

Monday, July 9, 2012

The Program started with the AllWorld Summit on Harvard's campus in Boston. The event was attended by executives of fast-growth companies from the Middle East and North Africa, Pakistan and India.

During the official inauguration in the afternoon, President of Harvard University Drew Gilpin Faust, Dean of the Harvard Graduate School of Design Mohsen Mostafavi, and Founder of the AllWorld Network Anne Habiby delivered opening remarks. President Faust stressed that the Summit at Harvard University, which brought together successful entrepreneurs across the world, made a key contribution to intercultural dialogue. Stating that entrepreneurs from Turkey, Middle East and South Asia have played a critical role in the ongoing economic transformation and growth of prosperity in their regions. The entrepreneurs attending the summit, he said, were key actors in spreading the opportunities the coming "economic spring" to the people.



The Summit was inaugurated by President of Harvard University Drew Gilpin Faust, Dean of the Harvard Graduate School of Design Mohsen Mostafavi, and Founder of the AllWorld Network Anne Habiby.

Dean Mostafavi underscored that economic development was a prerequisite for the maturing of democracy. Stressing the importance of well-designed urbanization policies for economic development, he said that factors of production could not be met and goods not efficiently delivered to customers without an advanced transportation and energy infrastructure.

AllWorld Network Founder Anne Habiby stated that it was thanks to AllWorld companies the center of gravity of the global economy was shifting from the west to the east.



Turkey 25 Team

Before the inauguration, participant entrepreneurs tested their strategy development and leadership skills in the AllWorld Adventure Race. In teams, entrepreneurs raced through the Harvard campus and Cambridge to find 44 symbols. Entrepreneurs from different countries, unfamiliar to the region, developed different strategies to find the symbols. The team that Haldun Aksoy of Timsan Industrial Productions of Turkey was a member of ranked especially high.



The First day's program continued with a series of panel meetings. George Gendron, founder of *Inc. magazine*, a famous American entrepreneurship publication, spoke on the secrets of succeeding in business. He cited his experience with the Inc. 500, the first list of America's fastest growing companies, published by his magazine. Stating that successful entrepreneurs started out with a simple business idea that could be explained in one sentence, he maintained that despite the common conception, financing did not have a major role in business success. Gendron said that 60 percent of the Inc 500 companies started out with less than \$20,000, and even fewer companies used venture capital. He stated that having the right team was the most critical prerequisite for success.

During the last session of Monday's program, AllWorld Network Founder Deirdre Coyle introduced the demo of AllWorldXchange, a platform

AllWorld designed to enable communication and cooperation among AllWorld companies across the globe. AllWorldXchange is open only to invited companies and contains activities, companies' contact information as well as their goals. The platform facilitates access of fast-growing companies to potential partners in different countries.



Tuesday, July 10, 2012

In the second day of the program, company representatives were broken into groups to solve global problems. Executives of the Turkey 25 companies also developed resolutions of their own for multifaceted challenges facing the world in the fields of education, technology, renewable energy, and agriculture.

Turgay Çelik of Ada Dryers in the agriculture working group stated that the main challenge in the agricultural sector for least-developed countries was the high sensitivity of agricultural production to climate. Maintaining that ensilage and licensed warehousing could play a critical role in solving this problem, he talked about Turkey's experience in these areas and the services his company offers in this respect. Yavuz Eroğlu of SEM Plastics in the same working group said that preventing the waste of food products was critical for solving the problem of hunger across the world. He also explained why packaging food products was important informed the group of his company's packaging capabilities. Furkan Bayazit, of Kayaş Dry Ice Packaging, joined the renewable energy working group and stressed that in

fulfilling the ever-increasing energy demand, efficient use of energy was as important as sustaining supply.



Company representatives developed resolutions of their own for multifaceted challenges facing the world in various fields from education, technology, renewable energy, and agriculture.



After presenting their final reports, the working groups commenced to lunch. Erik Malmstrom, Co-Founder of CrossBoundary LLC, also took part as speaker. He delivered a speech entitled “The Future of Business in Afghanistan,” in which he spoke of introducing Afghanistan’s rich natural resources to the world economy. This, he argued, was a prerequisite to building security and prosperity in the country and important for the future of the world economy. Stating that major infrastructure investments were needed to reach resources in the farthest regions of Afghanistan, he argued that international organizations could offer financial support for infrastructure investments in the country.

After the lunch, James Smith, US Ambassador to Saudi Arabia, took the floor. Focusing on accessing the Saudi market, Smith stressed that Saudi Arabia was the largest economy of the region. Talking about the Saudi government’s incentive schemes for foreign investors, he

highlighted the steps the country towards economic diversification, offering major opportunities for foreign investors.



Ambassador James Smith

Richard Crosby, MENA General Manager of SABIC Innovative Plastics, which is the world’s largest plastic producer, delivered the next presentation. Crosby made a detailed speech on the activities of the Riyadh-based company, as well as recent developments in the plastics industry. He listed the criteria for becoming a supplier for SABIC and spoke of the company’s future projects.



The second day of the program ended after a sunset cruise, attended by representatives of investment agencies at, and around Boston, as well as executive of Turkey 25 companies and other fast-growing companies. This was a welcome rest after the busy schedule and entrepreneurs had the chance to extend their networks.

Wednesday, July 11, 2012

The third day of events took place at the Harvard Graduate School of Design. The sessions carried out under the auspices of Dean Mohsen Mostafavi concentrated on urbanism and economic development.



The first keynote speaker was Hashim Sarkis of the Harvard Graduate School of Design. His speech on megacities in the Middle East focused mainly on Istanbul. Assessing the historical development and the future of the city, he started his speech with a quotation from Napoleon, "If the whole world was a state, Istanbul would be the capital of it." Prof. Sarkis stressed that faulty urbanization policies, both

expanded and downgraded cities. The term "megacity," he said, was not necessarily synonymous with a large city. He warned of adverse outcome if advancements in transportation, health and education infrastructure failed to accompany the growth of cities.

After Sarkis, Dr. Bing Wang, Lecturer in Urban Planning and Design took the floor. Wang's speech focused on the demographic trends in China and the repercussions of the one-child policy on urbanization. She stressed that China's population will soon age and decrease, which poses risk to the future of the country. Her speech also concentrated on the importance of building connectivity between megacities and entrepreneurs. Wang added that China's urban infrastructure played a major role in making the country the world's production center of industrial goods.



Fahd Al Rasheed, CEO of King Abdullah Economic City (KAEC) said that the cumulative cost of building the city along the Red Sea coast around 100 km from Jeddah had reached \$100 billion. Citing the advantages offered to foreign countries investing in KAEC, he said that businesses in KAEC were offered one-stop office services and easy access to electricity, water and transportation. Rasheed also added that the KAEC has the world's 10th largest port, with a capacity for 20 million containers. The KAEC is currently under construction and is expected to be finished in 2010. Rasheed stated that it

has so far received investments of \$10 billion, 50% of which comes from the private sector.

The last keynote speaker of the Boston program was Michael Porter, famous Harvard University professor and AllWorld Chairman. During his speech entitled “Strategy and Shared Value” Porter briefed entrepreneurs on the importance of differentiating themselves from their rivals. Stressing that successful companies targeted at a specific customer group and developed strategies to satisfy their particular needs, he cited IKEA, Apple and Blackberry. He underlined that public and civil society organizations so far failed to do their share in solving social problems and called the private sector to take more action in this regard. Referring to global cases like General Electric, Dow AgroSciences and Nike, he emphasized that enterprises can offer solutions for social problems while at the same time becoming more profitable.



Thursday, July 12, 2012

After the Allworld Summit at Harvard, the delegation of Turkey 25 companies went to Washington DC. On the first day of the program in DC was a meeting at the Aspen Institute, a famous American think tank. The Aspen Institute acts as the secretariat for the “Partnership for A New Beginning (PNB)” program, the starting point of many joint US-Turkey projects.

The session was entitled “A meeting with Turkey’s Fast Growing Companies” and was hosted by the institute’s Middle East Program Director Tony G. Verstandig. The event was an opportunity for companies to get to know each other and exchange information. While Turkish companies were briefed on how to benefit from opportunities in US market, US companies were informed about the business and investment conditions in Turkey. At the institute, Turkey 25 companies also attended a panel consisting of four sessions.



In the first session of the panel was on the criteria of global American companies in choosing foreign partners for their international operations. Keynote speakers of the panel moderated by Hatice Murphy, President and Founding Partner of the consulting firm Infuze International were Syetoslav Gatchev, Director of Delphos International, Kostas Mallios, Vice President of Intellectual Ventures, and Robin Pringle, Director of Corporate

Development in Liberty Media. The panelists emphasized the critical factors when choosing where to invest were the development level of physical and institutional infrastructure, the strength of the judiciary and the predictability of the tax rate. Another point panelists emphasized was that they usually preferred to work with companies that can easily adapt to their own way of doing business.

The next panel was on financing opportunities provided by the US government for foreign companies that do business with American companies. The panel was moderated by Senior International Trade Expert Ryan Bames from US Department of Commerce, and Leila Afas, Director for Expert Promotion of US Trade and Development Agency (USTDA), Alison Gatchev, Director of Corporate Development in SME Finance, and Brian Sant' Angelo Regional Director of Export-Import Bank (Ex-Im) delivered speeches.

Laila Afas stated that the USTDA helped commercial delegations by financing their transportation costs to the US and contacting them with American companies. Alison Gatchev emphasized that they provided foreign companies doing business with American companies with loans at rates lower than the market rate. Brian Sant Angelo indicated that they offer highly advantageous credit opportunities to foreign companies for the financing of their import from the US. He stated that financing opportunities offered by US government institution had to be promoted more in Turkey in order to enhance economic relations between the two countries.



In the third session was on the economic and political pillars of Turkish-American relations and was moderated by TOBB US Representative Neslihan Kaptanoğlu. In this session, Celal Seçilmiş, President of Turkish-American Chamber of Commerce and Industry (TACCI), Onur Uranlı, Sales Director of UPS America-Eurasia, and Dr. Joshua Walker, Director of the Turkey Project of German Marshall Fund of the US, delivered speeches. Panelists talked about the challenges faced by Turkish and American businessmen in the process of establishing partnership and possible solutions.

The last session at the Aspen Institute was a discussion on the experiences of Turkey 25. TEPAV Economic Policy Analyst and Turkey 25 Coordinator Ozan Acar moderated the panel. Speakers were Başar Akpınar, CEO of PI Works and Yavuz Eroğlu, CEO of SEM Plastics. During the panel, reasons for fast growth of companies in question and their future strategies, as well as the opportunities they were seeking at the US market were discussed.





After the meeting, Turkey 25 delegates were hosted by Namık Tan, Turkey's Ambassador to Washington.

Friday, July 13, 2012

The last day of the program started with a meeting with Jose Fernandez, Assistant Secretary of State for Economic, Energy and Business Affairs. The meeting was held at the US Ministry of Foreign Affairs, and was hosted by AllWorld Network Co-Founder Anne Habiby, and US Foreign Affairs the Special Representative for Trade, Loraine Harrington. Deputy Minister Fernandez began his speech by thanking TOBB and TEPAV for their contributions to the development of economic relations between Turkey and the United States. Obtaining information from Turkey 25 delegates on their activities, Fernandez touched upon the importance of raising the visibility of successful companies and invited them to do business and invest in the US.

Anne Habiby talked about AllWorld's activities to contribute to promote successful companies.



In addition to emphasizing the importance of advancing entrepreneurship, the group also discussed Turkey's increasing energy needs. Fernandez underscored that aiming to become a top ten economy by 2023, Turkey needs to triple its energy consumption. With this context, he emphasized that increasing energy efficiency was as important as building new capacity. He also noted the possibility of long-term partnerships between Turkish and American companies in the field of energy efficiency. In the meeting, the project "Near Zero Zone," to be launched in İzmir's Atatürk Organized Industrial Zone in cooperation with the US Department of Energy and Organized Industrial Zone Supreme Council (OSBÜK,) was also discussed, and plans for extending cooperation into other industrial zones in Turkey were evaluated.

Turkey 25 Coordinator and TEPAV Economic Policy Analyst Ozan Acar stated that the final report of the project, to which TEPAV also contributed, would be released in the upcoming months.



Turkey 25 delegation at the Capitol Hill...

At a lunch organized by USAFMC Turkey Working Group in the US Congress, Turkey 25 delegates also had the chance to listen to the evaluations of the former members of Congress on the US presidential elections to be held in November. During the lunch, Democrat Congressman from Washington Don Bonker, who served in the House of Representatives between 1975 and 1989, and Mark Green, Republican member of Congress, who served in the House of Representatives between 2007 and 2009, delivered speeches. A Q&A session on US foreign policy and possible effects on Turkish-American relations followed.



Turkey 25 delegates also visited the Center for Strategic and International Studies (CSIS), one of the most influential think-tanks in Washington. In this meeting, CSIS Turkey Project Director Bülent Aliriza spoke mainly on the US political and economical agenda, and addressed a wide array of issues including the next phase of the US presidential elections, Turkey's role in the Middle East in the framework of "Arab Spring" and its possible reflections on US-Turkey relations. Aliriza also briefed the group on the activities of CSIS, the way think tanks operate and interact with the government in the United States.



The program ended with the closing dinner attended by TEPAV and TOBB US representative.