



ISTANBUL TECHNICAL UNIVERSITY
INVESTMENT CLUB
GOBI 2010 PANEL SCHEDULE



DATE: 13-14-15 April 2010

**LOCATION: Mustafa Kemal Lecture Room, ITU Macka
Campus**



Day 1: 13 April 2010 Tuesday

10:30 – 12:00 Panel: Understanding of Corporate Governance

Authorities from the corporations that successfully apply “Corporate Governance” are going to share their knowledge about ‘*What is Corporate Governance?*’, ‘*Why is it necessary?*’, ‘*Scope of CG*’ and ‘*Development & applications of CG*’

Present Speakers:

*Tayfun BAYAZIT, Yapı Kredi & Corporate Governance Association of Turkey Chairman

* Dr. Adil SALEPCIOGLU, Tofaş Financial Directorate of Corporate Governance and Shareholder Relations Unit

*Atilla YERLIKAYA, Coca Cola Icecek Corporate Affairs Director

*Artunç KOCABALKAN, Research Manager at CNBC-E (Moderator)

12:30 – 14:00 Panel: Think Like a Professional!

How to act like a professional? What are the personal development secrets of professionals? How professionals manage their images? In this panel, you will learn the answers to these questions based on real life experiences of professionals and much more. The result? You will be able to join the league of professionals.

Present Speakers:

*Saffet KARPAT, Board Chairman of P & G Turkey, Caucasia and Central Asia

*Tim BRIGHT, One World Consulting Managing Partner

*Francesco FANCIULLI, Turk Prysmian Kablo ve Sistemleri CEO

*Dr. Ahmet PASAOGLU, Nurol Holding A.Ş. Board of Directors Member



Day 2: 14 April 2010 Wednesday

10:30 – 12:00 Panel: Global Economic Expectations in 2010

What was the main subject of 2009 crisis? What will be the new strategies of the companies in 2010? Moreover, increasing of the global economy in 2010 about Europe, Asia and USA will be talked at this panel.

Present Speakers:

- *Wolf-Dieter KURZ, Mercedes-Benz Turk CEO
- *Mert YAZICIOGLU, Executive Vice President, Yapı Kredi Treasury Department
- *Davut YURTTAS, Inform, Director and Chief Executive Officer

12:30 – 14:00 Panel: How to be Genius in Marketing

Marketing trends such as 360 degree marketing, word of mouth marketing and subconscious marketing are going to be discussed in this panel.

Present Speakers:

- *Dilek BASARIR, Efes Pilsen Marketing Manager
- *Can PAMIR, İş Investment Marketing Manager
- *Murat SAGMAN, Finansbank Private Banking Vice President
- *Ayşe Deniz OZGER, Eczacıbaşı Pharmaceuticals Marketing General Manager
- *Ufuk KAYADOR, Dumankaya Construction Inc. Sales & Marketing Manager



Day 3: 15 April 2010 Thursday

10:30 – 12:00 Panel: Cross Cultural Management

What is the importance of cultural diversity of the multinational companies' employees? In what ways the employees are affected from this multicultural environment? How to derive benefit from this multicultural environment and reveal potential of employees in this structure?

Present Speakers:

*Cuneyt YAVUZ, Mavi Jeans Turkey General Manager

*Mehmet Serdar SARIGUL, Evyap International Sales General Manager, Evyap Executive Board of Directors Member

*Dr. Sebastian GUTH, Bayer Turk CEO

*Sait KARAHAN, Bilyoner İnteraktif Hizmetler A.Ş. General Manager

*Nakiye BOYACIGILLER, Sabancı University, Dean of the Faculty of Management (Moderator)

12:30 – 14:00 Panel: City Branding : “Istanbul, The Prospective Global Financial Centre”

Nowadays countries come into prominence with their famous cities. Milano, Paris, New York and such cities have brand equity with investments and attempts. Istanbul is considered to be “The Prospective Global Financial Centre” recently, so what steps must be taken in order to realize this consideration?

Present Speakers:

*Ersin OZINCE, İş Bank, Director and Chief Executive Officer

*Yvan De COCK, Fortis Bank, Chief Executive Officer



This list is formed by present speakers. Panels are going to be in English. In each panel, there is going to be 1 moderator, 1 academician and at least 2 speakers from the related sector. Moderator explains the topic, academician mentions academic content of the topic and speakers discuss related actions in the sector. First round will be 15 minutes and the second one will be 5 minutes. Remaining time will be left for questions.