

# Global Network for Advanced Management Network Week



ISTANBUL PROGRAM  
MARCH 3-7, 2014

FROM LOCAL TO GLOBAL: CONCEPTS,  
FRAMEWORKS AND ANALYTICAL TOOLS TO  
DEVELOP AN EFFECTIVE GLOBAL STRATEGY



**KOÇ**  
**UNIVERSITY**  
GRADUATE SCHOOL OF BUSINESS

# Tentative Program Guide

January 2014



## CONTENT

- **#1** Istanbul Program Outline
- **#2** Tentative Schedule
- **#3** Map & Directions & Accommodation
- **#4** Koç University GSB Contact Information

# #1 Istanbul Program Outline



- PROGRAM: GNAM Global Network Week
- DATE: March 3-7, 2014
- PARTICIPANTS: 37 MBA students from 6 business schools
  - 4 from Koç, Turkey
  - 7 from Hitotsubachi, Japan
  - 3 from Fudan, China
  - 3 from FGV, Brazil
  - 2 from EGADE, Mexica
  - 18 from YALE SOM, USA
- CLASSROOM SESSIONS: Koç University Rumelifeneri Campus & Istinye Campus
- COMPANY VISITS:
  - Arçelik
  - Turkcell
  - Yemek Sepeti

# #2 Weekly Schedule



## GLOBAL NETWORK WEEK

“From Local to Global: Concepts, Frameworks and Analytical Tools to develop an Effective Global Strategy”

Monday, Mar 3	Tuesday, Mar 4	Wednesday, Mar 5	Thursday, Mar 6	Friday, Mar 7
9am -12pm	9am -12pm	9am -12pm	9am -12pm	9am -12pm
Welcome Breakfast Development of the Turkish Economy, Financial and Private Sector - Ahmet Erelçin Venue: Rumelifeneri Campus CAS- 27	Globalization of Companies - Melike Mermercioğlu Venue: Istinye Campus	Global Expansion Strategies - Melike Mermercioğlu Venue: Istinye Campus	The New Emerging Market Multinationals: Four Strategies for Disrupting Markets and Building Brands - Ayşegül Özsoyer Venue: Istinye Campus	Group Presentations Venue: Istinye Campus
1pm-5pm	1pm-5pm	1pm-5pm	1pm-5pm	1pm-5pm
Country Competitiveness Melike Mermercioğlu Venue: Rumelifeneri Campus CAS-27	Arçelik Company Visit	Turkcell Company Visit	yemeksepeti.com Company Visit	Wrap Up and Free Time
March 3, 2014 Monday Alumni Networking Reception at House Cafe Ortaköy				

# Companies to be Visited



## Arçelik

**Year of Establishment: 1955**



Having operations in durable consumer goods industry with production, marketing and after-sales services Arçelik A.Ş. offers products and services around the world with its 25,000 employees, 14 different production facilities in five countries (Turkey, Romania, Russia, China and South Africa), its sales and marketing companies all over the world and its 10 brands (Arçelik, Beko, Grundig, Blomberg, ElektraBregenz, Arctic, Leisure, Flavel, Defy and Altus).

## Turkcell

**Year of Establishment: 1994**



Turkcell is a regional leader by being the market leader in five countries out of nine it operates in. Turkcell's shares have been traded on the Istanbul (IMKB) and New York Stock Exchanges (NYSE) since July 11, 2000, and it is the first and only Turkish company ever to be listed on the NYSE. Turkcell, with its wide coverage area and diverse range of services abroad, is able to provide its subscribers with mobile communication services both in Turkey and around the world.

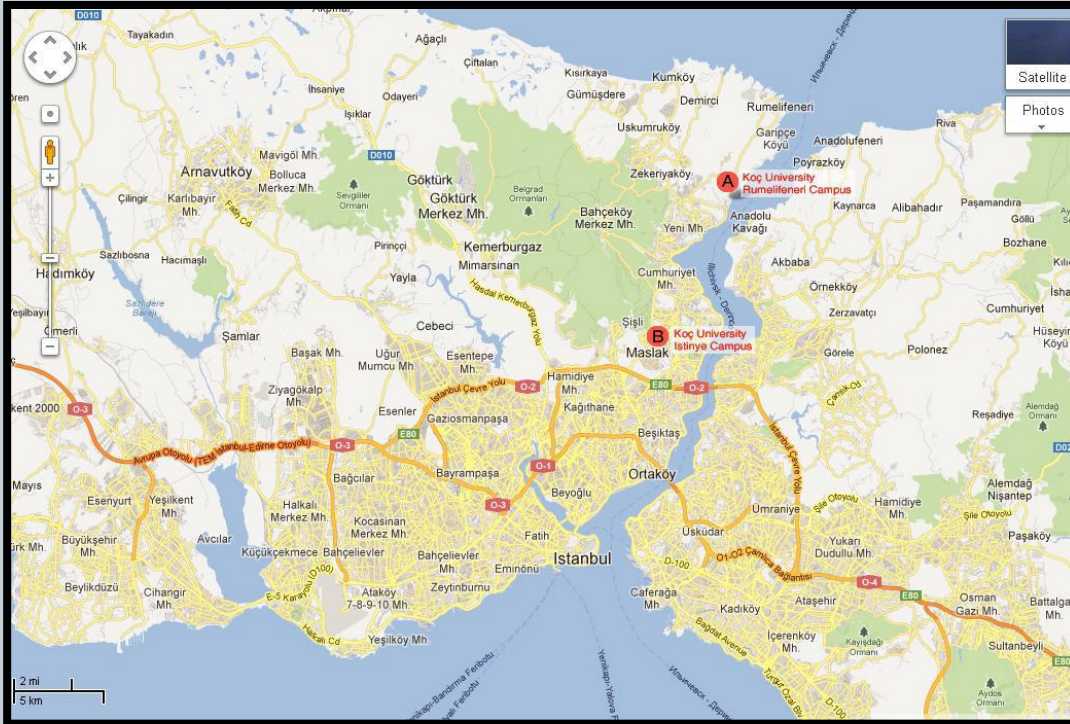
## Yemek Sepeti

**Year of Establishment: 2000**



Yemek Sepeti was founded in Istanbul in the beginning of the new millennium as **Turkey's first online food ordering website**. Apart from other websites as an independent online food ordering company, it also created the first business model globally which gives out the opportunity to order food online without paying a service fee.

# #3 Map & Directions & Accommodation

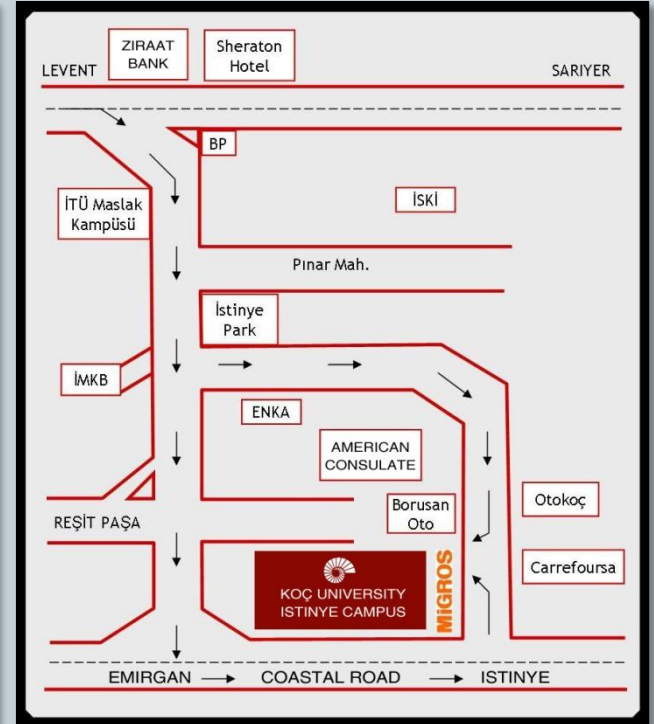


## Rumelifeneri Campus (A)

Address: Rumelifeneri Yolu 34450 Sarıyer İstanbul  
Telephone: +90 212 338 1307

## Istinye Campus & Guest House (B)

Address: Çayır Cad. No:65 Istinye İstanbul  
Telephone: +90 212 229 8786



## Facilities at Istinye Campus

Remzi Book Store Hours: 9:00 am – 8:00 pm  
Kahve Dünyası Coffee Shop Hours: 8:00 am – 11:00 pm  
Migros Supermarket Hours: 9:00 am – 10:00 pm

## Emergency

Acıbadem Hospital Telephone: +90 212 304 4444

# #3 Map & Directions & Accommodation



## Transportation from Airport

There are 2 airports in Istanbul, one is on the European side: Atatürk Airport (IST) and the other is on the Asian side: Sabiha Gökçen Airport (SAW)

By Shuttle:

- Once you're at one of the airports in Istanbul (Atatürk or Sabiha Gökçen) look for ground transportation signs or HAVATAŞ sign to take the airport shuttle to get to Taksim where you can have access to transportation to other locations in the city. One way shuttle trip costs 10 TL (around 5 USD or 3 EUR) to and from Atatürk Airport and 13 TL (7 USD or 5 EUR) to and from Sabiha Gökçen Airport.

By Taxi:

- From Atatürk Airport (IST) to İstinye Campus it costs around 75.-TL (24.-€)
- From Sabiha Gökçen Airport (SAW) to İstinye Campus it costs around 100.-TL (32.- €)

## Taking Metro in Istanbul:

- The closest Metro stop to Rumelifeneri Campus is Hacı Osman Metro Station (15 minutes by car, 30-45 minutes by dolmuş, 20-25 minutes by bus).
- The closest stop to İstinye campus is Istanbul Technical University (İTÜ). The Metro stops all along the European side; and is fast, safe and easy. One way ride costs 3 TL or \$1.70. You need to use purchase token (JETON) from either an attendant at the station, or from a coin dispenser machine either with Turkish Lira or a credit card. It is the same for İstinye Campus.
- <http://www.istanbul-ulasim.com.tr/our-network/m2-sishane-%E2%80%93-haciosman.aspx>
- [http://www.istanbul-ulasim.com.tr/media/8540/erisim\\_2200px\\_1546px-01.jpg](http://www.istanbul-ulasim.com.tr/media/8540/erisim_2200px_1546px-01.jpg)

Useful Links about Transportation:

- <http://www.mydestination.com/istanbul/usefulinfo/6175721/how-much-does-it-cost>
- <http://www.iETT.gov.tr/en/>

# #3 Map & Directions & Accommodation



## ● Accommodation

Koç University Graduate School of Business Istinye Campus Guesthouse has limited space for the participants of GNAM Network Week. In total there are 4 single and 6 double rooms. (Double room has one bed and one couch bed option.)

Payment can only be done via master or visa credit card, AmEx isn't accepted. Nightly cost is 50-\$ per person.

If you would like double room accommodation please inform us who you would like to stay with.

It is kindly requested from the participants -who want to accommodate in Istinye Campus Guesthouse- turn back to Koç GSB as soon as possible. Reservations will be done on a first come first serve basis.

We can also advice you 3 hotels in the following slides which take place in the closer areas to Istinye Campus.

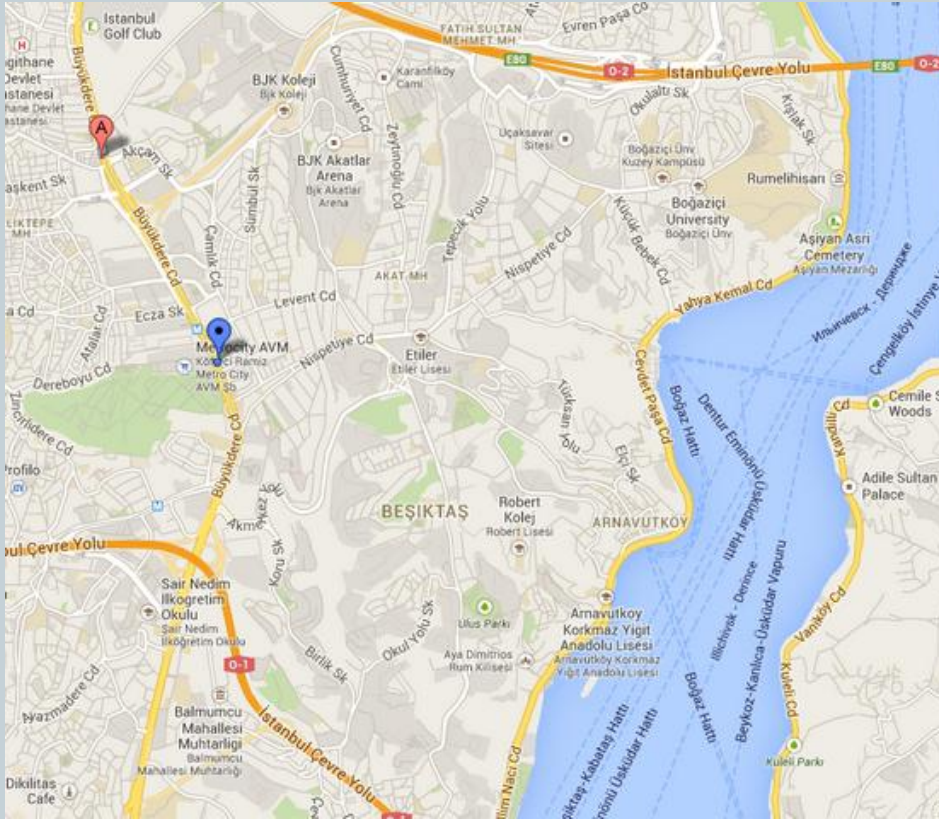


# #3 Map & Directions & Accommodation



- Mövenpick Hotel, Maslak

<http://www.moevenpick-hotels.com/en/europe/turkey/istanbul/hotel-istanbul/meetings/>



Address:

Büyükdere Caddesi, 34330, 4

Maslak | Istanbul | Turkey

Phone: +90 212 319 29 29

E-Mail:

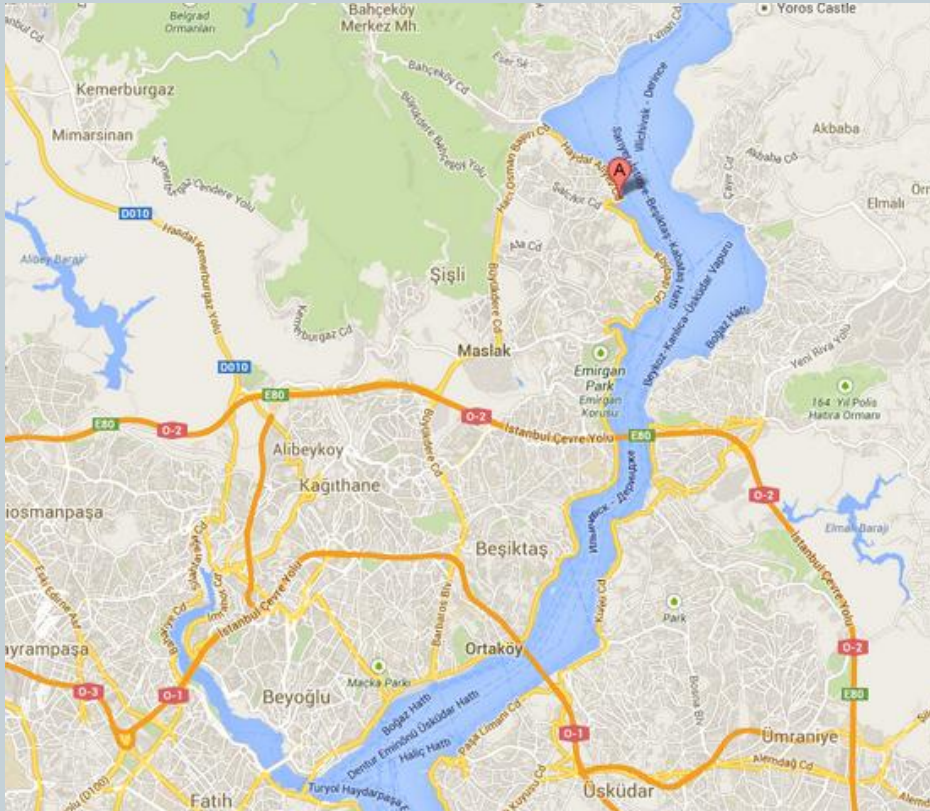
[hotel.istanbul@moevenpick.com](mailto:hotel.istanbul@moevenpick.com)

# #3 Map & Directions & Accommodation



- The Grand Tarabya Hotel, Tarabya

<http://www.thegrandtarabya.com/>



Address:

Haydar Aliyev Caddesi No:154

Tarabya | Istanbul | Turkey

Phone: +90 212 363 33 00

E-Mail:

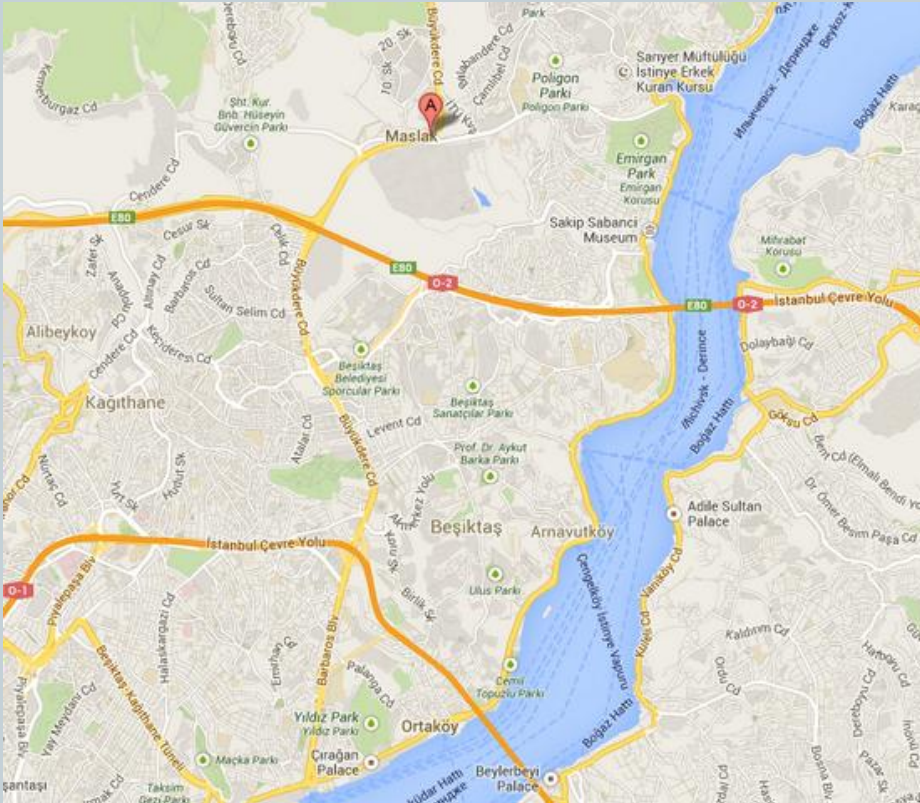
[info@thegrandtarabya.com](mailto:info@thegrandtarabya.com)

# #3 Map & Directions & Accommodation



## • Sheraton Hotel Maslak

[http://www.sheratonistanbulmaslak.com/?PS=LGEN\\_AA\\_DEMA\\_CGGL\\_TPRP](http://www.sheratonistanbulmaslak.com/?PS=LGEN_AA_DEMA_CGGL_TPRP)



Address:

Büyükdere Cad. No: 233,  
Üç Yol Mevkii, 34398  
Maslak | Istanbul | Turkey  
Phone: +90 212 335 99 99

E-Mail:

[info@sheratonistanbulmaslak.com](mailto:info@sheratonistanbulmaslak.com)

# #4 Koç University GSB Contact Information



- If you have any inquiries regarding GNAM Network Week Istanbul Program please get in contact with:
  - Yasemin Banu Soydaş
    - ✦ Phone: +90 212 338 13 07
    - ✦ Mobile: +90 530 582 06 12
    - ✦ E-mail: ysoydas@ku.edu.tr
  - Jasmin Baruh
    - ✦ Phone: +90 212 338 13 38
    - ✦ E-mail: jbaruh@ku.edu.tr
  - Başak Yalman
    - ✦ Phone: +90 212 338 14 55
    - ✦ E-mail: byalman@ku.edu.tr