

SUMMIT 2017

RE-CODING IR

TIME FOR ACCELERATION!

12.12
2017 | InterContinental
Istanbul

“TUYID Investor Relations Summit” will be held on
December 12, 2017 for the sixth time. It will be a pleasure to see you at the Summit
where valuable speakers will participate.

InterContinental Hotel

RSVP: **Fatmanur Sarı 02129702168 / fatmanursari@tuyid.org**

09:00 - 09:30 REGISTRATION AND COFFEE BREAK

09:30 - 11:00 OPENING SPEECHES

09:30 - 09:45
09:45 - 10:10
10:10 - 10:35
10:35 - 11:00

Nursel İlgen, CFA, TUYID Chairwoman - TAV Airports Holding Co., Director, Head of Investor Relations
Hakan Yurdakul, Presidency of the Republic of Turkey, Head of Economy Monitoring and Coordination
Himmet Karadağ, Borsa İstanbul, Chairman - Turkey Wealth Fund Management, Acting Chairman of the Board
Bora Oruç, Capital Markets Board of Turkey, Executive Vice Chairman

11:00 - 12:00 SESSION 1: THE VALUE OF INVESTORS RELATIONS: CEO PERSPECTIVES

- Growing strategic importance of investor relations
- The effect of investor feedback on corporate strategy
- The impact of investor relations on a corporation's value
- The value of investor relations in building and enhancing corporate reputation
- Organizational positioning of investor relations

Moderator: **Funda Güngör Akpınar**, TUYID Honorary Member
Hurşit Zorlu, Anadolu Group, CEO
Fuat Erbil, Garanti Bankası, CEO
Sani Şener, TAV, CEO
Paul Doany, Türk Telekom, CEO

12:00 - 12:15 AWARD CEREMONY AND RAFFLE

12:15 - 13:15 LUNCH

13:15 - 13:30 KEY NOTE SPEAKER; INVESTOR RELATIONS CAREER MANAGEMENT

- Skills and educational qualifications required for investor relations
- Career milestones and suggestions
- New career opportunities for IR professionals

Ayşegül Aydın, Heidrick & Struggles, Managing Partner

13:30 - 14:30 SESSION 2: INVESTOR RELATIONS: PERSPECTIVES FROM THE BUY-SIDE AND THE SELL-SIDE

- Passive investing meets active investor relations
- Expectations from investor relations
- The role of rating agencies on bond issuance success

Moderator: **Patrick Tobias** IPREO, Senior Vice President
Gülcan Üstay, Fitch Ratings, Turkey Office Head
Erman Kalkandelen, Franklin Templeton, Senior Vice President
Mete Yüksel, TEB Yatırım, Vice General Manager
Kağan Çevik, Ünlü&Co., Managing Director

14:30 - 14:45 KEY NOTE SPEAKER; BNY MELLON INVESTORS RELATIONS SURVEY RESULTS 2017

Cihat Takunyacı, BNY Mellon, Managing Director, Country Manager & Senior Representative

14:45 - 15:15 COFFEE BREAK

15:15 - 16:00 SESSION 3: EXPERIENCE SHARING BY STAKEHOLDERS

- MiFID II and investor relations
- Investor perspectives on responsible investment and ESG issues
- Corporate access and investor relations
- Inflation-indexed bonds

Moderator: **Cihat Takunyacı**, BNY Mellon, Managing Director, Country Manager & Senior Representative
Cem Öksün, Credit Suisse İstanbul Menkul Değerler A.Ş., Head of Equities Turkey
Cem Gökkaya, Enerjisa, Corporate Finance and Treasury Director
Tolga Koyuncu, HSBC Investment, Head of Equities Turkey
Andreas Posavac, IPREO, Managing Director

16:00 - 16:05 RAFFLE

16:05 - 17:00 SESSION 4: TELLING TURKEY'S STORY TO THE WORLD

- Building a global brand
- Arts and cultural production in Turkey and communication with the world
- How Turkey is perceived in global market
- Recommendations for telling Turkey's story to the world

Moderator: **Ali Saydam**, Bersay Communications, Honorary President
Özge Bulut Maraşlı, Doğan TV Holding, CEO
Gönenç Gürkaynak, ELIG Law Firm, Co-Founder
Görgün Taner, İKSV, General Manager
Seymur Tarı, TURKVEN, Co-Founder

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