

SUMMIT 2018

A NEW STORY OF TURKEY

12.12
2018 | InterContinental
İstanbul

09:00 - 09:30

Registration and Coffee Break

09:30 - 10:30

Opening Speeches

09:30 - 09:40

NURSEL İLGEN, CFA - TUYID Chairperson, TAV Airports Holding Co., Director, Head of Investor Relations

09:40 - 09:55

ALİ FUAT TAŞKESENLIOĞLU - Capital Markets Board of Turkey Chairperson

09:55 - 10:30

BERAT ALBAYRAK - Republic of Turkey Ministry of Treasury and Finance Minister

10:45 - 11:30

1st Session: **The Story of Turkey: New Building Blocks**

- Outstanding features of local business skills.
- What were we talking about? What shall we tell next?
- How can we distinguish ourselves?
- How companies should change the way, they do business.
- The homework of companies
- What is the lifetime cycle of strategic planning in the New World?

Moderator: **MELDA YÜCEL KOCAALP** - NTV

HAKAN BİNBAŞGİL - Akbank CEO

BURAK BAŞARIR - Coca Cola İçecek CEO

11:30 - 11:45

Award Ceremony

11:45 - 13:00

Lunch

13:00 - 13:15

Key Note Speaker: **Investor Relations Career Management**

- Competencies required to become an investor relations professional and expectations of investor relations professionals.
- Career milestones on the career path and suggestions for steps to be taken in each experience level.
- New career opportunities for IR professionals

MURAT YEŞİLDERE - Egon Zehnder Turkey Managing Partner

13:15 - 14:10

2nd Session: **Public Offerings: Before and After**

- What does a public offering change in the life of a company?
- How does management prepare for the philosophy of being a public company?
- What are the effects of going public (public offerings) on internationalization and institutionalization for a company?
- What is the role of IPOs in the potential growth of Turkish capital markets?
- How do you determine the right timing for IPOs?
- What are the key elements for a successful IPO?

Moderator: **ATTILA KÖKSAL, CFA** - Ünlü Menkul Değerler Member of Board of Directors

MERT ERDOĞMUŞ - AK Investment CEO

BURCU ÖZTÜRK - Medical Park CFO

ALİ YAVUZ BİRDAL - PAAMCO Miren Asset Management Managing Director

KIVANÇ ZAIMLER - Sabancı Holding, Head Of Sabancı Holding Energy Group

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3rd Session: *International Perspective on Investor Relations experience in Turkey*

- Digital transformation process of companies and its effects on companies' investor base
- Best practices of investor relations activities in Turkey.
- International best practices from around the globe.
- Effects on company value and investor interest.
- Turkish companies' outperformance and areas for improvement
- Cases, applications and suggestions about corporate governance and ESG/SRI communication

Moderator: **PATRICK TOBIAS** - IPREO Senior Vice President

AUDREY ARNOUX - ADP Head of Investor Relations

PIERO MUNARI - Investor Relations Professional

AMANI KORAYEIM - Institutional Investor Director, All-EMEA Sales and Product Development and Extel Research

14:45 - 15:20

Key Note Speaker; Scenes from the Future

M. SERDAR KUZULOĞLU - Knowledge Monger, Dünya Halleri Editor

15:20 - 15:45

Coffee Break

15:45 - 16:15

4th Session: *North American and European Investors Approaches to Global Corporate Access: The Impact of MiFID II and the Changing Dynamics of the Sell-Side*

- Investment climate change under MiFID II
- Investor relations efficiency under new order
- Institutional and individual investors' approach
- Impact on Turkey
- New ways of active investor targeting in this environment
- New channels to use to reach investors
- Importance and use of Independent research for varisized companies.
- Road show organizations, suited investor targeting and new communication channels

Moderator: **DAVID ROSS** - LFDE (Financière de l'Echiquier) Global Growth Equity Fund Manager

ANDREAS POSAVAC - IPREO Managing Director

CİHAT TAKUNYACI - BNY Mellon Turkey Country Manager

16:15 - 17:00

5th Session: *Turkey in Global Markets*

- How did they succeed?
- What can we achieve?
- How do global markets perceive Turkey?

Moderator: **ALİ SAYDAM** - Bersay Communications Honorary President

ALİ GÜRELİ - Contemporary İstanbul Chairperson

AYŞE EGE & ECE EGE - Dice Kayek Founders

ACLAN ACAR - Management Consultant

FİRUZ BAĞLIKAYA - TÜRSAB Chairman Of The Executive Board

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