

Adding “plus” to your life

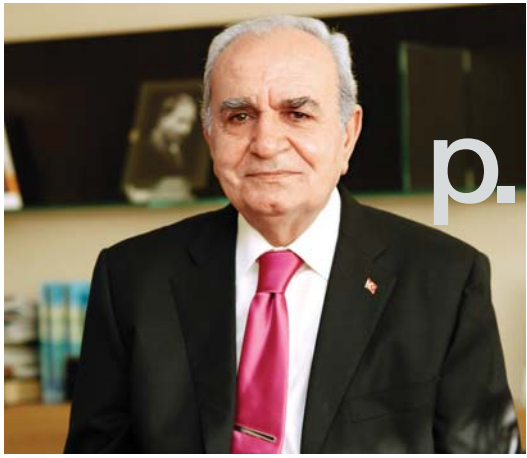
ELGIN KAN GROUP PUBLICATION



26

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2012

Kaleidoscope: Monocular of flowers



First 'Elginkan Foundation Turkish Music Days' is held between 21-22 October 2011 at Bahçeşehir University's Beşiktaş Campus.



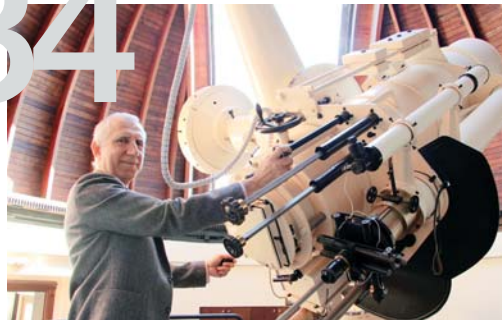
Under construction since 2003, world's most complicated and biggest telescope ALMA is going to scope the moments when the first stars shone. Science people are hoping to figure out how the universe reached its current appearance.



A. Yücel Unan expressed that, year 2012 may be a year of precaution-taking as the crisis in global economy couldn't have been avoided, on the other hand a year of similar determination about achieving goals.



We enjoyed looking at Hatay from 'a kaleidoscope of tolerance'. Hatay is a fascinating city sitting where the Southeast and the Mediterranean accouple, fertile by way of Orontes River, synagogue, mosque, churches gathering different beliefs...



Following the world's biggest and most interactive international architecture organization, World Architecture Congress -organized between dates 26-28 September 2011 in Tokyo-, the fourth World Architecture Festival (WAF) took place in Barcelona between dates 2-4 November.

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Seeing life through a kaleidoscope...



We have been touring our country for the last two and a half years; started from Kayseri. For our magazine's content, we meet and converse with our dealers and authorized services. From Van to Malatya, from Kars to Diyarbakır, from Erzurum to Konya and Ankara, from Trabzon to Rize and finally to Hatay, that is an open-air museum in a way, once again covering kilometers of our 'fertile Anatolia'. These lands that witnessed hundreds of tribes and tens of civilizations have so many

different colors and such culture!.. During our visits to our dealers in Hatay, the city that achieved to become one of the most important cities of four empires throughout the history, we had the chance to observe the peaceful and gentle lives of people with different beliefs inhabiting in this exceptional climate where the Southeast and the Mediterranean meet.

As the tolerance we witnessed in Hatay remained fresh, we interpreted the President of the Board of Directors of Elginkan Holding A. Yücel Unan's expression "Working in harmony and brotherhood is a must in companies" from a different point of view. Indeed, 'harmony and brotherhood' have been two very important concepts for our President who has been working in our Group for 42 years, and says "Branding is a long process." Productivity, harmony, tolerance and brotherhood mean a lot for our Group, which completed 60 years in becoming the "Eternal Organization" saying "Together for Years", and became widespread by means of dealers and authorized services.

Started out by our Late Founder H. Ekrem Elginkan exactly 60 years ago, this journey is the story of how 'a dream' that senses what is beyond horizons, becomes 'reality'... As we welcome year 2012, we also call "Many happy returns of 60 years!" to our President of the Board of Directors A. Yücel Unan, whose views on the world and the sector, feelings and thoughts about the future we shared with you.

When we defined this issue's cover subject as 'Kaleidoscope' as the "Plus 1" magazine team, we couldn't have known that the team named 'Kaleidoscope' would win the big prize at the 'New Ideas New Businesses' competition, which we have supported since 2005. This pleasant coincidence excited us, the "Plus 1" team. With the 'Elginkan Fo-

undation Turkish Music Days' organized for the first time this year, our Foundation broke new grounds before we entered the new year. With the special session and concerts held for contributing to our music culture that reached to our day refined from the past and is in oblivion, our Foundation included exceptional sounds of the traditional Turkish music into the various colors in our kaleidoscope.

In this issue, we gave place to many congress and conferences, experts in our pages. Each and every one of them made references to the importance of 'making a difference' and 'innovation', also to the necessity of rendering every original and creative task sustainable. Like CNBC-e Deputy Editor-in-Chief Artunç Kocabalkan says, sustainability is only possible through "careful and planned growth." Being able to reach out to farther in history and into the future, with science, education, technology and most importantly the everlasting curiosity in us... From archaeology to astronomy, our magazine continues to share with you notable information from our valuable guests. ALMA telescope starting a golden age of astronomy, is another special color we wanted to show you in this issue.

As we also understand from the explanations of our guests, the most important factors of sustainability in our day are the ability to return to source by extending beyond the use of knowledge and the production of new information... Knowledge requires multivocality and multiculturalism that move towards the future from the past, through accumulation, change and progress. As well as having the tolerance and vision to clear the way for innovation and create opportunities, one must also look into details, intermediate colors and the harmony among them. Like highlighted at the E.C.A. Annual Authorized Service Meeting held by EMAR between 2-4 December in Antalya and E.C.A. Building and Heating Group Dealer Meeting held by ELMOR and EMAS between 15-18 December again in Antalya; Elginkan Group considers sustainable growth as one of the crucial 'pluses' of competitive power, and celebrates with you its 60th year, with the awareness of being different.

In this issue of "Plus 1", once again we recognized the fact that, to see intermediate colors better in adulthood, every child must have a kaleidoscope. Hoping for a new year full of colors, peace and tolerance, making you feel refreshed...

We wish you a pleasant reading...

Jülide Nemlioğlu

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Elginkan

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Elginkan Holding President of the Board of Directors A. Yücel Unan:

On the 60th year still “Together for Years”

A. Yücel Unan expressed that, year 2012 may be a year of precaution-taking as the crisis in global economy couldn't have been avoided, on the other hand a year of similar determination about achieving goals.

Elginkan Group is 60 years old. You have administrated at various levels within this Group for 42 years. Could you please generally review the world economy, as we are entering year 2012?

As you know, your world has been going through big changes. We live in conditions of 'world after USA' or 'world after globalization'. Now, no country claims that it is the only leader. China, the rising star of the Far East, stands out on global stage as a significant force. Not so long, about 10 years ago, could we have imagined that, for example, Greece or Italy would struggle with big economic crises, that the seam of the global world which holds virtual money and got out of hand through crazy spending habits would pop in America and in Europe?

Would you review the 60th year, Elginkan Group's experience of more than half a century, as someone who performed duties at various levels and as the Elginkan Holding President of the Board of Directors?

A single fact never changes during each new phase within these facts: 'Competition'. The importance of competition among companies that understand the value of customers through crises increases. As the Group that achieved its goals on its 60th



year with the ideals "Together for Years" and "Eternal Organization", consistent growth and sustainability continue to be our basic and essential principles.

Looking at the point arrived in 60 years, we can say: As members of Elginkan Group, we are the leading brand and the strongest leverage of the sector. Our Group is one that is administrated via Foundation within the building sector which is one of the most economy-accelerating sectors in Turkey, and that survived even grew stronger during previous crisis periods by means of the measures taken.

Launched as a contracting company in 1951 by the late H. Ekrem Elginkan, our company moved forward in parallel with our country's industrialization efforts. Neither the steep slopes on which he set radio links on, nor the economic dire straits that closed shutters could ever hold H. Ekrem Elginkan the archi-

tect of the Group and the Foundation, back from producing, investing and contributing to society. He was a leader who thought and took actions rapidly, who knew how to choose and how to listen. When he was alive, he knew how to include professionals in administrative processes, who would enable problem-free operation of this system, after him. H. Ekrem Elginkan

stated in an article his thoughts about the realization of the Foundation: "The business setup we established will maintain its vitality and continue to service Turkish people, and also grant the opportunity to fulfil the needs of the Turkish nation other than business, with the income generated."

Elginkan Foundation was established in 1985. But we are talking about a creation which H. Ekrem Elginkan started to designate in 1954. As of today, Elginkan Group Companies and Elginkan Foundation stands out among the institutions in Turkey and even in the world, with its quite unique management structure. Our Group personnel has been enjoying the excitement of being able to serve the society with a configuration that is unlikely to encounter with in our country. I must express that we are glad that some new concepts which became 'trendy' in our day, are now being talked about, understood and accepted among corporate goals. Because, basic topics like 'sustainability', 'social responsibility awareness' and 'environmentalism', which made it to companies' agendas in the last decade, were already put into practice by the Elginkan Group for over a century. Within our terminology, 'sustainability' found its meaning as "Eternal Organization" and "Together for Years" or '60 Years in Community Service'.

You are conducting the management of a group that set one of its goals as becoming a world company. What are the subjects you lay weight on as an administrator?

In business, a boom in constant ascent acceleration is dangerous. Because if you fall, it would hurt. If you move on a straight line, you would become an ordinary one. Best kind of growth is to take firm steps

over the years by digesting, absorbing your position. This is the same for both people and companies. Branding is a long process. I worked in almost all companies of our Group for 42 years. I have been in Uşak, Manisa and Orhangazi. I am the 'oldest' person working at Elginkan ➡



Who is A. Yücel Unan?

Born in 1945 in Simav, Kütahya. Graduated from İTÜ Mechanical Engineering in 1966, A. Yücel Unan has performed duties at various levels in our Group since 28 April 1969. A. Yücel Unan is the President of the Elginkan Foundation and Elginkan Holding.

right now. People are measured with the values they had created. In companies this value equals to producing gain. On the other hand, time must be used effectively for companies to operate problem-free. Working with harmony and fellowship concepts is necessary. An administrator needs to believe in this first and act as required by this belief. Primary musts are being disciplined and decent. Our Late Founder would say: "Don't let those who pull bricks from mosque walls be among you. Don't keep rotten apples within, they would spread around."

Can you define a good administrator? Which characteristics must an administrator have, regarding reliability?

Above all, a good administrator should be good at human relations. Should be fair. Shouldn't prejudge. Must keep track of things and finalize them. If there's a possibility of failure about a decision, should reverse it. In commercial expression, better to lose the saddle than the horse. Our Late Founder would say "Even if I'm the one making mistakes, do express this clearly in your report," he was that tolerant, principled and visionary. We, as all members of the Elginkan Group, follow this motto.

Until the 60th year, our Group achieved to survive numerous crises, even grew stronger. We aim to become an "Eternal Organization". Constant growing and sustainability are crucial for us.

How has year 2011 been for your Group? What are your expectations from 2012?

Year 2011 has been good for our Group. We increased our market share. Made new investments. Year 2012 doesn't look hope-inspiring, due to the global economic situation. However, currently we are making the year 2012 budget; grounding on 2011 for this budget, we estimate 5 percent constant growth for 2012. In other words, we think we will see 5 percent higher figures than




2011 figures, and also struggle with a monster like inflation. In consequence, we make 10 percent higher budgets than our sales figures, compared to 2011.

We would like to ask you how was it like working with H. Ekrem Elginkan.

We learned from our Late Founder H. Ekrem Elginkan about being big not only by numbers but through 'human factor'. This understanding has great influence and role in us becoming a widespread force in Anatolia. Humbleness is the key of our society's culture and values.

60th Year Book of Elginkan Group is almost completed. What would you like to say about this?

For Turkish industrial establishments, 60 years is not a short lifespan. When we look at the history of industrial establishments, we see that some had short lifespan, some completed their life cycles and vanished. Yet, as the companies addressing to building and heating groups, we say "Many happy returns of

60 years!" We try to keep the record of our corporate history via our other books 'From Dream to Reality/Elginkan Group in Turkish Industry' and 'Elginkan Group from Past to Present: Story of the Constitution of an "Eternal Organization"'. On the other hand, we place emphasis on bringing our present works with our sector and the world, via our Group magazine "Plus 1". Thus, we both leave a retracable mark, a heritage for future generations, and we try to look beyond by keeping the pulse of our day through our magazine. Companies need to make a leap in their sectors after a certain point. If they can't, they might break out like an iron-carbon diagram on flowage and fracture limits. This idea was also expressed by late H. Ekrem Elginkan. On an iron-carbon diagram, fatigue occurs at some point. First flowage limit and then fracture limit begin. Unless companies renew themselves at the start of flowage limit, they are bound to go bankrupt. 



From new dreams to innovative ideas...

Qualified projects of the 'New Dreams Innovative Ideas 2011' project competition, organized on 22 December 2011 by the Boğaziçi University School of Engineering, under the main sponsorship of Elginkan Foundation and with the cooperation of Boğaziçi University Alumni, KOSGEB, TEKMER and TÜBİTAK, are announced.



said: "Our country needs such organizations. This country's ability to generate a great brand may only come true when the ideas in these young people's heads are realized."


Elginkan Foundation Manager İlhan Üttü took the stage on behalf of the competition's main sponsor Elginkan Foundation, expressed that for the Foundation, 'innovativeness' formed one of the crucial criteria during this process of support for education and culture.

KOSGEB-BU-TEKMER Manager Serhat Öztürk said: "We attach importance to this competition as it enables us to reach out to innovative young people."

With a ceremony at the Albert Long Hall, awards for the 'New Dreams Innovative Ideas' student project competition, this year organized for the fourth time. Sponsored by Elginkan Foundation, open to all universities of İstanbul, the competition is organized for the purposes of encouraging students towards technology and innovation, laying the foundation for transforming winning projects into an innovative technology-based business, through supports. Ultravision group composed of Yağız Aksoy, Ümit Arabul and Berrak Barutçu qualified for 25 thousand liras as the Elginkan Foundation Technology Award, establishing a company within the body of KOSGEB-BU-TEKMER and receiving R&D support, with their 'Ultrasound Equational Optical Screening System' project.

Delivering the opening speech of the award ceremony BU Dean of School of Engineering Prof. Dr. Levent Akın stated that Boğaziçi University aimed to train entrepreneurs who will be successful worldwide; he added that this project competition corresponded with their goals. Taking the stage afterwards, BU Rector Prof. Dr. Kadri Özçaldıran underlined seeds planted with this competition and

portance to this competition as it enables us to reach out to innovative young people." After the presentations introducing the finalist projects, that were watched with interest, founder partner of Inveon, Yomi Kastro told about his 'success story'. Performed duties in many international companies including Pfizer, Yomi Kastro told about how he couldn't hold back his entrepreneurial passion and launched Inveon in 2006. Mentioning the facts that one shouldn't become an entrepreneur for money and that it was important to be patient of failure, Kastro said: "The biggest mistake on the way to entrepreneurship is to be afraid of making mistakes." In 2008, Endeavor pointed out Inveon as one of the most successful entrepreneur companies of the year. Inveon is one of the two promising companies chosen by MIT Sloan School in 2010 from Turkey, for the purpose of giving strategic consultancy.

Following Kastro's speech, award ceremony began. Master Manage team received 10 thousand liras of second place award with 'Land Traffic Central Management and Control System' project; and PortOpt group received 5 thousand liras of third place award with 'Container Operations Optimization in Ports' project. 



A breath of fresh air for ‘Elginkan Foundation Turkish Music Days’ fans...



First ‘Elginkan Foundation Turkish Music Days’ is held between 21-22 October 2011 at Bahçeşehir University’s Beşiktaş Campus.



The first day of the event ended with a concert of ‘İstanbul Sazendeleri’ ensemble.

Within the aim of ‘preserving, promoting and keeping our cultural values alive’, regarding music as the key element of a culture, Elginkan Foundation organized the first ‘Elginkan Foundation Turkish Music Days’ between dates 21-22 October 2011.

Elginkan Foundation President of the Board of Directors A. Yücel Unan indicated in the opening speech that “our music in Ottoman period, handed down from generation to generation by practice” met with polyphonic richness with the Republic and knew how to “renew itself by keeping its essence” in the hands of our valuable virtuosos. A. Yücel Unan continued: “Especially the ones at my age must have witnessed the removal of the ‘alaturca-alafranga’ distinction, two almost opposite poles, once separated from each

other within decisive limits. Our traditional classical music achieved to bring yesterday and today together and to become ‘sustainable’. As an establishment that internalized the concept of “Eternal Organization” with all its employees, Elginkan Group will always support the ones making efforts to eternalize our traditional classic music. We would like you to know that we approach the Elginkan Foundation Turkish Music Days with these feelings.” The event that presented a recital, six conferences and three concerts is hosted by Bahçeşehir University and supported by the Ministry of Culture and Tourism.


‘Elginkan Foundation Turkish Music Days’ started with a speech by Prof. Dr. Mutlu Torun, titled ‘Instrumental Music in Turkish Music’. Tanbûri Necdet Yaşar took the stage then and presen-



President of the Board of Directors of Elginkan Foundation and Elginkan Holding A. Yücel Unan making the opening speech, on the left; Elginkan Foundation Manager İlhan Üttü making the closing speech, on the above.

ted ‘Mr. Tanbûri Cemil’s Significance in Our Music’, which is followed by the Ministry of Culture and Tourism Choir and Ensembles Coordinator Dr. Murat Sâlim Tokaç’s tamboura recital titled ‘Tanbûri Cemil Bey’e Armağan’. First day of the event ended with a magnificent concert of ‘İstanbul Sazendeleri’ ensemble, artistically directed by Göksele Baktagır. Second day of the ‘Elginkan Foundation Turkish Music Days’ event started with Assist. Assoc. Dr. Cenk Güray’s presentation ‘Relation of Beliefs and Music in Anatolia’. Following this speech presenting the deep connection between



This way, our Foundation is showing our respect and support towards our music and culture.” 

‘Ümmehan Elginkan Female Student Dormitory and Refectory’ buildings under construction within Atatürk High School of Science

Planned to be built in the yard of Atatürk High School of Science, ‘Ümmehan Elginkan Female Student Dormitory and Refectory’ buildings are made by Elginkan Foundation and donated to the Ministry of National Education. Within the context of the protocol signed with the İstanbul Provincial National Education Directorate on 20 June 2011; ‘Ümmehan Elginkan Female Student Dormitory and Refectory’ project includes the construction of a female student dormitory that is able to house 200 students on 2 thousand square meters of area and a refectory on an area of 500 square meters, in the yard of

Atatürk High School of Science, which is located on a real estate in İstanbul city’s Kadıköy district, section 143, block 1229, plot 4-7. Once preliminary projects for the 200-bed capacity ‘Ümmehan Elginkan Female Student Dormitory and Refectory’ buildings were prepared, for the next step, which is to obtain a construction licence from the Kadıköy Municipality, operations regarding the application projects composed of architecture, static-concrete, mechanical installation and electrical installation were completed. Following the tender, in the beginning of 2012, construction starts.

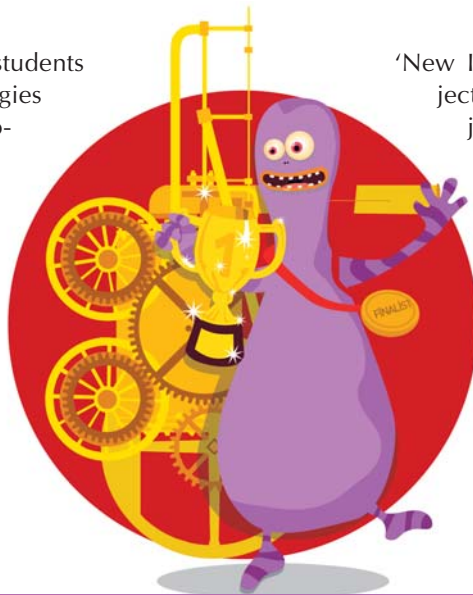


can't get enough of creative entrepreneurship

The seventh 'New Ideas New Businesses' competition is concluded. Team 'Kaleidoscope' received the biggest prize in the 'New Ideas New Businesses' event that raced seven projects that made it to the finals among 500 projects.



For the purposes of encouraging university students to develop innovative product and technologies and providing a first step for future technology companies, organized for the seventh time, the 'New Ideas New Businesses' (YFYİ) competition is finalized with a ceremony on 19 November 2011 at METU Culture and Congress Center. Carried on by METU and METU Teknokent under the main sponsorship of Elginkan Foundation and contributed by the Undersecretariat for Defense Industries, Türk Telekom, Middle East Industry and Trade Center (OSTİM) management and as of this year by Intel and DenizBank, in the



'New Ideas New Businesses' competition seven projects that advanced to the finals among 500 projects, prepared by students of various universities in Turkey, competed. Elginkan Foundation Technology Award worth 75 thousand TL is given to 'Kaleidoscope' team with their project 'Kapileroskop'. The team also received the Türk Telekom Grand Prize worth 50 thousand TL, with the same project. Undersecretariat for Defense Industries Grand Prize worth 50 thousand TL is given to 'Heavy Science' team's project titled 'New Electromagnetic Launcher'. In the defense category, the second prize worth 10 thousand TL is given to team 'Nanosis' for the-

ir project 'Mobial', while in informatics and telecommunication category the second prize is granted to 'Power-Mems' team. PowerMems also won the Intel Special Award worth 25 thousand TL. Team 'Ultravision' received the 25 thousand TL worth OSTİM Special Award with their project 'Ultralight'. Elginkan Foundation Manager İlhan Üttü said in the opening speech: "We are very happy to see that this support we launched in year 2005 and has been carrying on with will and determination triggered other support programs and that the scope of the competition

expanded recently," and he congratulated the winners. Winning teams are granted the right to operate as a 'company' for three years within the body of Teknokent and the opportunities of benefiting from the knowledge of experienced business people in METU Teknokent and of international technology transfers. 10 teams that competed as YFYİ finalists in the past years are today operating as successful companies in METU Teknokent, seeing million-dollar turnovers. The success and performance of its finalists distinct YFYİ from all other competitions.

YFYİ Winners:

Kaleidoscope - Kapileroskop

This optical device is designed to screen capillary vessels on nail fold; the system enables early diagnosis of some diseases with specific symptoms. While real-time vessel screening is available through the system, blood stream information is also enabled, giving detailed data on vessel structure.

PowerMems – RFID/WSN

This product is a micro energy generator that can fulfil the energy needs of MEMS (Microelectromechanical Systems) technology. The idea is to integrate micro energy generators to RFID (Radio Frequency Identification) tags. As a result, via a self-charge, RFID tags will be available to use for long years, without the need of changing the batteries. Besides, since the product will be manufactured through MEMS technology, unit costs will decrease significantly.

Heavy Science – YEF

The advantages of high speed in defense systems are long ranges and high destructive power... This originally designed system aims to obtain high launch power via electromagnetic flow.

Ultravision - Ultralight

This device, that will be developed using ultrasound waves and infrared lights together, enables high-resolution tissue screening without radioactive lights, for early diagnosis of cancer cells. With this project, for the first time in the world, quite high screening resolution will be obtained by using the material developed in the METU-ULTRAMEMS laboratory.

Nanosis - Mobial

The device that is to be designed is aiming to detect and analyze every kind of molecule with high precision via embedded detection and screening system. Biomolecular interaction analyses in laboratories of medical diagnosis, environmental screening, food and water quality analysis, medi-



cine development, biodefense and research are among the device's potential practice areas. It is also aimed to adapt this device's detection mechanism to mobile devices, enabling it to be carried easily and used in the field.

2011 'Elginkan Foundation Turkish Culture Research and Technology Awards' distributed



'Turkish Culture Research and Technology Awards' organized this year for the sixth time at Maltepe Municipality Cultural Center by Elginkan Foundation for the purposes of introducing and encouraging the works of technology and science people, appreciating their contributions to the world of science and culture, were distributed.

Elginkan Foundation Turkish Culture Research and Technology Awards ceremony was held at Maltepe Municipality Cultural Center on 23 December 2011. The opening speech of the ceremony was delivered by the President of the Board of Directors of Elginkan Foundation and Elginkan Holding A.Yücel Unan. Later on, District Governor of Maltepe Ahmet Okur and Milliyet newspaper writer Abbas Güçlü also made speeches. Taking the floor at the ceremony that began with one minute of silence and the Turkish National Anthem, A.Yücel Unan said: "As you know, our world is going through big changes. These days we are in are defined as 'historical'" and read the current period as 'world conditions after globalization'. A. Yücel Unan continued: "Not so long, about 10 years ago, could we have imagined that, for example, Greece or Italy would struggle with big economic crises, that the seam of the global world which holds virtual money and got out of hand through crazy spending habits would pop in America and in Europe? The world is in a great economic depression. A single fact never changes during each new phase within these facts: 'Competition'. The importance of competition increases and faces us in the form of 'being different to survive crises'. Innovations, inventions carry much greater importance today than it did last year. This differentiating area where new ideas meet with technology, needs new methodologies more than ever."

Elginkan Foundation Turkish Culture Research Award was distributed among Prof. Dr. Ali Akyıldız,

Yücel Feyzioğlu, Nevzat Kösoğlu and Prof. Dr. İsmail Erünsal.

Receiving an award for his studies on Turkish history, in 2002 Ak-yıldız came first in books category with his book 'Para Pul Oldu: Osmanlı'da Kâğıt Para, Maliye ve Toplum' ('Money Turned into Stamp: Banknote, Finance and Society in Ottomans') at the 'History of Banking and Finance Competition' organized jointly by Ottoman Bank Archives and Research Centre, European Association for Banking History (EABH) and History Foundation of Turkey. In 2010, Akyıldız was deemed worthy of International Halil İnalcık History Award given for the first time by Halil İnalcık Centre for Ottoman Studies (HICOS).



Winners of the 2011 Elginkan Foundation Turkish Culture Research and Technology Awards and Elginkan Foundation Board of Directors together.



Left; President of the Board of Directors of Elginkan Foundation and Elginkan Holding A.Yücel Unan delivering the opening speech. Top left to right; Prof. Dr. Ali Akyıldız, Yücel Feyzioğlu, Nevzat Kösoğlu, Prof. Dr. İsmail Erünsal.

anthology series 'Turkish Literature Outside Turkey', a project of the Ministry of Culture and Tourism in 1990s. This work was published in 32 volumes and thus completed. Kösoğlu currently conducts the presidency of Turkish Societies Education and Culture Foundation, and the founding management of Türk Yurdu Schools, Kösoğlu was deemed worthy of Elginkan Foundation Turkish Culture Research Award for his contributions to the Turkish history and culture.

Prof. Dr. İsmail Erünsal performs management duties for the 'Turkish Religious Foundation Islamic Encyclopedia' published since 1986, and serves as a consultant for the library of the Center for Islamic Studies. Chief editor of the 'The Journal of Islamic Studies' published within the body of Center for Islamic Studies, Prof. Dr. İsmail Erünsal is also in the editorial board of 'The Journal of Ottoman Studies' and 'The Journal of

Law History Studies'. Erünsal speaks English, French, Arabic and Persian languages and continues his scientific studies on ancient Turkish literature, history of culture, library and archiving sciences. Having 16 books published, and more than 100 articles found place in magazines in Turkey and abroad, Prof. Dr. İsmail Erünsal was granted the Elginkan Foundation Turkish Culture Research Award for his studies and publications in the field of Turkish culture.

Following the distribution of awards, 'Looking and Seeing with Sunay Akın' performance took place. During the generally Gallipoli Campaign-themed show, Sunay Akın quoted from Nâzım Hikmet and Cemal Süreya about this period.

Technology award given to an invention that enables solar heat gain

Prof. Dr. Figen Kadırgan received the Elginkan Foundation Technology Award with her project 'Prototype Production by Winding Nano-Coating, that Gains High-Efficiency Solar Heat, from Roll to Roll via a Continuous Method'. We regard Prof. Dr. Figen Kadırgan's inventive solar power project as a 'plus 1' for its inexpensive and rapid surface technology.

Spectral features of the patent pending product, resistance to high temperatures and adhesion tests were conducted at Rapperswil's solar energy techniques institute, in compliance with the European Union and the American Society for Testing and Materials. Surface life was accredited

for more than 25 years.

Prof. Dr. Figen Kadırgan was deemed worthy of 'TÜBİTAK Incentive Award' in 1992 with her studies in electro-chemistry, IUPAC Fellow membership in 1997 for contributing to the 35th IUPAC meeting, '40 Publications in Research Award' in 1998 by the Rectorship of İTÜ, 'Hüsamettin Tuğaç-TÜBİTAK Technology Award' in 1999, 'Chemistry Foundation of Turkey Award' for her contributions to applied chemistry in 1999. She accomplished more than 60 scientific publications, three patents, three book chapters two of which are international and over 1.000 citations.



ELEKS Dış Ticaret A.Ş. continues to renew itself through trainings

Attaching importance to continuous improvement and renewal for the purpose of being able to compete in foreign markets, achieve its goals, maintain and enhance its current position, ELEKS Dış Ticaret A.Ş. sales and marketing personnel, company managers and chiefs attended the training about the importance of sustainability in business development activities and acceleration of profitable growth, on 19 November 2011 at Sultanahmet Best Western Citadel Hotel. Accompanied by the presentation by Ayşegül Aksu from PACE Partners International Ltd. company, the event was an efficient training process in an environment where attendees exchanged ideas and opinions. Based on the idea of 'Winning the Right Job from the Right Customer at a Right Price', the training progressed with main topics such as the importance of sustainability in business development activities, making use of opportunities, defining and keeping primary customers, keeping and enhancing existing customers.



E.C.A. continues international technical trainings in Azerbaijan

The fifth Heating Group product seminar was held with the cooperation of ELEKS A.Ş. and EMAR A.Ş. on 17 September 2011 at the Palace Hotel in Baku city of Azerbaijan. The opening of the seminar was performed by our Azerbaijan customer Dr. Bayram Gorçiyev. 94 people attended the seminar, and 115 people were hosted at the dinner event. At the seminar, EMAR A.Ş. Company Manager Neslihan Yeşilyurt made a Turkey comparative presentation intended for personal quality and the Azerbaijani market on E.C.A. - Serel activities, after-sale services, showroom. At the seminar, Confeo/Fortius Plus combi boilers, Proteus combi boiler were highlighted, Premix, Calora series combi boilers were told about, by considering regional sales and goals. Presentations on the subjects of panel radiators, thermostatic valves, other valve products, combi boilers and installation, approximate heat loss calculation were delivered. The presentation involving our new product Proteus Plus combi boiler's features and advantages was especially included. ELEKS Sales Specialist Hakan Yenigezer informed the attendees about the market, new campaigns and new goals. Yenigezer told about the combi boiler, radiator and valve campaigns that are on until the end of 2011.



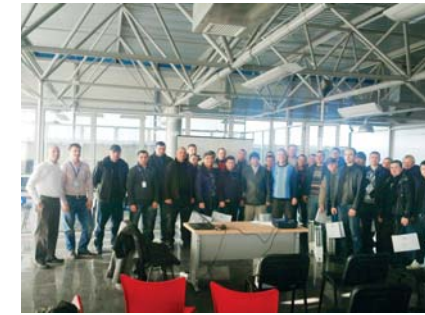
ELEKS ranks among the first thousand exporters of Turkey...

ELEKS was awarded with a success plaque in 2010 by İstanbul Ferrous and Non-Ferrous Metals Exporters' Association, which operates under the name 'İstanbul Mineral and Metals Exporters' Association' and with the slogan 'Our Export Flourishes'. ELEKS maintained this success in 2011 too and, as a member of the İstanbul Ferrous and Non-Ferrous Metals Exporters' Association, took its place on the '2010 Turkish Exporters Assembly First 1000' list. By reason that ELEKS made it to the Turkish Exporters Assembly's 'First 1000 Exporter Companies' according to 2010 export rates, a success plaque was presented to ELEKS by the Chairman of the Board of İstanbul Ferrous and Non-Ferrous Metals Exporters' Association, Tahsin Öztiryaki, with a ceremony on 29 November 2011. Deputy General Manager of Company Ümit Öztürk accepted the award on behalf of ELEKS A.Ş.



ELBA and ELEKS organized partner dealer training with Romstal Moldova

For the purpose of sharing panel radiator developments, and introducing the technology used at ELBA's panel radiator production facility, dealer trainings were performed at training offices of our Moldovan customer ROMSTAL company's country-wide stores between dates 29 November-2 December 2011. During the trainings, our products were compared with other panel radiator products in the market, differences were specified and shared with the dealers. Attended by more than 150 people, at the trainings it was



observed that installers in Moldova paid great interest for our product. Information on quality improvement and R&D works were given to installers, who stated that they attached importance to quality in products.

EMAS dealers stood by our National Team for Germany and Croatia games

One of the Elginkan Holding Heating Group companies, EMAS A.Ş. and dealers supported our National Team during Turkey-Germany and Turkey-Croatia football games on 7 and 11 October.

Before each game, dealers from İstanbul and Turkey met with Rıdvan Dilmen for a pleasant conversation at lunch.

After the lunch event on 7 October, the dealers were taken to Kuruçeşme for a Bosphorus boat-tour presenting the unique beauty of İstanbul, before Turkey-Germany game. For the event organized before Croatia-Turkey game continued with a Dolmabahçe Palace tour after the lunch. After these enjoyable tour events, the dealers went to Arslantepe to show their support for Turkey during these two games.

SEREL now offers 'Customer Satisfaction System' too



Moving on with the motto 'Improving quality is a never-ending journey', SEREL says "Here For Our Customers First" and makes a difference with its 'Customer Satisfaction System'.

Making efforts for customer satisfaction, SEREL makes its mark in the sector for its success with 'Customer Satisfaction Management System' that involves evaluations under customer expectations, perceived quality, perceived value, customer satisfaction, customer complaints and customer loyalty criteria, and is put into practice as the touchstone of its strategic program. Maintaining existing customers cost four times more than customer traction, for a company.

Customer Satisfaction Management Standard TS ISO 10002:2006

enables establishments to define how to handle, manage and read customer opinions successfully. Adopting the ideas of fulfilling customer needs and maintaining brand value, SEREL is sharing with you, our consumers, the elating news that read the receiving of 'Customer Satisfaction Management System Certificate'. With its modern and original designs, customer-oriented approach, sensitivity for water saving, aesthetics and elegance, and essential quality, SEREL continues to keep its "Together for Years" promise given to customers.




ELMOR, took dealers to Kiev


110 dealers that traded 500 or more SEREL brand built-in reservoirs won a trip to Kiev, from ELMOR. In result of the sales promotion campaign covering January-June 2011 period, the dealers experienced unforgettable moments during their travel to Kiev in October.


Starting the 3 nights-4 days trip with a city tour, the dealers viewed the National Opera and Ballet Theatre on Vladimirska Avenue and the Golden Gates of Kiev, arriving at the Saint Sophia Square. Then took the bus to the Friendship Monument at the Friendship Hill and one of the oldest towns of Kiev, Padol. Viewed the government house, parliament house and a 240-year-old armory as they moved along, then visited the statue dedicated to the founders of Kiev city. Mihaylovski Square, Mihaylovski Church and Knyaginya Olga Monument also took place in the tour. The one of a kind Micro-Miniature Museum is a must-see place in the city. Mykola Syadristy is founder of the museum and creator of all the works. Focusing glasses in the museum enable clear sight of the works. Among these there are astonishing pieces such as chess set on a pinhead, rose figure inside a strand of hair, world's tiniest clock, pyramids and caravan in needle's eye, world's smallest lock and key. Another important spot is the Pecherska Lavra (The Kiev Monastery) where Slavic Orthodox Christians from all around the world become pilgrims. The monastery is still one of the biggest ones within the borders of the USSR. 18 churches are located in the monastery currently. We can call Hidropark, another location included in the tour, as the summer resort of Kiev. Hidropark is an island set on an area of 188 hectare, in the middle of the Dnieper River. Botanical Garden of Kiev was built in 1937. There are over 13 thousand types of plants, flowers and trees in the botanical garden. The historical Andrevski Slope connecting Saint Sophia Square and Kontraktova Square is a central street connecting the administration center in uptown with the place where people live in downtown.


E.C.A. - Serel in select architectural projects...


Displaying high quality and aesthetics, E.C.A. - Serel again were the most preferred brands, by numerous projects...


 **Avrupa Konutları Atakent-3:** Started out with the motto 'A pearl of correct investment' and won the EU's reliable brand award, Avrupa Konutları prefers the fixtures of E.C.A. brand -the leader in reliability- for the new living area Atakent-3 in Küçükçekmece, İstanbul; and adds a plus to its 'reliable brand' value.

 **Günaydın Konakları:** Built by Hakyapı in İstanbul, heralding a new living area including 4 blocks and 102 houses, Günaydın Konakları enables flawless infrastructure with E.C.A. technical products in addition to elegant and aesthetic designs.

 **Zigana Konutları:** Erected by Baltaoğlu İnşaat in Mersin, Zigana Konutları too prefers E.C.A. fixtures, the pioneer brand creating difference by offering stylish designs together with high quality.

 **Narin Park:** Guaranteed by Martı GYO, ready to be the cultural and social center of Eastern Thrace with its perfect architectural design, advanced technology infrastructure, social life activities and 7 thousand houses, Narin Park includes E.C.A. fixtures and SEREL accessories in its elegant houses in Çerkezköy İstanbul.

 **Papatya Residence:** Composed of 196 houses and located in Beylikdüzü, one of the rising towns of İstanbul, Papatya Residence reveals the details of comfort life-style by preferring E.C.A. fixtures and SEREL vitrified products, as well as ensuring a problem-free infrastructure with E.C.A. technical products.

 **Avenue Residence:** Built by Karden İnşaat in Beylikdüzü, single-block Avenue Residence wins recognition of customers with its social facilities and offers a stylish and smart life-style with the E.C.A. fixtures and SEREL vitrified products installed in houses.

Sanitary Installation Adaptation Courses 2011 completed in İstanbul and Ankara

Organized by EMAR A.Ş. within the context of the protocol made with the Ministry of National Education and supported by Elginkan Group Companies and Fırat Plastik company, the Sanitary Installation Adaptation Courses were performed;

- between dates 21-25 November 2011 at Bağcılar Industrial Vocational High School with the attendance of 63 sanitary installers and natural gas experts and,
- between dates 19-23 December 2011 at Ankara Ulus Industrial Vocational High School with the attendance of 51 sanitary installers and natural gas experts.



Designated as a 20-hour-long certification program within the frame of the protocol made with the Ministry of National Education, the course included 16 hours of technical and four hours applied trainings. E.C.A. products used in the training will be granted to the students of vocational schools' installation departments. At the end of the trainings, installers who attended the course received with a ceremony the certificates approved by EMAR A.Ş., the Ministry of National Education and Turkish Employment Organization.

Between years 2000 and 2011, in consequence of 33 period Sanitary Installation Courses, 1.615 installers in total obtained certificates approved by the Ministry of National Education and Turkish Employment Organization.

Combi boiler technical training in Georgia

Training and marketing activities intended for Georgia, the target market in conventional and condensed combi boilers, continue within the scope of the overseas export project of EMAS A.Ş., ELEKS A.Ş. and EMAR A.Ş., our Group Companies. Combi boiler technical trainings were given by our Training Chief Ekrem Erkut to the company's after-sale services group between dates 12-15 September 2011, at the training hall of our customer GorGia in Georgia's Batumi and Tbilisi cities. During the trainings, attendees learned about the technical and after-sale

services of combi boilers and installations, our new product Proteus Plus and Confeo Premix, Confeo Plus, Calora, Proteus series products on the market.



E.C.A. - Serel met with professionals in Sivas and Antalya



Operating on services of sales and marketing of E.C.A. - Serel brands, ELMOR enhances the investments on building materials group sector through 'Meetings of Professionals' gatherings. Within this context, a seminar was held in October-November period at Sivas Büyük Hotel, Antalya-IC Hotel meeting halls with the attendance of 195 people, including architects, engineers, contractors, installers etc. The attendees were informed on E.C.A. 'Human and Environment-Friendly Fixtures', 'Flawless Technical Solutions in Energy Saving', SEREL 'Synergical Solutions in Wet Places' and EMAR 'Environmentally Conscious Services'.



E.C.A. authorized services annual meeting held in Antalya

E.C.A. authorized services, gathered in Antalya for the 2011-E.C.A. Annual Authorized Service Meeting organized by EMAR A.Ş., which lasted three days. Services and personnel of services received awards in 15 categories.

Together with 233 authorized services, Elginkan Group Company representatives, EMAR personnel and corporate customer representatives, around 350 people in total attended the E.C.A. Annual Authorized Service Meeting that took place on 02-04 December 2011 at Antalya Ela Quality Resort Hotel.

EMAR A.Ş. Company Manager Neslihan Yeşilyurt shared with the attendees year 2011 operations and year 2012 strategic plan and goals, also told about the developments in world economy and service sector. Neslihan Yeşilyurt continued: "Regarding sustainable growth as an essential factor of competitiveness, EMAR is elated to have had a prosperous year in line with Elginkan Group's vision and synergy. Behind this success, lies willing efforts of our powerful brand, you valuable services and employees, our service range and product quality."

Another speaker at the meeting, EMAR A.Ş. Service Improvement Manager Arif Pakkan explained about corporate customer and services; while EMAR A.Ş. Service Manager Mustafa Güngör reviewed the operations of authorized services and told about year 2012 goals.



EMAR A.Ş. Company
Manager Neslihan Yeşilyurt



Member of Board of Directors of Elginkan Group Companies Ömer Özgen presented to Kazım Beyke from İstanbul the award given under the category 'Best Customer Usage of Consumer Rights Within Laws'.



'Turkey's Most Successful E.C.A. Authorized Service' victory cup was presented to Denizli Authorized Service Yakup Yılmaz and his partner Ömer İnal by the Member of Board of Directors of Elginkan Group Companies Selim Çiçek and EMAR A.Ş. Company Manager Neslihan Yeşilyurt.

wed the operations of authorized services and told about year 2012 goals.

Held under the main theme 'A Story of Mastership: EMAR', during the meeting Sunay Akın told about and exemplified the place and importance of mastership in the history. He and Prof. Dr. Doğan Cüceloğlu who participated in 'Have Them Say One of Us' seminar, took stage as guest speakers. Cüceloğlu gave his book 'Keşke'siz Bir Yaşam için İletişim' (Communication for a Life Without 'If Only') as a gift to our authorized services. Bitlis E.C.A. Authorized Service Sabri Pürmüs who was very impressed by this meaningful gesture, calling his children on the phone and saying "I am bringing you a treasure" referring to Cüceloğlu's book, didn't drop behind radars.

Around 100 authorized services attended the 'Focus Group Exercises' performed under the headline 'Let's Design Future Together'; and during parallel meetings, corporate services and new Seremar automation program subjects were reviewed with related authorized services.



President of Board of Directors of EMAR A.Ş. Cahit Köse presented the awards to the second place 'Most Successful E.C.A. Authorized Services of the Year'.



Left to right; Okay Karacan, Sunay Akin, Prof. Dr. Doğan Cüceloğlu and EMAR A.Ş. Company Manager Neslihan Yeşilyurt.



Rufat Memmedov-Azerbaijan (on the left) and Esmail Rasooli-Iran (on the right) receiving 'Overseas Authorized Service Award'.



Our Corporate Communications Manager Jülide Nemlioğlu presented the 'Activity Award'.



Authorized services that won the '10th Year in Service Seniority Award' (on the left) and '20th Year in Service Seniority Award' (one the right).



Successful services and service personnel were awarded in 15 categories, with ceremonies. Services that completed their 10th and 20th years as E.C.A. authorized services received plaques from EMAR A.Ş. Financial Affairs Manager Kezban Şimşek, Service Development Manager Arif Pakkan, Service Manager Mustafa Güngör, Ankara Region Chief Ahmet Binboğa and İzmir Region Chief Mehmet Ölker. 'Turkey's Most Successful E.C.A. Authorized Service' victory cup was presented to Denizli Authorized Service Yakup Yılmaz and his partner Ömer İnal by the Member of Board of Directors of Elginkan Group Companies Selim Çiçek and EMAR A.Ş. Company Manager Neslihan Yeşilyurt.

Following the presentation by 'Focus Groups', the most successful group determined by the jury received the award from the Member of Board of Directors of Elginkan Foundation Prof. Dr. Murat Aşkar. Member of Board of Directors of Elginkan Group Companies Kemal Yunusoğlu presented to Fevzi Kurugöllü from Ankara the award given under the category 'Quality System Contributing Cus-

tomers', for expressing his complaints about Elginkan Group product and services. Member of Board of Directors of Elginkan Group Companies Ömer Özgen presented to Kazım Beyke from İstanbul-Esenyurt the award given under the category 'Best Customer Usage of Consumer Rights Within Laws'.

President of Board of Directors of EMAR A.Ş. Cahit Köse presented the awards to the second place 'Most Successful E.C.A. Authorized Services of the Year'.

EMAR A.Ş. Company Manager Neslihan Yeşilyurt presented plaques of success to our overseas authorized services: Rufat Memmedov, who came from Azerbaijan and Esmail Rasooli from Iran, for the meeting. Services that succeeding in the activities performed during the meeting received their awards from Elginkan Holding Corporate Communications Manager Jülide Nemlioğlu.

Within the program that ended with the award ceremony and premiere night event, attendees enjoyed Antalya's sun and the facility activities, spent a motivating, fun and pleasant weekend. 🇹🇷

ELMOR and EMAS gathered with 900 dealers in Antalya

Elginkan Group Companies EMAS A.Ş. and ELMOR A.Ş. gathered with 900 dealers and employees operating in building and heating sectors between dates 15-18 December 2011 in Antalya. Coming together in the meeting held under the concept 'You are the Star', EMAS and ELMOR dealers will again be the sector leader in the new year...



During this big organization, in which year 2011 was reviewed, new products were introduced regarding year 2012 goals and market positioning, EMAS and ELMOR conveyed their messages via 'E.C.A. TV'. Closed-circuit live show included on-air guests composed of dealers, sports shows, music videos, funny videos and prize competitions attended by dealers; live program was on during the day in the hotel.

'You are the Star' concept on 'E.C.A. TV'

The first night, attendees experienced the excitement of live broadcast stream that began with a concert by Melihat Gülses, who won one of the '10th Year Culture and Art Awards' in 2003 by MÜZDAK for her contributions to Turkish music, and still carries out works in TRT İstanbul Radio.

On the first day of the organization EMAS and ELMOR dealers participated in the lobby studio as on-air guests, reviewed year 2011 and delivered expectations. Each and every dealer stated that they were members of E.C.A. Family, last year's sector ➡



Alper Sancak from ELMOR Dealer Eken İnşaat ve Tic. Ltd. Şti. (top) and İsmet Akın from ELMOR and EMAS Dealer Akın İnşaat Seramik Malz. San. ve Tic. Ltd. Şti. (below) were hosted on 'E.C.A. TV' by Elif Bekfelavi and Yusuf Kenan.





Sunay Akin's show 'Starts on Parade' hosted EMAS A.Ş. Company Manager Cahit Köse (top, middle) and ELMOR A.Ş. Company Manager Hakan Günderen (top, right).

leader; restored their faith and trust in Elginkan Group's future, once again. On 16 December, live morning shows moderated by Dolunay Soysert and Okay Karacan and presented by Sunay Akin on 'E.C.A. TV', the dealers took a short trip to the history of Elginkan Group with the attendance of ELMOR A.Ş. Company Manager Hakan Günderen and EMAS A.Ş. Company Manager Cahit Köse. Besides, the dealers acquainted themselves with the new water and energy-saving E.C.A. and SEREL products which are included in the product range as of 2012.

The program that hosted Prof. Dr. Kerem Alkin discussed future exchange parities, guidance on service policies in line with dynamics in economy and how to position the sector regarding its future when bringing consumers together with brands. At the end of the day, Sunay Akin granted the attendees an unforgettable night with his show 'Yaşamdan Dakikalar' ('Moments in Life').

Getting together for team games on Saturday, EMAS and ELMOR dealers joined in human foosball, shooting, archery, horse-riding, volleyball, basketball, table tennis, backgammon tournaments; established team spirit and spent enjoyable hours with various activities.

President of the Board of Directors of Elginkan Group A. Yücel



EMAS A.Ş. Company Manager Cahit Köse (left) and ELMOR A.Ş. Company Manager Hakan Günderen (right).



President of the Board of Directors of Elginkan Group Companies A. Yücel Unan made the premier night's opening speech. ELMOR A.Ş. Company Manager Hakan Günderen and EMAS A.Ş. Company Manager Cahit Köse presented the first place finisher groups their medals (below).

Unan addressed to the dealers in his closing speech: "Our customer-oriented service understanding continues to be our greatest common ground. From ELMOR or EMAS, all administrators and fellow workers, we are elated that we are making efforts to handle any question in any period with you, link arms when business is critical, act with the awareness that if we are growing, we will grow 'together', and that we are a 'family'. You are our greatest value, who brought us at this position." After delivering his good wishes for the year 2012, A. Yücel Unan continued: "As the Elginkan Group, we see year 2012 with optimism that is on the safe side. We will continue our efforts without making concessions from quality in the light of our 'risk management philosophy' processes managed by Elginkan Foundation and that don't allow for even a single step that is not in compliance with our Foundation's records and rules. As a Group that by experience learned how to become big, not only in numbers but especially through 'human' factor, we are happy to be sharing with you the excitement of the 60th year, and to be adding 'plus 1's to life altogether. I always say: 'Find out about history and you can foresee future.' We have been in this sector for 60 years; we have long period of business relations and fellowship with you. We know very well about yesterday, about the past and surely we try to properly shape and design our future through this knowledge and experience."



On the last day, ELMOR A.Ş. Company Manager Hakan Günderen and EMAS A.Ş. Company Manager Cahit Köse presented the first place finishers their medals. Finding the opportunity to rest up from the year at the premier night, EMAS and ELMOR dealers enjoyed the moments accompanied by Gülben Ergen's songs. 🇹🇷

From basketball to advertisements...

14-year-old Serdar Doruk Şenbayrak already achieved successes greater than his age. He manages sports, being a student and business life, on a line ranging from basketball to advertising sector.

As occasion serves, we share with you on our magazine's 'One of Us' pages, family members of our personnel of our Group Companies. We spared this page for one of the youngest members of Elginkan Family, Serdar Doruk Şenbayrak, who is a 14 years old basketball player, as he refreshes our future hopes as we enter year 2012. Matel Hammadde Sanayi ve Ticaret A.Ş. Operation Chief Serdar Şenbayrak's namesake son Serdar Doruk Şenbayrak already had his ability in basketball recognized by everyone around him. Private Bilfen Çamlıca High School 8th grade student Serdar is happy to be a member of the school team, the champion of year 2009-2010 Turkey Elementary School Basketball Championship.

This success of the young basketball player was awarded also by his father's work place MATEL A.Ş. before.

Not settling with these efforts which elated his family and relatives, this time Serdar Doruk Şenbayrak drew attention by scoring 498.63 out of 500 at the 'Placement Test' in May 2011. Previously made an appearance in a different sector as the face in product advertising visuals of Teksüt kashkaval cheese, he now is smiling at us on Pınar brand's recently launched yoghurt containers. After his successes in basketball, Serdar Doruk gave another sign of 'sustainability' by signing a 10-year contract with Pınar brand regarding this advertising deal.

As "Plus 1" magazine, we congratulate Serdar Doruk Şenbayrak for that he managed sports, being a student and business life, on a line ranging from basketball to advertising sector, and also for that he leaves the impression that he is going to keep his naturalness and sincerity in the presence of this versatility and all these successes at this age. +



Muzaffer Bayazıt and Alper Bayazıt:

“E.C.A. is a brand that sells by itself”

We had a chat with the owner of one of our Hatay dealers, Gökkuşığı Yapı Malzemeleri Ltd. Şti. in İskendereun, Muzaffer Bayazıt and his son Alper Bayazıt about many subjects of our day and the future.

Mr. Muzaffer, we would like to introduce you to our readers.

Muzaffer Bayazıt: I was born in 1956 in İskenderun. During childhood, we used to own both a restaurant and a hotel nearby our store, I worked in these places until it was time for military duty. My father Ali Bayazıt passed away three years ago. I daresay I was born into business life. I have been working since elementary school nonstop. I have four kids. Eldest one Ali Alper was born in 1986; Onur studies architecture, born in 1988; İrem studies industrial engineering, born in 1990 and Bahadır Bayazıt is a senior high school student and he was born in 1994.

How did you paths crossed with E.C.A.?

Our paths with E.C.A. crossed about 20 years ago. Back then, the company's name was Altın Konak. Became Gökkuşığı in 1998 after we gathered as five-six friends in the same business and said "Let's establish a company and expand this business." We carried on works for two years; then with the surfacing of economic crisis, friends left the business. We continued on our own.

How do you regard the building sector as a person looking at it from within? How is the situation in the region, in İskenderun?

We used to do wholesale-weighted business, lately we quit that. Old times' 'profit from inflation' doesn't exist anymore. Neither wholesale dealers nor retail dealers adapted to this. We are continuing with retail and business with high profits. We undertook building business. We build and sell. We want to diversify our capital and thus keep safe from possible dangers of competition. We gravitate towards business with high profit margins.

What are the changes you observed over the years in consumer preferences?

Now, consumers definitely look for quality. They used to buy a product just because it was a product, but now they demand quality. They ask if it is backed up by a service. Consumers became more conscious. And when problems occur, they come and stand upon their rights. Often are influenced when they see the brand they know. E.C.A. is a

significant brand that sells by itself.

Mr. Alper, how would you review the sector?

Alper Bayazıt: Competition conditions have changed immensely when compared to the past. Supply-demand balance of the sector is disrupted. There is excessive supply and abundant material alternatives in our country. It is obvious that we are having troubles sourced from this redundancy. Generally looking at the sector, although displaying an above standard view in quality and product range, gear wheels inside don't operate fast enough yet. I think that, over time, companies that don't bear quality, that don't have a certain amount of capital are going to be eliminated. Population of İskenderun amounts 250 thousand people and there are 150 stores doing this business. This is a significant rate.

How had year 2011 been?

At the end of this year, especially during summer, we couldn't quite gained the acceleration we wanted. Acceleration was better at the end of 2010 and the first months of 2011. We couldn't achieve the business volume which we planned by looking at the first half. We have no trouble in retail sales, the products are specified there. We even made lists, offered special campaigns and conditions; sales is good. We gained significant acceleration. +



Left to right; Bülent Cenk Demir, Jülide Nemlioğlu, Bahadır Bayazıt, Tevfik Cezayirli, Muzaffer Bayazıt, Yelda Sultanoğlu Kılıvan, Ferhat Çelik, Alper Bayazıt, ELMOR Adana Region Manager, Enver Öz.

Eyüp Kaldırım:

“E.C.A. has a special place within our 25 years of cooperation”

Hak Ticaret İnşaat Malzemeleri Pazarlama Ltd. Company owns two more stores in Antakya, in addition to a central office. Salih Kaldırım operates the one in İskenderun and Eyüp Kaldırım manages the other in Kırıkhan. We had an interview with Eyüp Kaldırım in Kırıkhan store, about their relations with E.C.A. and the sector.

After the flood disaster in 1959 in Trabzon, migrant correspondences arrived from three villages (Zeno, Fotinos and Şur) of Çaykara. Elders liked and chose Kırıkhan among the places suggested. In the beginning of 1960s, they started building houses and completed in 1964. A year later, emigration from Trabzon to Kırıkhan began. Composed of the locals of three villages which were damaged during the flood, 408 families settled in Kırıkhan district. Mr. Eyüp's family was among these 408 households.

Mr. Eyüp, you are from Çaykara as well. You have lived in Kırıkhan since 1965. Could you please tell us about yourself?

We established our company in 1977. People of the Black Sea are natural born builders, so to say. With the kids growing up, six partners run our company, which is a family corporation. Currently, we work from one central and two branch offices.

What have you observed within the sector, until today?

Speaking about the 'walk' of the sector, no matter which area, commercial operations until 2002 painted a much

different picture than after 2002. Form of the trade has changed. Since 2002, we had to perform trade activities based on our own capital. Before 2002, profit margin was quite good; now we generally review sales profit margin and we barely reach 5 percent, averagely. Trade presents periods with 5 percent profit and with 10 percent too. Therefore, one must manage accounts by grounding on 5 percent.

Would you make a review on your relations with E.C.A.?

Together for 25 years with E.C.A.. We observe that during its commercial life, E.C.A. always displayed a higher rate card when compared to competitors. Within our 25 years of cooperation, E.C.A. has a special place.



Left to right; Jülide Nemlioglu, Cevat Kaldırım, Eyüp Kaldırım, Nurettin Çağlı, Yakup Emengen, ELMOR Adana Region Manager Enver Öz.



E.C.A. - EMAR Hatay Authorized Service İsa Yıldız:

“Our career started with E.C.A.”

İsa Yıldız was born in 1968 in Hatay-Yayladağı. Graduated from high school. He began his work life in 1989 as a service technician at Auer service, launched his own service business in 1991. Joined in the Elginkan Family as E.C.A. - EMAR authorized service in 2000. Expresses that by joining this family

he moved on to authorized service business from being a repairman; and that by becoming the envoy of a corporate brand he started to look to his profession and the future with confidence. Married, with two daughters and a son. He gives his support as a 'commissioner' at the Ministry of National

Sabahittin Yeniocak:

“Sense of trust comes first”

In Antakya, Sabahittin Yeniocak, owner of our dealer Yeniocak Ticaret which we have been cooperating with for 11 years, and his sons Özgür and Ali Yeniocak carry on their business. Yeniocak Ticaret owns two stores.



Mr. Sabahittin, could you please introduce yourself first?

I was born in 1961 in Antakya. After elementary school I took the first step towards learning the profession of water installation. Later on I produced solar-powered water heaters. I worked in Saudi Arabia for about a year. It was solar power and heating in question, then we entered building materials sector. Installation group was already present. I have three kids. I have lived in Antakya, always. Our cooperation with you dates way back before our dealership; I used to buy products from İstanbul and sell them here. And since the beginning of 1997 I am officially a dealer.

How would you review the sector?

Business life in Antakya sector has been active for the last five-six years. However, we observe that quality is on decline, unfortunately. E.C.A. moves on by never putting quality in jeopardy. As the brand presents new designs, we feel happy to be displaying this difference.

Would you like to mention your view of life considering your experiences in trade life?

We are able to get along with everybody unless there is lies. As

long as the other one is honest and frank. Sense of trust comes first. Because, all in all we do business in regard to trust.



Back, left to right; Mürsel Bayram, Selman Yeniocak, Ali Yeniocak. Front, left to right; Zuhale Atahan, Jülide Nemlioglu, Sabahittin Yeniocak, Leyla İstanbullu, ELMOR Adana Region Manager Enver Öz.

Education Hatay Vocational Education Center for training and certifying new foremen and specialists.

İsa Yıldız answered our questions:



Left to right; Türkan Alkır, Elginkan Holding Corporate Communications Manager Jülide Nemlioglu, İsa Yıldız, Ali Sönmez, Hasan Sarp, ELMOR Adana Region Manager Enver Öz.

How did you first meet with E.C.A.?

By favor of friends, dealers in the 2000s, I applied for the business upon their suggestions; after evaluating my application they were pleased with us. We started off that day. Then, of course we received a training. I travelled to Manisa a lot, to the training center. The school in Manisa, our Foundation's school is a golden opportunity. That's why I would say "I wish I was from Manisa." I appreciate the trainings there. I received trainings also in areas other than the business itself. For instance; elocution, hairdressing, publishing, broadcasting. It is a big school there. I believe that people trained by this school get out in Turkey and abroad, practicing the knowledge they acquired there; which is great. I consider E.C.A. as a school.

Here comes Hatay!

We enjoyed looking at Hatay from 'a kaleidoscope of tolerance'. Hatay is a fascinating city sitting where the Southeast and the Mediterranean accouple, fertile by way of Orontes River, synagogue, mosque, churches gathering different beliefs, and housing world's second biggest mosaic museum.

Adana Region Sales Manager Enver Öz welcomed the "Plus 1" team at the airport; and we conversed about our plan as we toured the main streets of the city. We decided to start off from Adana Central Station and reach Hatay by way of Osmaniye. We had two intentions. First one was to take photos of Castabala Ancient City in Osmaniye and Karatepe. And the second one was to converse with our Hatay dealers, to try to comprehend this beautiful city that brings Southeast and Mediterranean together and displays its most valuable historical places for our 'Traveler' pages.

We were already recommended in İstanbul, on visiting the Adana Central Station. We started our first day by touring the railway platforms of the station, which represents an example of post-reorganization Ottoman architecture. A peaceful, calm environment. Al-

most like that feeling of 'parting' that is prevalent in all train stations doesn't apply here.

Castabala Ancient City: This is Hierapolis. Known as the most significant ancient city of the Çukurova Region. Dating back to 175-164 BC with its streets with columns, amphitheatre, basilica, church, ruins of bathhouse and of course its Bodrum Castle, this sacred city was represented at the consul in year 431 in Ephesus. Bodrum Castle was made by the Crusades during the Middle Age in the 13th century. Castabala was invaded by Ramazanoğulları in the 14th century. Most prominent ancient ruins that made it to our day is the street with columns. A part of the columned street that is as long as 300 meters can be seen from the asphalt road connecting Castabala to Karatepe-Aslantaş.

Looking at Hatay from the St. Simon Monastery in Samandağ makes one appreciate the beauty of the Mediterranean once again.



1- Habib-i Neccar Mosque, 2- St. Pierre Church, 3- Thyke Statue, 4- Hatay Archaeological Museum



Karatepe-Aslantaş: We are at Karatepe Open Air Museum, which exhibits ruins of the city established by king Asitawanda in 8th century BC. At the museum entrance, the bust of Turkish archaeologist Prof. Dr. Halet Çambel who made great effort for Karatepe and the address by Asitawanda welcome us. The address involves 77 items stating that the master blessed the house and made the fastous kneel.

This extra mesmerizing place in the midst of pine forests was discovered by Halet Çambel and Prof. Dr. Helmuth Theodor Bossert in 1946. This place is the first historical national park of Turkey. In this Hittite city exhibiting discoveries, there are sphinx and gate lions by the side of the doors. We try to figure out what the 3-meter-long Storm God says. Another important discovery composes of two inscriptions written in two different alphabets but have the

same content. One of them is written in Hittite hieroglyphs and the other in Phrygian; we find out that this paved the way for deciphering Hittite pictographs. Hittite tablets worldwide were deciphered here for the first time. With this progress, all of the hieroglyphs in Anatolia dating back to 2000 BC became readable.

Karatepe Rug Association: While we are in Karatepe, the district producing world's most famous rugs, we visited the Rug Association. Here, they boil the plants obtained from tree leaves, roots and flowers. Colors each more beautiful than other come in sight. Rubaceous plants are: Walnuts, euphorbia, rhamnus, camomile, 'boruk', oleander, poppy, pine tree peels, tea, soil, sandalwood, acorn, yellow berries, patience dock, myrtle, olives, onion...

And how about having the feeling of rug patterns? So many traditional types of them...

They showed us hospitality with a magnificent breakfast accompanied by thyme tea.

Hatay: Where cultures and religions meet

Sokullu Mehmet Paşa Complex, Payas: We took a break at Sokullu Mehmet Paşa Complex in Payas, just going through Hatay border from Karatepe. Made by Mimar Sinan in 1574, the complex houses an inn with 45 stores in it, a poorhouse, double bathhouse, mosque and a madrasah. Castle of Payas looked a little neglected.

St. Pierre Church: We started another day by visiting St. Pierre Church sitting on the slopes of Stauris Mountain, an extension of Habib-i Neccar Mountain. Viewing Hatay from the garden of ➡

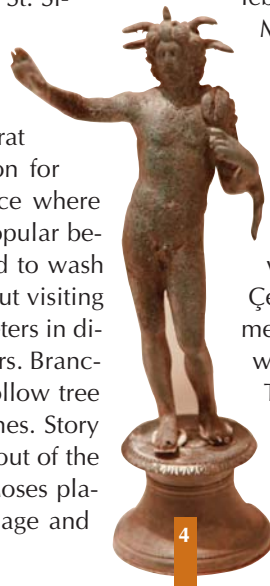


the church is a nice feeling. This church has a special meaning for Christians. Every year on 29 July 'St. Pierre's Day' is celebrated in this church, which is actually a quite interesting cave that is 13 meters at long, 9.5 meters wide and 7 meters high. A place where Jesus Christ believers are named 'Christian'...

Harbiye Falls: We can say that our magazine team felt truly sad about the falls, which we think fell from its natural beauty, lost its lushness because of lack of preservation. Serving as a picnic area for tourists as it is situated on the road connecting the Middle East to Turkey, Harbiye Falls are identified with the tears of Daphne, a nymph in mythology. Apollon son of Zeus made Daphne suffer so much that her tears turned into falls.

St. Simon Stylite Monastery: The monastery built in the 6th century AD, shelters three churches built in Samandağ district during the Middle Ages. St. Simon of Antakya had lived here for 40 years. Partially caved in rocks, made of ashlar and surrounded by two parallel walls, this monastery, which has entrances from three directions, is a secret treasure of Hatay. A noble personality St. Simon secluded himself in this place, where people from the Christian world visited him and consulted about various matters.

Hazrat Khidr's Quarters and the Moses Tree: Hazrat Khidr's Quarters at Samandağ, is a popular attraction for tourists with different beliefs too. Known as the place where Hazrat Khidr and Hazrat Moses met. According to popular belief, in this past the waters of the Mediterranean used to wash this place up on Fridays. Can't leave Samandağ without visiting the Moses Tree in Hıdırbey Village. This tree is 7.5 meters in diameter, 20 meters in perimeter and as high as 17 meters. Branches of the tree cover an area of 1.5 decare. It is a hollow tree and you can see that inside it is filled with wish clothes. Story of the tree reads: Hazrat Khidr and Hazrat Moses get out of the sea and arrive at Hıdırbey Village together. Hazrat Moses places his scepter by the brook flowing through the village and



- 1- Sokullu Mehmet Paşa Complex, Payas
- 2- St. Simeon Monastery
- 3- Harbiye Falls
- 4- The Apollon (Hatay Archaeological Museum)

drinks water. Moving along, he climbs up to the Moses Mountain, hence the name. When he comes back, he sees that his scepter produced leaves. Rumour has it that, the scepter turning green became the Moses Tree.

Church of Virgin Mary, Vakıflı: We move on to Vakıflı Village celebrated for its orange trees, and visit the Church of Virgin Mary. Among handmade products of the Vakıflı Village Women's Branch, liquor especially draws our interest. We taste liquors made of daffodil flower, orange blossom and blueberries. We also stop by Yoğunluk Village and tour the mosque that was built on a ruined church. Historical church below, mosque above...

Titus Tunnel and Beşikli Cave: Our last stop in Samandağ was an ancient city which you can discover by retracing on Çevlik Beach: Seleucia Pieria. We begin our trip on the 1.330 meter-long tunnel, which was started to be built in 69 AD with the Vespasian period and completed in 81 AD during Titus' reign for protection of the city and the port from the flood waters coming from the mountains. Enclosed area of the tunnel stretches out 130 meters. We take photos at the Roman Bridge and go back in the tunnel. We catch our breath by sitting on the benches at Beşikli Cave, which



- 5- Church of Virgin Mary, Vakıflı
- 6- Rock tombs in Beşikli
- 7- Titus Tunnel



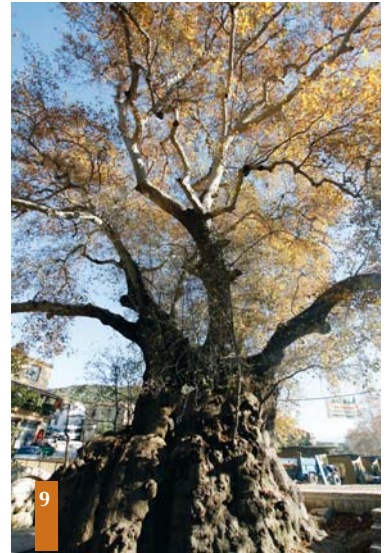
is the most famous one among rock tombs that belong to the Roman period.

Habib-i Neccar Mosque: Accepted as the first mosque built within the borders of Turkey, this mosque was located at the junction of Kurtuluş Avenue and Kemalpaşa Avenue. Its name originates from an inhabitant of Hatay, who was one of the early believers of the Apostles of Jesus Christ and sacrificed his life for it. Erected during the reign of Baibars for the first time in place of an old temple, the mosque was then renewed during the Ottoman period, in the 17th century. At the northeast corner of Habib-i Neccar Mosque -an example of Ottoman architecture-, there is the tomb of Habib-i Neccar of Antakya who believed in followers of Jesus Christ, Joanna and Paul, and was martyred.

Hatay Archaeological Museum: We go back to Hatay and get the chance to tour the Hatay Archaeology Museum just before it closes. This place is known as the 'world's second biggest mosaic museum'. Zeugma Mosaic Museum in Gaziantep holds the champion title. Some of the pieces exhibited at the Hatay Archaeological Museum were discovered in the Tell al-Judaidah, Tell Dhahab, Çatal Höyük, Tell Tayinat and Tell el-Sheikh diggings by Chicago Oriental Institute between years 1933 and 1939. Other exhibition pieces compose of findings by Sir Leonard Woolley, who performed diggings in the name of the British Museum in El Mina of Samandağ district between years 1937 and 1948. In the museum, there are 34 thousand 317 pieces including 18 thousand archaeological and 1.050 ethnographic pieces, 13 thousand 820 coins,



- 8- Hazrat Khidr's Quarters
- 9- Moses Tree in Hıdırbey Village
- 10- The essential delicacy of Hatay: Künefe



1.342 stamps, all belonging to Hittite, Hellen, Roman and Byzantine periods and found in Harbiye, Antakya, Atcana, Seleucia, Pieria and İskenderun.

Let's talk about the three delicacies you must taste if you visit Hatay. First one is, of course, 'künefe' - thinly shredded pastry with soft cheese filling in thick syrup. We must tell in advance that once you taste this dessert here, you may not enjoy the ones in other cities. Second one is a pudding type with ice-cream and rose syrup; you can taste this at Affan Kahvesi on Kurtuluş Avenue. Third one is 'zahter' (thymus longicaulis); a very healthful spice when mixed with olive oil. What could you bring home from Hatay? The answer is daphne soap, sour pomegranate syrup and a bread type called 'katıklı'.

“Energy saving potential of

Turkey is about 20 percent”

We asked about the energy efficiency necessary for a productive and sustainable country and about the context of the Energy Efficiency Law, to Erdal Çalikoğlu, Deputy General Director of the Ministry of Energy and Natural Resources ‘General Directorate of Renewable Energy’. Çalikoğlu says “The first step for energy saving is energy management... As one can’t know without measuring and can’t manage without knowing, the first base in energy management should consist of measurements.”

Could you inform us generally about the Energy Efficiency Law?

Energy Efficiency Law was published in No. 26510 Official Gazette Dated 2 May 2007 and took effect. The law covers basic subjects such as administration structure, generalization of energy efficiency services, energy management, education and raising awareness, support, measure and monitor, energy performance of buildings, use of energy-efficient products, cogeneration, use of renewable energy. Success in energy efficiency depends on unity in society and installation of integrated policies in subjects of information and consultancy, support and liability. Energy Efficiency Law is the most significant step taken in line with this, and the most important policy document. Might even be called ‘a milestone’. Year 2007 witnessed the beginning of a radical transformation movement in energy efficiency in our country.

What kind of changes in our lives may this law bring about?

The vision of Energy Efficiency Law reflects a Turkey that converts all its energy into benefit and is among countries with high energy consumption per capita and low energy density. Fundamental goal of the law is to decrease energy consumption per capita by at

least 20 percent by 2023 through measures that are applicable in Turkey’s practice, for industry, building, transportation and energy sectors.

In the act of achieving this goal, we will be producing more with the same amount of energy, have reduced dependency for energy investment and export, as well as contributing greatly to the preservation of the environment.

Could you mention the duties your institution undertook?

As is known, energy efficiency studies were conducted by the General Directorate of Electrical Power Resources Survey and Development Administration until quite recently. However, with the Decree Law No. 662 published in Repeat No. 28103 Official Gazette Dated 2 November 2011, the General Directorate of Electrical Power Resources Survey and Development Administration is closed down. In substitution for it, we established the ‘General Directorate of Renewable Energy’ within the body of the Ministry of Energy and Natural Resources. ‘General Directorate of Renewable Energy’ is configured with the intentions of doing studies on the axis of energy efficiency, energy information and technologies ma-



Who is Erdal Çalikoğlu?

He was born in 1963 in Bartın. Graduated from Hacettepe University Faculty of Engineering in Zonguldak in 1986 as a mechanical engineer. Same year began duties at the General Directorate of Electrical Power Resources Survey and Development Administration. Participated in training programs on energy management and efficiency in Netherlands and in Japan. Conducted numerous energy studies in industry and buildings. Worked for the development of strategy, legislation and policies for the subjects of energy efficiency and renewable energy. He worked during the preparation of ‘Energy Efficiency Strategy’ ‘ Law No. 5346 Regarding the

Use of Renewable Energy Resources for Electric Energy Generation’ and ‘Draft Law No. 5627 and Legislations Regarding Energy Efficiency’, for the benefit of Turkey. He worked as the Deputy General Director of the Electrical Power Resources Survey and Development Administration between years 2008 and 2011. With the closing of the institution in 2011, he took the office as Deputy General Director of the Renewable Energy, established within the body of the Ministry of Energy and Natural Resources.

He is married, with two children.

Energy-saving suggestions...

We considered Erdal Çalikoğlu’s suggestions about energy efficiency, which are easy to put into practice in all public economic enterprises, as ‘plus 1’s in favor of handing down our natural resources to future generations.

In industrial enterprises, organized industrial zones and service buldings, more than 10 percent energy may be saved by installing energy management systems, insulation throgh enterprise improving and such investment-free measures and low-investment measures such as fire control, waste heat usage, daylight-utilizing illumination and use of efficient fixtures, compensation, variable speed drive in electric motors. In line with this, in order to help raise awareness of energy efficiency, determine energy saving focus and amounts and set up an effective energy management system, preparation and practice of short and middle-term application plans to fulfil the measures defined through the study of buildings and facilities initially, and results of the plans need to be followed carefully.

The first step for energy saving is energy management... As one can’t know without measuring and can’t manage without knowing, the first base in energy management should consist of measurements.

nagement. All duties and services of the closed down directorate are now conducted by the General Directorate of Renewable Energy.

How does the world manage energy saving?

An indicator of energy efficiency is energy density which is expressed as energy consumption per gross domestic product. When we compare our country to developed countries today, we see that energy consumption per capita is lower, while energy density is higher. Studies on energy saving and efficiency in these countries date back to 1970s. Operations performed for the purposes of bringing energy prices that globally increased after the oil crises under control, achieving sustainability in energy and reducing foreign dependency raised the importance of using energy in more efficient ways. Another progress suggesting the importance of efficiency was ‘environmental awareness’ that surfaced in the 1990s. This awareness involved comprehension of local, regional and global direct negative effects of traditional energy production and consumption, on the environment and natural resources; and support in issues related to efficient use of energy for the aim of reducing these effects. So, energy efficiency that was only on the agendas of industrialized countries

in the beginning, now has become one of the common principles in all countries’ energy policies.

Energy resources have started to fail to satisfy our increasing needs. Energy generated in limited production and at high costs, forces our country to compete with the world. How does your institution contribute to energy efficiency?

For increasing energy efficiency in our country, we are making efforts to raise awareness and knowledge level, develop and apply strategies, policies, legislation and programs jointly with our other sharers in accordance with our country conditions. We progress with training and certification of energy managers who are considered as key person-

nel in industry and building, training and certification of key personnel of legal entities which are going to provide energy efficiency services, authorization and capacity enhancement of these legal entities, performance of pilot project applications, creation and improvement of involved infrastructures with national and international projects, support for energy efficiency projects and establishments that reduce energy density. We are trying to shed light for decision makers by ways of current state assessments, future predictions and projections. ■

“With **ALMA telescope**, we will be able to reach further in distant history”

Under construction since 2003, world’s most complicated and biggest telescope ALMA is going to scope the moments when the first stars shone. Science people are hoping to figure out how the universe reached its current appearance. We had an interview with İstanbul University Faculty of Science Head of Astronomy and Space Sciences Prof. Dr. Türker Özkan about ALMA telescope and astronomy.

European Southern Observatory (ESO) conducts the scientific studies carried in Chile’s Atacama Desert located at an altitude of about 3 thousand meters. Starting ‘a golden age of astronomy’, ALMA collects light imperceptible to human eye, and creates images of cold, dense gas clouds that form new stars. Outperforms Hubble Space Telescope with its ability to observe light between millimeter and submillimeter radio waves. We asked Prof. Dr. Türker Özkan to explain to us how this happens.

ALMA (Atacama Large Millimeter/Submillimeter Array) is a radio telescope. How does a radio telescope work? How is ALMA different than Hubble?

There are other astronomical projects too but ALMA is one of the most important ones. Radio telescopes compose of typically large dish antennas used in astronomy. Aligned dish antennas receive sky signals which are then transmitted to a center to obtain an image. At

this point it is important which radio wave is used. What we call as ‘electromagnetic spectrum’ displays different areas that light spreads on. For quite a long time, we have made observations on those areas. First one that is found is the light we use for screening in hospitals. There are other wavelengths too. Since 70-80s there has been great developments in this field. There are x-ray satellite telescopes or ones like in ALMA project, that can catch radio waves. In other words, ALMA is kind of an intermediary. It is arranged for the wavelength to be received from the sky. Hubble operates on visual areas generally, can’t receive radio waves. Some telescopes receive x and some receive gamma only. You can think of an old radio as an example. Some of them receive AM waves, while some can only receive FM.

Within the project which cost 600 million dollars and is a partnership of EU, USA, Japan cooperating with the Republic of Chile, 15 antennas are already in operation. Number of antennas is planned to

Who is Prof. Dr. Türker Özkan?

Born in 1955. As a government officer’s son, he spent his elementary and junior high school times in various cities. Graduated from Pertevniyal High School in İstanbul. Started studying at İstanbul University Faculty of Science, Astronomy and Space Sciences in 1973 and graduated in 1977. Double masterd at İstanbul University’s Department of Astronomy and Boğaziçi University’s Department of Physics. Received quantum physics lessons from the late Erdal İnönü. Took office at the İstanbul University at the end of 1979. Performed scientific studies in countries like Germany and Italy. He is married, with a daughter and a son.

Observatory from 1935 is under restoration

As “Plus 1” magazine we found out that the observatory may be restored soon. Photo on the right displays a model of the restored facility including supplementary buildings. We asked Prof. Dr. Türker Özkan to enlighten us on this subject.

“Cracked columns were detected in this building, caused by the earthquake in 1999; and it was decided that it will be renewed. Buildings neighboring this historical structure will be demolished and reconstructed. Architects of this project visited here frequently; we worked in co-operation for quite some time. I barely know the technical details but we presented them all the documents we had, related to this structure. They designated a project in line with those. Restoration is going to ensure preservation of the structure’s historical identity. The dome will remain as it is, since we already carried out maintenance works for it.”



be increased to 66 by 2013. What does this mean, and how is it important?

Dish antennas receive small amounts of energy that is then collected and combined in a center. We can think of it as ‘joining forces’. 66 of them will have much more power. Data obtained from each are going to lead to other fantastic data once processed through the system developed for ALMA.

Quantum physics clarified that time does not move in the forms that we perceive. It is accepted that time is not a process, but a dimension. In this case, does ALMA travel in time?

Yes, you could call it time travel... For instance; the sun rays we see right now actually belong to about eight minutes before. The sun is 150 million kilometers away from us; light travels at 300 thousand kilometers per second. Divide distance by speed, divide again by 60 and the result is eight minutes. This means that right now we see about eight minutes before the sun. Another example is Vega. The light of this star arrives here in about 26 years. When we look at that star, we in fact see how it looked 26 years ago. Dimmer the lights get, we know that they come from even farther. ALMA is going to enable us to do this. This way we will be able to reach further in distant history.

The first ‘department of astronomy and space sciences’ of Turkey is opened at İstanbul University. Plus, houses a historical observatory.


This place was established as a means of Atatürk’s reform in 1933. The building was constructed in 1935. Initially, German teachers of Jewish origin escaping from Second World War launched this place, which is built under their supervision. One of them is a student of Einstein... They first constructed the sphere; got the telescope from abroad and initiated an observation system. And we sustain that observation system. No doubt that, back then İstanbul was much smaller and had much lower population, considering today. Now, unfor-



European Southern Observatory (ESO) brought out the first photos taken by ALMA. ‘Antennae Galaxies’ are seen in the photo as they crash into one another.

unately we are having troubles observing at night due to city pollution and intense city life. We are about to resolve this issue. We obtained a telescope that is 60 centimeters in diameter and we located it at Çanakkale University’s campus, which we are going to use for observations at night. We use the one here for observations on sun, there’s no problem.

What kind of project and activities do you organize, for the better understanding of astronomy by everyone and to draw public interest in this science?

The new building is going to include a planetarium, which we call as ‘the planet house’. This way, we will have obtained a location that is able to display visuals of sky phenomenons to the public. Other than that, we will construct a smaller dome. We want to install the portable telescopes or a new telescope there, so that the students can have more opportunity to practice. We have concentrated on community service for the last 2.5 years. Last year, we visited the GAP (Southeastern Anatolia Project) together with the other astronomy departments in Turkey; we organized seminars, made night observations, opened exhibitions during daytime. 

“Turkey should be careful and planned in construction sector”

We asked about the economy and the building sector to CNBC-e Deputy Editor-in-Chief Artunç Kocabalkan who says “When renewing housing stocks in Turkey, we must pay attention to financing and earthquake issues.”

How should year 2011 be evaluated from the viewpoint of the leading companies in building and housing sectors? What can be said for year 2011 from the eyes of economy newspapers? How has this year been for the ones wanting to become homeowners and saving money for this? How do you think year 2012 will be from these three perspectives?

Construction sector falls into crises easily, but overcomes late. Because expectations are very important. Becoming a homeowner is a long term investment and from this point of view, in Turkey financing was not easily obtained. I think 2011 should be considered as a good year when decreased interest rates and enhanced investment atmosphere are taken into consideration. Fears regarding year 2012 effected the sector at the end of the year. Interest rates increased a little, consumer trust declined as a result of the negative incidents especially abroad. And as 2012 will be a tough year, 2011 will remain as a good one among next years.

Like many other sectors in Turkey, business journalism is changing and advancing too. We should watch the world closely and understand it. There is a lack of well-trained business journalists. But in the end what matters to us is that we are able to generate news; we never had any trouble with that and seems like we will not. 2012 will also create lots of news material. I think we are experiencing historical days by means of both world economy and Turkish economy. Turkey's increasing globalization enables the country to quickly adapt to negative and positive incidents abroad. When we look at it from this viewpoint, maybe we will tell more overseas stories than stories of Turkey. I think it will be



Artunç Kocabalkan kimdir?

Born in 1972. Graduated from the Yıldız Technical University Mechanical Engineering in 1992. Received master's degree on economics at Boğaziçi University between years 2004 and 2005. Completed doctor's degree in banking on risk management at Marmara University in 2011. Worked as a treasury manager at Eczacıbaşı Yatırım Menkul Değerler A.Ş., Tekfen Yatırım Menkul Değerler A.Ş. and Koç Yatırım Menkul Değerler A.Ş.; Artunç Kocabalkan is the deputy editor-in-chief at CNBC-e since 2001.

Our goal should be 5 percent annual growth!

Turkey is now an essential part of the world, has great advantages but 2012 will be tough. So everybody should live within their own means. We must grow 5 percent every year in order to alleviate unemployment. Some fundamental issues must be handled first to establish this policy. A more sustainable economic structure should be the aim. I think that,

just like Japan, Europe will continue with small growth rates and even shrinkage throughout the decade, and America will experience a similar situation even though not that harsh. If Turkey can achieve a 3-4 percent annual growth rate in such an atmosphere, it will be a great success. Because, the next five years seem quite uphill for the world economy.

a better year for Turkey when compared to foreign countries. Countries like Turkey can overcome these problems by expanding their domestic markets. And here, building sector bears great importance as a key sector. Helping this sector stand on its feet and supporting it are crucial for the country. House purchase is a question that is asked within a wide perspective in Turkey. If your house isn't earthquake resistant and you can afford a house, you definitely must wait. If you're considering it as an investment, then the length of period on your mind must be discussed. However, if you're asking “Will the prices go higher?”, I can say that I don't foresee such an increase in 2012.

Do you consider making special programs regarding building and housing sectors in 2012 on CNBC-e, in line with the channels broadcast stream?

We always consider that. We will include programs that are about the sector and its future, in various broadcast time zones. The current economy policy suggests supporting the building sector. There is also a social side; earthquake is a danger and a social state must be able to make tough decisions for the citizens' future and safety even only for this reason. Turkey will go through this change. And during this change, it will be impossible for a channel like CNBC-e, watching economy closely and broadcasting, to not pay special attention to this issue. It's not our choice, but a necessity.

Van-Erciş earthquake once again revealed how weak houses are built. Which methods do you think would serve as disincentive factors for these sector members who pay no attention to human life? Does the channel consider making cautionary, educational and informative programs after the earthquake?

When telling about such massive natural disasters, an economy channel must act responsibly. Because human life is in question on the one hand, which is priceless. However, on the other side, human behaviour grounds on economy eventually. For instance, we talk about urban transformation. The cost of this must be recovered one way or another. It is both a painful situation and an economic reality. Financial side of Turkey's transformation is crucial, but so are people's faith and trust in the idea. Turkey has recently been going through a serious change regarding crime and punishment. Now, every mistake is thought to have a punishment or a

cost. If Turkey is in such change and plans to do this in housing sector too, then the ones responsible for this must be seriously punished. These are my opinions as a citizen, but when I look at it as an economist and a media person, I can say that politicians have a great opportunity to get the work done. Because, this earthquake drew more attention on the subject and public opinion is formed. As an economy channel, we undertake the duty of informing. For example, after the earthquake we hosted Nasuh Mahruki. What we tried to emphasize there was that investing in earthquake resistant house building and search-rescue works seemed to cost a lot at first but that bigger costs came up when these investments weren't made. If you're as reckless to brush aside human life, you must reckon that you will go through great losses.

Looking at the world from the axis of the USA, Europe and the Far East, would you like to share some interesting examples regarding the sector's future?

The USA made housing an indispensable part of the economy and expanded the financial sector by granting loans even to people who couldn't afford to buy a house. But once the value of the fundamental asset in it is lost, the economy collapsed and spread out to the world. Turkey should deduce from this that basically there is demand for houses in the country, which sources from the young generation, growing economy and earthquake. Demands must be read correctly and proper financing conditions must be put forth. Turkey should grow carefully and according to a plan when it comes to construction, should designate the infrastructure in compliance with the rules. We have an advantage; loan rates are still very low when buying a house, but rapidly increasing. Europe is a very stable continent. Especially urban is expensive. However, we witnessed rapid declines in house prices with the economic recession in Europe. Turkey is very lucky in this respect, yet is in need of basic regulations regarding land stock. China is a big problem in the Far East I think; because a serious housing balloon is in question there.

World Architecture Festival after World Congress of Architecture

Following the world's biggest and most interactive international architecture organization, World Architecture Congress -organized between dates 26-28 September 2011 in Tokyo-, the fourth World Architecture Festival (WAF) took place in Barcelona between dates 2-4 November. WAF Awards given in 16 categories and themed seminars 'Disaster' and 'Difference' constituted the major axis of the festival.



Gathering many representatives of the design world from globally known companies to small local architecture offices, World Architecture Festival is held with the participation of 1.300 representatives this year, reaching a record number.

Host of the festival, WAF Program Director Paul Finch emphasized in his opening speech on how World Architecture Festival refreshed people's thoughts and reminded them the importance of design and contribution of architecture in cultures. Adding that this year the festival reached the highest number of participants in four years,

Finch expressed that, attended by 60 countries worldwide, the WAF is moving towards becoming United Architecture Nations. The festival, which opened its gates on 2 November, was enriched with inspiring seminars that discussed 'Disaster' and 'Difference' themes by 35 specialists. Sou Fujimoto Architecture principal Sou Fujimoto, MBM Architecture founding principal David Mackay, Sanjay Puri Architects principal Sangay Puri and John McAslan and Partners Historic Building team principal Pauline

Top: Hanimaadhoo International Airport in Maldives that won the '2011 Future Project' award. **Left:** Media-TIC building in Barcelona that won the '2011 Building of the year' award.



Nee were among the speakers of WAF seminars. Discussions conducted during the seminars presented the participants the opportunity to review what the architects are able to offer at damage assessment stage after a disaster. Additionally, more than 700 projects among applications to WAF Awards, the festival's focus point, are exhibited during the festival. Visitors also enjoyed the live presentations of project owners from all around the world, who applied for 2011 Award Program. On the last day of festival, each award-winner competed in front of the 'super-jury' composed of architects and urban designers and led by Michael Sorkin, for the biggest awards 'Building of the Year', 'Structural Design of the Year' and 'Future Project of the Year'.

Here are year 2011 winner projects

Building of the Year Award went to Cloud 9 Architecture with the Media-TIC building in Barcelona. Top floors of the building are spared for big companies, while newly established companies are planned to be set on lower floors. On the first floor there is an auditorium for courses and programs for citizens.



Structural Design of the Year Award went to Frank Gehry's Beekman Tower in New York. This multi-purpose tower offers health centers, residences and a state school. The tower is also the most significant high-tower that is built in New York after 9/11.

Future Project of the Year Award went to Integrated Design Associates Limited's Hanimaadhoo International Airport. Planned to be built in Maldives, the airport terminal is designed to sit on water by columns.

People's Choice Award went to Syndicate Studio's Memorial House Todor Proeski. This award is important as not only professionals but also the public votes for it.



Left: Beekman Tower in New York that won '2011 Structural Design' award. **Right:** Memorial House Todor Proeski in Macedonia that is the choice of public.

UIA
2011
TOKYO
DESIGN
2050

UIA World Architecture Congress and 'Design 2050'

Defined with the theme 'Design 2050', explained with the idea 'beyond global disasters, towards sustainability with solidarity' and organized by International Union of Architects (UIA), the 24th World Architecture Congress gave the architects the opportunity to lead the world's future, by concreting continuing collaborations and creating a brand new understanding. UIA 2011 Tokyo 'Design 2050' offered the opportunity to discuss future architecture and future cities via various programs including opening speeches, technical sessions, international competition, applied projects, exhibitions and tours. Projects from the Pacific Asia and Southeastern Asia are introduced under the name 'WAF Tokyo Preview'.

UIA Board of Directors gathered after the congress, between dates 29 September-1 October. Previous season works and UIA's future program and strategies are debated in the General Assembly. During

the session on 30 September, candidates for the next three years of UIA duty are determined. Three years of Region II (Bulgaria, Hungary and Turkey) Vice Presidency duty is given to Prof. Dr. Deniz İncedayı, who is nominated by the Chamber of Architects of Turkey. Next UIA Congress will be held between dates 3-10 August 2014 in South Africa's Durban city with the theme 'Multiplcity' (as voted in Torino General Assembly in 2008).



Prof. Dr. Deniz İncedayı

Most influential names of Turkish business world at the 20th Quality Congress...

Traditionally organized by the Turkish Quality Association (KalDer) every year, the Quality Congress was held at Lütfi Kırdar Convention & Exhibition Centre on 29-30 November. Choosing this year's theme as 'making a difference', at the 20th Quality Congress, prominent names of Turkish business world reviewed in detail the relation between quality and making a difference, from various aspects.

Quality Congress, hosted by Turkish Quality Association (KalDer) and Turkish Industry and Business Association (TÜSİAD), received respectable guests this year too. The opening speech of the two-day congress was delivered by KalDer Chairman Hamdi Doğan, who stated that this year 3 thousand people attended the 20th Quality Congress, the second biggest quality congress in Europe. He added that, following a history of 20 years KalDer became one of the non-governmental organizations that can direct Turkey's vision. Mr. Doğan said: "An innovation-focused approach underlies the concept of 'making a difference', that will be handled at the congress. Economies now focus on innovation rather than efficiency. Development level, thus, is determined in line with countries' innovative potential."

Taking stage after Hamdi Doğan, TÜSİAD President Ümit Boyner expressed that aiming for 'the better' in an environment where competition is sharp and competitors are powerful wouldn't satisfy the matter of 'making a difference'. She reminded that different things were also a bit extraordinary, and added that we should see something different in what everybody looked at, imagine and tirelessly make efforts to realize our dreams. Stating that, despite the recently increased resources for R&D in Turkey, we still fell behind developed countries by means of innovation, Ümit Boyner emphasized the goal of improving the human capital which is a much more important and long-term issue. Highlighting the need for prioritizing education for achieving a high level of welfare, sustain it and compete globally, Boyner finished her speech: "In year 2050, we are going to need 2.3 times more world in order to sustain our welfare levels! It is an undeniable fact that sustaining growth and development ranks first among most critical subjects of the 21st century business world."

'Making a Difference with a Brand', 'Making a Difference with Design and R&D', 'Success Stories', 'Brand Creating in Anatolia', 'The Women at Top of Administration' are just a few of the parallel sessions performed during this quite busy two-day gathering that began on 29 November... At the special session on the first day, Sabancı Holding Chairman Güler Sabancı and Eczacıbaşı Chairman Bülent Eczacıbaşı answered journalist Uğur Dündar's questions.



Left; special opening session that gathered Uğur Dündar, Güler Sabancı and Bülent Eczacıbaşı. Right; 'Quality as a Life Style' session with Güneri Cıvaoğlu and Mustafa Koç.



'Volunteer, Make a Difference' session attended by Zekeriya Yıldırım, İlhan Üttü and Hacı Ormanoğlu.



Hamdi Doğan



Ümit Boyner

Expressing that in Turkey a serious reform in education that gives a chance to differences and a cooperation between universities and the industry was requisite in order to contribute to innovation; and that innovation and sustainability included in the EFQM model were essential for success. Güler Sabancı said: "Can't improve something you can't measure. So, beyond making a difference, there are change, courage, intelligibility and transparency."

Bülent Eczacıbaşı said that his dream was to see Turkey among one of world's biggest 10 economies within vision 2023. Eczacıbaşı continued: "During such times, the key to change is in the hands of some leading roles in society. Politic vision and determination are two crucial elements in business world. Societies can leap forward this way. Turkey had done this before, can do again."

On the second day, Koç Holding Chairman Mustafa Koç answered Güneri Cıvaoğlu's questions at the 'Quality as a Life Style' session.

Volunteer, Make a Difference!

Darüşşafaka Chairman Zekeriya Yıldırım, Goncalar Solmasın Derneği President Hacı Ormanoğlu and Elginkan Foundation Manager İlhan Üttü contributed to the 20th Quality Congress with their presentations during one of the parallel sessions organized on the second of the congress 'Volunteer, Make a Difference'. Elginkan Group took place with its E.C.A. brand among the sponsors of the congress that included 20 sessions, 16 workshops and 60 speakers in total.

At the session, examples from the establishments creating difference for long periods were told, as well as backgrounds and operations of these establishments. Zekeriya Yıldırım who also chaired the session, said: "We can't choose but to raise global leaders for our country to succeed in global, cultural and commercial competition. We are trying to bring our students in qualities required by global competition."

İlhan Üttü told about the history and activities of Elginkan Foundation, our Founder H. Ekrem Elginkan and his goals; he said: "The principle of becoming an "Eternal Organization" was adopted and bequeathed by our founders. The mission assigned to our Group by this involves preservation of our values regarding the Republic of Turkey, operation of scientific, technological and educational activities and qualified workforce for the industry. Nowhere in the world, there is another company group that set its reason for being on social responsibility and was entrusted to the society." Most significant social entrepreneurship and voluntariness story was told by Hacı Ormanoğlu who works in Elazığ Avcılı Elementary School. Ormanoğlu opened an exhibition with 10 of his students and also organized a folk dances team. The village teacher, who declared eight sister village schools through the donations that the school receives, until today made contributions to the education of 4 thousand children via Goncalar Solmasın Derneği (a benefit society) established in 2006.

Mentioning that he represented the third generation in the family, he said: "There is a saying in the Western world; 'The first generation makes it, the second generation manages it, and the third generation spends it.' There are various examples. Fortunately, not in our case." In response to Cıvaoğlu's question about the relation between quality life style and money, he said: "Anything good comes with a price. This doesn't always refer to money. Creating something quality requires care, focus, effort and hard work."

20th Quality Congress ended on 30 November with the 19th National Quality Award Ceremony, conducted based on EFQM Excellence Model.

Current issues with world-famous speakers:

‘Housing Conference 2011’

At the ‘Housing Conference 2011’ themed ‘Sustainable Growth’ and organized by the Building Information Centre (YEM), subjects such as alternative solutions, urban transformation, A+ residential development, assessment, profitable and public-centric housing are discussed.




Always keeping its place on top of the country’s agenda, ‘housing’ theme is handled with all its details during this event which is organized by YEM for the second time, is the first and only conference of Turkey in this field. Various subjects from urban transformation to social-housing, from luxurious housing assessment to development are discussed in detail with the theme ‘Sustainable Growth’. Approaching the needs for sustainable growth in house production and development with their economical and social dimensions, the conference addressed to different house development models in the world, which are assessed by prominent speakers from Turkey and the world.

In the opening speech of Housing Conference 2011 held on 20 October, President of the Building Information Centre (YEM), Doğan Hasol indicated the necessity to produce smart projects for İstanbul. Hasol said: “Whenever architecture falls into depression, looks back at the past. You can’t produce anything by looking at ancient art. Expressing new things in architecture is essential.” Taking the stage after Doğan Hasol, the President of The Association of Real Estate Investment Companies (GYODER), Işık Gökkaya stated that he doesn’t agree with the claims saying that a serious supply in housing is in question, and continued: “For the next 10 years, Turkey needs 6 million residences. 45 percent of the existing house stock is compo-

sed of worn-out and maxed-out residences.” Gökkaya expressed that housing loans must be generalized, and that GYODER is working with Capital Markets Board of Turkey (CMB), Housing Development Administration (TOKİ) and The Banks Association of Turkey for the establishment of secondary markets in line with this purpose. Final speaker of the opening was TOKİ Vice President Dr. Ahmet Şahin, who stated that the number of houses that are being built in 81 cities, 800 districts and on 2.145 building sites reached over 513 thousand; and that 378 thousand of these houses are completed including social facilities and environmental planning. Indicating that 85 percent of the produced houses have the characteristics of social-housing, Şahin underlined that they highly contributed low-income groups to become homeowners in the last eight years.

One of the agenda headlines of Housing Conference 2011 was ‘Social-Housing Not Only as Social Responsibility But Also as an Investment Tool’ theme. Founder of the Elemental Group, which was established through the cooperation of COPEC and the University of Chile and which produces profit-oriented but social-focused housing and infrastructure projects, architect Alejandro Aravena was one of the speakers who brought a new approach to the concept of housing by way of capital-public benefit relation. Aravena stated that 1 million citizens out of 3 million were below the poverty line currently, and that by 2030 2 million citizens out of 5 million would reach the same level, which is quite a trouble. Aravena added: “You’re all right if you’re living in a 80 square meter area. That is the number we want to reach, to offer good housing solutions.”

Second closing speech of the Housing Conference 2011 was performed by World Habitat Award-winner architect Stefan Forster. Forster’s ‘Architecture for a Habitable City’ themed presentation mentioned the concept of ‘shrinking cities’ by means of demographical changes in Germany. Forster displayed examples of transformation projects he launched especially in Frankfurt and Hamburg. 

FORUM

3rd National Energy Efficiency Forum and Fair

12-13 January 2012, İstanbul

Within the fame of this year’s ‘31st Energy Saving Week’ activities, 3rd National Energy Efficiency Forum and Fair is to be held on 12-13 January 2012 at İstanbul WOW Convention Center. Conference, panel, forum, fairs and award ceremonies are included in the program.

6th World Water Forum

12-17 March 2012, France

Main theme of the 6th World Water Forum, which will be organized in France’s Marseilles city between dates 12-17 March 2012, is determined as ‘Time for Solutions: Water’. The forum discusses subjects like enabling everybody’s access to water and water-based cleaning services, protecting world countries’ societies and economies from water disasters, contributing to the most convenient and efficient use of water and food safety, within three strategic contents such as ensuring everybody’s welfare, contributing to economic development and keeping the planet ‘blue’.

UNICERA 24th International Ceramic Bathroom Kitchen Fair

14-18 March 2012, İstanbul

Most productive international marketing platform of ceramics, construction and building materials sectors, UNICERA is going to be held for the 24th time. UNICERA is one of the best two fairs of Europe, and will be organized at the TÜYAP Fair Convention and Congress Center between dates 14-18 March 2012.


FAIR

Dream and Reality - Modern and Contemporary Women Artists from Turkey

Until 22 January 2012, İstanbul

Housing the ‘Dream and Reality - Modern and Contemporary Women Artists from Turkey’ exhibition between dates 16 September 2011 and 22 January 2012, İstanbul Museum of Modern Art aims to bring Turkey’s social and cultural transformation into question via female artists’ works. Centering female artists’ leading and critical positions in modern and contemporary art, the exhibition offers a new and alternative outlook on Turkey’s socio-cultural background.

EXHIBITION



A dream for the future...Elginkan Group, turning dreams into reality, is 60 years old. This relay started by our Late Founder H. Ekrem Elginkan in 1951, reaches out to tomorrow from yesterday with the ideal "Eternal Organization". We are welcoming the new year by holding on our concepts composed of 'renewing, being different and not compromising quality' understanding that motivates our Group and our tolerance feelings, which we define as 'being able to see intermediate colors'. Hoping that year 2012 becomes a 'year of tolerance', we repeat "Together for Years", to get together in 'moments that are so unique and good that can't be repeated' and to share the pleasure of success together. We wish you a colorful, bright and imagination-inspiring year...