ukraine and Black Sea to the east, Bulgaria to the south, Serbia to the southwest, and Georgia to the west.

## ŞIŞECAM'S JOURNEY IN ROMANIA

2013

Şişecam bought GlassCorp S.A.

2014

Modernization started in the production plant.

2015

GlassCorp S.A. production plant started operating.

2019

Şişecam's investments in Romania exceeded 80 million USD.



ŞIŞECAM GROUP'S INVESTMENT IN ROMANIA EXCEEDS  
80 MILLION USD



ŞIŞECAM GROUP AIMS AT IMPROVING ITS ACTIVITY IN GLOBAL MARKETS, MAINTAINING ITS LEADING POSITION IN AUTOMOTIVE GLASS SEGMENT WITH ITS PLANT IN ROMANIA.

Şişecam Group's investments in Romania started in 2013 by the purchase of GlassCorp S.A. Following the comprehensive modernization works started in 2014, the automotive glass production plant was opened in 2015. As a result of the investments in the plant and capacity enhancement efforts, tempering and laminating lines were completed. With three new quarter window cutting lines and a second quarter window tempering line, the capacity of

the plant increased. In 2019, jumbo raw glass cutting and double-fed quarter window cutting lines were commissioned. With the capacity of 550,000 vehicle-sets, GlassCorp S.A. plant is of strategical importance for European automotive industry. The clients of Şişecam Group's automotive glass production plant in Romania include leading global automotive brands world such as VW, Skoda, Seat, Honda, Dacia, Renault, Toyota, Ford, Audi, Maybach, and Porsche.

**ŞIŞECAM**  
IN ROMANIA

**Ceremonia De Inaugurare a GlassCorp S.A. Buzau 6 Noiembrie 2014**

The official opening of Automotive Glass production plant took place on November 6, 2014.

➔ **GLASSCORP SA**  
Şişecam Group's GlassCorp plant in Romania operates on a total area of 65,000 m<sup>2</sup>, 40,000 m<sup>2</sup> of which is indoors. Around 80% of the glass produced in the plant in Romania is exported.

**ŞIŞECAM GROUP CONTINUES TO CREATE VALUE FOR ROMANIA**

Şişecam Group operates in automotive glass industry in Romania. In addition to its considerable contributions to the European automotive industry with the production capacity of the plant in Romania, the Group is of vital importance to the Romanian economy due to the creation of employment opportunities and added value.

**EMPLOYMENT**

Şişecam Group provides employment for approximately 700 people at GlassCorp S.A. When the indirect employment opportunities are added to this, the plant is beneficial to more than 3,000 people and is one of the most popular companies in the region of Buzau in Romania.

**PRODUCTION CAPACITY**

Thanks to the investments and new lines opened one after another, the capacity of the Glasscorp SA has been increasing substantially. The plant now has a production capacity of 550,000 vehicle-sets.

**ECONOMY**

Şişecam Group makes significant contributions to the Romanian economy through its operations in the country. The Group has made investments of 80 million USD in Romania as part of its investment move since 2012 and has been also increasing its share in the European automotive industry.



# EFFICIENT TRAININGS FROM ŞİŞECAM ACADEMY

ŞİŞECAM ACADEMY CONTINUES TO SUPPORT THE PERSONAL AND PROFESSIONAL DEVELOPMENT OF ITS EMPLOYEES.

## ENGLISH LANGUAGE TRAINING FROM ŞİŞECAM ACADEMY

English Language Development Program of Şişecam Academy started with 333 participants in October 2019 in five cities and seven different plants across the country. The English Language Development Program aims at the personal and professional development of Şişecam employees and is designed specifically for each level with a coeducation model consisting of in-class and online trainings. In-class trainings delivered by professional trainers cater for participants of all levels. The progress of attending employees are monitored by monthly progress reports prepared by the trainers. In addition to in-class trainings, the English language platform is supported by exercises and one-to-one interviews of the trainers. For the participants with advanced English skills, the conversation workshops are held.



## DISTANCE LEARNING STATIONS AT THE PLANTS PROJECT IN PROGRESS

Distance Learning Stations at the Plants Project aims at facilitating the access of hourly-paid employees to distance learning modules on compulsory and personal development, published by Şişecam Academy throughout the year. Once the project is completed, the trainings will be delivered via distance learning stations.



## ŞİŞECAM IN THE UNIVERSITY CAMPUSES

AS PART OF CAMPUS EVENTS, ŞİŞECAM CONTINUES TO MEET UNIVERSITY STUDENTS. IN THE FIRST EDUCATION PERIOD, 40 UNIVERSITY EVENTS WERE HELD IN 25 UNIVERSITIES. ŞİŞECAM OFFICIALS CAME TOGETHER WITH YOUNG STUDENTS AT CAMPUS EVENTS TO SHARE THEIR EXPERIENCE IN VARIOUS AREAS WITH THEM.

## A NEW PERIOD IN YOUNG TALENT PROGRAM, TOGETHER

The new period of Şişecam Young Talent Program, Together. Following the case days at the CEO Office and Eskişehir Plant, the evaluation process was completed with one-to-one interviews. Under the Together program started on December 10 with various works and sessions at the CEO Office, young interns took their first steps into business life.



## ŞİŞECAM GROUP PARTICIPATED AT HUMAN RESOURCES AND EMPLOYMENT FAIR

Denizli Human Resources and Employment Fair was held by the Labour and Employment Agency (İŞKUR) Provincial Directorate with the theme of "Meeting Point at Work" on November 14-15, 2019. At the fair, Denizli Glass Plant Human Resources officials provided visitors with information about Şişecam Group. Denizli Metropolitan Mayor Osman Zolan, Denizli Governor Hasan Karahandır and İŞKUR Denizli Provincial Director Fatih Işık visited Şişecam booth at the fair, which was attended by approximately 50 companies.



## 2244 INDUSTRIAL DOCTORATE PROGRAM STARTED

Şişecam Science, Technology and Design Center realized the 2244 Industrial Doctorate Program in cooperation with Tübitak. As part of the program which aims at increasing the number of competent employees with a doctorate degree in the industry, 16 doctoral students from 5 universities started their project studies. In the opening event at Şişecam Science, Technology and Design Center, the doctoral students, academicians and the managers of Şişecam Science, Technology and Design Center and Human Resources came together.



## GLOBAL EMPLOYEE ENGAGEMENT SURVEY FROM ŞİŞECAM

Şişecam Group conducted the first edition of the annual employee engagement survey in 2019 to find out the opinions and expectations of employees. This global employee engagement survey assessed the employee satisfaction and got opinions which would steer human resources practices at all Şişecam plants.

THE GUIDE OF PLEASURABLE EXPLORATIONS:

# SAFFET EMRE TONGUÇ

WE TALKED ABOUT HIS COLORFUL CAREER AND LOVE OF ISTANBUL WITH SAFFET EMRE TONGUÇ WHO TAKES HIS FOLLOWERS TO WHOLE NEW WORLDS WITH HIS MULTIPLE IDENTITIES AS HISTORIAN, TRAVEL WRITER, PROFESSIONAL TOUR GUIDE AND SPEAKER.

**You have a career that most people envy. How did you step into this colorful world, where did you pass through while the road took you here?**

I graduated from Şişli Terakki High School, then I studied Tourism and Hospitality Management at Bosphorus University. In the same years, I started working as tour guide. Later I graduated from Political Science and International Relations at the same university and then I studied history master program again at Bosphorus University. I went to Vienna for a business doctorate program. In 2004, I started writing travel articles and I currently write at Hürriyet Seyahat (a travel supplement of a well-known Turkish newspaper). Apart from that, I write travel articles for several periodicals and websites. I prepared and presented Paha Biçilemez İstanbul (Priceless Istanbul) for two seasons and Ayrıcalıklı Rotalar (Exclusive Routes) for four seasons on NTV. I wrote 16 books and received 30

awards. I continue my professional tour guide career, going on local and international tours. I create travel programs on my YouTube channel that I launched in 2019. I am a professional speaker as well. I give speeches on different themes at several national and international events.

**Today, you are the first name that comes to mind when speaking of Istanbul tour. What characteristics of yours do you think brought you where you are now?**

My love of Istanbul! Because when you are in love, you devote yourself to make the other side happy. I devoted myself to understand and narrate Istanbul in its most interesting, special, rich and beautiful forms. And I do not talk about only the history of the city. I depict the city with its stories, legends, and how it lives now. And when they see Istanbul through my eyes, this makes it even more interesting.



**You go on tours to many spots around the world. Which places are included in your 2020 travel plan?**

In March, we go to Ljubljana to listen to Andrea Bocelli. As this tour was sold out as soon as it was offered, we organized another tour including the concert of Bocelli. The new one is a tour of Paris and Castles and will be organized in March. The quota of both tours was full in 2019. One of the most exciting tours this year will be the Northern Thailand - Phuket tour which will start on April 1. Because I love these geographies a lot. After turning back from there, I will go to the southernmost of Italy. On April 19, we will start the Puglia tour. We will travel the fabulous Italian towns and villages. In May, we will take on a ship and go on an excursion of Porto, Dublin and the Atlantic Ocean. When I turn back from this tour, I will go on an Ireland, Scotland and Iceland tour on June 5. My Christmas Markets

tour in December has now become a classic. As it attracts a lot of attention, we now organize the tour twice a year. In 2019, we went on Christmas Markets Tour by boat on River Danube, and in 2020, it will be on River Rhine. The first tour is on December 8 and the second one is on December 12. Those who are curious about my tours and wish to participate them can find details on [www.saffetemretonguc.com](http://www.saffetemretonguc.com).

**While you are successfully pursuing your guidance career, you also make television programs and write books. To what do you owe this productivity? How do you spare so much time to do so much work at the same time?**

First of all, I am one of those people who feed on their job. Working a lot is definitely tiring but the motivation it offers overtakes tiredness. The secret is to be able to manage time correctly and to choose companions from

the right people. I work with both professional and well-equipped people with high energy in everything I do. Therefore, even though I am the visible face, I have few but reliable teammates in everything I do, from my tours to TV shows, from books to social media.

**How do you spend a day when you are not on tour?**

I have many other things to do apart from tours. Therefore, to have free time, it is not enough not to be on tour; I also should not have any business meeting, shooting or newspaper or magazine articles. In free times that I rarely have, I like meeting with my family and friends around nice tables. I prefer to spend some time at home, read something, and then have dinner with my loved ones. My home is at Rumelihisari; so, I do not forget about walking to the shore and enjoy Istanbul.

**How is your personal relationship with travel? Do you also travel just for your own pleasure? As a tour guide who has worked on different routes for so many years, do you still find pleasure in discovering new places?**

My motto is "travel is life". Therefore, travelling is not a way of business but a lifestyle for me. I do not only travel for tours or business, but also for my personal interests. When choosing my profession, I even though like this: I will do my favorite thing in life and they will pay me for it. That is a perfect combination. My sense of wonder never gets satisfied. In a city that I had already visited 10 times, I can discover a whole new thing at my 11th visit. I try to put on a different pair of glasses every time so that I catch up the things I have missed.

**What would you suggest to people who would like to discover a city they visit for the first time?**

It is important to get lost in the city and dive into the alleys. You should use public transportation, participate in the daily life of the local people; in other words, you should not live as a tourist.

**If you need to draw a short route for a traveler who has only a single day for Istanbul, which places would you recommend him to definitely see?**

First, they should buy an Istanbul

Kart (smart ticket for Istanbul) and Müze Kart (museum card for Turkey). The first place to visit should be the Historical Peninsula. 1500-year-old Hagia Sophia, Topkapı Palace that hosted Ottoman sultans for 400 years, magnificent Süleymaniye, the Grand Bazaar which is one of the first shopping malls around the world, and Dolmabahçe Palace should be seen. Then, they can explore the streets of Fener and Balat to breathe the air of places that keep old Istanbul alive.

**Could you please tell us a bit about your last book, "Kanatlarımda İstanbul" ("Istanbul A Bird's Eye View")? What can the readers find in this book?**

In the book, we narrated 80 places reflecting Istanbul's historical and new faces.

All stories are accompanied by gorgeous photos taken by drone. I wrote the book together with my Communication Advisor Zeynep Şahin Tutuk. The photos were taken by the drone pilot Halit Bilen. We did not set out to write an A-to-Z

Istanbul guide, as my previous books about Istanbul already have this. Our objective was to narrate an impressive Istanbul tale with its writing and photography. We narrated the classics and icons of the city, but we wanted to add new places, too. We chose points that stand out with their history and architecture, and also included the spots to catch a breath in the city. We talked about Maslak and Ataşehir where the skyscrapers rise, as well as the Prince Islands which are the elegant beauties of Istanbul...

In other words, we turned our face both to the past of 8500 years and to the 21st century.

**We heard that the book would also be published in English.**

Yes. In February, the English version will meet the readers with the name of "Istanbul A Bird's Eye View". The book has been welcomed extremely warmly. It is actually a collection book

and such books do not reach high sales figures or are not sold out rapidly. However, 3rd edition of Kanatlarımda İstanbul was published within 3 weeks. Every edition has 2500 copies. The English version has also been asked since the book was first released. Actually, we already had an intention to prepare the English version of the book before the release of the original version; but we accelerated the process due to high demand from Turkey and abroad. We even had an Istanbul tour with Catherine Zeta-Jones, Michael Douglas and their kids. I gave them the book as a gift, and they loved it. When they learnt that we were preparing the English version, they gave me their home address, saying that they would definitely like to read it. They will be among the first people to whom

I will send the book as soon as it is released.

**Your books, newspaper articles, tours and TV programs have already been a part of your career for long years. However, may we define you as a "YouTuber," as well?**

I like putting new hats on. But I only put new hats on in things that I believe I am good at, I do not lay my hands on anything greedily. I created TV programs for six seasons and I won around 15 awards only for these programs. My live broadcasts and stories on Instagram are followed by an average of 40-60,000 people every day. When I am a guest on a TV program, I sometimes got 10,000 new followers within half an hour. In short, I like telling about new things to people and they like seeing me and my authentic style. TV programs are created seasonally; so, to make this continuous, I launched a YouTube channel. I have received many comments about being too late... I also think I am late but I could find an opportunity only now. Throughout the year, I've been traveling different routes both in Turkey and around the world. I present all of them as a program on my channel. Actually, we do

something completely professional, far beyond the YouTube format. It is a kind of TV program with its shooting quality, drone images and music. A new episode is broadcasted every week. We upload English subtitles for most of them so that they can be watched all around the world. You can find my channel easily by writing "Saffet Emre Tonguç" on YouTube.

**Among so much work, do you make future plans? Do you have any dreams?**

Actually, I have a life where I live everything I dream of. Instead of dreaming and thinking "I should have this and that, too", I choose to be grateful of what I have and enjoy them. My unchanging plan for the future is to be able continue working with satisfaction and peace of mind and by creating new differences. There are still many books that I want to write. I will continue my life by sparing time to them, well as focusing on my YouTube channel and TV programs and organizing pleasurable tours in the meantime. However, I would like to slow down and calm down a bit while doing all of them. I have no idea how to do so, though! My point is not stopping or goofing off, but a time flow offering me some gaps to be on my own will not be bad at all. I hope I can arrange it!

Finally, what Şişecam means to you? What comes to your mind when speaking of Şişecam?

What comes to my mind is being environmentally friendly. I cordially support your "Glass and Glass Again" project and I have a high opinion of the step you have taken for the sake of recycling awareness. Glass is an important material that can be infinitely recycled. In addition to this, the glass packaging means health. The use of single-use plastics should be minimized. In this respect, I follow your social responsibility activities with interest.





# THE RISE OF ECOTOURISM

ECOTOURISM, A REFLECTION OF THE SUSTAINABLE TRAVEL APPROACH, CONTINUES OFFERING AN ALTERNATIVE FOR TRADITIONAL TOURISM.

The number of people who have not heard of ecotourism concept gradually decreases. Because the world has been familiar with this concept since the 1980s. Ecotourism that developed in parallel with the increasing environmental sensitivity gained full importance by the 2000s. Having emerged as an alternative to traditional travel concept, the ecotourism has mainly become the option of people who appreciate natural life, cultures and the world ecosystem. Well, what should we understand when someone says ecotourism? The International Ecotourism Society is one of the organizations that answer this question in the best way. The society defines ecotourism as "responsible travel to natural areas that conserves the environment,

sustains the well-being of the local people, and involves interpretation and education". The term of ecotourism may connote visits to forests, mountains and natural areas around the world. However, there are important points that differentiate ecotourism from traditional tourism. The ecotourism is based on some criteria such as impacting the visited area at a minimum level, respecting the cultural traditions and natural environments, benefitting both the visitors and the local people, making economic contributions to local people, and raising awareness on the social and economic environment among the visitors.

In the light of all these definitions, let's have a look at which routes often come to mind when speaking of ecotourism...





## Costa Rica

Costa Rica is one of the first routes that you come across when speaking of ecotourism. Because there are well-preserved natural beauties in this South American country. With its rainforests, volcanoes, biodiversity (5% of the biodiversity of the earth's surface), untouched coasts and caves, Costa Rica hosts every year mindful travelers from all over the world.



## Panama

Two spots of Panama attract eco-tourists like a magnet. One of them is The Darien National Park, which is also the largest national park in the American continent. The visitors have an opportunity to obtain information on the rainforest plants from the indigenous people and learn which diseases are cured by these plants. The Darien National Park is one of places that remains fairly virgin as it has been well-preserved. Another important visiting point of Panama is the Bocas Tel Toro island. The island where outdoor activities such as sailing and snorkeling are often enjoyed at its impressive beaches is known as one of the most visited ecotourism spots.



## Palau

Palau, a country of islands in the west of the Pacific, is one of the routes that diving enthusiasts dream of. In the crystal-clear waters of Palau, there are around 1,400 species of fish and gorgeous coral reefs. To preserve these natural beauties, fishing is forbidden on many coasts of the country. Palau Conservation Society manages around twenty conservation areas and promotes sustainable development to preserve the fragile ecosystem of the islands.



## Kenya

Kenya is firmly associated with vast safari fields, lions, rhinos and elephants. But actually, Kenya is the home for mountains, lakes, rainforests, deserts and beaches with its unique ecosystem and natural life. Most of the natural beauties of Kenya is under protection in over 50 national parks. The whole tourism movement in Kenya is under the supervision of Ecotourism Kenya that also participate in welfare and education projects. The country's prominent organizations have been struggling against illegal hunting for years. The aim is to preserve the biodiversity.



## Black Sea Plateaus

When we look at Turkish ecotourism, we can say that Eastern Black Sea Region is the leading one among the regions that attract more attention from local tourists in recent years. Even though there are unrivaled tourism spots in every region of Turkey, plateau tourism is now livelier than ever... It is possible to say that the main reasons of this growing attention are that the inhabitants use their houses as hostel, offer local breakfasts and dinners among lush green valleys and that there are tons of natural beauties to discover in a geography resembling the Swiss Alps. Uzungöl (Trabzon), Ayder Plateau (Rize), Karagöl (Artvin), Firtına Valley (Rize) and Pokut Plateau (Rize) are among the spots that definitely need to be seen in the region.

## Amazon Rainforests

Producing 20% of the world's oxygen demand, Amazon Rainforests is the house for thousands of plants, birds, mammals and aquatic species with the world's largest river system. Scattered throughout South America, Amazon Forests has its largest part in Brazil. Under the guidance of local people, eco-tourists go on canoe tours, pass drawbridges built among gigantic trees, and at night, they fall into sleep by watching stars and listening to the thousands of living creatures hosted by the forest.





# SUGAR-FREE DESSERTS

YOU CAN PREPARE GREAT DESSERTS WITHOUT USING SUGAR. HERE COMES THE SUGAR-FREE DESSERT RECIPES THAT PUT A HAPPY ENDING TO SWEET CRAVINGS.

## Oat Cookies with Peanuts

ENERGIZING PEANUT PASTE MEETS WITH BANANA AND OATMEAL TO END UP WITH SUGAR-FREE YET TASTY COOKIES.

### INGREDIENTS

- 1/3 glass of peanut paste
- 2 ripe bananas
- 2 tablespoons of milk
- 2 tablespoons of honey
- 2 ½ glasses of oatmeal
- 1/4 glass of flour
- Optional: A pinch of cinnamon

### DIRECTIONS

- Crush the ripe bananas with a fork in a large bowl.
- Add sugar-free peanut paste, milk and honey to the crushed bananas. Mix them well.
- Add oatmeal, flour and cinnamon to this mix and continue mixing.
- If you prefer, you can add a handful of blueberries or raisins to this mix.
- When the ingredients are mixed well, put pieces of batter in the size of cookie by using two spoons on a tray on which is spread a baking paper.
- Bake the cookies in the oven preheated to 180°C for 13-16 minutes until the top layer is lightly browned.



## Brownie

ONE OF THE DELICACIES THAT CHOCOLATE LOVERS CANNOT GIVE UP, BROWNIE DO NOT HAVE TO BE LOADED WITH SUGAR! HERE COMES AN ALTERNATIVE BROWNIE RECIPE WITH EXTRAORDINARY INGREDIENTS!

### INGREDIENTS

- 425 grams of baked and sieved black beans
- 12 dates
- 1/4 glass of coconut oil
- 1/4 glass of milk
- 1/2 glass of raw cacao
- 2 tablespoons of crushed hazelnut
- Optional: Shredded coconut

### DIRECTIONS

- Blend the black beans for approximately 1-2 minutes until they are smooth in the food processor.
- Add unpitted dates, coconut oil and milk into the beans and turn on the food processor until the mixture is smooth.
- Add cacao and keep using the food processor until the whole mixture is homogenous.
- Finally, add the crushed hazelnuts and mix them with a spatula.
- Pour the mixture to a 26x15 cm Borcam midi oven dish. Flatten the surface with the spatula.
- Bake it in the oven preheated to 180 °C for 20 minutes. If you prefer, serve it with some shredded coconut on top.



## Orange Sorbet

THE POPULAR FRUIT OF THE WINTER SEASON TURNS INTO A REFRESHING DELICACY. MOREOVER, THERE IS NOT EVEN A TRACE OF REFINED SUGAR IN THIS EASY RECIPE!

### INGREDIENTS

- 4 oranges
- 1 tablespoon of vanilla extract
- 8 ice cubes
- Optional: 1-2 tablespoon(s) of sweetener

### DIRECTIONS

- Blend the peeled and sliced oranges, vanilla extract and ice cubes in the food processor. Please be aware that if you blend them for too long, the ice cubes will melt.
- Serve your orange sorbet in glass ice cream cups.
- The rest of the sorbet can be preserved in the freezer for a couple of days.
- If you prefer, you can replace one of the oranges with two lemons for a sour twist.



## Quince Dessert with Raisins

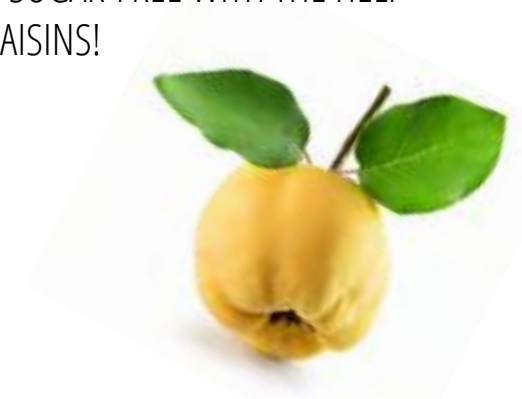
IT IS POSSIBLE TO PREPARE THE TRADITIONAL QUINCE DESSERT SUGAR-FREE WITH THE HELP OF HONEY AND RAISINS!

### INGREDIENTS

- 4 quinces
- 1/2 glass of raisins
- 1 cinnamon stick
- 4 pieces of cloves
- 1/2 glass of honey
- 1/2 glass of water
- 1 lemon

### DIRECTIONS

- Rub the quinces that are peeled, halved and unpitted with lemon juice to avoid darkening.
- Place the quinces on a large cooking pan with the pit nests facing up.
- Add the cinnamon stick and cloves in.
- Distribute the raisins evenly in the hollow parts of the quinces. Pour the honey evenly on the top.
- Add water and cook it for 45 minutes at low temperature.





HOW TO TRACE  
MODERN ART IN  
TURKEY? HERE COMES  
THE BEST ADDRESSES  
FOR MODERN ART  
FROM ODUNPAZARI  
MODERN MUSEUM  
THAT HAS RECENTLY  
OPENED ITS DOORS  
TO ARTER THAT  
MOVED INTO ITS NEW  
LOCATION...

# IN THE PURSUIT OF MODERN ART



## Istanbul Modern, Istanbul

Istanbul Modern, founded by Oya Eczacıbaşı in 2004, is regarded as the first modern and contemporary museum in Turkey. The museum and art gallery located in Karaköy, just on the coast of Bosphorus, hosts its visitors temporarily in Beyoğlu due to the renovation of the building. Istanbul Modern is the venue for various exhibitions, movie screenings and art workshops for different age groups. In addition to selections in its collection, the modern art museum organizes exhibitions of various artists on different themes at different periods.

**When Can I Visit?** Monday: Closed. Tuesday, Wednesday, Friday, Saturday: 10:00-18:00, Thursday: 10:00-22:00. Sunday: 11:00-18:00.

**Entrance Fee:** Adult Ticket: 32 TL, Discount Ticket: 18 TL. Free on Tuesdays.

**What Is On Now?** The exhibitions "Sen Söyle" ("You Tell Me") and "Şimdinin Gücü" ("The Power of Now"), comprised of the masterpieces of Canan Tolon can be visited until February 2020.



## Pera Museum, Istanbul

Pera Museum, opened by the Suna and İnan Kıraç Foundation in June 2005, is defined as a "museum-culture center". The museum hosts its visitors in the building built by architect Achille Manoussos that dates back to 1893. Evoking admiration with its fine craftsmanship and architecture, this building is restored by architect M. Sinan Genim before the opening of the museum. At your visit to the museum, you can view Kütahya Glazed Tiles and Ceramics, Orientalist Painting and Anatolian Weights and Measurements collections owned by the Suna and İnan Kıraç Foundation. In addition to these masterpieces that you can always contemplate at the museum, you can also experience current exhibitions and activities. At the museum in which the masterpieces of many famous artists including Rembrandt, Picasso, Botero, or Goya are exhibited, you can also participate in art workshops and movie screenings organized at different periods.

**When Can I Visit?** Monday: Closed. Tuesday - Saturday: 10:00-19:00 Friday: 10:00-22:00 Sunday: 12:00-18:00

**Entrance Fee:** The fees updated in the new year have not been declared yet. It is free on Fridays between 18:00-22:00.

**What Is On Now?** The photography exhibition, "Bir Yol Öyküsü: Fotoğrafın Ardınca 180 Yıl" ("A Road Story: 180 Years of Photography"), can be visited until March 1, 2020.



## Odunpazarı Modern Museum, Eskişehir

Founded by architect and collector Erol Tabanca, Odunpazarı Modern Museum stands out as a modern building in the historical texture of the city. You can view both the collection of Erol Tabanca and current exhibitions in the museum building designed by Kengo Kuma and Associates.

**When Can I Visit?** Monday: Closed. Tuesday, Thursday, Friday, Saturday: 10:00-18:00. Wednesday: 10:00-20:00 Sunday: 11:00-18:00

**Entrance Fee:** Adult Ticket: 20 TL, Discount Ticket: 15 TL

**What Is On Now?** You can visit the Installation of Tanabe Chikuunsai IV and "Vuslat" ("The Union") until mid 2020.



## Baksı Museum, Bayburt

A project of Dr. Hüsamettin Koçan whose home town is Bayburt, Baksı Museum was founded by Baksı Culture and Art Foundation in 2010. Attracting attention with its modern architecture, the museum is located on a hill facing Çoruh Valley. This modern museum that gathers traditional and modern arts under a single roof has an exhibition hall, a library and a conference hall. The collections of Baksı are exhibited in a special hall called "Depot Museum". The collection includes various examples of today's art and folk art.

**When Can I Visit?** Monday: Closed. Tuesday - Sunday: 10:00-19:00

**Entrance Fee:** Adult Ticket: 10 TL, Discount Ticket: 5 TL Free on Tuesdays.

**What Is On Now?** "Aşına" ("Familiar") exhibition consisting of sculptures and installations of Şakir Gökçebağ can be visited until July 1, 2020.



## Arter, Istanbul

Arter, founded by Vehbi Koç Foundation in 2010, aims to be a lively and sustainable culture and life platform. After having hosted its visitors in a building on İstiklal Avenue for 8 years, the modern art center moved into its new building in Dolapdere on September 13, 2019. All activities - exhibitions, workshops, movie screenings, panels, theatre plays and music shows - take place in this new building.

**When Can I Visit?** Monday: Closed. Tuesday - Sunday: 11:00-19:00 Thursday: 11:00-20:00

**Entrance Fee:** Free for visitors up to the age of 24, 15 TL for 65+ and teachers, 25 TL for adult tickets.

**What Is On Now?** You can visit seven exhibitions included in the opening program of Arter with various end dates from January and March, 2020. Detailed information is to be found on the website.



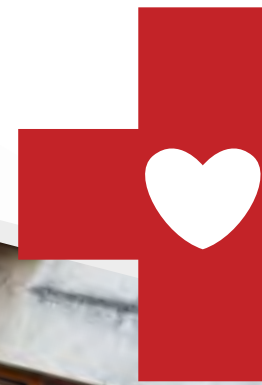
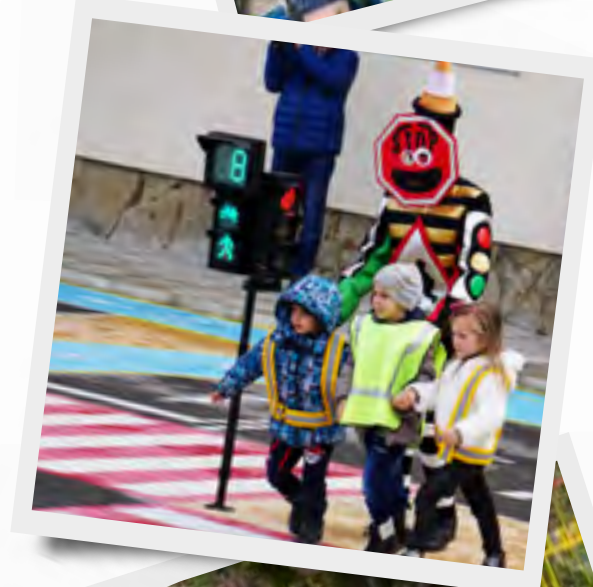
# INTERNATIONAL VOLUNTARY ACTIVITIES IN PROGRESS

ŞİŞECAM VOLUNTEERS, CONSISTING OF ŞİŞECAM GROUP EMPLOYEES, CARRY OUT OUTSTANDING INTERNATIONAL ACTIVITIES.

## BULGARIA

ŞİŞECAM GROUP COMPLETED A TRAFFIC PROJECT TO ENSURE THE LIFE SAFETY OF KINDERGARTEN STUDENTS IN BULGARIA WHERE THE GROUP OPERATES.

Şişecam Group realized a voluntary activity aiming at enhancing the safety of children at traffic in cooperation with the Municipality of Targovishte, Bulgaria. As part of the activity, traffic lights were put up and a crosswalk was marked on the dangerous intersection in front of Targovishte March 8 Kindergarten. The children thus got a much safer environment around the school. Completed with an opening ceremony, this project ensured that Targovishte March 8 Kindergarten students were safe outside their kindergarten. At the ceremony attended by managers of Paşabahçe Bulgaria EAD, Trakya Glass Bulgaria EAD, Şişecam Automotive Bulgaria EAD plants, and Şişecam Volunteers, Dr. Darin Dimitrow gave a speech and thanked Şişecam Group for its support.



## BOSNIA-HERZEGOVINA

ŞİŞECAM VOLUNTEERS, CONSISTING OF ŞİŞECAM SODA LUKAVAC PLANT EMPLOYEES, VISITED THE FAMILIES IN NEED IN BOSNIA-HERZEGOVINA.

Şişecam Volunteers consisting of Şişecam Group workers continue working. The volunteers from Şişecam Soda Lukavac Plant visited Şişecam pensioners and 60 families in need living in the region. The visits started with medical examinations and ended with the delivery the food aid packages to people in need. The families visited by Şişecam Volunteers thanked Şişecam Group and its employees.

ŞİŞECAM ÇAYIROVA SPORTS CLUB

# WON VICTORIES IN 2019

CANOEING, ROWING AND SAILING BRANCHES OF ŞİŞECAM ÇAYIROVA SPORTS CLUB GOT SUCCESSFUL RESULTS AT NATIONAL AND INTERNATIONAL COMPETITIONS IN 2019.

## CANOEING BRANCH

Şişecam Çayırova Sports Club Canoeing Branch took part in all competitions in the 2019 activity program of the Canoeing Federation. In total, the branch won 9 gold, 4 silver and 5 bronze medals. In the team ranking, the branch won 2 cups for the second best and 1 cup for the third best team.

National canoeists of Şişecam Çayırova Sports Club got the following achievements at international competitions:

**International Gloria Canoeing Cup:** 130 canoeists from 10 countries compete with each other and Selin Sevin was ranked third in the star women category.

**International Junior Cup:** At the International Brandenburg Still Water Canoeing races held in Germany, Özge Uzar won a silver medal at Women K1 200m and 500m categories.

**International Piastany Still Water Canoeing Competitions:** 229 canoeists from 16 countries competed and Özge Uzar won a bronze medal in the category of K1 Women's Junior 1000m.

## European Junior and U23 Still Water Canoeing

**Championship 2019:** 698 canoeists from 35 countries competed and Özge Uzar ranked eleventh in the categories of K1 Women's Junior 200m and of K1 Women's Junior 500m, and ninth in the category of K1 Women's Junior 1000m. Abbas Anıl Şen was ranked 18<sup>th</sup> in the category of K1 Men's Junior 500m.



## World Junior and U23 Still Water Canoeing

**Championship 2019:** 912 canoeists from 61 countries competed and Özge Uzar was ranked 3<sup>rd</sup> in the category of K1 Women's Junior 500m in B Final and became 13<sup>th</sup> in the world ranking while Abbas Anıl Şen was ranked 8<sup>th</sup> in the category of K1 Men's Junior 200m and became 26<sup>th</sup> in the world ranking.

## ROWING BRANCH

The Şişecam Çayırova Sports Club Rowing Branch got the following achievements throughout the year:

**Turkey Senior Rowing Cup:** Junior teams participated the cup and ranked 3<sup>rd</sup> in the Women's and Men's categories.

**The National Sovereignty Rowing Cup:** 27 clubs competed and Şişecam Women's Junior Team ranked first, outperforming Fenerbahçe and Galatasaray teams. The rowing branch thus won the National Sovereignty Cup in the women's category. Men's Junior Team and Men's Youth Team ranked 3<sup>rd</sup>.

**Turkey Senior Cup:** The Women's Junior Team ranked 3<sup>rd</sup> in the general classification. Oğuzhan Öztürk and Tunahan Albayrak ranked 3<sup>rd</sup> at the lightweight men's race.

**Spring Rowing Cup:** 360 rowers from 23 clubs competed and Men's Junior and Men's Youth teams won the third cups.

**Turkish Junior Cup:** The Men's Junior Team completed the competition at the 3<sup>rd</sup> rank, while Men's Youth and Women's Junior Teams ranked 4<sup>th</sup>.

**Turkish Junior Cup:** The Rowing Branch ranked 3<sup>rd</sup> in the Men's category just after Fenerbahçe and Galatasaray sports clubs.

## SAILING BRANCH

Şişecam Çayırova Sports Club Sailing Branch athletes took part in 26 races - 11 regional and 15 national races - included in the 2019 activity program of the Turkish Sailing Federation in the Optimist-Laser and Pirate classes. In the general and junior classification of Optimist-Laser and Pirate classes, the athletes won 30 gold, 24 silver and 23 bronze medals. At the Turkish Sailing Championship, Alperen Ağma won the 4<sup>th</sup> place in the Optimist (Junior) classification in which 201 athletes competed.



# NOW! EVENTS AT FULL SPEED

NOW! - THE SOCIAL ACTIVITY CLUB OF ŞİŞECAM GROUP - GATHERS ŞİŞECAM EMPLOYEES IN FUN ACTIVITIES.

## HEALTHY NUTRITION SEMINAR AT PAŞABAHÇE ESKİŞEHİR PLANT

A seminar on healthy nutrition was held at Paşabahçe Eskişehir Plant on demand of its employees. At the seminar, Dietician Öznür Selek provided important information on healthy nutrition and answered the related questions from the employees.



## ŞİŞECAM HEADQUARTERS BECOMES COLORFUL WITH EBRU WORKSHOP

The participants of ebru workshop organized at Şişecam Headquarters first obtained general information on ebru art from the workshop trainer. Then, they designed colorful masterpieces by using ebru technique.



## DENİZLİ GLASS PLANT BACKGAMMON TOURNAMENT ENDED

The backgammon tournament held among Denizli Glass Plant employees was completed. In the contentious and tournament, Güven Kocam won the third place and Ahmet Bakır won the second place. Deniz Aslan became the champion of the backgammon tournament.



## BOWLING EXCITEMENT AT ANADOLU GLASS MERSİN PLANT

The employees of Anadolu Cam Mersin Plant had a lot of fun at the bowling tournament. At the contentious tournament, Vurucular Team won the third and Kardelenler Team won the second place. Kaynakçılar Team was the champion.

## PROFITEROLE FUN AT TRAKYA GLASS MERSİN PLANT

The product sales in Trakya Cam Mersin Plant attracted great attention. Taking a short break from their busy work schedule, the plant employees tasted the delicious profiteroles.



# MEDIA COVERAGE

OCTOBER-NOVEMBER-DECEMBER 2019



1. THIS CENTURY WILL BE THE "AGE OF GLASS" - HARVARD BUSINESS REVIEW TURKEY - October 1, 2019 - Page 60-65
2. ŞİŞECAM OPENED ITS SECOND FACILITY IN ITALY - AKŞAM - December 2, 2019 - Page 5
3. THE GOAL OF ŞİŞECAM IS 200 MILLION EURO - CUMHURİYET - December 2, 2019 - Page 9
4. LOCAL GLASS PRODUCER OPENS ANOTHER FACTORY ABROAD - DAILY SABAH - December 2, 2019 - Page 1
5. LOCAL GLASS PRODUCER OPENS ANOTHER FACTORY ABROAD - DAILY SABAH - December 2, 2019 - Page 5
6. GLASS INVESTMENT OF 55 MILLION EURO IN ITALY - HÜRRIYET - December 2, 2019 - Page 9
7. ŞİŞECAM'S SECOND PRODUCTION FACILITY INTO OPERATION - MİLLİYET - December 02, 2019 - Page 6
8. THE FACTORY IN ITALY RENOVATED IN RECORD TIME - SÖZCÜ - December 02, 2019 - Page 6
9. SUSTAINABLE BUSINESS AWARD TO ŞİŞECAM - TÜRKİYE - October 21, 2019 - Page 5
10. MERITORIOUS SERVICE MEDAL TO AHMET KIRMAN - POSTA - December 9, 2019 - Page 5
11. MERITORIOUS SERVICE MEDAL TO AHMET KIRMAN - Dünya - December 9, 2019 - Page 11
12. A MEDAL TO KIRMAN FROM TATARSTAN - MİLLİYET - December 9, 2019 - Page 6
13. MERITORIOUS SERVICE MEDAL TO KIRMAN - AKŞAM - December 8, 2019 - Page 6
14. MERITORIOUS SERVICE MEDAL TO KIRMAN - CUMHURİYET - December 8, 2019 - Page 11
15. MERITORIOUS SERVICE MEDAL TO PROF. KIRMAN - STAR - December 8, 2019 - Page 6
16. WHATEVER THE EMPLOYEE SAYS - PARA - December 22, 2019 - Page 32-34 [İDİL TARAKLI]
17. NEW YEAR DINNER FROM THE FAMOUS BRAND - ŞAMDAN PLUS - December 18, 2019 Page 100-101
18. THE LOST TREASURES OF ANATOLIA AT PAŞABAĞÇE SHOPS - SUNTIMES - December 01, 2019 - Page 16
19. ŞİŞECAM FLAT GLASS INTRODUCES 'ŞİŞECAM TENTESOL' IN INDIA - GLASS INTERNATIONAL - October 1, 2019 - Page 91



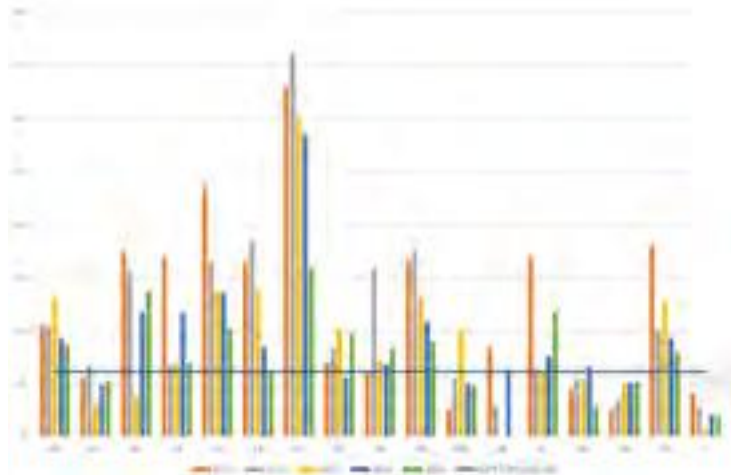
## ŞİŞECAM OCCUPATIONAL HEALTH AND SAFETY POLICY

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

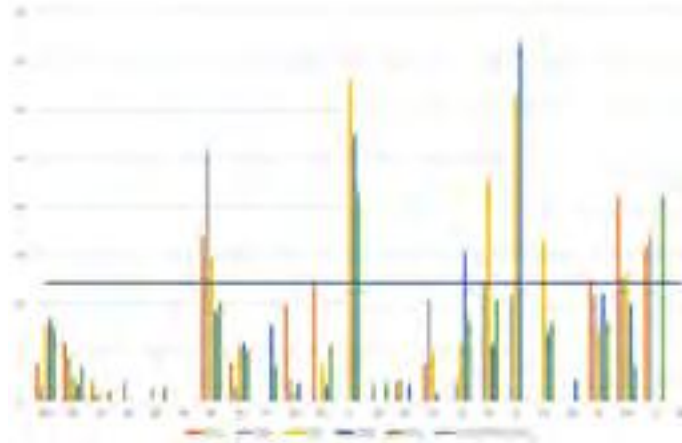
- to identifying necessary measures to prevent occupational accidents and diseases, and to implementing and having them implemented,
- To making risk assessments with the participation of our employees and reaching an acceptable risk level,
- To using safe equipment and appropriate technologies for a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

the organization and our stakeholders in studies regarding the improvement of occupational health and safety implementations,

- To creating an occupational health and safety culture and to making it a lifestyle.
- Accordingly, we declare and undertake;
- To meet legal obligations, standards and requirements on occupational health and safety,
  - To improve our processes and increase our performance with a proactive approach towards occupational health and safety,
  - To improve and continue our training and events for our employees and sub employer / contractor /contractor company's employees, visitors and interns to adopt our occupational health and safety principles.



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



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

## CBA PROCESSES

OCTOBER-NOVEMBER-DECEMBER 2019

### RUDNIC KRECNJAKA VIJENAC CBA PROCESS CONCLUDED WITH AN AGREEMENT

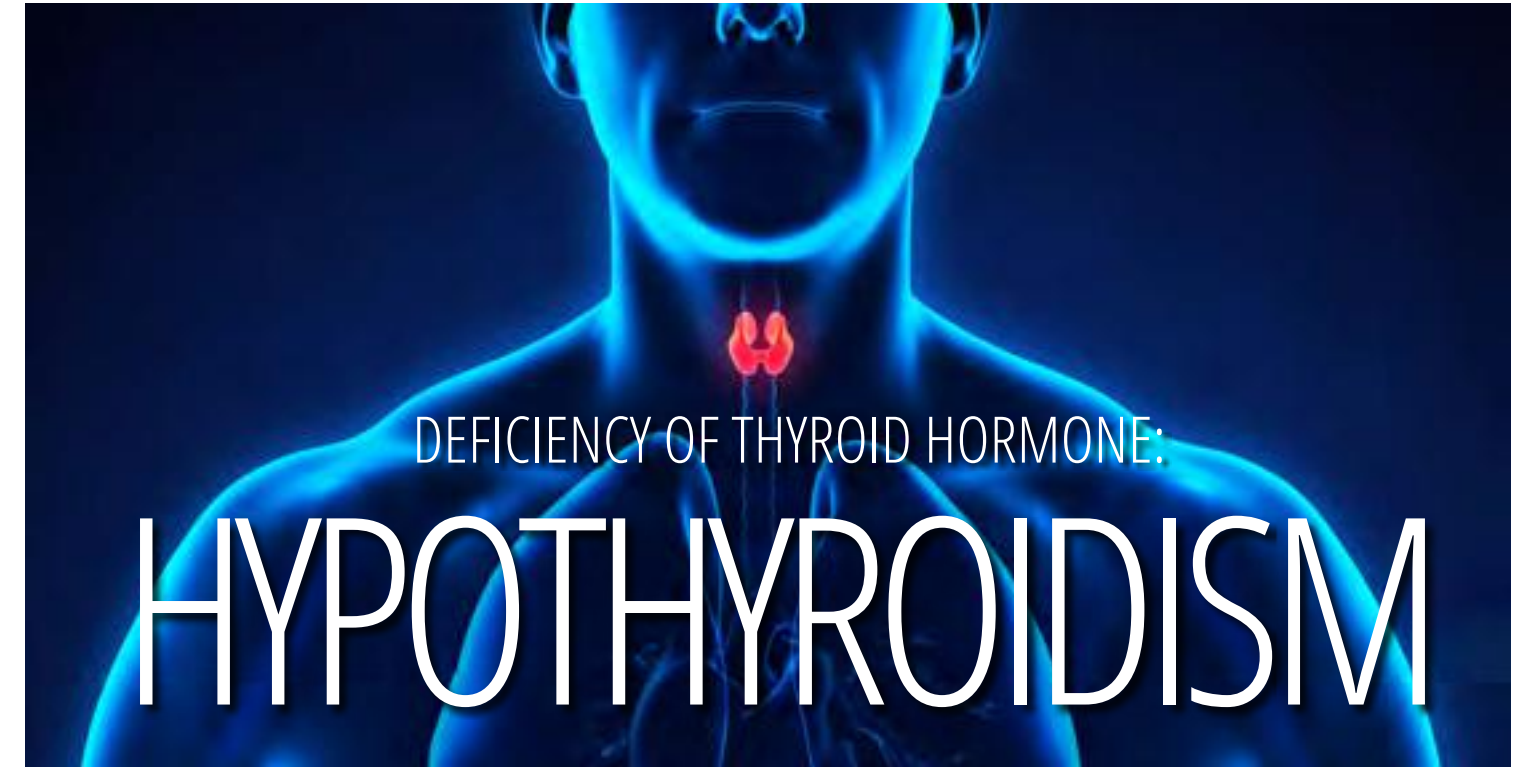
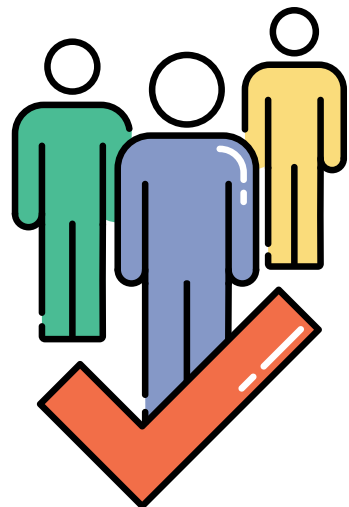
At Rudnic Vijenac company in Bosnia-Herzegovina, CBA negotiations held with the Federation of Bosnia-Herzegovina Chemical and Non-Metal Industry Labor Union were concluded with an agreement. The CBA will be valid for 2 years from January 1, 2020 to December 31, 2021.

### ŞİŞECAM SODA LUKAVAC CBA NEGOTIATIONS IN PROGRESS

At Soda Lukavac company in Bosnia-Herzegovina, the new period of CBA negotiations is in progress with the Federation of Bosnia-Herzegovina Chemical and Non-Metal Industry Labor Union.

### DENİZLİ CAM SAN. A.Ş. CBA PROCESS STARTED

At Denizli Cam San. A.Ş., the 17th period of CBA negotiations with Çimse-Labor Union was completed on December 31, 2019 and the new period started on December 11, 2019.



### PREPARED BY:

DR. FATİH HAMŞİOĞLU

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



**T**he thyroid gland is controlled by a secretory gland - namely, the pituitary gland - that produces hormones in the brain. Thyroid hormones secreted by the thyroid gland regulate the metabolism, affecting the mental and physical development, oxygen usage, body temperature, and neural functions. Hypothyroidism is a disorder characterized by insufficient secretion of thyroid hormones due to underactivity of the thyroid gland.

The thyroid gland produces and stores T3 and T4 hormones that regulate the metabolism to make sure that they are secreted into the blood circulation, when needed. However, in case of hypothyroidism, thyroid gland does not function at a sufficient level. Therefore, the lack of thyroid hormones causes problems which reduce the quality of life, including weakness, fatigue, poor concentration, digestion problems, and dry skin. Hypothyroidism can be controlled by early diagnosis and correct treatment.

### WHAT ARE THE CAUSES OF HYPOTHYROIDISM?

The most common cause of hypothyroidism is the damaged cells due to the attack of the immune system to the thyroid gland. In addition to this case also known as Hashimoto's thyroiditis, other causes can be listed as follows:

- Radiation exposure and the chronic use of some medications,
- Iodine deficiency,
- Some brain surgeries and surgical removal of the thyroid gland,
- Insufficient hormone production by the congenitally underdeveloped thyroid glands.

### WHAT ARE THE SYMPTOMS OF HYPOTHYROIDISM?

Since hypothyroidism mainly slows down the bodily functions, its symptoms change from patient to patient. These symptoms can be listed as follows:

- Muscle weakness and fatigue,
- Pain,
- Weight gain,
- Hair loss,
- Dry skin,
- Insufficient sweating,
- Anemia, B12 deficiency,
- Hearing loss,
- Intelligence and development disorders,
- Enlarged thyroid gland.

### HOW IS HYPOTHYROIDISM DIAGNOSED?

Whether the thyroid gland functions effectively or not are assessed by T3, T4 and TSH hormone tests. In addition to these hormones, it is possible to test the antibodies produced in the blood against the thyroid gland (Antithyroglobulin, AntiTPO). The thyroid ultrasonography is another test used in the diagnosis of hypothyroidism.

### HOW IS HYPOTHYROIDISM TREATED?

The hypothyroidism treatment plan is based on the cause of the disorder. As part of the treatment, the patient is usually given an external thyroid hormone. Although hypothyroidism is today easily diagnosed and treated since the adults can express themselves well, it can still cause major problems in childhood (particularly at the ages of 2 and 3). Therefore, it is essential that the parents are careful and have their children medically examined at regular intervals.