

azura news

NOV/DEC 2014 - ISSUE 1

FREE PUBLICATION

a new breath to middle eastern life

Ambassador's Message

Interaction between Turkey and Qatar goes back to almost 500 years

Qatari – Turkish Relations

Stability and Prosperity:
Keys to a Successful Equation

QATAR

FOLLOWING THE INFINITE
SILENCE IN THE DESERT

Sultans of Dance coming to DOHA

why Turkey?

Reasons to visit Turkey and find out



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Marhaba

As a result of extensive efforts, we are pleased to share with you the first issue of Azura News, in which we have tried to convey our knowledge and experience.

First of all, I would like to emphasise that Azura News is a non-profit magazine. The fact that it is free and that it will be directly distributed to the target audience will prevent its rich content from remaining on the shelves.

The primary aim of Azura News is to properly promote the wealth of cultural, business and other opportunities of mainly Qatar, other GCC countries and Turkey, and thus, to enhance the sharing in this framework on a professional ground.

And also, the fact that 2015 will be celebrated as "Qatar-Turkey Year of Culture" will cement our fraternal relations with this beautiful country, with which our business relations are increasingly gaining momentum. Undoubtedly, Azura News will be further beneficial in this respect

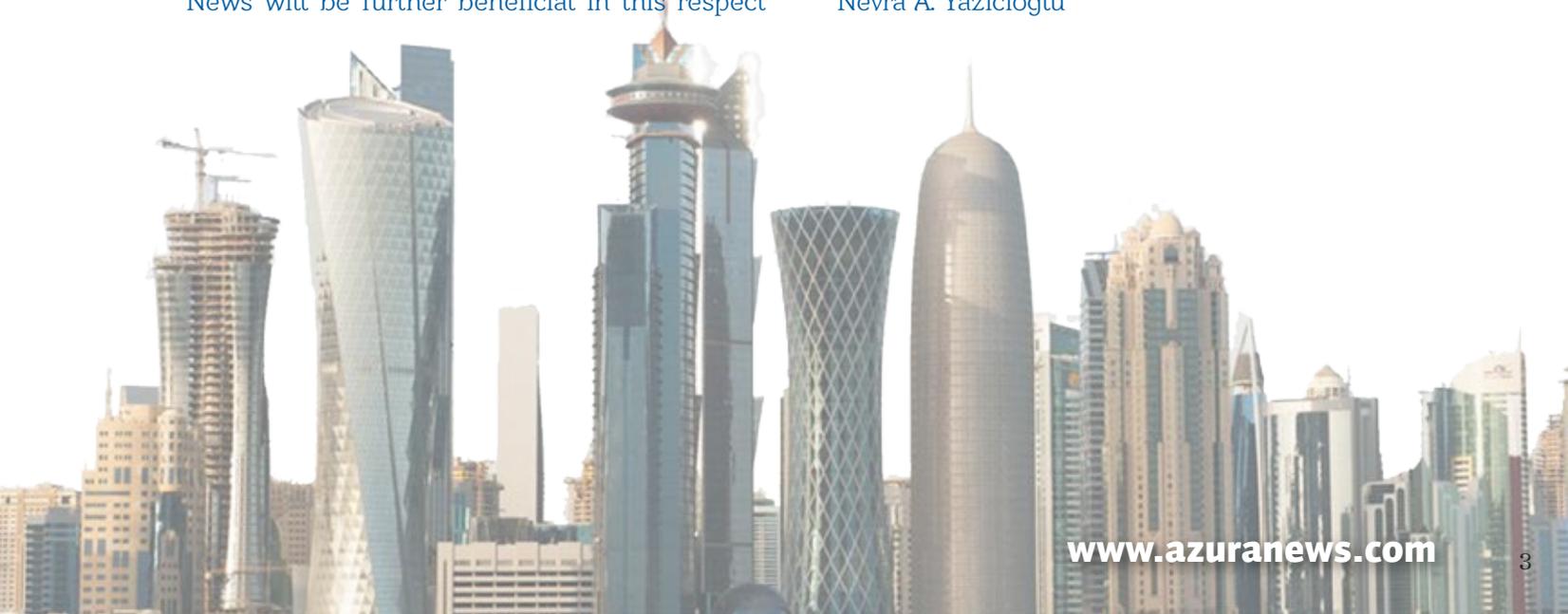
and it will provide maximum level of value in terms of promotion, commercial matching and new business opportunities.

In line with our aims and objectives established within the framework of this responsibility and sense of mission, providing the maximum information and benefits to you, esteemed readers who have supported us, our prestigious firms, and those distinguished people who have contributed to the contents will always be our main principle.

I'd like to take this opportunity to thank Ambassador of Qatar to Turkey, His Excellency Mr. Salem Mubarak Al-Shafi, the Turkish Ambassador to Qatar His Excellency Mr. Ahmet Demirok, and all the competent authorities of the State of Qatar, which we feel as our second homeland; you, esteemed readers, and UBB Business Consulting Company, which has generously offered its support and assistance.

With my best regards,

Nevra A. Yazıcıoğlu



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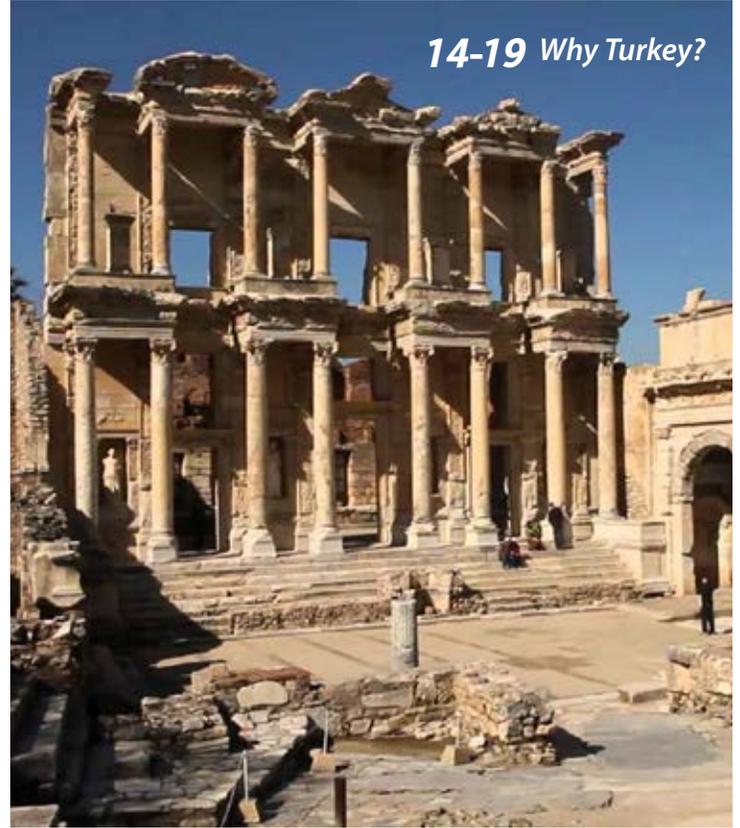
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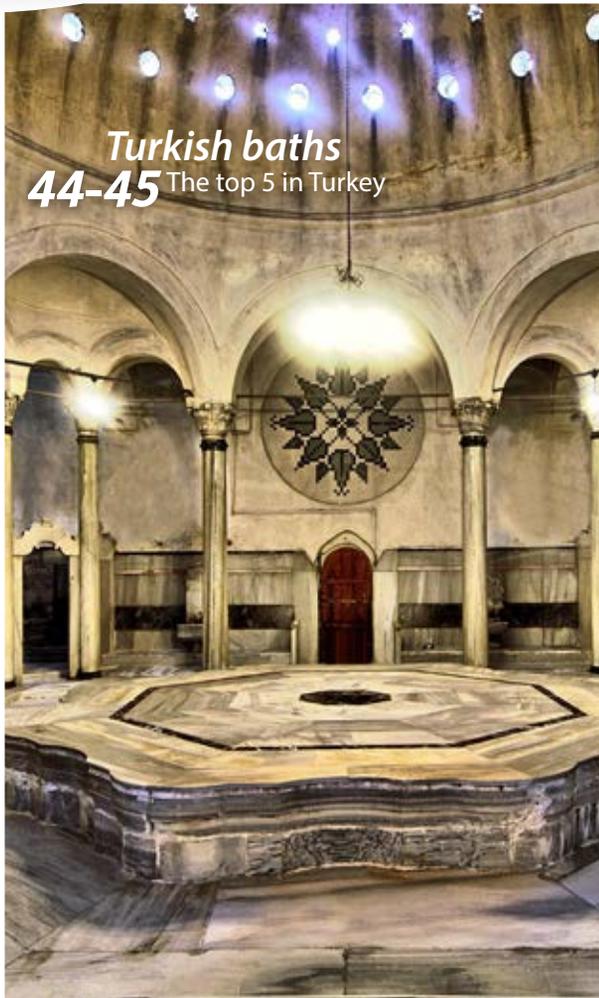
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SULTAN's Exhibition

“Muhteşem Yüzyıl: Teshir-i İhtişam” exhibition produced by TİMS Productions and Istanbul Exhibitions. World premiere will be on November 1 in İstanbul.

The costumes, jeweleries and all other materials of tv serial “Muhteşem Yüzyıl” (magnificent century) known as “Sultan” converted into an exhibition.

Visitors will have memorable times in the famous scenes of the tv serial. Exhibition is based on a 2500 square meters place to show every detail.

İstanbul Street Dance Carnival at Garajİstanbul!

Fourth, to be held this year “İstanbul Street Dance Carnival” This year, as in years past from Turkey and the world will meet many dance lovers under the same roof.

This year Hiphop Ladies, and Freezone Hiphop Men and for the first time Popping Jury :

- Buddha Stretch (USA)
- Martha Nabwir (Sweden)
- Sugar Pop (USA)
- Sonia Souph (France)
- Murad Small (Turkey)

Date: November 9, 2014

Time: 17:00

Location Garajİstanbul



HANDEL & VIVALDI are coming to İstanbul

Handel and Vivaldi's operas arias and overtures; Geminiani, Evaristo Felice dall'abaco Europe's best-loved old music ensembles, most respected international prize Concerto Köln and coloratura, the world's most sought-sopranos from 2011, the prestigious “Echo Klassik “by” Best Female Singer of the Year “title awarded Simone Kermes, with magnificent works of baroque music in Cemal Reşit Rey concert hall at December 9

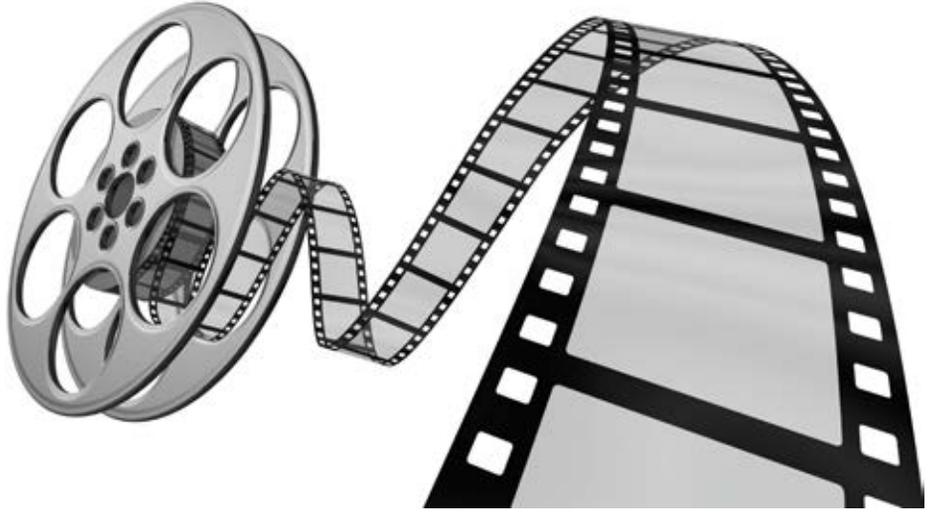
JOAN MIRO IN ISTANBUL!

Sabancı University Sakıp Sabancı Museum (SSM), hosts a comprehensive exhibition consisting of the Catalan artist and sculptor Joan Miró, born in Barcelona. This exhibition, titled "Joan Miró. Women, Birds and Stars" focuses on the maturity period of the groundbreaking and versatile artist. The exhibition, sponsored by Sabancı Holding and organized in collaboration with the Joan Miró Foundation in Barcelona, the family collection Successió Miró in Mallorca and the Pilar and Joan Miró Foundation again in Mallorca can be visited between 23 September 2014 and 1 February 2015.



Started by Hollywood stars, selfie madness snowballed into a phenomenon that spread over the entire world. Almost an essential part of our daily lives now, we often come across selfies in movies and TV shows. Now this madness has spread to the 1917 Bolshevik revolution.

In a TV series starring Kivanç Tatlıtuğ in the lead role, the famous actor also took a selfie. During the series, seeing a camera for the first time in 1917, Kivanç Tatlıtuğ photographs his co-star, Farah Zeynep Abdullah, before taking his own selfie.



FESTIVAL ON WHEELS

Festival on Wheels is organized by the Ankara Cinema Association under the patronage of the Turkish Ministry of Culture. The Festival aims to introduce a distinguished selection of films to the Turkish audience and to cultivate an ardent desire for a nation wide distribution. The 20th Festival on Wheels will be held between 28 November and 14 December 2014.

Kivanç Tatlıtuğ takes selfie madness to the 1917 Bolshevik Revolution



Discover the Turkish Furniture! news | a



“MOSDER Furniture Festival” began on October 18 and will continue for 45 days, until November 30. The festival organized by MOSDER (Turkey Manufacturers Association) During the festival there will be discounts up to 70 percent.

Why Turkish Furniture?

Because technology the world invents today is Turkey the same day. Manufacturers in Turkey closely follow the global furniture technology. Also trendy designs, integrity of concept, fast delivery affordable price and large production capacity.

56 furniture manufacturers are participating: ABC, Ada Koltuk, Aldora, Alfemo, Allegro, Alpino, Area, Bellona, Boldera, Cardin Concept, Casa, Cennet, Çilek, Dessi, Doğtaş, Dilay, Ergül, Fatih Kırıl, Family Group, Gala, İpek, istikbal, İşbir, Kelebek, Kilim, Konfor, Ladin, Larressa, Leta Sandalye, Merinos, Misafir,

MNS, Mobi, Mondı, Monessa, N Design, Newjoy, Nill’s, Odam, Polox, Rendi, Saloni, Serdi, Serhat, ŞKM, Teleset, Tepe Home, Türkmen, Vanessa, Vettore, Vira, Vize, Weltew, Yağmur, Yataş and Yatsan joined the festival.

Songül’s Jury Hair Styles

Songül Öden, national jury member of the Antalya Golden Orange Film Festival, has attended every premiere with a different hair style.

The 51st International Antalya Golden Orange Film Festival, organized by the Antalya Municipality, opened to cinema lovers on Friday 10 October with a premiere held in Antalya EXPO Center. The jury in the ‘National Feature Film’ category consists of Yılmaz Erdoğan as chairperson, and Bülent Emin Yarar, Ebru Ceylan, Hayk Kirakosyan, İskender Pala, Meral Çetinkaya, Selim Şükrü Atakan and Songül Öden as jury members.



MALL OF ISTANBUL is open!



Under the same roof at Istanbul Mall, you can find 350 stores, thousands of brands, Europe's largest indoor theme park Moi Park, Gusto Moi with its gourmet tastes, and the new performance arts centre, Moi Stage.

Distinguishing itself with 'firsts' and 'mosts', Istanbul Mall will host: Toyzz Shop's largest store of 1,600 square meters, DeFacto's large, first two-storey store in Istanbul, Debenhams' second new concept store in Turkey, H&M's first

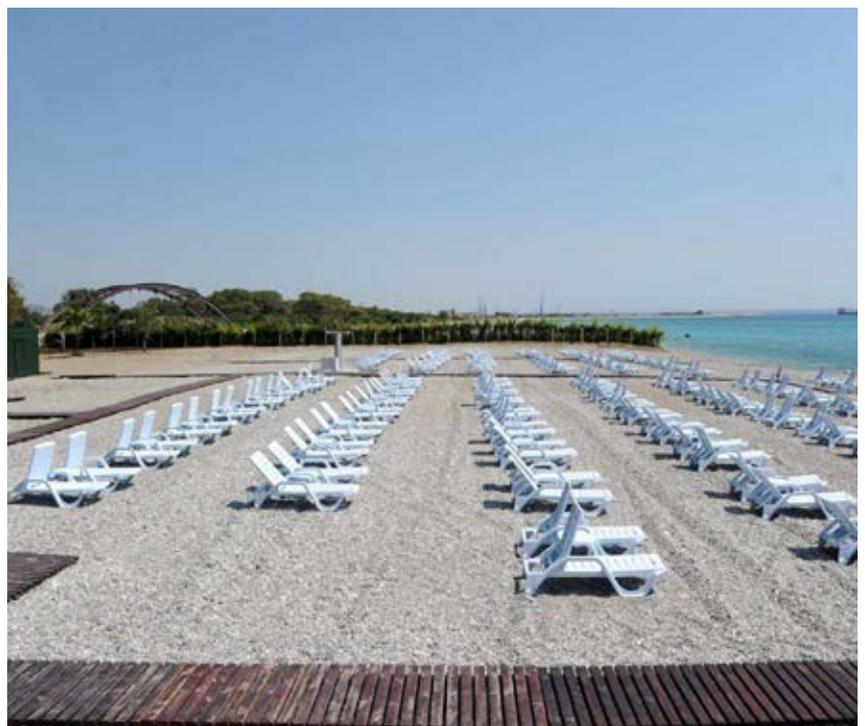
home decoration store, Mango's first Rebel brand store and Victoria Secret, with its first full concept store covering 1,000 m². Aldar, an investment group based in Dubai, have also opened a 3-storey restaurant here, for the first time in Turkey,

taking up an area of 1,000 m².

Istanbul Mall also has a gourmet centre here, called 'Gusto MOI', which offers tastes of the Black Sea, Anatolia, Antep, Aegean, Europe and Far East cuisines all under the same roof.

ONLY FOR WOMEN

A women-only beach is now open at Sarısu, Antalya. All employees on the beach, including lifeguards, are women. The beach is designed for women only, with 300 beach chairs, 150 umbrellas, 150 coffee tables, showers, toilets and changing rooms. At the same time serving as a social facility, Sarısu Women's Beach incorporates a kebab house, fish restaurant, garden, beach kiosk, mosque, supermarket and six stores. Women can comfortably enjoy the sea and have a great time in this area which is enclosed in a way that cannot be seen from outside. It is waiting for women looking for fun without any hassle.

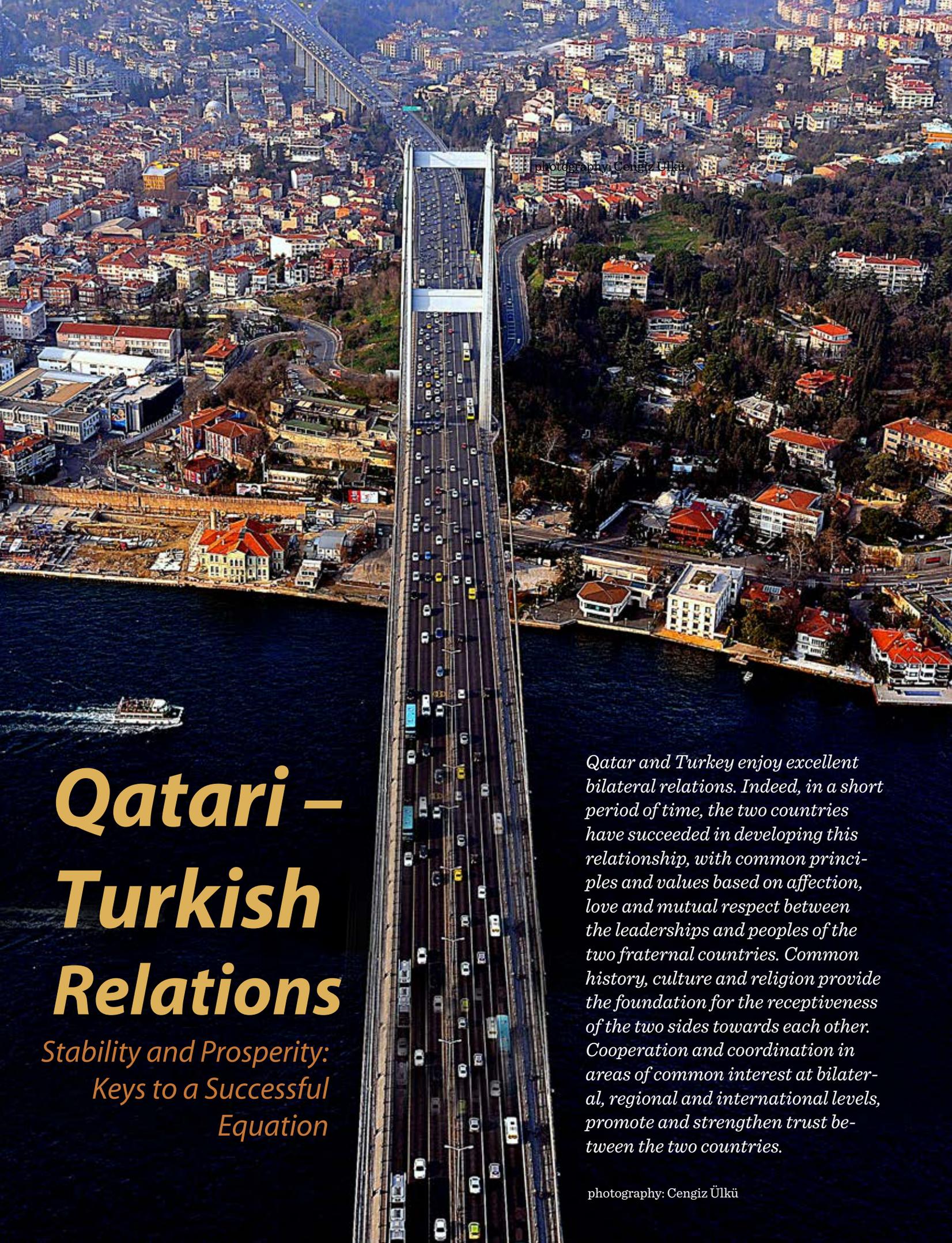


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photography: Cengiz Ülki

Qatari – Turkish Relations

*Stability and Prosperity:
Keys to a Successful
Equation*

Qatar and Turkey enjoy excellent bilateral relations. Indeed, in a short period of time, the two countries have succeeded in developing this relationship, with common principles and values based on affection, love and mutual respect between the leaderships and peoples of the two fraternal countries. Common history, culture and religion provide the foundation for the receptiveness of the two sides towards each other. Cooperation and coordination in areas of common interest at bilateral, regional and international levels, promote and strengthen trust between the two countries.

photography: Cengiz Ülki

Our belief and purpose is peace, security, stability and prosperity for the region

On a political level, there is harmony in the policies of the two countries, accompanied by a mechanism of co-operation and direct consultation between Qatar and Turkey, mainly in bilateral and regional issues of common interest, whether through bilateral or multilateral diplomacy. In recent years, bilateral visits of mutual high-level officials have reached an unprecedented pace, enhancing the effectiveness of this mechanism and hastening achievement of the desired goals.

Achieving peace, security, stability and prosperity for the region and its people, is our belief and purpose; moreover, we believe that it should not compromise the right of peoples to live in freedom and dignity, but allow them to express their aspirations and hopes: a vision that Turks share with us.

On the economic front, relations between the two countries are witnessing a boom, thanks to the intensive efforts that are now being made to raise the volume of bilateral trade and increase investment to a degree that compliments the excellent relations at a political level. We consider Turkey to be a fertile ground for investment, presenting numerous important and major projects that investors can look forward to across various sectors; energy, transport, tourism, banking, real estate and the manufacturing sector are all promising. We have investments in a number of them, particularly the banking, tourism and energy sectors, and we seek to increase the size of our investment in Turkey. We believe that it could reach \$20 billion once some of the projects that are still under consideration are finalised.

On the other side, Qatar is witnessing an unprecedented economic and urban revolution. This is coinciding with preparations to host the 2022 World Cup, which is creating momentum in huge construction and infrastructure projects, and provides many valuable investment opportunities along with the appropriate environment for companies and businessmen. There are a large number of Turkish companies operating in the



H.E. Salem Mubarak AL-SHAFI
Ambassador of Qatar in Turkey

Qatari market, especially construction and contracting companies. In recent years, they won a number of mega-projects, most recently the \$4.4 billion dollar 'Doha Metro Project', which is the highest amount ever granted to a Turkish contractor in a foreign tender.

As you know, Qatar plays a crucial regional and global role in the energy sector, particularly in the field of liquefied natural gas. On the other hand, Turkey is rising economically, and energy is a key element of its economic rise and prosperity. From the Turkish side, ensuring that Ankara gets the necessary supply of energy at affordable prices is a priority, not to mention the fact that diversification of imports is important for the energy security of Turkey. From the Qatari side, we believe that we are well qualified to achieve all of this and can contribute effectively to the Turkish energy agenda.

Qatar and Turkey possess important economic elements and have great economic potential to achieve economic partnership at the highest level. Both countries enjoy stability, dynamism and wealth; we look forward to exploiting these features in the development of our economic relations. Aside from the points enumerated above, human and cultural relations - which for Qatar form the basis of dealing with other countries and groups - remain the most important. Indeed, cultural relations must serve as a cornerstone in building bilateral, healthy relations among nations, based on solid foundations of mutual understanding, coexistence and respect between the peoples of these countries. Unfortunately, nowadays these values

do not get enough consideration in the international community, and relations between states are dominated by immediate interests and utilitarian, temporary relationships

We are trying to uphold these values and prove that the opposite is true. In other words, the openness of the peoples of both countries towards each other on a cultural and human level, will develop into a guarantee of bilateral interests and relations, based on a solid foundation of mutual understanding, coexistence and respect.

Due to the strong mutual relations between our countries, political-economic interaction and communication is reinforced by our two fraternal peoples on a cultural and humanitarian level, reflected in the increasing numbers of Turkish citizens living in the State of Qatar in recent years. In parallel, the number of Qatari tourists visiting Turkey is considerably rising, showing a 110% increase during the past year. Recently, an agreement has been signed to increase the number of flights to Turkey, which will undoubtedly have an impact on the continued increase in the number of arrivals, investors and businessmen, from both sides.

This year the Turkish festival, 'Culture of Anatolia', took place in Katara, a traditional-cultural village in Doha. This had a positive impact and played a role in the promotion of cultural exchange between people. We are preparing for a series of cultural activities that will take place in Turkey next year, inshallah, and hope it will have an influence on promoting the bilateral relations between the two countries on a cultural and humanitarian level.

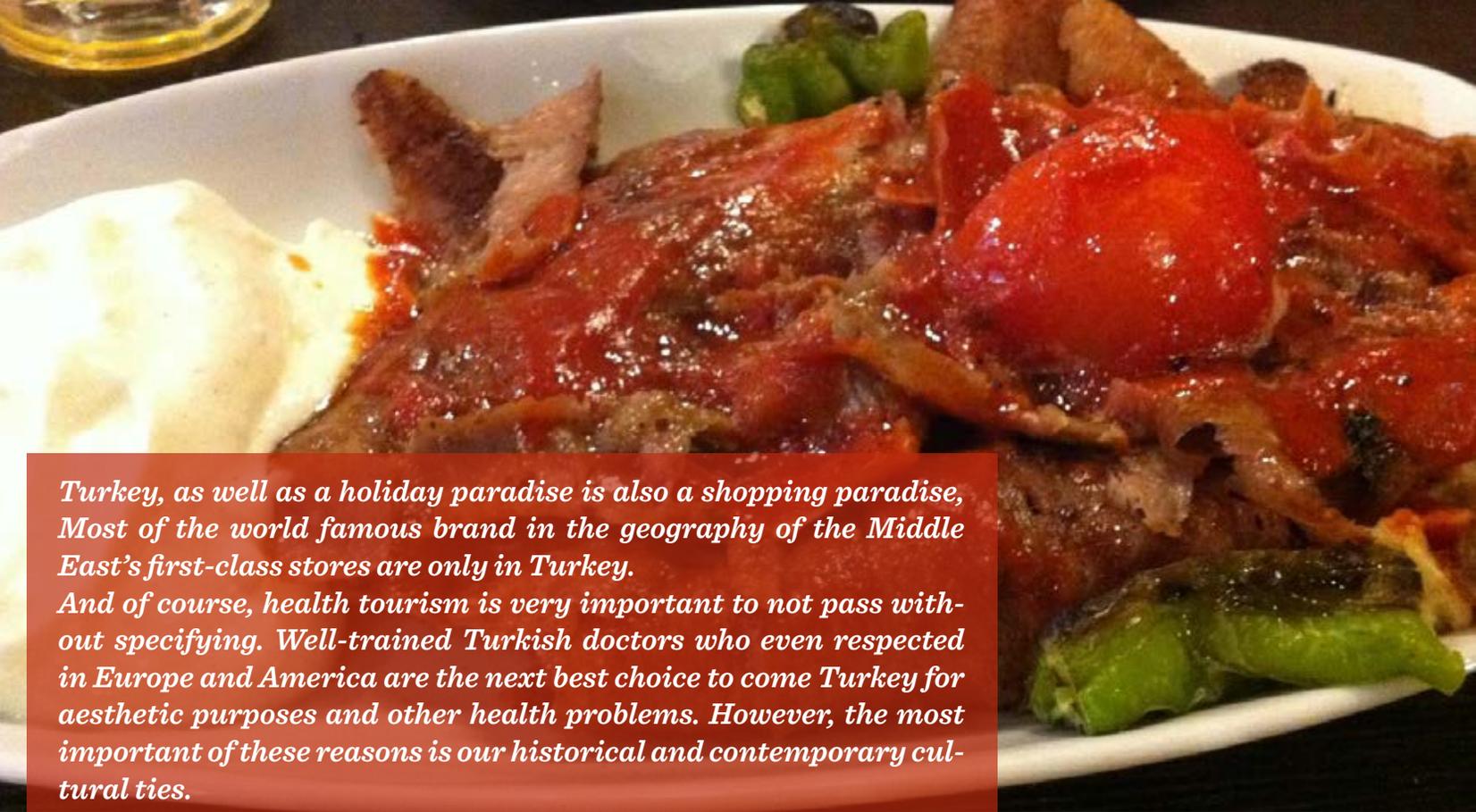


Why Arab Tourists are preferring Turkey to visit?

The background of the image shows ancient stone ruins under a clear blue sky. A large, multi-arched structure is the central focus, with a person standing in the lower left foreground to provide a sense of scale. To the left, a tall, isolated column stands. The ground is paved with large, light-colored stones.

Turkey always has been a center of attraction for our Arab friends. For example, unique Pamukkale travertine, with Fairy Chimneys in Cappadocia, Istanbul and outstanding natural beauty, of course, are the main reasons to come to Turkey.

Besides, most luxurious quality hotels, spa facilities, clean beaches, ski resorts and summer - winter four seasons there is always an appropriate activity of Turkey's preference is justified. Each holiday season, the reason is available in all regions of Turkey.



Turkey, as well as a holiday paradise is also a shopping paradise, Most of the world famous brand in the geography of the Middle East's first-class stores are only in Turkey. And of course, health tourism is very important to not pass without specifying. Well-trained Turkish doctors who even respected in Europe and America are the next best choice to come Turkey for aesthetic purposes and other health problems. However, the most important of these reasons is our historical and contemporary cultural ties.

Here's why one of the top 10

1 Turkish tv series viewed in several Arab countries, has caused the Arabs to explore Turkey.



2 Turkey is also a Muslim country just like the Arab region, so Arabs can worship in anywhere, anytime .

3 The number of Arab tourists who come for health and aesthetic operations was 110 thousand people by 2013.



4 Diversity of shopping opportunities, both interested in luxury brands luxury shopping malls as well as reason. Turkey production is also the location of the homeland of world famous Turkish brands in Turkey and the price is more suitable according to their own countries.





5 Arabs feel themselves closer to Turkish people and feel better than European, Asian and American countries. Also, they can establish a dialogue with the Turks easily.

6 Because of beaches and spa areas which are just reserved only for women, Arab women feel comfortable

7 People can find everything in Turkey which Europe and America have.

8 Meals are familiar and comply with Islamic rules



9 Increasing in number of Arab investors increased Arab house buyers in Turkey.

10 And of course, Turkey's historical and touristic beauties, have more green areas and bonds from the Ottoman .



FOLLOWING THE INFINITE SILENCE IN THE DESERT

Article by: Seçil Sağlam



QATAR



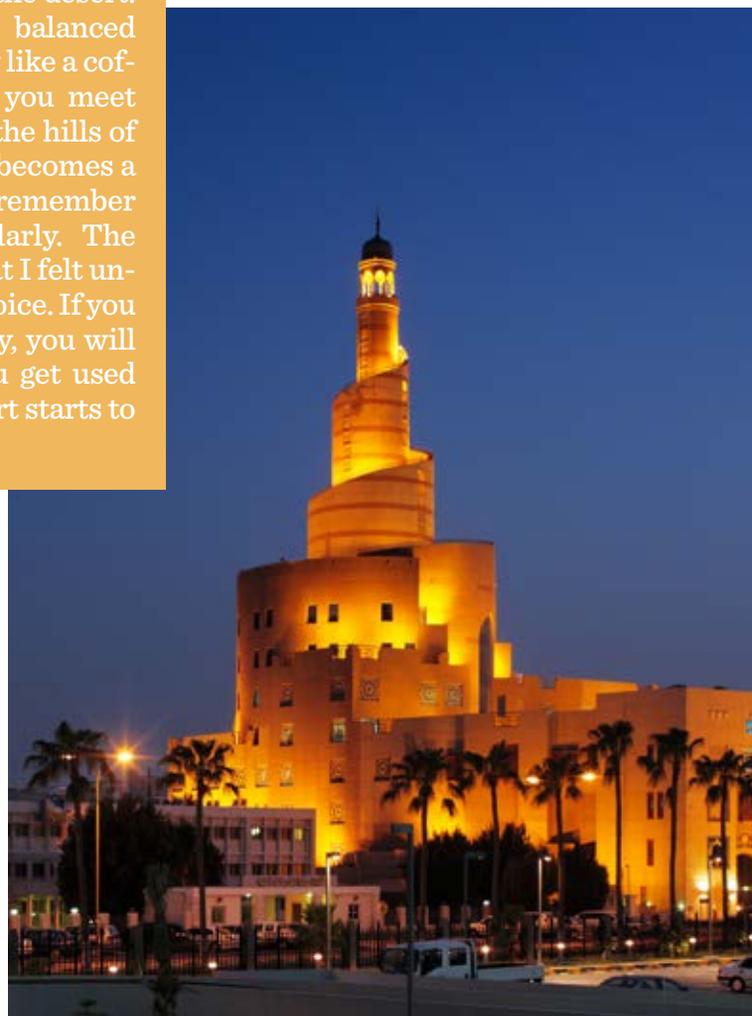
If you have not made a conscious decision to go there, you will not suddenly find yourself in the middle of the desert unless you are dreaming. Yet once you have been there, you will realise that you were already in love.





The Qatari driver, with the confidence of a desert master behind the wheel, changes the tyres as part of his daily routine, which is a number one, must-do experience before attempting solo driving in the desert. This is a contemporary desert safari using vehicles with sat-nav, high-protection sun creams, the latest design sun hats, the latest model cell phones and a mini-refrigerator at the back of the jeep, which is full of beverages labelled 'serve cold': new-age adventures with a touch of comfort. The driver seems as if he is never lost in this huge desert and it is almost as if the sat-nav is excess baggage. There is a sense that if we were to get irretrievably lost, he could continue his life here and be our host in his desert.

He is sure of his place, always driving in a way to impress us, while we rise and fall on the sand hills. After many slides over the hills, we reach the coast where the desert and the sea meet. We are now out of the comfort zone. The sound of the engine melts down in the silence of the desert: an infinite silence, a balanced heat. The desert is now like a coffee at its best. When you meet the sea after climbing the hills of sand, the desert safari becomes a magical experience. I remember that moment particularly. The desert was so silent that I felt uncomfortable with my voice. If you are there on a calm day, you will feel this too. Once you get used to the silence, the desert starts to speak to your heart.



A photograph capturing the silhouettes of two camels and their riders as they traverse a sand dune at sunset. The sun is low on the horizon, creating a warm, golden glow that illuminates the sky and the sand. The camels are laden with gear, and the riders are dressed in traditional attire. The sky is filled with scattered, soft clouds, adding texture to the scene. The overall mood is serene and evocative of a desert journey.

I landed in Qatar on a very humid day in August 2005. Actually, I'm not even sure that 'humid' correctly defines the feeling I had on that day, or the following months and years that I spent there. I remember thinking that people who come to Qatar from different countries of the world are like bugs who fly towards the light, unperturbed or undeterred by the crazy heat. I'm pretty sure that people from all over the world experience similar feelings when first stepping into a Middle Eastern country. The following months and years passed for me, with many departures and landings in Qatar, each one invoking different feelings which were most intense when I returned back home.

Qatar, where I moved for work purposes 8 years ago, used to be a country whose name was rarely heard in Turkey. Over the years, it has cleverly manoeuvred itself into a place with an international reputation for film festivals, The Asian Games, culture and art centres, museums, and skyscrapers that multiply each month in the silhouette of the city. Following this glorious rise, the arrival of some of the world's best chain hotels, has turned the city into a centre of pleasure. The 5-star hotel chains have brought with them restaurants serving numerous international cuisines, pampering spas and night clubs, contributing to the city's social life and making Qatar an attractive city. More than that, all this social life has made it easier to withstand the heat. The chic and luxury hotels offer water sports within the city, without the need to drive to the seaside. But in order to feel like a genuine Qatari, one must experience the desert safari, which I tried in my very first week in Qatar

and will never forget. Another must-do, is to leave behind the chic and luxury services of the hotels and hang out in the traditional souq, which will enable you to feel and discover a different culture. The souq, meaning 'market' or 'bazaar', takes you into a magical and authentic atmosphere without the unnatural lights of the shopping malls and their regulated heat, always set at 18 degrees. Here you can discover the beauty of golden desert days and real Arabic culture. There is a variety of shops in the souq: Indian shop owners selling colourful fabrics, local shops selling dishdasha (traditional dress for men) or abaya (traditional dress for women), oriental slippers, and dusty shops where you feel dizzy from the smell of intense fragrances or feel as if you are lost in the story of Aladdin's Magical Lamp. Surrounded by people of all nationalities - especially Qataris smoking shisha in front of the cafes or sitting in traditional dress inside the authentic restaurants - and police-

men on horseback with their fancy sunglasses, it may seem to you as if you are in a film set. The souq is not very big, but one must experience its starry nights, the candlelit decor of the restaurants, the narrow streets and exotic smells evoking the Tales of One Thousand and One Nights, whilst appreciating the tones of yellow in its walls and the mystical atmosphere before sunset.

Qatar, is an ambitious country of expanding cities and attractive opportunities, which is well worth seeing. The multinational population, the colours of the city, stunning high-tech skyscraper designs, the latest car models, proud Qatari people, international restaurants, chic hotels and westernized yet oriental atmosphere make Qatar a unique place. All these contrasts enrich the city and alleviate the effects of its challenging climate. For those who travel to Qatar, either for a stopover or to stay for a while, the taste of the Tales of One Thousand and One Nights remains in the mouth.





Do Not Miss!

- Pamper yourself in one of the spas of a 5-star hotel, such as the Sharq Hotel or Four Seasons.
- See the Islamic Arts Museum and appreciate its architecture.
- Go to the Pearl artificial island, where many international restaurants are set by the marina, and watch the people passing by as you sip your coffee.
- Have a long walk by the Corniche.
- Follow the events calendar of the Cultural Centre of Qatar and watch a performance. The complex, which was built by Arab architects, hosts the art studios of many local artists that you can visit.
- Get in a dhow and experience the city from the sea. The local old-style wooden boats which are mostly run by Indians are a good way to see the city lights at night.
- Have dinner in the authentic architecture of the souq, on the terrace of a Lebanese or Arabic restaurant and watch the colourful mixed crowd of all nationalities.

AMBASSADOR'S MESSAGE

The first interaction between Turkey and Qatar goes to back almost 500 years. Since then, a notable and well-founded relationship between our fraternal countries has been meticulously carved out. This distinguished background and our cultural affinities, have enabled us to build a partnership which is developing into a bright future of cooperation. Our countries have proved capable of standing together in the face of the events unfolding in our shared region. Our joint efforts aim to transform this volatile region into a basin of peace and stability. The expanding cooperation between Turkey and Qatar, as two crucial players of the region, has an ever growing importance.



Ahmet DEMİROK
Ambassador of Republic of Turkey





Under the wise leadership of HH the Emir and HH the Father Emir, Qatar has proved the ability to build a modern state, while also keeping alive its customs, traditions, culture and identity. Qatar is like a strong tree growing from its roots, with the ability to craft a forward-looking vision compatible with modernity. Qatar's success is also revealed by the figures: with an economy of more than \$200 billion and a per capita income of more than \$100 thousand, Qatar is today one of the richest countries in the world and a gleaming star of the region.

Turkey has also become a leading country in its region, with a competitive, robust and liberal economy, a young and skilled population, and functioning institutions. The Turkish economy is already the 17th biggest in the world and the 6th biggest in Europe. Turkey has the largest private-sector-led free market economy and the biggest manufacturing power in the region from East to West. Turkey's export volume also grew to over \$151.8 billion in 2013. Turkey, which is also a G-20 country, achieved approximately 4% growth in 2013 and became the growth champion in Europe.

Economic relations are of greater significance given the notable growth and economic dynamism demonstrated by our countries. In particular, I am proud to see Turkish construction companies going from strength to strength in Qatar. Qatari investments in Turkey are

also on the rise in energy, banking and tourism sectors. The achievements of our economic cooperation are already impressive, yet I believe there is still more to do. Empowering the current status of relations between the economic and capital circles of our countries will remain at the focus of Turkish-Qatari bilateral relations.

There are more than 60 Turkish companies registered in Qatar and we are glad to see that they are making a remarkable contribution to the economic and social development of the country. In parallel with this, Turkish and Qatari firms are weaving stronger bonds. The 2nd Qatari-Turkish Business Forum, which was held in Doha in April 2014 with the participation of more than 200 Turkish and Qatari companies, was a point in case. There is a high economic potential between the two countries and there is still much to do to reach the peak of this potential. Turkish companies are ready to undertake more projects, particularly in the vibrant construction sector within the framework of the 2022 FIFA World Cup and 2030 Qatar National Vision.

It is certain that the expanding political and economic relations mentioned above will further consolidate ties at grassroots level. The Turkish community in Qatar is already contributing to Qatar's society and economy, in the role of business holders, professionals and academics. Turkish culture attracts a growing deal of attention in Qatar and

more Qataris are visiting Turkey every year. In April, we presented the first Turkish festival in Doha. Throughout the festival, we aimed to leave a notable impression by displaying a small but important part of historical and modern aspects of Turkish culture.

We are keen to extend this cooperation by establishing educational and cultural institutions. In this framework, the Turkish school in Doha will hopefully be operational by September 2015. We also hope to open a Yunus Emre Turkish Cultural Center in Doha, which will boost our relations in the cultural sphere. Above all, political relations continue their dynamic progress, invigorated by frequent reciprocal visits from leaders and high-level officials. Close friendship between our leaders plays an important role in developing these links, along with fraternal and deep-rooted historical ties between Turkey and Qatar.

At a time when our relations are gaining such momentum, it is my great privilege to serve as the Ambassador of the Republic of Turkey in Doha. On behalf of the Embassy and myself, I extend my best wishes to our Qatari brothers and sisters, as well as the Turkish community in Qatar. We will need to work harder to further enhance bilateral ties between Turkey and Qatar. I am confident that relations between Turkey and Qatar will further develop and reach their potential in the years to come.

Extravagant Weddings at **Çırağan Palace Kempinski, Istanbul**

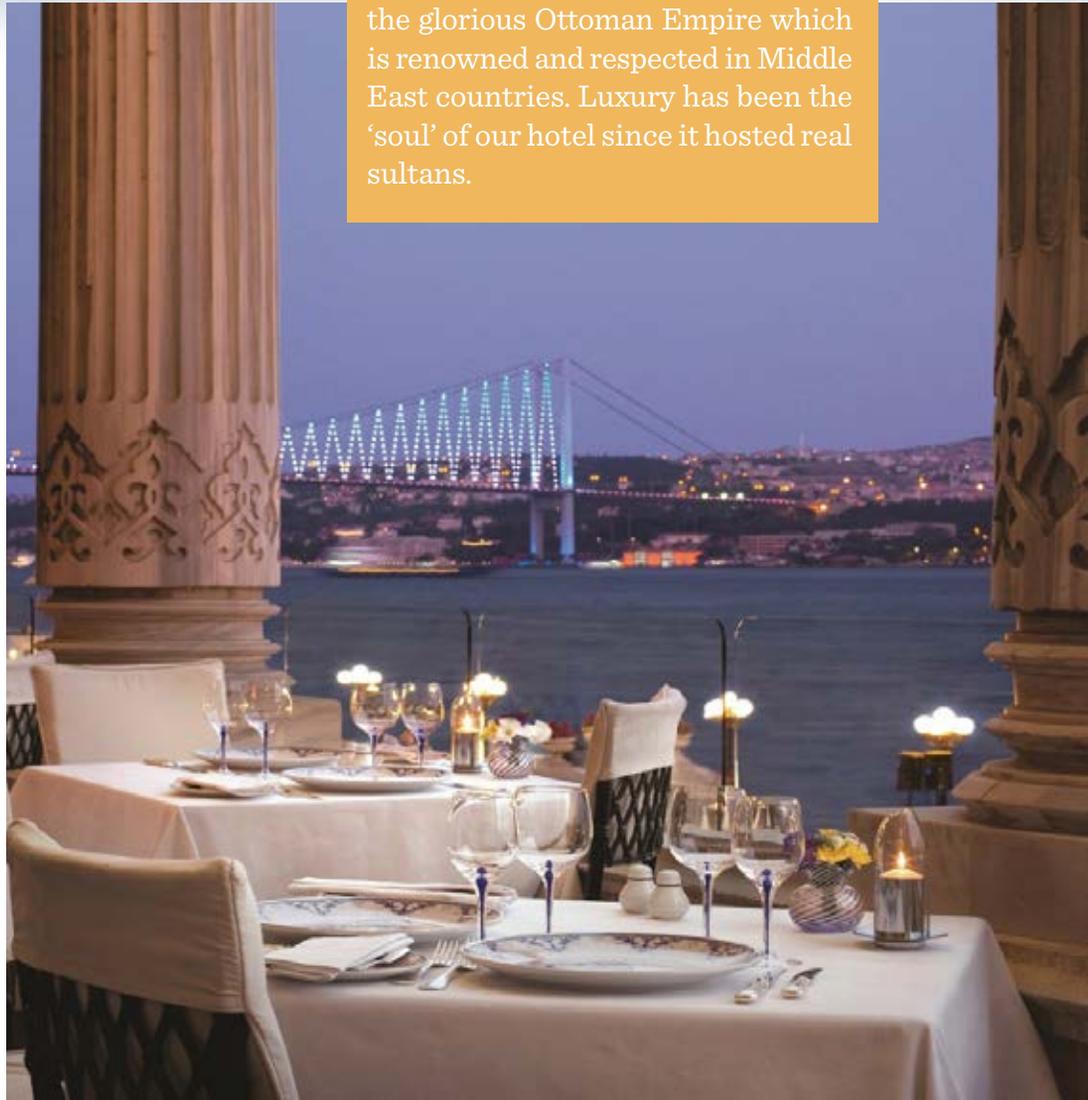


Can Göktaş - Director of Sales & Marketing, Çırağan Palace Kempinski, Istanbul, and Regional Director of Sales, Turkey and Southern Europe



Heritage properties have something that no others have: a genuine history. Çırağan Palace was a real palace, used by the great Ottoman sultans of the glorious Ottoman Empire which is renowned and respected in Middle East countries. Luxury has been the 'soul' of our hotel since it hosted real sultans.

Istanbul is a magnificent city with a history dating back to 700 B.C. It has been the capital of three empires and is constantly on the move, with an emerging art, culture and wining-and-dining scene. It is the only city in the world that lies on two continents, and just as it connects the two continents of Europe and Asia, it is both exotic and modern. It is also extremely beautiful with the Bosphorus running through the middle of the city. From the eclectic Grand Bazaar to high-end shopping malls, it offers a very rich shopping experience. Istanbul has numerous aspects that many cities do not have.





Equally important is the similarity between Middle Eastern and Turkish culture. Middle Eastern guests feel comfortable here, as Istanbul offers both the Orient and Europe, with many activities of both kinds that can be enjoyed by our high-profile guests. The ‘Turkish hospitality DNA’ we have inherited from our ancestors is another of our historical assets and something that cannot be faked.

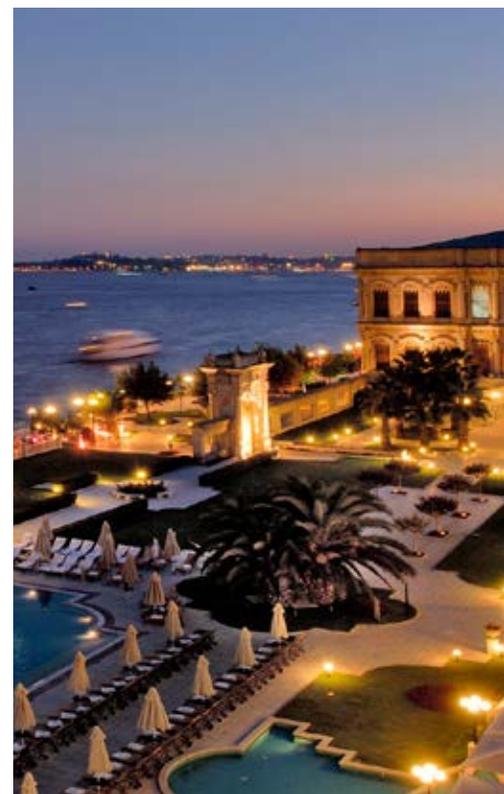
Our hotel is unique in many respects: there is no one other single property on earth that is a genuine, old Ottoman Palace now run as a hotel situated right on the Bosphorus, and located in a city that combines two continents and has hosted three empires. We have a resort-like ambience, with a vast garden and facilities ranging from a spa to various restaurants, that is perfect for wedding guests. We host over 100 weddings a year from all over the world. We have turned into a ‘destination’ in our own right, becoming the brand and a symbol of luxury for the region. We have learnt luxury from its core - Kempinski is Europe’s oldest luxury hotel group.

We are ‘the place’ to get married. We say here in Turkey that Çırağan Palace is every young girl’s dream, and it is true. Weddings that take place at our historical palace are genuinely impressive, due to the fact that couples get married at a real palace. It is a symbol, benchmark and reference point for memorable weddings. Our vision is to ‘tailor-make’ every single project according to the needs of each guest. We have wedding planners that take care of every detail from the first meeting until

the bride and groom leave the hotel. We do not have anything ‘standard’: everything is tailor-made according to the dreams of the couple. We hold various menu-tastings with couples, just to make sure their dreams are realised in every sense.

We also have special services for our Middle Eastern guests, including Arabic-speaking staff in the sales and guest-relations teams, Arabic-speaking hostesses in the food and drink team and a dedicated female cook preparing Middle Eastern specialties. We have a special Middle Eastern corner at breakfast and Middle Eastern dishes are available from the room service menu.

The weather in Istanbul is good all year round. Our summer is much cooler compared to a lot of Middle Eastern countries, but we have a winter here too and experience all four seasons. Istanbul Atatürk Airport is now one of the busiest airports in Europe and we have become a hub. It is very easy to reach Istanbul from Qatar with direct flights. While our wedding planners take care of every detail, the bride and groom along with their families and friends, can enjoy the resort-like atmosphere of our hotel, swim in the heated open-air pool all-year round, have a shisha at Le Fumoir, enjoy an authentic Turkish hamam treatment or beauty care at Sanitas Spa, and then go on to enjoy the city that offers a vast experience from wonderful mosques to modern shopping havens such as İstinye Shopping Mall or Kanyon. Istanbul is the perfect mix and we are the wedding experts.

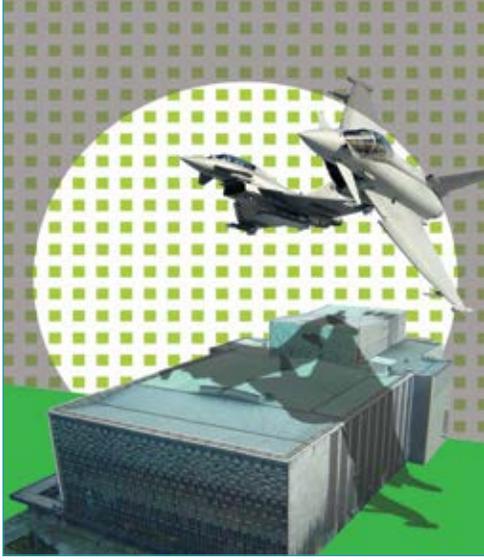


Love, Passion and More: Contemporary Art

Article by : Sevil Dolmacı / *Art Consultant*

In recent years, Istanbul art life has been in a process of change due to the quick transformation and growth in the sector. Istanbul is giving hope due to the following qualities it has: new exhibitions and galleries opened one after another, panels organized, increasing number of art dealers and young artists, whole page interviews on the economy pages of newspaper openings at which the statesmen show themselves, rising prices of the works, increase in the auction gossips, news on the foreign press, art lovers and professionals settled in Turkey, all-reserved art tours, the races of the establishments to exist with art, international art fairs such as Art International, Contemporary Istanbul...





What is your education as a young and successful name in such a medium?

My mother's family are Salonika immigrants and my father is from Aydın. I had been involved in art from the day I was born. You may ask "How?" My grandfather, whom I did not know at all, had been an instructor. It was said that he had found a historical piece of work from every place he had excavated. Every object in our house was antiquity and it had a story. That is why studying history of art was my wish in my childhood... I studied History of Art at Hacettepe University, in Ankara and in my last year, I decided to work for my academic career at the university.

How did you realize your movement to Istanbul your effective work in this field in such a short time?

"Contemporary Art Current", based on the sensational explosion in London in nineties, attracted my attention while I was studying for master degree at the university. Then, I moved to London. There I continued my education for two years and worked in the museums such as Saatchi and Tate voluntarily. One of my professors at Baskent University called and asked me to be his assistant. Thus, I returned Ankara to work as an academician. After getting the master degree at Hacettepe University, I started studying for the doctor degree. I began to travel abroad more frequently and turned towards the market. I quit working as an academician and move to Istanbul. I started the working with deceased collector, Nahit Kabakcı,

with whom I got acquainted in Berlin. At present, I am involved in another comprehensive collection, which is one of the best in Turkey, Demsa Collection. I am also giving lectures on Contemporary Art and Contemporary Art Market at Yeditepe and Kultur Universities. There are some professionals interested in Turkish Art in London and Dubai whom I work as a consultant for. I acknowledge young artists about the markets and bring them together with the appropriate galleries. I have been writing articles for some newspaper and periodicals since 2007.

We have been seeing the title "Contemporary Art" everywhere recently. The newspapers began to give a special place to the subject and even to present some artists as pop stars. What would you like to say about this?

Contemporary Art has an aspect, which fits today's logic because it is a sensational and temporary field that is consumed quickly. It is also interdisciplinary and has no boundaries. That is why the target is huge masses. While the stimulation of these huge masses is done successfully, there are some problems such as the subject is not or cannot be explained or is not or cannot be understood correctly... In addition, some experts cannot catch the age... While some of them hope Contemporary Art to have recipe, some others ignore today's art and young figures that are internationally known and accepted. I would like to emphasize the point that being in such a medium, Con-



temporary Art has serious problems. These problems are related to both the content and the market. Unsystematic structure of the establishments and authenticity are the most evident ones.

Where is the place of Istanbul among the art markets?

Last August I attended a serial of lectures, kind of a workshop, on "New Art Markets" at Christie's Auction House in London for two months. The point that China, Russia, Dubai, Abu Dhabi and Turkey were evaluated as the newest and strongest markets was stated and emphasized frequently. Likewise, Pace Gallery, Paul Kasmin and Lisson Gallery etc..., known as "establish" abroad, come to Istanbul recently to participate in Art International Art Fair and an Andreas Gursky photograph was sold for 400.000 Euros in 5 minute. This is an optimistic and meaningful scene. We should look from two points of view: from the point of view of the market and from the point of view of the fact that a contemporary work of art is perceived and bought...

What would you like to say as a last word?

I think I chose the right job at the right time. I feel happy to see Turkish Contemporary Art and Market in a position attracting attention on international platform. I really work hard to do studies that will contribute to this subject matter. Nowadays, I work even harder because I am writing a book about markets. Still, I can say as a last word: My work is "passion, love and even more" for me...

The most beautiful streets of Istanbul



With a history dating back 4,000 years, the enormous city of Istanbul has hundreds of boulevards and thousands of streets. It is a city of fairy tales with its bridges, squares and the Bosphorous. The subject of so many novels and poems, it is a city full of promise that cannot be lived without, and is deftly summarised by the sentence: 'Istanbul is like a lover we cannot give up on, no matter how angry we are with it.' Everything that makes Istanbul beautiful and loveable can be found on its streets.

Article and photography by: Pınar Fidan Işık

The hidden past and secrets that reflect the city's character can be read in the streets, which hold extraordinary details with their colours, sounds and faces. The words of poet Barış Erdoğan sum up the spirit of the streets: 'Doves were rushing into Istanbul. We hit the streets with a fading melody background. It's so hard not to groan until your lungs burst. The pigeons were rushing towards me.' The most beautiful streets of Istanbul will be a small guide for those who are not familiar with the city, Istanbul lovers, and those who are curious and like to explore.



ÇUKURCUMA CAMİ STREET

Located in Cukurcuma, and next to several antique shops, the street is full of historical richness. Famed for its old buildings and housing cute cats, it is also nearby the well-known

Museum of Innocence, established by Orhan Pamuk. With numerous passers-by every day, Cukurcuma Cami Street is one of the last places you can witness the silent history of Istanbul.



KALLAVI STREET

'I saw you at Kallavi Street; you didn't see me. I knocked on doors, asked your name. They didn't tell. I couldn't find out. I saw you at Kallavi Street. Never again did I see you, or know you.' These lines immortalised the name of one of the most beautiful streets of Istanbul. The street

was named after the Glavanis, one of the reputable Levantine families of Beyoglu, who had a mansion on it. Over time the name changed into Kallavi. You can see some old restored buildings and if you pay attention to detail, you can dream about the old Istanbul in awe.

CEZAYİR STREET

Cezayir Street, with its shades of pink and yellow, is one of the most important streets in Istanbul culture, art and night life. The street is like a different world within Istanbul, with small ornamentations, statues and colourful flowers. In Cezayir Street, you can find a variety of places to enjoy each and every season. Once one of the abandoned streets behind Galatasaray High School, it went through a transformation with the 'French Street' project, and now offers restaurants serving Ottoman and French cuisine. The street took shape between the late 1800s and early 1900s, and combines studios, cafés, bars and restaurants.





OSMANCIK STREET

Osmançık Street is one of the most beautiful street in the Osmanaga neighbourhood of Kadıköy. It is even said to be one of the symbols of Kadıköy. With rock-and-pop live music bars for night life lovers, the street also houses Shaft blues and jazz club and other places where you can enjoy various genres of live music. The huge plane tree at the beginning of the street seems to be on guard and the predominant colour is brown,

with almost all the venues, including bars, cafés and pubs on both sides of the street, painted in brown. It is better to visit Osmançık Street in the evening to enjoy the liveliness of passers-by, the harmony of cutlery noises coming from the open-air tables, and the sky blending with neon lights to create a unique atmosphere. Even more cheerful on summer nights, this street is one of the must-see sights when visiting Istanbul.



ALİ SUAVI STREET (ARTISTS STREET)

This is one of the most talked about streets of Istanbul. It has a lot to offer and even its name is thought provoking. Although its official name is Ali Suavi, it is known by one single name: Artists Street. The street is named after the journalist-author, Ali Suavi, and anyone who walks down it feels as if they have entered another

city. Also incorporating the Artists Bazaar and Nazım Hikmet Cultural Centre, the street has shops selling pretty jewellery, and numerous cafés along the way. The walls of the street are as colourful as its cafés, and alongside pictures of Turkish movie stars, flowers and writing, you can also see landscapes from all around Turkey.



KÜÇÜK PARMAK KAPI STREET

Küçük Parmak Kapı Sokak is one of the most beautiful streets of both Beyoglu and Istanbul. You will come across a street artist in your first step, a heart-warming crowd in the second, and the amazing smell of coffee in the third. It is one of the best places to go with your loved ones

when you feel lonely and bored with the monotony of life. You can relax after a long day, sit on the small chairs lined up outside to sip your strong freshly brewed tea while engaging in deep conversation and enjoying the colour, harmony and vibrancy around you.



KARTAL STREET

Kartal Street is one of the most beautiful, colourful and peaceful streets of Istanbul. Located right next to Galatasaray High School, this street is an amazing hidden gem. It is possible to relax and hear your own voice here, away from crowds and

curious eyes. When you come to this street surrounded with climbing flowers and paintings on the walls, bring your favourite book along with you. You can let your book take you on another journey in the colourful world of Kartal Street.



Çırağan Palace
Kempinski

İSTANBUL

A Fairytale *Journey*



Listen to the sound of the amazingly beautiful and timeless Bosphorus at Çırağan Palace Kempinski Istanbul where majestic Sultans of the Ottoman Empire once roamed. Indulge in a variety of dining experiences under one roof that runs between Asia and Europe.

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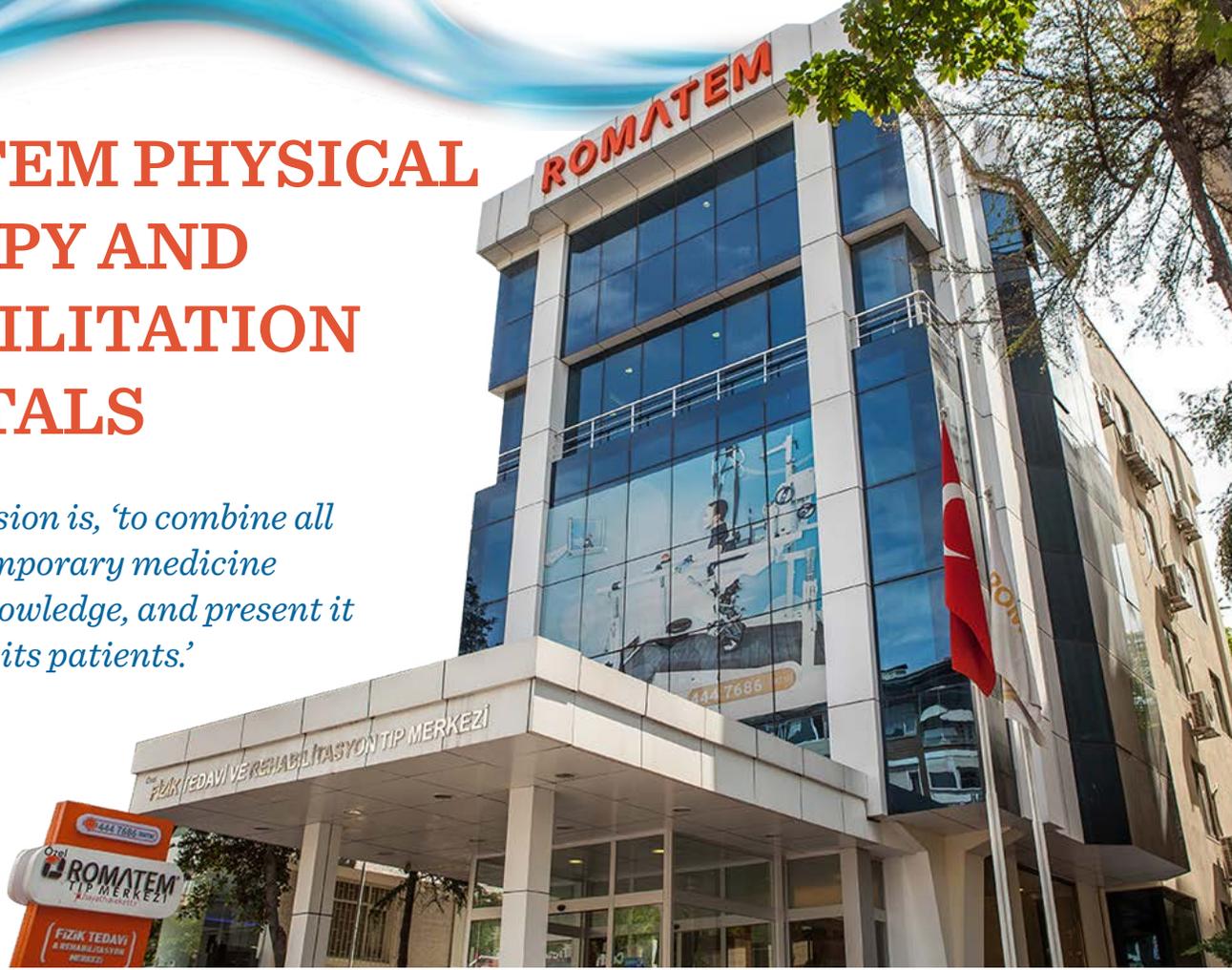


Kempinski

HOTELIERS SINCE 1897

ROMATEM PHYSICAL THERAPY AND REHABILITATION HOSPITALS

Romatem's mission is, 'to combine all means of contemporary medicine with current knowledge, and present it to the service of its patients.'



Established in 2005, Romatem operates from several branches, such as the Samsun Physical Therapy and Rehabilitation Hospital and the Kocaeli Physical Therapy and Rehabilitation Hospital, which both have a 27-bed capacity.

In Istanbul, Romatem serves its patients from Turkey's first Robotic Rehabilitation Centre, in Bağdat Avenue, and also a Physical Therapy and Rehabilitation Clinic in Nişantaşı. The Istanbul Etiler Physical Therapy and Rehabilitation Clinic, which includes an extensive pain therapy unit and medical spa, will soon be open.

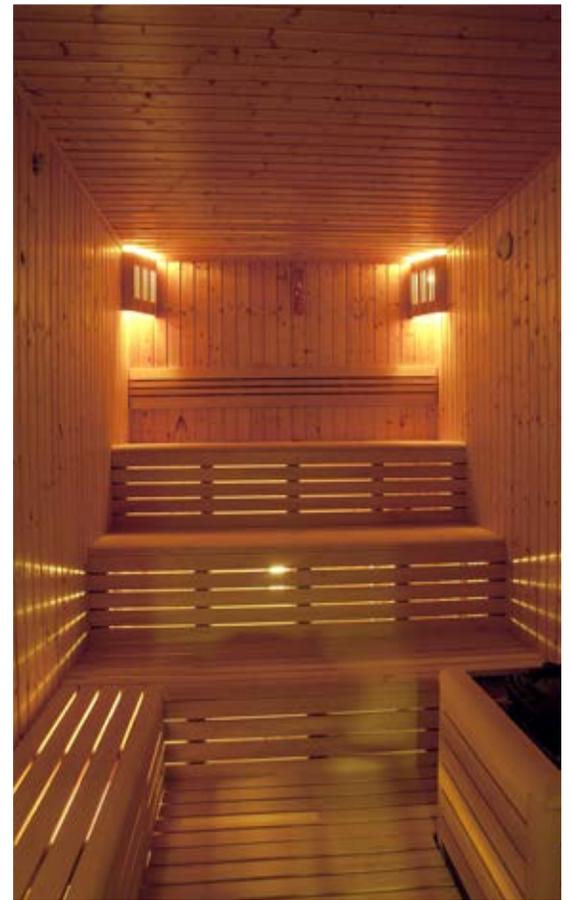
The 50-bed Romatem Bursa Hospital has recently been opened, becoming the newest of the Romatem Physical Therapy and Rehabilitation Hospitals. Providing hotel-quality comfort to all in- and out-patients and their relatives, Romatem Bursa Hospital is equipped with the world's most advanced physical therapy and

rehabilitation technologies. The hospital offers: neurological, orthopaedic and cardiac rehabilitation; CP rehabilitation; sports medicine; obesity treatments and lymphedema sections. It also treats back, neck and joint pain, as well as scoliosis, and provides many physical therapy units and treatment rooms. There is a hydrotherapy unit for the patients, complemented by thermal water and spa-wellness facilities. Furthermore, there are emergency, radiology and laboratory units. Romatem provides the most advanced technological methods to both adult and paediatric patients.

With its expert staff, Romatem serves both national and international patients in areas like: neurological, orthopaedic, paediatric and cardiac rehabilitation; athlete health; rheumatological diseases; neck, back and joint pain; scoliosis; obesity and lymphedema.



Romatem Physical Therapy and Rehabilitation Hospitals' Group has successfully completed services in Kartal Yavuz Selim State Hospital, Ordu State Hospital, Samsun Physical Medicine and Rehabilitation Hospital, Tekirdağ Namık Kemal University Physical Therapy and Rehabilitation Unit, and in Darüşşafaka Physical Therapy and Rehabilitation Centre. As a result of these operations, Romatem has been certified as Turkey's biggest project executor in the service sector.



Some of the main diseases or conditions most commonly treated by physical therapy and rehabilitation programs in Romatem are:

- Lower back, back and neck pain, lumbar and cervical hernia
- Painful conditions of the shoulder, elbow, wrist, hand, hip, knee, ankle and foot
- Rheumatological diseases causing joint pain and limiting movement
- Half-body paralysis, known as a stroke
- Spinal cord injuries resulting from occupational or traffic accidents, paralyse and movement restrictions resulting from neurological diseases
- Congenital or acquired paralysis of children, spasticity, cerebral palsy (CP)
- Osteoporosis, widely known as bone loss
- Curvature of the spine known as scoliosis, and age-related spinal problems
- Joint movement restrictions relating to fractures and orthopaedic problems, hand surgeries, pre- and post-prosthesis surgeries
- Sports injuries
- Problems relating to obesity and old age

By combining their medical expertise with sophisticated science and technology, our staff strive to improve patients' well-being, through painless and independent movement. Our hospitals offer the best medical care with attentive and experienced physicians, physiotherapists, nurses and medical personnel.



Secret star of Topkapi Palace

Article by: Aynur Koç

HAREM

One of the most curious parts of the Ottoman Empire, the Harem, is now amongst the most visited sights in Topkapi Palace. The Harem was an eastern dream. With stunning dances, entertainment and beautiful female slaves, it was talked about for centuries. Besides being the representation of power and magnificence, the Harem was, in fact, a woman's path to victory.



The Harem rose as a result of the creation of the Ottoman Empire's own aristocracy. There was no Harem in the palace until the mid-16th century; that is, until Hurrem Sultan moved into Topkapi Palace. Since the Sultan was mostly away in battle, he spent very little time in the palace anyway. Upon the Sultan's arrival in Istanbul, the Harem inhabitants would temporarily move from the old palace at Beyazit to Topkapi Palace. With the completion of Topkapi Palace in 1478, a small harem was established under the name, 'Haren-u Duhderan'. The transient nature of the Harem continued until the first years of Beyazit II and Suleyman the Magnificent. When Suleyman the Magnificent

married Hurrem Sultan, he started the extensive organisation and structuring of the Harem in Topkapi Palace. The apartment of the Harem's Chief Eunuch, the Dormitory of Female Slaves and Dormitory of Senior Maids are built and the Harem continues for another 234 years in Topkapi...

LIFE IN THE HAREM

As the world of the Harem was self-enclosed and private, it was enhanced with the richness created by interior structures. Sultans mostly spent time in the Privy Chambers and mansions built in their names; therefore these places were decorated with symbols such as oriels,





the sultan's signature and wooden throne features.

The Imperial Chamber was the most important place. The dome-shaped ceiling of these chambers symbolised power, and there was a special hall in front where the sultan would gather with his family in the evenings. The female slave who was chosen to be presented to the Sultan that day would also be brought into this room.

Other special places in the Harem were the Privy Chambers of the Harem Eunuch, Privy Chambers of the Favourites, and Privy Chambers of Pregnant Mothers. When the Sultan's 'favourite' gave birth, she would be moved to a different place in the Harem and had a chamber of her own in the upper floor. In the ornamented birthing room, a wash-bowl would be placed under the

mother of pearl birthing stool called 'öreke' by midwives, and the mother would give birth with the help of the women around her.

KIRA WOMEN: THE GATE OPENING ONTO THE OUTSIDE WORLD

Kira women were Jewish pedlar women who brought news from the outside world and were important figures in the Harem, especially from the 17th century onwards. The most famous one was Esther Kira, who was the pedlar of Safiye Sultan. Esther Kira's surname became the name given to pedlar women in general, who were thereafter known as 'Kira Women'. Classified according to the type of goods they were selling, Kira women came to the Harem in order to teach embroidery, share medical secrets, and sell goods such as jewellery, fabrics, and perfumes.

HAREM ORGANISATION

The person in charge of the Harem was the Chief Eunuch, who was also known as the 'Harem Eunuch'. The formal business of the Sultan was run by the Grand Vizier, whilst private matters were the responsibility of the Harem Eunuch. Most Harem Eunuchs were originally from Ethiopia or Sudan. They were castrated in Egypt before being sent to the palace in Istanbul.

Harem Eunuch candidates who were taken into the palace started working in the lowest position, known as the 'Apprentice Eunuch'. Their duties included: bringing female slaves to the Harem; organising the marriage ceremonies, wedding and birth celebrations of

princesses, and arranging the circumcision feasts of princes. Gradually advancing through the ranks, the candidates would finally rise to the position of Chief Harem Eunuch.

Other important figures of the Harem were the female slaves. Beautiful girls collected from the conquered lands would be brought to the palace. After being examined by the 'Female Physicians', those who were found to be healthy would be taken into the Harem. The Harem was a total education centre. Female slaves who were to be presented to the Sultan received special training, whilst others were given normal training in tasks such as cleaning, hospitality and laundry.

The successful ones became 'Senior Maids' and the highest rank among senior maids was the 'Senior Treasurer'. This person had the authority to carry the Sultan's seal, and the keys to every chamber in the Harem. So now, in light of this information, we can visit the secret star of Topkapi Palace, the Harem.



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A SUCCESS STORY CREATED WITH DETERMINATION, COOPERATION, DECISIVENESS AND DILIGENCE...

Besides furniture production, BRETZ Design Group turns your dream projects into reality with the help of its team of architects. The experiences and production capacity of the team are ever increasing which results in turn key projects with new forms and approaches addressing to unique tastes. Thus BRETZ Design Group provides you with all kinds of interior architecture support including curtains, wall papers, painting, carpets and home accessories.

BRETZ produces furniture with customized dimensions and styles without the need to comply with any standard and the design, projecting and application are done for classical and modern furniture alike while we always keep your personal style and preferences as a priority in our activities.

BUY STYLE INSTEAD OF PLAIN FURNITURE...

The aristocracy of each period has expressed itself in its unique understanding of space. Sometimes we see that a small piece of hand-made silk is shaped into beauty in an arm-chair and then the hands dancing on wood meet with gold leaf in order to be transformed into a special table. Today the BRETZ brand creates for you the humble heroes of authentic styles. In our interpretations, we are always inspired by aristocracy both in the

past and in the present which we turn into reality in the most delicate manner. The stories of quality furniture surrounding your life are hidden in the sketches of BRETZ and we always start feeling the same sincere concern for impeccability and timelessness... We carry along ideas to your indoor spaces expressing your personality and high life style and we are committed to describe only "you" in all details and glimmers whether you live in a modern building watching the lively lights of the city or in a special house with its doors opening to a precious garden...!



TURKISH BATHS

Aysun BİTİR

the top 5 in Turkey

Turkey is famous for its food, its beaches and its baths – and the latter provides the most limb-relaxing experience you’ll find this side of paradise. Traditional warm Turkish baths are called hamam, and you’ll find them dotted all over the country. Why not visit one as part of your Turkish holiday experience? Here are five of our favourite...

1 Hamam Omerye: This beautiful 14th century bathhouse has been restored for use as a modern hamam, and is reportedly one of the most tranquil spas in the Med. It is located in Nicosia, the capital of both Cyprus and Turkish Northern Cyprus, within the heart of the old town. You’ll emerge from a session here wrinkly-fingered but blissful.

2 Ayasofya Hurrem Sultan Hamam: There are many Turkish baths in Istanbul, and this hamami is one of the best. It was built by the masterful Ottoman architect Mimar Sinan nearly five centuries ago, and retains much of its ancient grandeur. The service is top notch but the downside is the expense – you can expect to pay nearly 100 Euros per person for a visit.



3 Cagaloglu: One of Istanbul's most famous hamam, this bathhouse was one of the last to be built during the reign of the Ottoman Empire. Like many hamams, it has separate sections for men and women, and despite the awe-inspiring period glamour, there are also some useful modern additions – such as a café-bar and a space for barbecue parties.

4 Bursa Kervansaray Termal Otel Hamam: Located in the north-western city of Bursa, this hamam rivals any modern spa for luxury. It has an indoor pool, which uses thermal water, as well as a state of the art fitness room and jacuzzi. The water is supposedly rich in minerals, and carries a number of health benefits. It's heated to 44 degrees, which equates to a stunningly relaxing soak.

5 Suleymaniye Hamam: Rumours that this historic, Istanbul-based bath heals Hepatitis A may be apocryphal, but it still draws tourists by the thousand with its luxurious ethic and premium service. It's the only bath in Istanbul where men and women can swim together – good news for honeymooning couples. As an added bonus, the building dates from 1557, so you can enjoy the benefit of beautiful architecture while you soak.



FAIRS OF GCC

1 Sharjah International Book Fair, 5 - 15 November 2014, United Arab Emirates

Organizing the largest literary event in the region is no simple task. It requires a relentless think-tank and flawless machinery; however, turning it into a most prestigious celebration of regional and international literature requires true commitment. What sets the SIBF team apart is the leadership's clear vision, the will to succeed, and the tireless efforts of the entire team from

the executive committee right through to the most junior member, all of whom have contributed to SIBF taking its place as one of the most respected book fairs in the world. Apart from being equipped with the right experience and expertise, each member of the team at the Sharjah International Book Fair is passionate about spreading the love of the written word.



2 International Automobile Show, 26 - 29 November 2014, Expo Centre Sharjah



Organized by Expo Centre Sharjah, the International Automobile Show is a bi-yearly consumer exhibition displaying the latest in car models, offers, automotive services, commercial vehicles, automotive accessories and more. The show includes various features and segments, such as on-site car demos, classic car displays, motorcycle displays, customised luxurious cars to name but a few. Situated in

Sharjah, the show aims to cater for and reflect the Emirate's growing automotive investments within the Emirate and the Northern Emirates, in addition to the growing purchasing power of consumers in the UAE. The 12th edition of the International Automobile Show is set for a kick-start on 26 - 29 November 2014 at the Expo Centre Sharjah.

2

3 Kitchen Equipment and Technology Exhibition Middle East, 08 - 10 December 2014, United Arab Emirates

Expo Centre Sharjah



4 Halal Middle East, 08 - 10 December 2014, United Arab Emirates

An international food and technology exhibition.

5 PVPCEXPO, 15 - 17 December 2014, United Arab Emirates

PVPCEXPO is the No.1 Pump, Valve, Pipe and Compressor industrial exhibition in the Middle East.



6 AdiPec, 10 - 13 November 2014, Abu Dhabi

Abu Dhabi International Petroleum Exhibition and Conference

7 ICAAM, 05 - 06 December 2014, Dubai

8 International Real Estate and Investment Show, 20 - 22 November 2014, Abu Dhabi



9 GCC Power Exhibition 01 - 04 November 2014, Doha, Qatar

International Automobile Show, 26 - 29 November 2014, Expo Centre Sharjah



Electrolight Qatar will be held for a period of four days in Doha, Qatar. This international expo will be attended by electricity and lighting industry professionals from all over the world, who will get the chance to familiarise themselves with all kinds of transmission equipment, iron cord filters, electricity and lighting technologies and services. The significance of all kinds of products and services related to the electricity and light-

ing industry will be highlighted during this event. Electrolight Qatar will focus mainly on architectural lighting, decorative lighting, commercial lighting, office lighting, factory lighting, household lighting, traffic infrastructure lighting, professional lighting, special lighting and green lighting. Manufacturers and suppliers of lighting equipment will get a chance to share their expertise with the attendees.

10

11 Electrolight Qatar, 05 - 08 November 2014, Doha, Qatar

Electrolight Qatar is going to be held for a period of four days in Doha, Qatar. This international expo will be attended by Electricity and lighting industry professionals from all over the world and will get a chance to get familiar with all kinds of Transmission equipment, Iron cord filters, electricity and lighting technologies and services. The significance of all kinds of products and services related to electricity and lighting indus-

try will be highlighted in this event. Electrolight Qatar will give supreme importance to Architectural Lighting, Decorative Lighting, Commercial Lighting, Office Lighting, Factory Lighting, Household Lighting, Traffic Infrastructure Lighting, Professional Lighting, Special Lighting and Green Lighting. Manufacturers and suppliers of Lighting Equipment will get a chance to share their expertise with the attendees.

12 ITU Telecom World, 07 - 10 December 2014, Doha, Qatar

ITU Telecom World is a four-day event being held from 07 - 10 December 2014, at the Qatar National Convention Centre in Doha. This event showcases products from the world of Industry, Media and Advertising.

Cyber Security Conference and Exhibition 07 - 09 December 2014, Doha, Qatar

The Cyber Security Conference and Exhibition is a three-day event, running from 07 - 09 December 2014, in Doha, Qatar. This event showcases the latest products and services to a highly focused and appropriate government, defence and civil audience from the industrial products industry.

13

14 Facilities Management Summit, 03 - 05 November 2014, Doha, Qatar

The Facilities Management Summit, organised by Fleming Gulf, will take place from 03 - 05 November 2014 at the Sheraton Doha Resort and Convention Hotel in Doha, Qatar. The conference will cover areas like Facility Management,

Real Estate Management, Asset Management, Life Cycle Management, Architecture and Project Management. Prominent speakers include George Kenich, Mohamed Albinfalah and Renier Cervania.



Bridges Middle East, 09 - 12 November 2014



The Bridges Middle East Summit is the only event that covers the designing, planning and delivery of sustainable bridges. The conference is scheduled for 9 -12 November 2014, in Doha, Qatar. The 3rd Bridges

Middle East Summit is organized with the support of the Abu Dhabi Municipality and Ministry of Public Works. The conference is a platform for the construction industry to learn about the best practices in the sector.

15

FAIRS OF TURKEY - November 2014

1 Modex Expo, 04 - 08 November 2014, Inegöl, Turkey

Inegöl, the rising new furniture centre of the Middle East and Europe, is ready to welcome furniture professionals from 04 - 08 November. New, exciting products and concepts, presented by more than 140 exhibitors in more than 1,000 showrooms in the city, still attract attention in a

sector seeking out the latest fashion and designs. Along with about 11, 500 other visitors, you will experience everything, from the world of innovative lifestyles to a broad range of living-room and bedroom furniture together with accessories.



2 Starch World Mideast, 04 - 05 November 2014, Istanbul, Turkey

Starch World Mideast, organised by the Centre for Management Technology, will take place from 04 - 05 November 2014 at the Elite World Hotel in Istanbul, Turkey. The conference will cover areas such as: a global overview of the sugar economy/trade and how this

impacts markets for starch-based sweeteners in the Middle East; the regional starch and sweetener markets - an outlook from Cargill's perspective; a look at Turkey and the Turkish sweeteners market, and Turkish sugar and corn syrups.



3 World Conference on Information Technology, 07 - 08 November 2014, Izmir, Turkey

The World Conference on Information Technology, organised by the Near East University, will take place from 07 - 08 November 2014 at the Efes Surmeli Hotel in Efes, Izmir, Turkey. The conference will bring together academics, researchers, engineers, systems analysts, soft-

ware developers, graduate and undergraduate students, governmental and non-governmental organizations, in order to share and discuss both theoretical and practical knowledge about information technology in the scientific environment.



4 ARTIST Istanbul Art Fair, 08 - 16 November 2014, Istanbul, Turkey

ARTIST Istanbul Art Fair features exquisite items from over 65 leading international galleries specialising in art. Both rare and ancient artefacts and contemporary art are displayed

and sold here. The collection encompasses many styles and mediums including bronze sculpture in which the art of metal-casting is a centuries-old tradition.



5 The Banking Innovation Summit, 11-12 November 2014, Istanbul, Turkey

The Banking Innovation Summit, organised by Market Force, will take place from 11-12 November 2014 in Istanbul. Areas covered by the conference include the investment focus of leading banks and the effect of technology and customer expectations on distribution. You will have the opportunity to hear award winning banks share their experiences of innovative new solutions, explore new opportunities for

banks in areas like e- and m-commerce, and discuss the changing role of ATMs and branches in a digital banking world. Prominent speakers include Rudi Peeters, Yakup Dogan, Mucahit Gundebahar, Tolga Yurteri, Demet Mutlu, Peter Mazerik, Giovanni Rossi, Levent Dagdelen, Sotiris Syrmakezis, Sarp Demiray, Tomasz Niewiedzial, Bulent Parlakol, Davrim Ziya Tavitil, Bulent Ersoz, Ramaz Kukuladze and Togay Can.



6 HomeTex, 12 - 15 November 2014, Istanbul, Turkey

Interior design, furniture and home fashion will be the major highlight of HomeTex Istanbul. It is a four-day event focusing on the latest designs and new products available in the sector and promises to be essential for all attendees. It is estimated that over 80,000 attendees will visit the expo. You will experience the launch of new

products and unique designs that will add beauty to your interior and suit any budget. It will bring together distributors, agents, purchasing teams, department stores, industry leaders and experts, who will all have the opportunity to share and learn from their knowledge of recent developments in the industry.



7 ATMM International Conference, 12 - 13 November, 2014, Ankara, Turkey

Audio Technologies for Music and Media is an international interdisciplinary conference that focuses on the various aspects of audio, audio-visual and music technologies

for music and media. It also looks at the relationship between sound, music and image in both 'traditional' and 'new' media.



8 Global Conference on Material Science, 13 - 15 November 2014, Antalya, Turkey

The Global Conference on Material Science will take place from 13 - 15 November 2014, at the Queen Elizabeth Elite Suite Hotel in Antalya, Turkey.

9 METECH 17 - 19 November 2014 Istanbul, Turkey

The International Conference on Innovative Materials and Structures Technologies in Metallurgical Engineering, organised by the Eastern Mediterranean Academic Research

Centre (DAKAM), will take place from 17 - 19 November 2014, at Yildiz Technical University in Istanbul.



10 International Halal Conference, 17 - 18 November 2014, Istanbul, Turkey

The International Halal Conference, organised by the Academy of Contemporary Islamic Studies will take place from 17 - 18 November 2014 at the DoubleTree by Hilton Hotel in Avcilar, Istanbul. The conference will provide an international platform for research-

ers, academics and industry players to discuss their latest research findings and developments in the halal industry. It will serve as an international hub for interactions and networking amongst researchers, academics, industry players, regulators and the public.

11 Logitrans Transport Logistics Exhibition, 19 - 21 November 2014, Istanbul

Messe München and Eko Fair Co. join forces for the Logitrans Transport Logistics Exhibition taking place in Istanbul. This first Logitrans to be joint-

ly managed by Germany and Turkey will take place from 19 to 21 November.

12 Home Textile and Decoration Fair, 19 - 22 November 2014, Istanbul, Turkey

The Home Textile and Decoration Fair is a four-day event taking place from 19 - 22 November 2014 at the CNR Expo Centre in Istanbul. The event showcases products like: curtains and tulles, curtain accessories and devices, upholstery, bedroom products, kitchen

and dining room textiles, towel and bathroom products, household goods and decoration products, lighting, wall and floor coverings, yarn and other products in the home furnishing and textiles industry.

The Global Conference on Material Science will take place from 13 - 15 November 2014, at the Queen Elizabeth Elite Suite Hotel in Antalya, Turkey.

13 CONST ENG 20 - 22 November 2014, Istanbul, Turkey

The Structures Materials and Construction Engineering Conference, organised by the Eastern Mediterranean Academic Research Centre (DAKAM) will take place from 20 - 22 November 2014 in Istanbul. The conference

will cover areas such as composite materials and structures, computational mechanics, nanoscale mechanics, nonlinear structures, standards and codes of practice, steel technology, tall buildings and towers.



14 The Annual Atlantic Council Energy and Economic Summit, 20 - 21 November 2014, Istanbul, Turkey

The Annual Atlantic Council Energy and Economic Summit, organised by the Middle Atlantic Council of Latin American Studies, will take place from 20 - 21 November at the

Grand Tarabya Hotel in Istanbul. The Atlantic Council is a nonpartisan institution devoted to promoting transatlantic cooperation and international security.



Leadership Technology Innovation and Business Management, 20 - 22 November 2014, Istanbul, Turkey

The International Conference on Leadership Technology Innovation and Business Management, organised by INOMICS GmbH, will take place from 19 - 21 November 2014 at Yildiz Technical University in Istanbul.

The conference will cover areas like new advances and research in the fields of theoretical, experimental and applied leadership, technology, innovation and business management.

15

16 Homeland Security Fair, 21 - 24 November, Istanbul, Turkey

The Homeland Security Fair aims to provide awareness and education on homeland security and its various vital components, covering both public and private security.



International Energy Congress, 24 - 25 November 2014, Ankara, Turkey

The International Energy Congress, organised by AKUDER, will take place from 24 - 25 November 2014 at the Congressium in Ankara, Turkey. The conference will cover areas such

as the scope of various energy sources and markets, and also create an environment for discussing the latest developments and practises.

17

18 Musiad International Fair, 26 - 30 November 2014, Istanbul, Turkey

Musiad International Fair is a five-day event taking place from 26 - 30 November at the CNR Expo Centre in Istanbul. The event showcases products such as machin-

ery, machine parts, electronics, defence materials, construction products and others from the business services industry.



Production Engineering Conference, 27 - 29 November 2014, Istanbul, Turkey

The Production Engineering Conference, organised by the Eastern Mediterranean Academic Research Centre (DAKAM), will take place from 27 - 29 November in Istanbul.

19



December 2014

1 Women Leaders Knowledge Management Development, 01 - 02 Dec 2014 Istanbul, Turkey

The GCC Women Leaders Knowledge Management Development Program Conference, organised by the Data-matrix Group, will take place from 01 - 02 December in Istanbul. The conference will cover areas like 21st century

modern management systems for female leaders, building the next generation of women leaders and the criteria for achieving global corporate positions.

2 The GeoPower Global Congress 02 - 04 December 2014, Istanbul, Turkey

The GeoPower Global Congress, organised by Green Power Conferences, will take place from 02 - 04 December in Istanbul. The conference will cover areas like geothermal project developers and operators, venture capital financing, investment banks and investors, federal government and local municipalities, offtaking utilities, and industrial and technical consultancies. Some prominent speakers

include Joshua Kibet Choge, Christopher McCormick, Fausto Batini, Hezy Ram, David Perez Salinas, Erdiņ Çetin, Dr Horst Kreuter, Herman Darnel Ibrahim, Allan Baker, Peter Ballinger, Bjarni Richter, Alex Richter, Dr Mehran Gharibi, Burkhard Sanner, Philippe Dumas and Miklos Antics.

3 HPCI Exhibition and Conference, 03 - 04 December 2014, Istanbul, Turkey

The HPCI Middle East and Eurasia Exhibition and Conference will take place in Istanbul over two days, highlighting all kinds of home and personal care ingredients. The primary objective of this international expo, is to make experts working in home and personal care product manufacturing aware of the modern technologies and innovations that can help to advance the manufacturing

of their products. The HPCI Middle East and Eurasia Exhibition and Conference will bring together formulators, producers, industry leaders and professional experts working in the industry. By attending this expo, experts and producers will get an opportunity to share their knowledge and experiences with each other.

4 Otomotiv, 04 - 07 December 2014, Istanbul, Turkey

Otomotiv is one of the most important trade fairs in the automotive industry and will be taking place for the 20th time in Istanbul. It is an excellent platform on which to generate good business connections, with unparalleled

exposure to the automobile fraternity, cross-fertilization of ideas and the opportunity to present your potential to consumers.

5 Transportation, Logistics and Shipping Exhibition, 04 - 07 December 2014, Istanbul, Turkey

The Transportation, Logistics and Shipping Exhibition aims to increase the volume of business for the region which is also known as the east-west corridor, as it offers the connecting point for transportation of goods from one end of the region to the other. The aim behind organising this event is to enhance transportation business for Turkish companies as European Union enterprises largely

benefit from the profits of the logistics industry operating in Turkey. The Transportation, Logistics and Shipping Exhibition will be held over four days in Istanbul and is expected to draw a large number of professional and qualified visitors, including top decision makers from the industry, who will be able to interact with service providers exhibiting at the event.

6 CTO Telecom Summit Europe, 07 - 09 December 2014, Istanbul, Turkey

The main purpose of the CTO Telecom Summit Europe is to gather together a large number of worldwide delegates and key industry players to participate in discussions around issues that are occurring in the industry today. This is a big opportunity to network with key players and make new business contacts by attending interactive education

sessions whilst also learning new technical solutions and strategies. The topics of some of the discussions are: capitalising on the cloud to drive organisational growth, billing and customer care for the telecom industry and infrastructure solutions for the telecom industry.

7 Istanbul Health Expo, 11 - 14 December 2014 Istanbul, Turkey

The Istanbul Health Expo Medical Products and Health Tourism Exhibition and the International Health Tourism Summit, organised by Sine Fuarcilik and CNR Expo Fuarcilik, take place from 11 - 14 December at CNR Expo. Supported by the Turkish Republic Ministry of Health, these initiatives aim to take Istanbul to a leading position in the field of medicine. Istanbul Health Expo and the International Health Tourism Summit aim to meet the

needs of medical tourism, which has become the world's most rapidly growing industry in recent years. Istanbul Health Expo will open a dialogue gateway for service providers, customers and investors. One of the priorities of the exhibition is to provide a basis for new cooperation between sector representatives and investors, particularly from the Middle East, Balkans, Europe, North Africa and USA,.

PEED, 15 - 17 December 2014, Istanbul, Turkey

The International Conference on Power Engineering, Energy And Electrical Drives, organised by the North Atlantic University Union, will take place from 15 - 17 December at the Intercontinental in Istanbul. The confer-

ence will cover areas like generation, transmission and distribution planning, reliability and security, dynamic transient stability, voltage stability and electromagnetic transient evaluations.

9 MIC TELECOM, 15 - 17 December 2014, Istanbul, Turkey

The International Conference on Telecommunication Systems and Networks, organised by the Jordan University of Science and Technology, will take place from 19 - 21 December at the Holiday Inn Istanbul City. The confer-

ence will cover areas like information theory and coding, optical communication systems and networks, multimedia communication systems and networks, communication and information.

Performance Art Conference, 18 - 20 December 2014, Istanbul, Turkey

The Performance Arts Conference, organised by the Eastern Mediterranean Academic Research Centre (DAKAM), will take place from 18 - 20 December at Bilgi University in Istanbul. The conference will cover areas

like current trends and practices, local and international perspectives on future performing art, modern dance and stage, music and sound.

11 ENTECH 22 - 24 December 2014, Istanbul, Turkey

The International Energy Technologies Conference, organised by the Eastern Mediterranean Academic Research Centre (DAKAM), will take place from 22 - 24 De-

cember in Istanbul. The conference will cover areas such as environment and climate, natural science research, engineering and social sciences.

International Conference on Quality of Life, 26 - 28 December 2014, Istanbul, Turkey

The International Conference on Quality of Life, organised by the Association of Malaysian Environment-behaviour Researchers (AMERABRA), will take place from 26 - 28 December at Istanbul Technical University. The

conference will cover areas such as the creation of the built environment and the management of the natural environment, but more importantly the impact this has upon global communities.





Message of the Chairman of Turkish Businessmen Association-Qatar (TBA-Qatar)

Since the inception of Turkish Businessmen Association-Qatar (TBA-Qatar) in May 2008, it has become a center of business, social, cultural activities among the Turkish people in Qatar which is estimated to be more than 7500 strong community.

TBA-Qatar represents over 40 Turkish companies doing business in Qatar and Turkish professionals working for non-Turkish companies/institutions including contractors, MEP companies, steel manufacturers and erectors, logistics, equipment and materials suppliers and service providers of large and medium size companies.

Through the numerous networking events, seminars, social-cultural gatherings, business forums and publications, TBA-Qatar contributes to strengthen and promote its members' business volume and growth.

We maintain strong relations with Turkish Embassy and the Office of the Commercial Counsellor in Qatar. TBA-Qatar also acts as an advisory body to help Turkish businesses interested to enter the Qatari market.

By being part of TBA-Qatar, the members have a chance to enhance their knowledge about doing busi-

ness in Qatar, meet other members, other business councils which is very helpful for them to widen their business relations.

Turkish and Qatari markets are growing rapidly and there are a lot of opportunities for the businessmen from both sides. TBA-Qatar will do its best to increase and improve these relations in many ways and aspects, in parallel to the close relations between Turkey and Qatar.

On behalf of Board of TBA-Qatar, I would like to express our appreciation to all of our members for their dedication and support. We would like to thank all Turkish Ambassadors past and present and Commercial Counsellors for their support to TBA-Qatar.

Sezai Arli
Chairman



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UBB Consulting Company: “Turkish investors should turn towards Qatar”

Founded 14 years ago in Qatar as the first company with 100% Turkish capital, UBB Consulting Company provides their clients with the most favourable, cost-efficient and reliable structuring conditions in Qatar, GCC countries and Turkey. We visited the Qatar office of UBB Consulting Company, which gave us great support in our efforts to launch our magazine, for a lively interview with the manager and owner of the company, Hasan Basri Coşkun.



Hasan Basri Coşkun

Mr. Coşkun, first of all, could you tell us about your reasons for turning towards Qatar?

UBB Consulting Company's story in Qatar started almost 14 years ago. I first came to Qatar to draft a feasibility report for a businessman. While doing the relevant research and inspection, I got to know Qatar and recognised the short-term opportunities it would offer. Bearing this in mind, I decided to do business and live in Qatar. Our company operates in Qatar, and has been providing commercial and legal consultancy services for 14 years. It has had numerous successes.

Could you briefly tell us about your achievements?

From my point of view, our great-

est success is to be the first company founded with 100% Turkish capital and the Minister's approval, followed by the opening of our first 'Representative Offices' subject to the same procedure. So far, no-one else has achieved that.

Well, what is the secret of your success?

The secret to our success is being highly familiar with the legislation requirements and procedures between our country and the State of Qatar. We are very competent at knowing what is expected during the operation of these procedures. Besides our professional background, the fact that we reside in Qatar and can directly follow the necessary stages has a great role.

What services do you offer to the firms consulting you?

We provide the firms consulting us with the most favourable, cost-efficient and reliable structuring conditions in Qatar, GCC countries and Turkey. We specialise in partnership, consolidation, joint venture contracts, country reports, market and competition analyses, brand positioning and market penetration strategies, feasibility and structuring processes, international tax planning, providing incentives and support, finding investors and capitalists, consolidated financial statement works and more. You can visit our website at www.ubb.com.tr for more information on our related references and fields of operation.

How would you define Qatar in terms of finance and business?

First of all, there are enormous opportunities in Qatar and other GCC countries. Significant funds have been accumulated to be directed towards investment, and there is a strong relationship between business and demand. However, no-one has readily-available jobs to offer. Jobs are distributed based on concrete business principles. Due to the governance style of Qatar and other GCC countries, the owners of these countries are those who are in power themselves. Therefore, employers and purchasing firms are either directly owned by these people, or they are government entities that directly operate in the public sector. The public sector's share of total trade is very high, and these entities rightfully strive to procure the best service for the cheapest price, using a standard procedure to sift out companies.

What would you advise those considering investment in Qatar?

Any firm coming to Qatar needs a business plan outlining the real shape of the business, and enough capital to support it. In addition, it is absolutely essential that they can finance the time-period until they start earning money. Making profit and being successful without putting money into these markets is merely a dream. If you don't make your payments mostly in cash and on time in Qatar, or if your check bounces, not only your reputation but also your legal freedom will be compromised. You must have outstanding, professional-quality products and firms. Those who consider investing in Qatar should pay attention to the work requested from them. They should adopt the practice of doing business through formal correspondence and professional contracts from the very start.

What are your expectations from the State of Qatar?

Our expectation from the fraternal



State of Qatar is to facilitate company foundation, renewal and licensing procedures. As well as that, it would be accurate to state that Qatar's economy today is based on fossil-sourced energy and the development of its derivative industries. However, due to the wealth and vigorous business life here as well as in other GCC countries, significant funds have been

accumulated by individuals and private sector firms. I would like to suggest that capitalists with such funds establish partnerships or invest in firms in the industry sector which are developing in Turkey, and/or turn to alternative agriculture, which is at an advanced level in Turkey, so that they can switch from idle capital to earning capital.



What are the basic shortcomings and things to consider with regard to the Turkish and Qatari business community engaging in mutual operations? Do you have any suggestions?

I believe there are three main problems for Turkish business people. Firstly, although we have firms offering very high-quality goods and services, they cannot document their operations on paper according to international standards, and despite completing other accreditation processes, they do not have the type of accreditation certificates that are mostly granted by US and UK organizations. Unfortunately, although we produce high-end products, we cannot technically demon-

strate this to internationally accepted, demanding auditors during sales or cooperation. Therefore, we sadly see that many collaborations cannot go ahead despite price issues being resolved. In addition, almost all the business conducted in Qatar is under the domination of US- or UK-based auditing firms, or local auditing firms which are structured through partnership and work within the framework of the same school of thought. So it is important that firms selling products and services pay attention to this point when obtaining accreditation and overcome their inadequacies in this area. Secondly, we see some firms wanting to open out to Qatar and other markets abroad, who take action without adequately investigating the legislation

and basic operation principles of doing business in these markets. We have seen that without sufficient knowledge about the country, they lay a heavy burden on their directors, or rely on incompetent and commission-oriented agencies to reduce their costs. However, foreign firms do exactly the opposite. Eventually, these Turkish firms end up paying much more than the initial amount they saved. Thirdly politics, friendship and bilateral relations are very influential in the arena where business is shaped. In Qatar, you don't say things like, 'Just sign it today, and I'll complete the job tomorrow', or, 'I have used a different product. Just let it pass, will you?' If you do, you'll write off the most extravagant loss on your own bottom line.

LUXURY IN TURKEY



Real Estate Opportunities in Istanbul & Bodrum
Acquisition & Development Design Services
Hotel Investment Opportunities
Luxury Investment Consultancy... Luxury Yachts and Cars

'We like being ground breakers'

With manufacturing sites established over a 60,000 m² indoor area, and two plants in Turkey, Gersan currently exports to over 25 countries. Aiming to increase its market share, rather than the number of countries supplied, it provides services with no compromise on quality and a good-price policy. Gersan values technology and innovation, providing clients with high-end solutions and increasing its brand value every day. We conducted a lively and enlightening interview with Yüksel Kardeş, Chairman of the Executive Board and General Manager of the company.

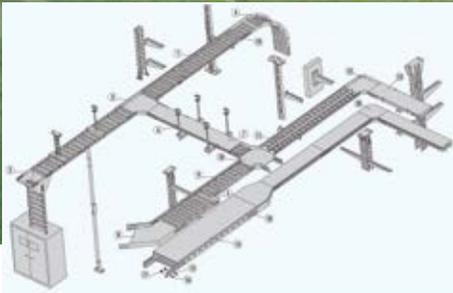


Could you please introduce Gersan to our readers?

First of all, I'd like to thank you for your interest in our company and wish you every success with your magazine. Gersan Electric was founded in 1980 as Gersan Inc. In the first years of its foundation, it produced cable ducts, suspension systems and grounding connectors needed by the industry. Later the product range was expanded with goods of a higher added value, such as busbar systems, board systems,

automation systems and electric tool charging systems. Gersan Trade and Industry Inc. is a publicly traded corporate and professional company with 60% listing on the stock exchange. It successfully maintains its operations in both local industry and the international market. Currently manufacturing over an indoor area of 60,000 m², Gersan has one plant in Istanbul and one in Zonguldak. It also has a plant in Russia, which recently started operations, and a warehouse and sales office

in the United Arab Emirates. Exporting to more than 25 countries, Gersan is a company which already has a marketing and access network in almost all continents. Also with the valuable contribution of our consultancy firm, UBB Consulting, Gersan obtained the required permissions for the construction of a factory in Doha, founded the company and completed the licensing operations, keeping 90% ownership of company capital.



What is the bigger picture once your investment in Qatar is completed?

When our investment in Qatar is completed, we anticipate that being able to trade local products inside the market will lead to a significant increase in our turnover and brand value.

What are your main fields of operation?

It would be sufficient to say that Gersan is a company which manufactures electrical components used in AG power distribution and grounding systems. Currently, our product range covers about 30% of electrical projects. One of our management goals is to expand our product range and increase our coverage of projects, without deviating from our main product segmentation.

What would you like to say about the aspects which distinguish you from your competitors?

Currently, we are working towards realising the level of investment that will directly appeal to all GCC countries and other Arab league countries, and increase profitability by lowering manufacturing costs, making us stronger against our competitors.

Could you please provide more infor-

mation about the fields and sectors in which Gersan products are used?

Gersan has always maintained its position as a leader in its sector, continuously improving its product quality with research and development operations, and protecting products with its own patents. Our products are used in every field and project related to energy. For example, several projects including power transmission lines, mechanical busbar systems, buildings, industrial plants, factories, airports, oil-gas refineries, shopping malls, stadiums and hotels are directly related to our products. Although our products are based on the technological demands placed on us, with production activities varying according to the projects, our routine manufacturing includes materials such as: busbar transmission and distribution systems, cable carrier systems, grounding and lightning protection systems, main-intermediary distribution boards and rack cabins, electric tool charging systems, automation systems, underfloor duct carriers and junction boxes, transport-suspension elements, various cable connecting and disconnecting elements, cable and tube tagging systems, special carrier, steel construction engaging and separating systems.



What do you associate the success of Gersan with?

To start off with, Gersan is our first and unique brand. We value it. We are proud of its existence, and have never grown tired of working on it over many years. I'd like to add that we increased our success by creating technological differences and monitoring our distribution channels. Since the day we were founded, we have gained significant experience and this is reflected in our production activities. It's our great know-how and patented products that make us who we are. To maintain this superiority, we put significant importance on

research and development and allocate significant funds for it. We put great effort into provisions and after-sales services for our clients, taking a personal interest on their behalf. In short, we love our job. We like being the ground breakers and have kept up our enthusiasm. All these are important aspects that are still moving us forward, and show that we deserve to be where we are.

Undoubtedly so... As Azura News, we would like to thank you for taking the time to share this important information with our readers. You are welcome. Thank you very much for your interest in me and my firm.





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TOY MUSEUM IS 'A JOURNEY TO THE HISTORY OF CIVILIZATION'

Founded inside a historical mansion in Istanbul in 2005, the Toy Museum is the result of 25 years of work. Sunay Akin, founder of the museum, who has visited almost all the museums in the world, uses toys to reveal the dreams of children. The Toy Museum, takes you on a mysterious journey to the history of civilization, shedding light on the past from the industrial revolution to fashion, and architecture to the exploration of space.

In every story, you witness different times and spaces all at once, because it connects with an event securely hidden somewhere in history and recounts it as a fairy tale. Therefore, Sunay Akin is the only person who turns reality into tales. One of the greatest results of his success is the Toy Museum, which opened 9 years ago.

We meet with Sunay Akin and interview him in the Toy Museum, surrounded by thousands of toys. Each of them has a history, and every one of them is priceless. The excitement of coming face to face with this history is indescribable. Sunay Akin says, 'The Toy Museum is a journey to the history of civilization,' and starts answering our questions.

I see history, life experience and the past here. Every toy has a trail. How do you define this place?

Toys represent the history of dreams. Toys mean imagination. As adults, we use phrases such as 'Don't be childish,' or 'This is child's play,' when we are angry with somebody. This devalues toys and the world of children.

Sunay Akin founded the Toy Museum to banish all these thoughts, celebrate being an information society, and highlight the richness and beauty of the world of children.



'THE FUTURE IS WHAT IS OFFERED TO A CHILD'

What is the difference between the Toy Museum and other museums?

Reality has always followed dreams. Apollo wouldn't have travelled to the moon if no one had dreamt of flying carpets. If Jules Verne hadn't written From Earth to the Moon, there would have been no scientific explorations. There is no museum in the world which can present the history of civilization and humankind at the same time, under the same roof. At the Toy Museum, we take a trip through the history of civilization. Toy museums

are visited by three generations together, but they experience the same emotions and leave with the same feelings. No other place can achieve that.

What kind of role do you think you have undertaken?

The future is what is offered to a child. The Toy Museum demonstrates that. When I visited a toy museum in Germany for the first time in my life 25 years ago, I recognised the importance of toy museums. In this respect, I have shed a light on my country and humankind; because the future of a country doesn't lie in the promises of politicians but in the dreams of its children.

Can we say that the Toy Museum challenges the consumer culture of the modern world?

We have turned into a community that lives in shopping malls, that never leaves those places. We eat there, go to the movies there, entertain ourselves and take our children there to have fun. However, people should meet in museums. Museums are places of knowledge.

Can we say that Sunay Akın sheds a light into the darkness with the Toy Museum?

Absolutely, this is exactly what I want to do.



Children coming here grasp the importance of information, and the value of memory. They take on the idea of preservation and its emotion.





TOY MUSEUM ADDRESS
ANATOLIAN SIDE
Göztepe Mh.
Dr. Zeki Zeren Sk No:17, İstanbul
(0216) 385 3602

And how strong is that light?

Is it a match, or a torch?

Time will decide on that.

What do visitors learn through the Toy Museum?

Children coming here grasp the importance of information, and the value of memory. They take on the idea of preservation and its emotion. The consciousness of preservation is given to a community through museums. When an adult leaves here, with one hand they hold the hand of their child and with the other, that of their own childhood. Adults meet and make peace with their own childhood here. In addition, they see the history of humankind. They see the history

of civilization from industrial revolution to fashion, from architecture to the exploration of space. No other museum can explain civilization this well and all together.

How many toys are there in the museum in total?

I don't know the exact number. New toys are constantly added, and new pieces are acquired because a museum should renew itself and constantly acquire new pieces. Otherwise, it becomes a warehouse.

Is there a place for modern toys?

No, there isn't because current toys are video games. Computer games take the edge off the child's world, and destroy creativeness. You place

a mouse in a labyrinth and put in a piece of cheese. The mouse smells the cheese and tries to find it. When it succeeds, it's delighted to have found the cheese. However, it wasn't the mouse who found the cheese. There was only one way of getting there, and I made that happen. A child playing video games is just like a mouse trying to find the cheese. They don't have their own imagination and creativeness.

What is different about children who play with toys?

Children who play with toys are the protagonists, scriptwriters and directors in their own plays. They exist with their own imagination.



A Ritual meal: Turkish Breakfast

article by : Baran Yücel

We Turks start the day with a traditional breakfast ritual. I call it a ritual because every single detail on the table is important. The main ingredients for breakfast are: black and green olives; a selection of cheeses; tomato and cucumber; butter, jam and honey; eggs cooked in a variety of ways; cold meats like pastirma (air-dried beef); breads like simit, açma, poça, and last but not least, brewed Turkish tea. The black olives should be from the Aegean region and preferably hard and wrinkled. For cheeses,

the percentage of goat, cow or sheep's milk is important. I personally love any kind of tulum cheese; tulum means 'pelt' and refers to cheese cured in a goatskin casing. The regions of Turkey famous for the best Tulum cheese are Erzincan, Erzurum and Bergama. Since breakfast is the most important meal of the day, we know how to extend and add variety to it. Turkey covers a not insignificant amount of land, so you will find some local differences in ingredients but all regions have one or more things in common.



To start with, well-brewed Turkish tea is a must, although I can hear people ask, 'What about Turkish coffee?' Turkish coffee takes its name from the way we prepare it, but when it comes to breakfast, we are definitely tea people and one of the biggest tea consumers in the world.

The most common type of bread is Turkish white bread, which is a wider version of the French baguette. However, nowadays in an attempt to reduce consumption of white flour, different kinds of natural breads like rye, whole

wheat or bran have become widespread. Make it richer with Sucuklu Yumurta For those who like to spice it up, a Turkish breakfast favorite is sucuk, cooked in a pan with eggs (sucuklu yumurta). Sucuk is dried and matured sausage made of ground beef with garlic and a variety of spices like red pepper and cumin. It may be somewhat spicy and fatty, but it is certainly delicious. You can enjoy a traditional breakfast almost everywhere in Turkey, but Van, in Eastern Turkey, is the area most famous for its breakfast - a sumptuous affair,

using national and regional products. Some people also serve börek on the side. Börek is a pastry made from filo dough, and filled with cheese, minced meat and/or vegetables, before it is baked or fried. The word for breakfast in Turkish is kahvaltı. It can be translated as kahve-altı, which literally means under-coffee, or rather, the food you eat before drinking coffee. So a lovely, long Turkish breakfast should, of course, end with a cup of expertly made Turkish coffee.

STEAK



HOUSE

A breath of fresh air in the steak explosion

with the new boy of meat, Chef Gürkan

Chef Gürkan, who brought a breath of fresh air to the steak explosion, started his interest in meat when he was a child and thanks to this curiosity, he is now creating extraordinary recipes for meat. We learnt the secrets of how to cook delicious dishes when we met the new boy of meat, who offers his customers the different recipes he has created, such as 'Chef Gürkan Chateau', 'Chef Gürkan Waltz' and 'Chef Gürkan Kobe'.

article by : Cenk Torun
photography: Çiğdem Aydoğdu



We've just passed on from a month of great sorrow. First of all, I'd like to give my condolences to the families and loved ones of those who lost their lives in Soma. May they rest in peace. I have more to say and rage about; but the words stick in my mouth and I have a lump in my throat. Without upsetting you any more, I'll go on to tell you about the place we will be introducing this month.

For the last few years, there has been a meat madness in our country. New Steak Houses are opening on every corner and, of course, we are a meat-loving eating nation. We love it; especially if there is an unusual marinade, aged meat or special presentation. I am one of these meat lovers, and I cannot resist delicious, juicy meat that is cooked just right. Among all these steak houses, I could only give two names as my favourites that serve up delicious meat. That was until I discovered one particular place. Now the number has increased to three, and I bet you wonder which Steak House has suddenly stepped forward. It is the 'Gürkan Şef SteakHouse', opened through the partnership of Chef Gürkan Topçu, textile businessman Servet Bekman, and Diamond trader Er-san Koç.

Let's talk about how we discovered the Gürkan Şef SteakHouse. Everything started when our beloved chief editor, Çiğdem Aydoğdu, called me following our

discussion about what to write in this issue and how to find a new restaurant. She told me that we were invited to the opening of a new restaurant and we went along at very short notice. To me, all opening nights are the same. The place was packed with celebrities, socialites and press. I started whining and suggested we call it a night and leave. Çiğdem couldn't take any more and agreed, proposing that we come back another time for dinner. The opening party was over for us. Three days after the opening, we went there to see if we could find flavours worthy of mention on these pages.

Beloved Gürkan Topçu welcomed us with his huge smile and sincere manner. Located in Valikonağı street in Nişantaşı, Gürkan Şef SteakHouse has more elegant decoration than other steak houses. But as we were not there to eat the tables or chandeliers, I had crazy questions in my mind. Alright, Gürkan is a very decent, smiley man who is really pleasant to talk to, and the place is decorated very well. It also offers the option of shopping for home cooking. There is a butchery section, consisting of meat pieces that catch your eye immediately like a beautiful red painting, dried meats begging to be eaten, as well as great delicatessen products. Everything is very lovely, and it's obvious that all of it is selected and produced with care. What about cooking?

Would the meat be like plastic? Would it be well-marinated? Or would the marinade be a sloppy combination of spices? These were all the crazy questions in my mind. On Gürkan's suggestion that we start eating, I waited with a deep silence followed by a beep. If you ask me, 'Why the silence and the beep?' The answer is that I was focused on the meat, which I already like, and had so many questions waiting to be answered. I was worried whether it would meet our expectations, or if it would be another ordinary steak house. While I was having all these thoughts, the meat was served on a serving trolley and Gürkan started performing a show. He was almost dancing with the meat. When I put the first piece in my plate, I couldn't believe how delicious it was. The silence and beep was interrupted with a shout from the sylphlike Çiğdem, 'Wow, that's wonderful! Very delicious!' I pulled myself together after the astonishment of watching Çiğdem eat half a kilo of meat in the blink of an eye. I confess that I have never eaten such delicious meat before. They really deserved congratulation, as the meat was cooked just right. In most places, meat is served either undercooked, or extremely overcooked and dry. Spices were not too much or too little. The ratio was perfect and the meat melted in my mouth. To put it in one word: magnificent. I would like to congratulate dear Chef Gürkan Topçu one more time, and strongly recommend the Gürkan Şef SteakHouse. Go and have a feast! You will not regret it. The second thing that caught my attention and surprised me was the wine menu at Gürkan Şef SteakHouse. They have a great wine cellar with very special wines that wine lovers won't find at every restaurant. After this great dinner, Gürkan Topçu answered our questions. Here's our lively interview.



'Red meat is my greatest passion'

You are the first butcher in Turkey with a diploma. Your passion for meat and butchery started in your childhood. Why would a child want to be a butcher?

Ever since I was a child, I was always in the front row during the sacrifice ceremony of Eid al-Adha. I used to observe all the procedures one by one. When I got a little older, I started taking part in the operations

and that's how it all started. My interest at an early age led into my profession today. Red meat is my greatest passion. So I would never give up on red meat.

Famous chefs in Turkey and abroad are almost always men. Do you think there's a special reason for that?

I don't think this is due to a particular reason. Men see this as a profession and choose it as a means of income. Along with this, it turns into an occupation no matter what. The same reasons apply to me as well.





Do you cook at home?

I don't cook at home. Believe me, that's the truth (laughs).

There are dishes with interesting names on the menu, such as 'Lamb Waltz', 'Chateau', 'Passion Dessert'.

How do you come up with these names?

I made these names when I was creating the dish. Passion Dessert, Lamb Waltz, and Dance of the Lambs are all my inventions. Their names and other rights belong exclusively to me. I don't share my recipes. I never share them even if my customers request them.

'There is chocolate cake, why not meat cake?'

You also have a meat cake. That's very unusual for us. I'd like to ask if there's any demand, but what I really wonder is how did you come up with such a recipe?

People are bored of the usual cakes. I thought, 'there are cakes with chocolate or fruit, so why not bake a cake with meat,' and wanted to try it. After some trials, the meat cake was created. I was inspired by the demand. For example, first of all we baked it for those who wanted something different on birthdays and

it got great feedback. I was the one who initiated this unusual approach.

And of course, there is the meat sushi dish, 'etchi'. You obtained the patent for this. Will there be any upcoming recipe surprises soon?

Meat is not sushi. Its correct definition is 'meat-shi'. I always lean towards innovation, and am constantly developing myself. When it comes to recipes – it's a surprise.

Your meat processing and cooking techniques have made you the most recognisable name in the sector. Could you tell us about this?

Thank you very much for putting it like that. Actually, this didn't happen overnight. It was a gradual process. I can never be humble about my job. I have put great effort into this, overcome many challenges, and developed and improved myself. The one-to-one relationships I have built with my customers are of great importance in this respect. During the brand creation process, I move forward with very careful, solid steps, and have a strong team. This is the secret to our success. I personally deal with everything, from selecting the meat to the point where it is served to customers.

I look after the business myself.

The secret to soft meat is using the correct cooking techniques.

What is your favourite recipe?

Every one of our products is different and they are all firm favourites. We are assertive about that. We act with care at every stage of all our products, and only serve them up to our customers when they are ready.

For those who want to cook grilled steak at home, how would you suggest marinating it? Or should we marinate at all?

What is the secret of soft meat?

The secret of cooking soft meat is finding the right type of meat, storing and ageing it, portioning it correctly and, of course, finally cooking it with the correct techniques.

In your opinion, what's the most delicious cut on the beef chart?

Everyone defines it as the area of steak located between the two bones, but to me that's not correct. The most delicious part is the one closest to the bone. So I think the most delicious meat is obviously the rib steak.



ROMATEM

**Physical therapy and
Rehabilitation Hospitals
Executive Director and
Chief Physician**

Dr Tunç Alp Kalyon:

‘Turkey will become
the number 1
in health tourism’



Chief Physician of ROMATEM, Dr Tunç Alp Kalyon, who spent many years on physical therapy and rehabilitation studies, told us about thermal healthcare and spa's. Stressing that thermal facilities are very important infrastructures for health tourism, Kalyon stated that Turkey is a favourable country in this respect, telling us: 'If Turkey can take advantage of its opportunities correctly, it will become the number 1 country in the world, in terms of health tourism.'

While we were slowly moving around ROMATEM, which is located in Bostanci, we explored the latest advancements in physical therapy, excited by the prospect of the interview we were about to conduct; because the person that will soon shake our hand and answer our questions is one of the doyens of healthcare in Turkey. Dr Tunç Alp Kalyon is one of the leading names in healthcare in his country. Having lectured for several years at the GATA medical academy in Ankara, Dr Kalyon, is now the Executive Director and Chief Physician at ROMATEM. As a specialist in physical therapy and rehabilitation, Dr Kalyon was our guest from the field of thermal healthcare, which is increasingly coming into prominence in our country. Dr Kalyon shared his valuable knowledge and made important suggestions on how to keep healthy.

Dr Kalyon, could you briefly introduce yourself?

I graduated from Istanbul University Medical Faculty in 1970 and completed my residency at Ankara Gülhane Military Medical Academy (GATA). I became an associate professor in 1982, professor in 1988, and worked as a lecturer at GATA in those years. I also founded the Department of Sports Medicine and started conducting the two roles together. When I retired in 2007, I moved from Ankara, where I had lived for 34 years, to Istanbul. In Ankara, I mainly worked on sports rehabilitation, mostly with adults and children with physical disabilities. I am still assisting them as much as I can.

Can we get the definition of health tourism from you?

Health tourism can be defined as a combination of therapeutic activities using healing waters, thermal facilities and natural resources (such as mud, sea, etc.) together with environmental climate factors and other practices such as physical therapy, rehabilitation, exercise, diet and informative training. In addition, health tourism is a relatively new field for our country. However, Turkey has great advantages in relation to both natural resources and the climate.

‘Turkey has great potential’

Well, how much does our country need health tourism? And what is our status compared to Europe and the rest of the world?

We need to diversify the services offered to the tourists who come to Turkey. Just sea and beaches are not enough now. Therefore, we need to increase touristic opportunities and diversity. One of the most readily-available and easiest sectors for this is health tourism. We can include other areas in this, rather than just thermal tourism activities to make people feel good. Some surgical operations in Turkey cost much less than in other countries. Besides being affordable, I would argue that they are also conducted in a more qualified manner here.

What are Turkey’s advantages compared to other countries?

Firstly, no matter how much investment you make, the end result depends on the human factor. That means that unless you have qualified employees, the investment doesn’t mean a thing. Turkey has great potential in this respect. Currently, in Turkey there are almost 2,000 physical therapy and rehabilitation specialists that don’t exist in other European countries. As well as this, there are almost four thousand physiotherapists. That offers an opportunity for coordinated work.

Turkey ranks 7th in the world, and 1st in Europe, in terms of thermal resources. But are the facilities enough in our country?

Turkey has had hot springs and thermal facilities since ancient times, but we have only recently started seeing improvement works on these facilities. Unfortunately, there are numerous thermal facilities all over the country that haven’t reached the desired potential. However, some incredible facilities are starting to appear in many cities, particularly Istanbul, Antalya, İzmir, Bursa, Yalova and Afyon. As ROMATEM, we are open-

ing a new hospital in Bursa. This hospital will include thermal therapy centres.

Can Istanbul be the capital of health tourism in the world?

It doesn’t stop at just building the facilities. They need to be marketed, presented and promoted. As long as good provisions are made, Istanbul really deserves it.

‘Walk at least 1 hour every day’

What would you like to tell us about the Spa centres?

The important factor in spas is using the water as the main means of treatment. Spa centres have become places that offer diverse facilities and have expanded their horizons to become more than just a place for the treatment of illnesses; they make people feel happier and healthier and enable them to remove the tiredness of the day, or even years.

How much progress has our country made in this respect?

Recently, excellent investments were made in Turkey. Initially, those who come to Turkey from abroad are reticent. But once they see that Turkey is a secure, developed, civilized country, they want to come back as soon as possible. If Turkey can take good advantage of that, it will become the number one country in tourism in the world.

Lastly, what would you like to say to our readers?

When people become ill, the following treatment period is a difficult time. Today, ways of guarding against numerous illnesses have been found. It is possible to extend and increase the quality of life through eating a healthy, balanced diet, and choosing a balanced life style. In daily life, it is of utmost importance to act with balance and moderation. The first pre-requisite is to eat a balanced diet, and the second one is to keep active. Unfortunately, we spend most of the day sitting. Therefore, I suggest to people that they have a daily walk of at least half an hour, or one full hour, if possible.

AQUAMATCH

water and wastewater treatment

Could you briefly introduce Aquamatch to our readers?

Aquamatchturkiye has been acting in the water treatment field since 1989. The company was acting as an agency in its initial years as the main distributor of Aquamatch Inc., has established a joint venture with Aquamatch Inc. in 1996 and started to manufacture water purification systems in Turkey, as Aquamatch.

Aquamatch; as a %100 Turkish investment since 2003 is active in the water treatment market as engineering, manufacturing, sales and after-sale services with its 150 engineers and 16 branches in Baghdad/Iraq, Bahrain, Cyprus, Qatar and in overall Turkey. Aquamatch, uses (well known) best quality equipment and components to manufacture its systems and convey these systems to virtually anywhere on the world.

Could you please tell us more about the products Aquamatch currently manufactures, and the fields these products are used in?

Aquamatch designed and manufactured Products are;

- Filtration&Softening Systems
- Brackish &Sea Water Reverse Osmosis Systems
- Ultrafiltration, Nanofiltration, Microfiltration Systems
- Demineralization Systems
- Electrodeionization Systems
- Waste Water Treatment Systems
- Waste Water Recovery Systems
- Disinfection Systems
- Membrane Bioreactors

In which fields do you mainly operate?

Aquatchise mainly active in:

- Heavy Industries (Steel Industry, Metal Processing, Chemical Industries)
- Oil & Gas, Power Plants
- Food & Beverage
- Tourism
- Textile
- Residence & School & Shopping Center
- Agriculture & Greenhouse

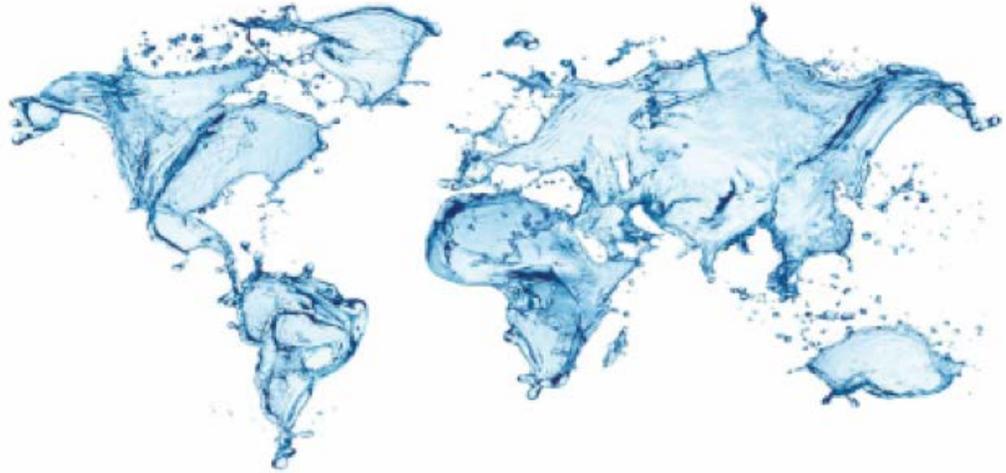


Can the water treatment products you manufacture help, to some degree, in solving the water problems in the world?

In a short time, we are going to face with serious difficulties due to decrease of the world's supply fresh water.

In that respect as Aquamatch one of our main mission is to design and produce high effective water treatment solutions and water recycle systems to reduce the fresh water needed on our planet.

Which countries do you work in abroad?



Europe

Bulgaria
Romania
Albania
Moldova
Ukraine
Malta
Slovakia
Latvia
Ireland

Africa

Libya
Morocco
Egypt
Sudan
Zambia
Tunisia
Sierra Leone
Algeria
Cameroon
Djibouti
Ghana
Ethiopia
Equatorial Guinea

Asia

Russia
Azerbaijan
Georgia
Kazakhstan
Uzbekistan
Turkmenistan
Afghanistan
Sakhalin Island
India
Tajikistan
Pakistan
Nepal
Kyrgyzstan
Nakhichevan
Myanmar

Middle East

Northern Cyprus
Iran
Iraq
Jordan
Saudi Arabia
Syria
United Arab Emirates
Qatar
Oman
Yemen
Palestine



Do your products have any superior aspects compared to their competitors? What are they?

Aquamatch has setup its own R&D Department including support by a well known Engineering university. Using the R&D and our engineering department support and following the technological improvements in the industry we are designing unique system and improving the product quality.

The most appropriate and economical systems are designed and submitted with technical –commercial offers in accordance with the requests of customers concerning water and wastewater treatment.

Aquamatch, has implemented its widespread sale and after-sale network, knowing that the most important thing is to respond customer needs on time and in place.



What are your thoughts and strategies concerning the middle eastern market?

One of our main target is to implement plants and systems in the Gulf Countries, Middle-East and Africa region. In that respect we have offices in Qatar, Baghdad and contact person in Bahrain. Due to shortness of well quality water sources, there is serious demand for water treatment to obtain drinking and process water in this region. Sea water treatment and reclamation of wastewater processes will be more preferable in near future.





HILTON BOSPHORUS

Relax and enjoy the generous facilities at the legendary Hilton Istanbul Bosphorus hotel. Celebrating its 60th anniversary in 2015, since 1955, this iconic hotel has played host to many celebrities, members of royalty and business leaders including Sophia Loren, Louis Armstrong and Grace Kelly. The Hilton Istanbul Bosphorus is perfectly placed for exploring the vibrant European side of the city of Istanbul. Located just five minutes from the Lutfi Kirdar Convention and Exhibition Center, the Istanbul Congress Center, and the business district, the hotel is ideal for business guests. Walk to Taksim Square and Nisantasi for a wide array of restaurants, shops, cafes, and nightclubs. For a cultural shopping experience head to the Grand Bazaar, a maze of stores and stalls selling everything from spices to intricate Turkish fabric.

MINI FUAR HOTEL

The concept of literature, the first hotel in Turkey

Mini Fuar Hotel is investment of SGR Turizm Co Ltd. SGR Turizm is a family corporation. The directors of company, after 10 years of Residence administration and opening of a lot of Hotels, learned the facts of how to secure customer satisfaction. They knew much about the priorities of a person travelling often and knew the value of time for a guest for coming to explore a city at all points.

Mini Fuar Hotel wants as the first address of business and literature world in Izmir with its quality serving and genial staff, and they're doing their best to provide.

They are refreshing themselves by exploring new articles from their journey experiences.



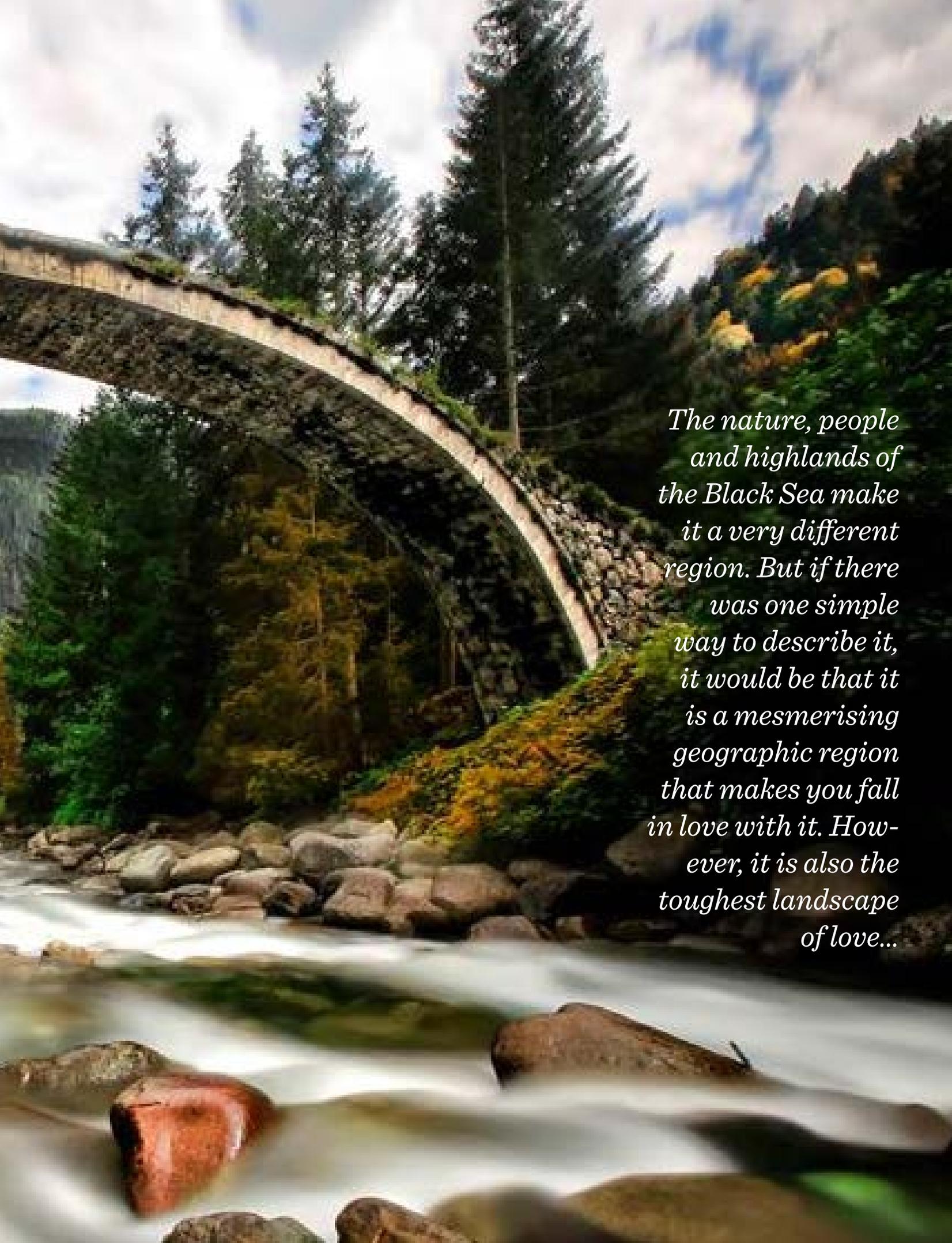
RADISSON BLU KAYSERİ

Mount Erciyes is always covered with its own unique, dry snow, making it perfect for skiing. This highest mountain in Middle Anatolia is surrounded by other natural attractions. The Erciyes and Tekir plateaus are suitable for ski-related sports even during summer months, while a swimming complex adds more choice of activities. You'll also find a chalet in the ski centre, considered the second greatest winter sports centre in Turkey after Uludag.

TURKEY

THE TOUGHEST LANDSCAPE OF LOVE: BLACK SEA

photographer : Samet GÜLER



The nature, people and highlands of the Black Sea make it a very different region. But if there was one simple way to describe it, it would be that it is a mesmerising geographic region that makes you fall in love with it. However, it is also the toughest landscape of love...

In this issue, we wanted to share the experience of our visit to the valleys of the Black Sea region accompanied by our friends from the Natural Photography Group, and try to capture the magic of the misty mountains, stunning highlands, waterfalls, pearl-like arched bridges and glittering streams of this greenest of landscapes. The Eastern Black Sea region, with its outstanding natural beauty, history and local people, is a different landscape to the rest of Turkey. The region is named after a unique land-locked sea, stretching from Artvin in Turkey all the way to Kırklareli at the other end. Without doubt, a seaside region of this size has a wide range of geographic properties. As you advance from east to west, there are numerous differences in the forests, vegetation cover, architecture, cultural structures and accents.



The enchanting region

As we travelled through the Eastern Black Sea region, we witnessed the vegetation getting thicker and darker, different languages and accents, great food, changing types of dress, different habitation styles and architecture, along with many other beautiful sights.



photographer : Natural Photography Group



photographer : Erhan AŞIK

The nature, people and highlands of the Black Sea make it a very different region. It has an enchanting vibe that makes you fall in love with it. It offers a different landscape within Turkey, enjoying its own history, natural beauties and local people. The Eastern Black Sea region is the most mountainous area of Turkey, experiencing the most rainfall, the most fog and the highest humidity rate. In particular, with the altitude reaching up to 4,000 m above sea level, the amount of rainfall and temperature variations towards the east significantly enrich the vegetation in terms of diversity.

*Eastern Black Sea region
is the most mountainous
and most cloudy, foggy part
of the area and also having
heavy rainfalls*





photographer : Natural Photography Group



Palovit Waterfall, Nature's Wonder

As we travelled through the Eastern Black Sea region, we witnessed the vegetation getting thicker in all shades of green, how the languages and accents differed, amazing food, changing types of dress, different habitation styles and architecture, along with many other beautiful sights.

Situated in the Palovit Highlands, Palovit Waterfall is a natural wonder flowing from a height of 15 m. It is one of many natural beauty spots located in the Kackar Mountains National Park and begins just after the Zilkale ruins. Another beauty spot, the Mencuna Waterfall, is located in Kamilet Valley within the borders of Arili Village. The waterfall forms a large pool, falling 60 meters in the first step, and 20 meters each in the next two steps.



Amazon influence in the region

During our tour of the Eastern Black Sea, we can see the Amazon influence in many cities in the area: most of the places in the region are named after Amazon princesses or queens.

photographer : Natural Photography Group



photographer : Natural Photography Group



photographer : Natural Photography Group



photographer : Samet GÜLER



photographer : Natural Photography Group

“WHOLE WORLD WILL ENVY QATAR IN 2030”

We made a joyful interview with successful Football Manager Bülent Uygun who started his sports career at his 10 with wrestling and continues from Sivasspor to Umm Salal of Qatar. Successful manager of Umm Salal who enjoys his life in Qatar says, “They had witnessed my achievements in Sivasspor and came with an offer which I accepted and I’m very happy with my decision.”



Bülent Uygun ended his football career in 2001 at Sivasspor that has been crowned by a top goalscoring award in the season 93-94 and also started his managerial career at Sivasspor. He is the only Turkish Manager in Qatar League history who signed for Umm Salal SC in 2013.

Mr. Uygun, first of all we want to know you. How long have you been in football and Qatar and what are you up to recently?

I was born in 1971, Sakarya. I started my sports career at my 10 with my father’s profession wrestling and continued with football and as a football manager till this age for 8 years. I achieved my top goalscorer award in 93-94 season and we had many championships. After I left the football, we avoided relegation with Sivasspor and then we achieved 6th, 4th at the same point with Fenerbahçe and Beşiktaş, 2nd positions in order. We also avoided relegation with Eskişehirspor and we finished the league 7th. We promoted to Super League with Elazığspor and avoided relegation with Gaziantepspor then I signed for Umm Salal. We achieved 6th position as Umm Salal with 10 wins, 2 draws and 2 losses who had no wins for 12 matches before.

As the first Turkish coach, can you evaluate how Qatar see Turkey and Turkish people?

Ottoman Empire forsaked their part of Qatar Emirate in 29th of July 1913. Qatar Emirate declared their independence. Up to this time, Qatar Emirate is the only faithful friend of Turkey in all Arabic countries. We can find all our cultural signatures in here. 98% of people are Muslims and Emir Thani declared mobilization to construct the country of dreams.

“I think, only nation that can love Turkish people more than Turkish people are Qatar nation”

What are the social and cultural similarities of these two countries?

Only nation that can love Turkish people more than Turkish people are Qatar nation. Qatar is a country that embraces our movies, sports teams and everything. Their favourite person is R. Tayyip Erdoğan. There are poems and TV praises every week. His stance against Israel, achievements in the Middle East and services for the Muslim world, beloved by every person.

Emirate wants Turkish people when there is a work that has to be done.



Manager of Umm Salal SC

“There is love and respect in Qatar. If you want a peaceful life and if waiting on traffic lights don’t make you depressive then here is the right place to live in.”

What do you want to say about living in Qatar? Culture, daily life, social activities... What your observations are?

There is love and respect in Qatar. If you want a peaceful life and if waiting on traffic lights don’t make you depressive then here is the right place to live in and earn money. Everyone can find many joy and cultural activities who are looking for entertainment. But the most important thing is the three month annual world class tournaments (golf, tennis etc.). Just be delightful, don’t hurry, live the moment, this is Qatar.

You are working with Umm Salal SC in Qatar League since 2013. Why did you choose Qatar?

Ottoman Empire forsaked their part Qatar Emir drew attention by taking the hosting of 2022 World Cup, giving 500M dollars worth kit sponsorship. Bringing the celebrity football players and managers is an another excitement. They had witnessed what i achieved in Sivasspor and thet offered job, accepted gladly. I’m very happy to be here.

If we compare Turkish and Qatar football, what are the positives and negatives of Qatar football?

Actually there is nothing mutual in Turkish and Qatar football. Because, there is 50 thousand young player interested with football but there is an exception; there is an scientifiic football education system in Qatar. Our young facilities are, rest in peace... There is any curses or bad words here in Qatar. Criticisms are well balanced, no fightings but good sporsmanship. For these reasons, I don’t prefer to compare

“They bring the best coaches of their sports branches to teach the love, respect, rivalry, struggle and friendship here in Qatar.”

What are the attempts for developing the sports in Qatar? What is the interest of Qatar people in football and other sports?

There are 30 billion worth facilities builded in Qatar. There are attempts like stadiums, young facilities, world’s best research center. They bring the best coaches of their sports branches to teach the love, respect, rivalry, struggle and friendship here in Qatar.

Who will be the stars of World Cup 2022 Qatar?

There is plenty of time till 2022 but

I think we must take place there as Turkey with the permission of God.

“I planned to be in here till 2022 and live the World Cup then return to my country and make my dreams come true.”

Do you consider to extend your contract with Umm Salal?

I extended my cotract for 1 year. I’m peaceful in here, I feel special and happy. I planned to be in here till 2022 and live the World Cup then return to my country and make my dreams come true.

What are the goals of Qatar in World Cup?

If we take control of the team with my staff, quarter final at least but to be realistic, they have a lot of work, hard work.

How is Qatar preparing for World Cup matches?

Building the most beautiful stadiums world, preparing young players with scientific researches, everybody mobilized for making this first time Muslim hosted World Cup to be perfect. 2022 is the only beginning of the progress for Qatar people who want to make the world envy Qatar in 2030. We as Turkish people wait Qatar to show the whole world our fellowship and togetherness.

Effects of pregnancy on the female body

Op. Dr Tamer Şakrak

Plastic and Reconstructive Surgery Specialist



Women, who demonstrate the existence of God with their ability to bring new life into the world, are subjected to several physical, emotional and hormonal changes during pregnancy, giving birth and the postnatal period. This leads to many changes in the female body, most of which are irrevocable. However, today changes and problems in the female body caused by birth can be treated, preventing any permanent effects.

The female body is subjected to several physical, emotional and hormonal changes during pregnancy, birth and the postnatal period. This leads to many changes in the body, most of which are irrevocable. Enlargement (hypertrophy), shrinkage (atrophy) or sagging (ptosis) of breasts, fat accumulation on different parts of the body, loosening and sagging of the abdominal front wall, uncontrolled weight gain, and enlargement and sagging of genitalia especially in women who give birth through vaginal delivery, are just a few examples of these changes.



The structure of breasts and the consequences of childbirth

In structural and emotional terms, breasts are the organ which most differentiates women from men. Therefore, they are considered to be the symbol of femininity. Their functional task is to release human milk in order to nurture the infant, complementing the female reproductive role. When the anatomical structure of the breast is examined, it is seen to consist of milk glands, milk ducts carrying the milk onto papilla, connective tissue (matrix) and some fatty tissue. Breast tissue is affected by many hormones, such as oestrogen, progesterone, prolactin and oxytocin, and is therefore most vulnerable to the effects of such hormones during pregnancy, delivery and breastfeeding periods.

Women whose mammary glands are dense and more sensitive to oestrogen, experience a more advanced post-partum breast enlargement. If this enlargement only occurs in the milk glands, the breast returns to a normal size once the hormonal effects are over. However if the enlargement is accompanied by connective tissue and fat increase, enlarged breast size might be permanent. Due to the effects of gravity, permanent sagging

occurs on enlarged breasts especially after multiple child births. In some women, hormonal changes during both pregnancy and breastfeeding periods only affect the mammary glands. Once the breastfeeding period is over, there could be permanent shrinkage, deflation and regression (involution) of the breast tissue, as a result of a decrease in oestrogen efficiency and increase in progesterone efficiency; this is particularly the case for women using hormonal birth control methods such as birth control pills, hormonal mini pill etc. Therefore the effects of pregnancy and breastfeeding periods on the female breast may result in enlargement, sagging or deflation.

The effects of pregnancy on the abdominal wall

The abdominal wall consists of several muscle structures and solid membranes surrounding and protecting the inner organs just like a cylinder. These muscles also enable the torso to turn in different directions.

Unfortunately, during pregnancy many mothers eat excessively and rates of immobility are high. The number of mothers who are able to limit their weight gain during pregnancy, with regular exercise and a healthy diet, is extremely low. In progressive

stages of pregnancy (the last trimester), inner abdominal pressure severely increases with the enlargement of the uterus. Unable to withstand this inner pressure, the membrane structure that normally keeps the rectus abdominis muscles firm loses its function and the abdominal wall starts enlarging from its weakest point. At the end of this enlargement process, the rectus abdominis muscles constituting the front abdominal wall move away from each other, and only a thin membrane (rectus diastase) remains to connect the two muscle masses. You should bear in mind the very rapid enlargement in the abdominal circumference during the last two to three months of pregnancy. For women who pursue a healthy diet and exercise in the post-pregnancy period (postnatal and breastfeeding), separation of the rectus abdominis muscles does not constitute a problem. However, for women who are largely immobile and have a poor diet after delivery permanent abdominal sagging and the resulting uncontrolled weight gain is unavoidable, particularly following multiple pregnancies and deliveries.



In conclusion:

1-Skin that has expanded and sagged as a result of pregnancy, does not completely go back to normal and is particularly noticeable below the belly button

2-Enlargement occurs above the belly button.

The relationship between rectus diastase and weight gain

There is a cause and effect relationship between uncontrolled weight gain and separation of the rectus abdominis muscles (diastase). While diastase due to repeated pregnancy causes uncontrolled weight gain in women, weight gain in men frequently causes the separation of rectus abdominis muscles and permanent fat build-up.

Following the separation of the rectus abdominis muscles, over time the stomach starts enlarging outwards between the two muscles as there is no longer a limiting barrier in front

of it. Filling the enlarged stomach necessitates eating more food, which in turn makes the stomach expand outwards even more. This is a vicious circle which causes progressive fat build-up and an immobile lifestyle. Increased food intake may lead to consuming more calories than necessary and consequential weight gain which can cause serious health problems (obesity). This outward expansion of the stomach also affects its functions. Nutrients cannot be properly broken down and other digestion problems can occur such as severe swelling, a bloated feeling after meals and excessive stomach gas.

Today, problems caused by multiple pregnancies, such as changes in breast size, abdominal sagging, stretch marks, weight gain, and genitalia issues can be treated to prevent any permanent effects. We will talk in detail about these methods in the following issues.

I wish you all well...

FAMOUS MALLS OF TURKEY

In every new day of our life, there are new indispensable malls are opening. In these malls which is called in ancient times "Agora" are able to make shop and also able to include monumental buildings and fun places. In Rome time, they were calling this kind of places "Fo-

rum" but right now adapting to technology they changed into malls. These malls are hosting from Daily needs to entertainment industry and also the companies inside of these Malls are dazzles. We just looked top 10 famous Malls in Turkey and searched for you.

Istinye Park

1

This is one of the best mall in Turkey which is included 300 shopping place. This place is located in Maslak - Sarıyer and it has different categories which are sports, shopping, restaurants and their residency is in the week days 40 thousand, in the weekend 50 thousand. This mall has square, nostalgic market, shopping Street, boulevard and also they are hosting some of biggest companies around the World like; Burberry, Cacharel, Gucci, Dior etc.



2

Cevahir AVM

It is the 2nd big mall in Europe, and 8th big mall around the World. It is favorite place of Arab tourists. It offers an excellent shopping experience with the architecture spread over 6 floors, more than 200 shops, and its own parking lot for 2500 car. The mall that opened in 2005 to people of Istanbul is located in Şişli - Istanbul.

3

Forum İstanbul

It is located in Bayrampaşa - Istanbul with its own big aquarium. This aquarium is 8000 square meters in size and called Turkuazoo, it includes; sharks, giant stingrays, octopuses, and special freshwater fishes came from Amazon around more than 10.000 exotic sea creatures.



4 Akmerkez

This place known as the largest building in Etiler and it is one of the biggest shopping places in Istanbul, also it was the best were selected in 1998 as “biggest shopping place in the World” and awarded to “International Design and Development”. In a month their residency is around 1.5 million people and some of their famous companies are; Bulgari, Louis Vuitton, Valentino etc. It is also known as the one of the first malls in Istanbul.

5

Zorlu Center

This place is located in Beşiktaş and with its different architectures it attracts people. The most important feature that distinguishes it is; it has different performing arts halls in the mall. Also they are hosting the first Apple store in Turkey.



Marmara Forum 6

It has more than 300 hundred shops both Turkish and international. The most important think of this mall is, it has lots of Movie Theater more than other malls. And also in Marmara Forum Expo Center, it's holding the most comprehensive exhibition space with combination of entertainment and education. It's also hosting the biggest shop of Decathlon. It is located in Bakirkoy - Istanbul.



7 ANKA mall

It is the biggest mall in Ankara and it has lots of different shopping company around more than 320 shopping places. It is located in Ankara Akkopru and also they are hosting the logged brands to the market for the first time from Turkey.

8 *Antares Shopping and Star of Life*

It has 85.658 meter square leasable area and it is one of the biggest shopping places in Turkey. It is located in Etlik - Ankara. This mall has special Ankara views, and table equipped with unusually distant from each other, deep with a height solid fast food. At the same time, it is available 2000 customer on that floor. And the most important property of this mall is, it has the biggest bowling alley which is called "Rolling Ball Bowling" in Turkey.



9 *Korupark AVM*

It is located on the way Mudanya - Bursa. It is one of the important social complexes of Bursa people and it's hosting 196 exclusive shops. What is interesting is nearly 50 brands opened here for the first time. Turkish and international flavors that include different alternatives available in special seating area in the food court area with restaurants and cafes are located. And also 2,500 square foot children's entertainment center, a place that attracts people of all ages.

10 *TerraCity AVM*

It is the biggest mall in Antalya. It is located in one of the most prestigious areas of Antalya - Lara. With 150 shopping brand, 30 restaurant, and cinema complex, it is one of the most attractive centers in Antalya. It is keeping some brands are so far not many in Antalya which is Apple Store, Burberry, Sephora etc.



TURKEY'S FUN PLACES

Naturally, in Turkey, where all four seasons are lived at the same time, entertainment options for local and foreign tourists are never-ending. While skiing centres offer several activities for tourists in the winter season, water sports can take adventure lovers on an adrenaline-filled journey; and for those who want to have a

calm holiday and enjoy healing water, the unparalleled springs of Turkey are the right choice. Of course, there are also several entertainment alternatives for kids, including the world's biggest thematic aquarium. Here are the primary entertainment centres we have picked for you to have a fun-packed holiday in Turkey...

VIALAND

1

If you want to have a fairy-tale like experience with your children, Vialand is the right address for you! Vialand, which is the first world-class theme park in Turkey, is located in Eyüp, the heart of Istanbul. This fairy-tale land, which stretches as far as 100 football fields, consists of Play World, Fairy Tale World and Adventure Land sections. The park has numerous sections, not only for kids but also for adults, and will really keep you entertained!



2

DOLPHINARIUM

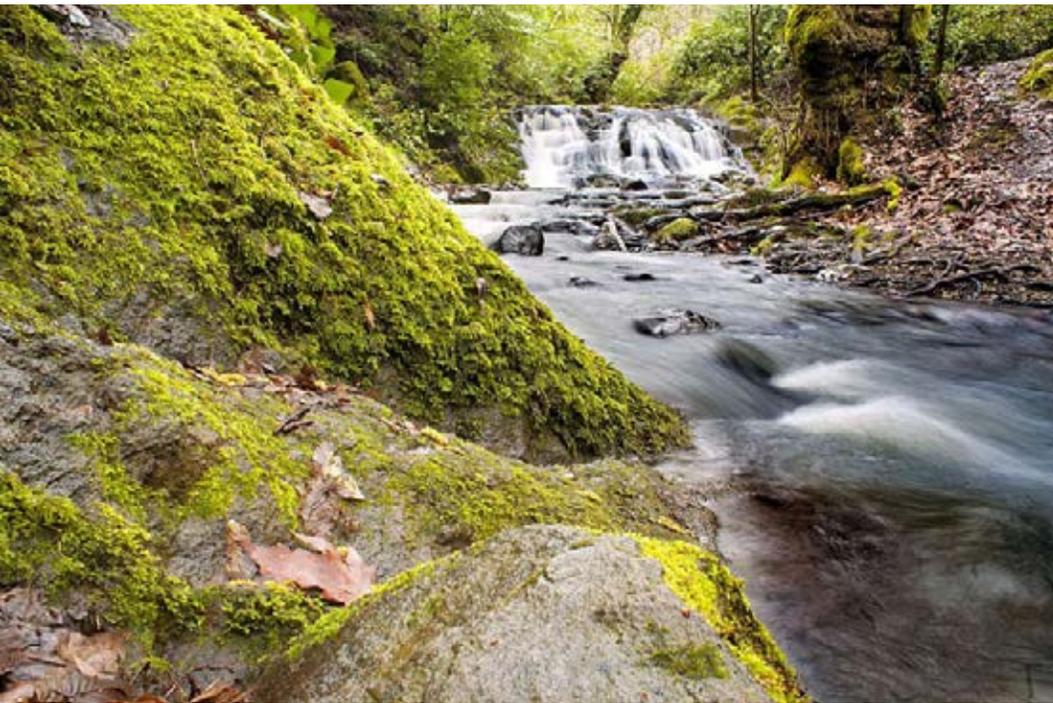
Are you ready to watch playful seals, get close to magnificent whales and swim with cute dolphins? If your answer is 'yes', Istanbul Dolphinarium in Eyüp is open for you. Swimming with dolphins, and even being able to touch them, will make you feel good and relieve all your stress. Walruses playing music and dolphins playing basketball will make your holiday unforgettable.



ULUDAG SKIING CENTRE

3

Always white in the winter, Uludag is the favourite destination for those who like winter sports and want an enjoyable holiday. Located in Bursa, this ski centre hosts thousands of local and foreign tourists each year. The centre offers heli skiing and tour skiing, and you can also try other activities such as snowboarding, ice skating, bigfoot and snow motorcycle tours. At the same time beguiling its guests with its unique natural beauty, Uludag Skiing Centre is on top of the to-see list during your holiday in Turkey.



4 YALOVA THERMAL SPRINGS

Are you ready to watch playful seals, get close to magnificent whales and swim with cute dolphins? If your answer is 'yes', Istanbul Dolphinarium in Eyüp is open for you. Swimming with dolphins, and even being able to touch them, will make you feel good and relieve all your stress. Walruses playing music and dolphins playing basketball will make your holiday unforgettable.

ISTANBUL AQUARIUM

5

How about experiencing 16 aqua themes from the Black Sea to the Pacific, and a rain forest, all at one time? Istanbul Aquarium, the world's biggest thematic aquarium, offers you an incredible experience! In this gigantic aquarium, which is home to 15,000 types of land and sea creatures, there are also two 15-seater cinemas, alongside cafés and restaurants. The giant aquarium, which will take you from adventure to adventure, is located in Florya, Istanbul.





IT IS OFTEN SEEN IN TURKEY: THE TESBIH

In this article we will use the word Tesbih which is its original name.

In English usually named as “Rosary”, “Prayer Beads” or “Chaplet” “Tesbih”, comes from `sebh`. The meaning of “Sebh” is “to move fast in water and air, to travel through, to go far away by swimming”

Tesbih means, mentioning name of Allah to glorify and keep saying loudly at every opportunity

Tesbih; particularly men carry them – they finger the string of beads while drinking tea and chatting. Originally prayer beads, Muslims use the Tesbih to recite Allah’s name with every bead that passes through their fingers. Nowadays, Tesbihs are also used as accessories, decoration or, in most cases to occupy the hands.

“The Tesbih is used in three ways: in religion, in fashion and as a hobby”

Uses of tesbih

Many people for different reasons purchase the tesbih. Some use them as decorative pieces while others use it to meditate or find peace. The following are some ways in which you can find “re-

lief” with your tesbih:

* When you wake up in the morning, let the texture of your tesbih awake your fingers and permeate your entire body. Now, it is time to set your intentions for the day. This can include: being grateful for small things, listening to people more carefully, or telling the truth. Throughout the day, carry your tesbih and by touching your beads from time to time will assist you in returning to your initial intentions.





* If you find yourself worrying about the past or the future too much and things become a little too difficult, let the pleasing weight of your beads assist you in returning to the present situation. Now that you are back in the present, you will be more likely to listen and think more clearly and accept life as it is, rather than what you hope it should be.

* The tesbih comes in handy at the end of the day too. As you lie in bed and are getting ready to sleep, pick up your beads and let the texture reverberate in your body. As you touch each bead as it passes through your fingers,

let yourself feel grateful for your day.

* The tesbih is also helpful in battling your addictions. The tesbih can be a powerful aid to you while you are trying to stop drinking, quit smoking or eating less. There are many types of addictions, but most times, two things are definitely involved when engaged in them: a certain amount of time and your hands. Keep your tesbih with you at all times and let it be a companion and comfort to you as you begin your recuperation.

You can find best tesbihs in Turkey, made of lots of different materials from gold to Stones.

FIRE OF ANATOLIA WILL LIGHT UP QATAR



With a worldwide audience of 45 million across the world, the Fire of Anatolia dance group will perform a 90-person special show for Qatar in December. The founder of Fire of Anatolia, Mustafa Erdoğan, says they are extremely excited about the Qatar performance, and have prepared a spectacular show of 90 dancers.

A synthesis of hundreds of folk dances and music from different regions, Fire of Anatolia is a unique project with its roots in Anatolia's ancient mythological and cultural history. Produced by Mustafa Erdoğan, the group hopes to introduce the world to the fire that arises from the ancient Anatolian mosaic of love, cultural history and peace. Fire of Anatolia, regarded as one of the world's best dance groups after countless international tours, has taken huge and significant steps in realising this goal. The team receive standing ovations

wherever they perform, and although they are very busy they also have a very strict work schedule. Fire of Anatolia can perform simultaneously at home and abroad with its three separate crews. So far, the show has been seen by 45 million people worldwide. In 1999, Mustafa Erdoğan set off to realise the dream he had held for many years by started intensive work on the project then known as Sultans of the Dance. Firstly, auditions for dancers were announced in the newspapers, and 90 talented young dancers were selected from the 750 applicants to

begin work immediately for a challenging work schedule which would last one and a half years. They generally rehearsed eight hours a day, sometimes up to 16 hours. Costumes were created and the music was composed. The group worked under the supervision of dieticians, aestheticians, exercise and massage specialists. Folk dances, ballet and modern dance were at the centre of the training, with stretching and yoga also incorporated. Dancers received theoretical instruction on the notation of Anatolian rhythms.



On May 3rd 2001, after taking to the stage for just three to four performances in Turkey, the show was scheduled to tour abroad. However, as the tickets for the Turkey performance had sold out months in advance, it was decided to stay longer in the country. Starting its first world tour in 2002, Fire of Anatolia has met art-lovers in numerous countries around the world, including Germany, the United States, Saudi Arabia, Albania, Austria, Azerbaijan, Belgium, Belarus, United Arab Emirates (Abu Dhabi, Dubai), Bosnia Herzegovina, Bulgaria, Algeria, Czech Republic, China, Denmark, Estonia, Palestine, France, South Korea, Georgia, Hungary, the Netherlands, Spain, Israel, Sweden, Switzerland, Italy, Japan,

Qatar, Kazakhstan, Latvia, Lithuania, Lebanon, Macedonia, Malaysia, Mexico, Egypt, Poland, Portugal, Romania, Russia, Serbia, Siberia, Slovakia, Slovenia, Syria, Tunisia, Ukraine, Jordan, and Greece. Fire of Anatolia has been rewarded for its efforts with numerous national and international awards.

A dance academy has been founded in Turkey, with branches in Ankara, Antalya and Gaziantep. A serious and disciplined dance training is provided by the academy. New branches are also planned abroad in the near future, and the first goal is to open an academy in Belgium. This enchanting group will perform a 90-person spectacular show in Qatar in December.

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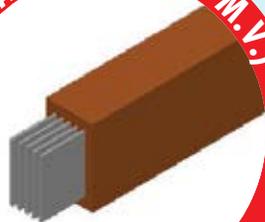
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