



Was held on 25 April 2018 in Istanbul Turkey
Organized by Management Consultants Association of Turkey





Management Forum Turkey is organized by Turkish Management Consultants Association and aims to be the platform where industry leaders, company representatives, representatives of the academic world, government representatives and management consultants get together to discuss trending topics that effect the economic growth and the sustainable development of companies and industries in Turkey.

During the forum held on April 25th 2018, public and private sector representatives, various thought leaders, academics and management consultants came together to share their opinions about the changing role of management and the role and impact of innovation in companies, devise recommendations to increase efficiency and effectiveness for the economic future of Turkey.

PROGRAM

25 April 2018, Sheraton Grand İstanbul Ataşehir

09:30 – 11:00

Opening Speeches

Zeynep Tura, Chair, Association of Management Consultants
Akansel Koç, Secretary General, Turkish Confederation of Employers Associations
Jülide Sarıeroğlu, Minister of Labour and Social Security
Dr. Faruk Özlü, Minister of Science, Industry and Technology

11:00 - 11:30

Coffee Break

11.30 - 12.00

Sustainable SMEs

Edem Bakhshish, Regional Director, UN Office for South South Cooperation

12.00 - 12.30

Financial Risk Management with Technology

Kasım Akdeniz, General Manager, Credit Bureau

12.30 -13.30

Lunch

13.30 - 14.30

New Strategies And Changing Perspectives in Management

Celal Toprak, Association of Economic Journalists
Mine Kocadağ Dedekoca, Start-IST & Crossover
Sinan Emon, CEO Lexmark International CEEMEA
Alper Ensari, Turkey CEO , Toray International

14.30 - 15.30

Managing with Technology

Ömer Turhan, Workcube
Prof. Dr. Sinan Alçın, Kültür University
Wayne Clarke, Global Growth Institute

15.30 - 16.00

Coffee Break

16.00 - 17.00

Innovative Finance Management in Global Economy

İmdat Ersoy, Public Oversight Company
Paolo Monaco, European Bank for Reconstruction and Development (EBRD)
Neda Soydan, TURKONFED

17.00 - 18.00

New Marketing Strategies For Changing Customer Expectations

Mehmet Kızıldaş, Educator & Author
Prof. Dr. İzzet Bozkurt, North Cyprus West University
Dr. Murat Akdoğan, MYC Partners
İsmail Haznedar, Strategist and Business Consultant, Former President of JCI

Registration desk



Management Consultants Association Turkey organized Management Forum Turkey in Istanbul to share idea to create sustainable SME Management systems.

This year Forum opened it's doors under the heading "Managing Change and Change Management " where digital transformation of industries, the digitalisation of economy in Turkey, innovation in management of companies and expectations of customers in the digital economy were discussed.

During the opening remarks, MCA Chair Ms.Zeynep Tura shared information on the effectiveness of grants and funds provided by KOSGEB (SME Development Agency), various ministries and the regional Development Agencies. Ms.Tura stated that "According to statistics, only 5 out of 100 grants and funds are used effectively with results that are meaningful. The most important problem is that the grants given are not followed up in Turkey. The monitoring system is ineffective and it is not possible to obtain precise data on how and where SMEs spend these grants and funds, or whether they really need them. This results in a serious waste of precious resources in some sectors and regions, while other sectors and regions are starved for resources. It is imperative that effective monitoring, performance evaluation, independent auditing and reporting mechanisms must be established."

Ms. Zeynep Tura, Chairperson, Turkish Management Consultants Association



There were 389 registered participants and 249 company representatives in the Forum.

19 thought leaders on Finance, Marketing, Management and Technology came together to discuss the changing needs of management, operations, employees and customers in Turkey in 4 panels.

United Nations Office for South South Cooperation Regional Director Mr. Edem Bakhshish, pointed out in his speech that "Sustainable development means meeting the needs of the present generation without having to take away the rights of future generations. Nowadays carbon dioxide emissions are rising, energy use and water need is increasing and we have to find solutions to all of this. Food safety will become even more important. Social development issues such as fight against poverty and employment have been at the forefront since 2000 and sustainable development is the main goal of UNOSSC. These concepts can not be considered independently from each other. The targets of sustainable development are closely related for all countries. We have to think holistically, we have to protect the planet together, and the private sector can make a rapid change in this matter."

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Management Consultants Association will bring together all stakeholders on April 2019 once again to discuss sustainable solutions for SME growth and economic welfare.

Mr.Edem Bakshish, Regional Director UN Office for South South Cooperation



Mr.Koray Kaya, COO, Turkish Credit Bureau



Panel: New Strategies And Changing Perspectives in Management



Panel: New Strategies And Changing Perspectives in Management



Panel: Managing with Technology



Panel: New Marketing Strategies For Changing Customer Expectetations



Panel: New Marketing Strategies For Changing Customer Expectetations

