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ELGIN KAN GROUP PUBLICATION



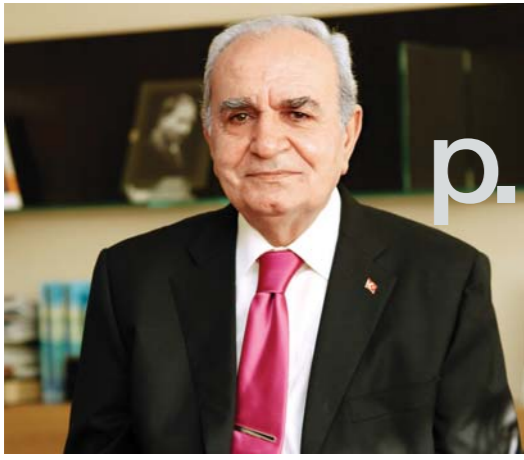
Happy new year



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JANUARY
2012

Kaleidoscope: Monocular of flowers



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A. Yücel Unan expressed that, year 2012 may be a year of precaution-taking as the crisis in global economy couldn't have been avoided, on the other hand a year of similar determination about achieving goals.

First 'Elginkan Foundation Turkish Music Days' is held between 21-22 October 2011 at Bahçeşehir University's Beşiktaş Campus.



We enjoyed looking at Hatay from 'a kaleidoscope of tolerance'. Hatay is a fascinating city sitting where the Southeast and the Mediterranean accouple, fertile by way of Orontes River, synagogue, mosque, churches gathering different beliefs...



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Under construction since 2003, world's most complicated and biggest telescope ALMA is going to scope the moments when the first stars shone. Science people are hoping to figure out how the universe reached its current appearance.



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Following the world's biggest and most interactive international architecture organization, World Architecture Congress -organized between dates 26-28 September 2011 in Tokyo-, the fourth World Architecture Festival (WAF) took place in Barcelona between dates 2-4 November.



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Seeing life through a kaleidoscope...



We have been touring our country for the last two and a half years; started from Kayseri. For our magazine's content, we meet and converse with our dealers and authorized services. From Van to Malatya, from Kars to Diyarbakır, from Erzurum to Konya and Ankara, from Trabzon to Rize and finally to Hatay, that is an open-air museum in a way, once again covering kilometers of our 'fertile Anatolia'. These lands that witnessed hundreds of tribes and tens of civilizations have so many

different colors and such culture!.. During our visits to our dealers in Hatay, the city that achieved to become one of the most important cities of four empires throughout the history, we had the chance to observe the peaceful and gentle lives of people with different beliefs inhabiting in this exceptional climate where the Southeast and the Mediterranean meet.

As the tolerance we witnessed in Hatay remained fresh, we interpreted the President of the Board of Directors of Elginkan Holding A. Yücel Unan's expression "Working in harmony and brotherhood is a must in companies" from a different point of view. Indeed, 'harmony and brotherhood' have been two very important concepts for our President who has been working in our Group for 42 years, and says "Branding is a long process." Productivity, harmony, tolerance and brotherhood mean a lot for our Group, which completed 60 years in becoming the "Eternal Organization" saying "Together for Years", and became widespread by means of dealers and authorized services.

Started out by our Late Founder H. Ekrem Elginkan exactly 60 years ago, this journey is the story of how 'a dream' that senses what is beyond horizons, becomes 'reality'... As we welcome year 2012, we also call "Many happy returns of 60 years!" to our President of the Board of Directors A. Yücel Unan, whose views on the world and the sector, feelings and thoughts about the future we shared with you.

When we defined this issue's cover subject as 'Kaleidoscope' as the "Plus 1" magazine team, we couldn't have known that the team named 'Kaleidoscope' would win the big prize at the 'New Ideas New Businesses' competition, which we have supported since 2005. This pleasant coincidence excited us, the "Plus 1" team. With the 'Elginkan Fo-

undation Turkish Music Days' organized for the first time this year, our Foundation broke new grounds before we entered the new year. With the special session and concerts held for contributing to our music culture that reached to our day refined from the past and is in oblivion, our Foundation included exceptional sounds of the traditional Turkish music into the various colors in our kaleidoscope.

In this issue, we gave place to many congress and conferences, experts in our pages. Each and every one of them made references to the importance of 'making a difference' and 'innovation', also to the necessity of rendering every original and creative task sustainable. Like CNBC-e Deputy Editor-in-Chief Artunç Kocabalkan says, sustainability is only possible through "careful and planned growth." Being able to reach out to farther in history and into the future, with science, education, technology and most importantly the everlasting curiosity in us... From archaeology to astronomy, our magazine continues to share with you notable information from our valuable guests. ALMA telescope starting a golden age of astronomy, is another special color we wanted to show you in this issue.

As we also understand from the explanations of our guests, the most important factors of sustainability in our day are the ability to return to source by extending beyond the use of knowledge and the production of new information... Knowledge requires multivocality and multiculturalism that move towards the future from the past, through accumulation, change and progress. As well as having the tolerance and vision to clear the way for innovation and create opportunities, one must also look into details, intermediate colors and the harmony among them. Like highlighted at the E.C.A. Annual Authorized Service Meeting held by EMAR between 2-4 December in Antalya and E.C.A. Building and Heating Group Dealer Meeting held by ELMOR and EMAS between 15-18 December again in Antalya; Elginkan Group considers sustainable growth as one of the crucial 'pluses' of competitive power, and celebrates with you its 60th year, with the awareness of being different.

In this issue of "Plus 1", once again we recognized the fact that, to see intermediate colors better in adulthood, every child must have a kaleidoscope. Hoping for a new year full of colors, peace and tolerance, making you feel refreshed...

We wish you a pleasant reading...

Jülide Nemlioğlu

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Elginkan Holding President of the Board of Directors A. Yücel Unan:

On the 60th year still “Together for Years”

A. Yücel Unan expressed that, year 2012 may be a year of precaution-taking as the crisis in global economy couldn't have been avoided, on the other hand a year of similar determination about achieving goals.

Elginkan Group is 60 years old. You have administrated at various levels within this Group for 42 years. Could you please generally review the world economy, as we are entering year 2012?

As you know, your world has been going through big changes. We live in conditions of 'world after USA' or 'world after globalization'. Now, no country claims that it is the only leader. China, the rising star of the Far East, stands out on global stage as a significant force. Not so long, about 10 years ago, could we have imagined that, for example, Greece or Italy would struggle with big economic crises, that the seam of the global world which holds virtual money and got out of hand through crazy spending habits would pop in America and in Europe?

Would you review the 60th year, Elginkan Group's experience of more than half a century, as someone who performed duties at various levels and as the Elginkan Holding President of the Board of Directors?

A single fact never changes during each new phase within these facts: 'Competition'. The importance of competition among companies that understand the value of customers through crises increases. As the Group that achieved its goals on its 60th



year with the ideals "Together for Years" and "Eternal Organization", consistent growth and sustainability continue to be our basic and essential principles.

Looking at the point arrived in 60 years, we can say: As members of Elginkan Group, we are the leading brand and the strongest leverage of the sector. Our Group is one that is administrated via Foundation within the building sector which is one of the most economy-accelerating sectors in Turkey, and that survived even grew stronger during previous crisis periods by means of the measures taken.

Launched as a contracting company in 1951 by the late H. Ekrem Elginkan, our company moved forward in parallel with our country's industrialization efforts. Neither the steep slopes on which he set radio links on, nor the economic dire straits that closed shutters could ever hold H. Ekrem Elginkan the archi-

tect of the Group and the Foundation, back from producing, investing and contributing to society. He was a leader who thought and took actions rapidly, who knew how to choose and how to listen. When he was alive, he knew how to include professionals in administrative processes, who would enable problem-free operation of this system, after him. H. Ekrem Elginkan



stated in an article his thoughts about the realization of the Foundation: "The business setup we established will maintain its vitality and continue to service Turkish people, and also grant the opportunity to fulfil the needs of the Turkish nation other than business, with the income generated."

Elginkan Foundation was established in 1985. But we are talking about a creation which H. Ekrem Elginkan started to designate in 1954. As of today, Elginkan Group Companies and Elginkan Foundation stands out among the institutions in Turkey and even in the world, with its quite unique management structure. Our Group personnel has been enjoying the excitement of being able to serve the society with a configuration that is unlikely to encounter with in our country. I must express that we are glad that some new concepts which became 'trendy' in our day, are now being talked about, understood and accepted among corporate goals. Because, basic topics like 'sustainability', 'social responsibility awareness' and 'environmentalism', which made it to companies' agendas in the last decade, were already put into practice by the Elginkan Group for over a century. Within our terminology, 'sustainability' found its meaning as "Eternal Organization" and "Together for Years" or '60 Years in Community Service'.

You are conducting the management of a group that set one of its goals as becoming a world company. What are the subjects you lay weight on as an administrator?

In business, a boom in constant ascent acceleration is dangerous. Because if you fall, it would hurt. If you move on a straight line, you would become an ordinary one. Best kind of growth is to take firm steps

over the years by digesting, absorbing your position. This is the same for both people and companies. Branding is a long process. I worked in almost all companies of our Group for 42 years. I have been in Uşak, Manisa and Orhangazi. I am the 'oldest' person working at Elginkan

Who is A. Yücel Unan?

Born in 1945 in Simav, Kütahya. Graduated from İTÜ Mechanical Engineering in 1966, A. Yücel Unan has performed duties at various levels in our Group since 28 April 1969. A. Yücel Unan is the President of the Elginkan Foundation and Elginkan Holding.

right now. People are measured with the values they had created. In companies this value equals to producing gain. On the other hand, time must be used effectively for companies to operate problem-free. Working with harmony and fellowship concepts is necessary. An administrator needs to believe in this first and act as required by this belief. Primary musts are being disciplined and decent. Our Late Founder would say: "Don't let those who pull bricks from mosque walls be among you. Don't keep rotten apples within, they would spread around."

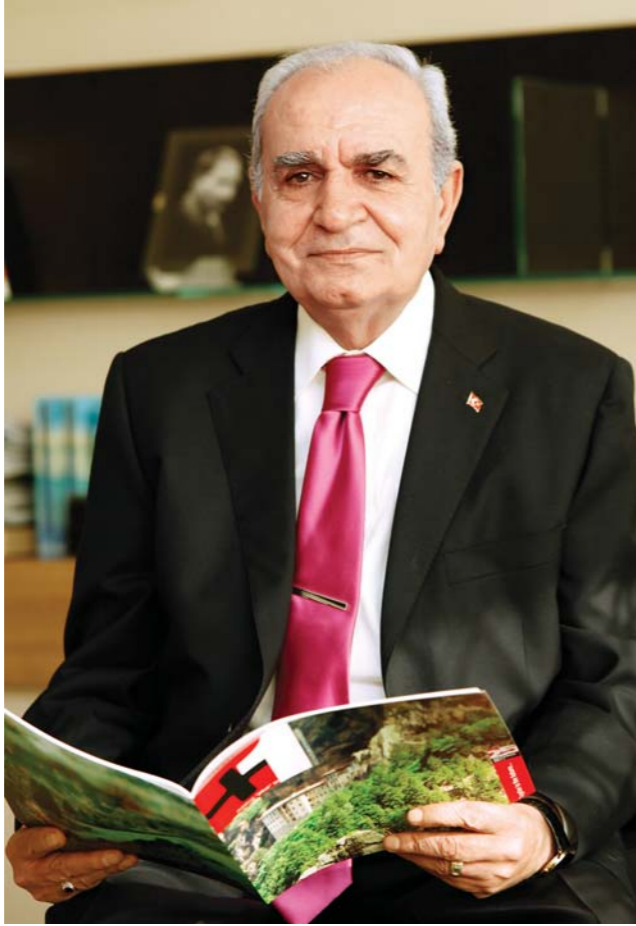
Can you define a good administrator? Which characteristics must an administrator have, regarding reliability?

Above all, a good administrator should be good at human relations. Should be fair. Shouldn't prejudge. Must keep track of things and finalize them. If there's a possibility of failure about a decision, should reverse it. In commercial expression, better to lose the saddle than the horse. Our Late Founder would say "Even if I'm the one making mistakes, do express this clearly in your report," he was that tolerant, principled and visionary. We, as all members of the Elginkan Group, follow this motto.

Until the 60th year, our Group achieved to survive numerous crises, even grew stronger. We aim to become an "Eternal Organization". Constant growing and sustainability are crucial for us.

How has year 2011 been for your Group? What are your expectations from 2012?

Year 2011 has been good for our Group. We increased our market share. Made new investments. Year 2012 doesn't look hope-inspiring, due to the global economic situation. However, currently we are making the year 2012 budget; grounding on 2011 for this budget, we estimate 5 percent constant growth for 2012. In other words, we think we will see 5 percent higher figures than



2011 figures, and also struggle with a monster like inflation. In consequence, we make 10 percent higher budgets than our sales figures, compared to 2011.

We would like to ask you how was it like working with H. Ekrem Elginkan.

We learned from our Late Founder H. Ekrem Elginkan about being big not only by numbers but through 'human factor'. This understanding has great influence and role in us becoming a widespread force in Anatolia. Humbleness is the key of our society's culture and values.

60th Year Book of Elginkan Group is almost completed. What would you like to say about this?

For Turkish industrial establishments, 60 years is not a short lifespan. When we look at the history of industrial establishments, we see that some had short lifespan, some completed their life cycles and vanished. Yet, as the companies addressing to building and heating groups, we say "Many happy returns of

60 years!" We try to keep the record of our corporate history via our other books 'From Dream to Reality/Elginkan Group in Turkish Industry' and 'Elginkan Group from Past to Present: Story of the Constitution of an "Eternal Organization"'. On the other hand, we place emphasis on bringing our present works with our sector and the world, via our Group magazine "Plus 1". Thus, we both leave a retracable mark, a heritage for future generations, and we try to look beyond by keeping the pulse of our day through our magazine. Companies need to make a leap in their sectors after a certain point. If they can't, they might break out like an iron-carbon diagram on flowage and fracture limits. This idea was also expressed by late H. Ekrem Elginkan. On an iron-carbon diagram, fatigue occurs at some point. First flowage limit and then fracture limit begin. Unless companies renew themselves at the start of flowage limit, they are bound to go bankrupt. ❏



From new dreams to innovative ideas...

Qualified projects of the 'New Dreams Innovative Ideas 2011' project competition, organized on 22 December 2011 by the Boğaziçi University School of Engineering, under the main sponsorship of Elginkan Foundation and with the cooperation of Boğaziçi University Alumni, KOSGEB, TEKMER and TÜBİTAK, are announced.



said: "Our country needs such organizations. This country's ability to generate a great brand may only come true when the ideas in these young people's heads are realized."

Elginkan Foundation Manager İlhan Üttü took the stage on behalf of the competition's main sponsor Elginkan Foundation, expressed that for the Foundation, 'innovativeness' formed one of the crucial criteria during this process of support for education and culture.

KOSGEB-BU-TEKMER Manager Serhat Öztürk said: "We attach importance to this competition as it enables us to reach out to innovative young people."

After the presentations introducing the finalist projects, that were watched with interest, founder partner of Inveon, Yomi Kastro told about his 'success story'. Performed duties in many international companies including Pfizer, Yomi Kastro told about how he couldn't hold back his entrepreneurial passion and launched Inveon in 2006. Mentioning the facts that one shouldn't become an entrepreneur for money and that it was important to be patient of failure, Kastro said: "The biggest mistake on the way to entrepreneurship is to be afraid of making mistakes." In 2008, Endeavor pointed out Inveon as one of the most successful entrepreneur companies of the year. Inveon is one of the two promising companies chosen by MIT Sloan School in 2010 from Turkey, for the purpose of giving strategic consultancy.

Following Kastro's speech, award ceremony began. Master Manage team received 10 thousand liras of second place award with 'Land Traffic Central Management and Control System' project; and PortOpt group received 5 thousand liras of third place award with 'Container Operations Optimization in Ports' project. ❏

With a ceremony at the Albert Long Hall, awards for the 'New Dreams Innovative Ideas' student project competition, this year organized for the fourth time. Sponsored by Elginkan Foundation, open to all universities of İstanbul, the competition is organized for the purposes of encouraging students towards technology and innovation, laying the foundation for transforming winning projects into an innovative technology-based business, through supports. Ultravision qualified for 25 thousand liras as the Elginkan Foundation Technology Award, establishing a company within the body of KOSGEB-BU-TEKMER and receiving R&D support, with their 'Ultrasound Equational Optical Screening System' project.

Delivering the opening speech of the award ceremony BU Dean of School of Engineering Prof. Dr. Levent Akın stated that Boğaziçi University aimed to train entrepreneurs who will be successful worldwide; he added that this project competition corresponded with their goals. Taking the stage afterwards, BU Rector Prof. Dr. Kadri Özçaldıran underlined seeds planted with this competition and



A breath of fresh air for 'Elginkan Foundation Turkish Music Days' fans...



First 'Elginkan Foundation Turkish Music Days' is held between 21-22 October 2011 at Bahçeşehir University's Beşiktaş Campus.



The first day of the event ended with a concert of 'İstanbul Sazendeleri' ensemble.

Within the aim of 'preserving, promoting and keeping our cultural values alive', regarding music as the key element of a culture, Elginkan Foundation organized the first 'Elginkan Foundation Turkish Music Days' between dates 21-22 October 2011.

Elginkan Foundation President of the Board of Directors A. Yücel Unan indicated in the opening speech that "our music in Ottoman period, handed down from generation to generation by practice" met with polyphonic richness with the Republic and knew how to "renew itself by keeping its essence" in the hands of our valuable virtuosos. A. Yücel Unan continued: "Especially the ones at my age must have witnessed the removal of the 'alaturca-alafranga' distinction, two almost opposite poles, once separated from each

other within decisive limits. Our traditional classical music achieved to bring yesterday and today together and to become 'sustainable'. As an establishment that internalized the concept of "Eternal Organization" with all its employees, Elginkan Group will always support the ones making efforts to eternalize our traditional classic music. We would like you to know that we approach the Elginkan Foundation Turkish Music Days with these feelings." The event that presented a recital, six conferences and three concerts is hosted by Bahçeşehir University and supported by the Ministry of Culture and Tourism.


'Elginkan Foundation Turkish Music Days' started with a speech by Prof. Dr. Mutlu Torun, titled 'Instrumental Music in Turkish Music'. Tanbûri Necdet Yaşar took the stage then and present-



President of the Board of Directors of Elginkan Foundation and Elginkan Holding A. Yücel Unan making the opening speech, on the left; Elginkan Foundation Manager İlhan Üttü making the closing speech, on the above.

ing 'Mr. Tanbûri Cemil's Significance in Our Music', which is followed by the Ministry of Culture and Tourism Choir and Ensembles Coordinator Dr. Murat Sâlim Tokaç's tamboura recital titled 'Tanbûri Cemil Bey'e Armağan'. First day of the event ended with a magnificent concert of 'İstanbul Sazendeleri' ensemble, artistically directed by Göksele Baktagır. Second day of the 'Elginkan Foundation Turkish Music Days' event started with Assist. Assoc. Dr. Cenk Gürray's presentation 'Relation of Beliefs and Music in Anatolia'. Following this speech presenting the deep connection between



This way, our Foundation is showing our respect and support towards our music and culture." 

'Ümmehan Elginkan Female Student Dormitory and Refectory' buildings under construction within Atatürk High School of Science

Planned to be built in the yard of Atatürk High School of Science, 'Ümmehan Elginkan Female Student Dormitory and Refectory' buildings are made by Elginkan Foundation and donated to the Ministry of National Education. Within the context of the protocol signed with the İstanbul Provincial National Education Directorate on 20 June 2011; 'Ümmehan Elginkan Female Student Dormitory and Refectory' project includes the construction of a female student dormitory that is able to house 200 students on 2 thousand square meters of area and a refectory on an area of 500 square meters, in the yard of

Atatürk High School of Science, which is located on a real estate in İstanbul city's Kadıköy district, section 143, block 1229, plot 4-7. Once preliminary projects for the 200-bed capacity 'Ümmehan Elginkan Female Student Dormitory and Refectory' buildings were prepared, for the next step, which is to obtain a construction licence from the Kadıköy Municipality, operations regarding the application projects composed of architecture, static-concrete, mechanical installation and electrical installation were completed. Following the tender, in the beginning of 2012, construction starts.

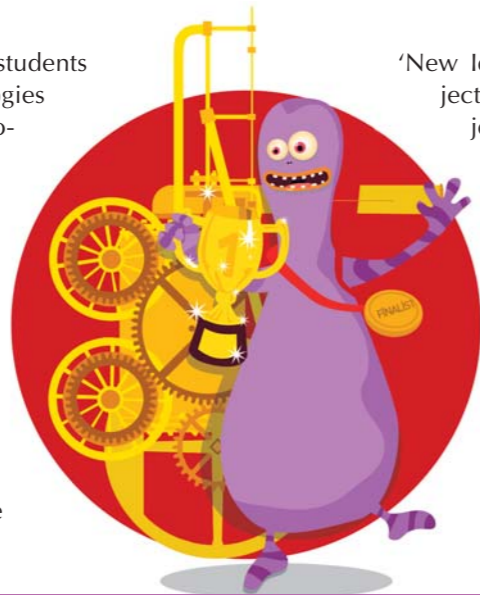


can't get enough of creative entrepreneurship

The seventh 'New Ideas New Businesses' competition is concluded. Team 'Kaleidoscope' received the biggest prize in the 'New Ideas New Businesses' event that raced seven projects that made it to the finals among 500 projects.



For the purposes of encouraging university students to develop innovative product and technologies and providing a first step for future technology companies, organized for the seventh time, the 'New Ideas New Businesses' (YFYİ) competition is finalized with a ceremony on 19 November 2011 at METU Culture and Congress Center. Carried on by METU and METU Teknokent under the main sponsorship of Elginkan Foundation and contributed by the Undersecretariat for Defense Industries, Türk Telekom, Middle East Industry and Trade Center (OSTİM) management and as of this year by Intel and DenizBank, in the



'New Ideas New Businesses' competition seven projects that advanced to the finals among 500 projects, prepared by students of various universities in Turkey, competed. Elginkan Foundation Technology Award worth 75 thousand TL is given to 'Kaleidoscope' team with their project 'Kapileroskop'. The team also received the Türk Telekom Grand Prize worth 50 thousand TL, with the same project. Undersecretariat for Defense Industries Grand Prize worth 50 thousand TL is given to 'Heavy Science' team's project titled 'New Electromagnetic Launcher'. In the defense category, the second prize worth 10 thousand TL is given to team 'Nanosıs' for the-

ir project 'Mobial', while in informatics and telecommunication category the second prize is granted to 'Power-Mems' team. PowerMems also won the Intel Special Award worth 25 thousand TL. Team 'Ultravision' received the 25 thousand TL worth OSTİM Special Award with their project 'Ultralight'. Elginkan Foundation Manager İlhan Üttü said in the opening speech: "We are very happy to see that this support we launched in year 2005 and has been carrying on with will and determination triggered other support programs and that the scope of the competition

expanded recently," and he congratulated the winners. Winning teams are granted the right to operate as a 'company' for three years within the body of Teknokent and the opportunities of benefiting from the knowledge of experienced business people in METU Teknokent and of international technology transfers. 10 teams that competed as YFYİ finalists in the past years are today operating as successful companies in METU Teknokent, seeing million-dollar turnovers. The success and performance of its finalists distinct YFYİ from all other competitions.

YFYİ Winners:

Kaleidoscope - Kapileroskop

This optical device is designed to screen capillary vessels on nail fold; the system enables early diagnosis of some diseases with specific symptoms. While real-time vessel screening is available through the system, blood stream information is also enabled, giving detailed data on vessel structure.

PowerMems – RFID/WSN

This product is a micro energy generator that can fulfil the energy needs of MEMS (Microelectromechanical Systems) technology. The idea is to integrate micro energy generators to RFID (Radio Frequency Identification) tags. As a result, via a self-charge, RFID tags will be available to use for long years, without the need of changing the batteries. Besides, since the product will be manufactured through MEMS technology, unit costs will decrease significantly.

Heavy Science – YEF

The advantages of high speed in defense systems are long ranges and high destructive power... This originally designed system aims to obtain high launch power via electromagnetic flow.

Ultravision - Ultralight

This device, that will be developed using ultrasound waves and infrared lights together, enables high-resolution tissue screening without radioactive lights, for early diagnosis of cancer cells. With this project, for the first time in the world, quite high screening resolution will be obtained by using the material developed in the METU-ULTRAMEMS laboratory.

Nanosıs - Mobial

The device that is to be designed is aiming to detect and analyze every kind of molecule with high precision via embedded detection and screening system. Biomolecular interaction analyses in laboratories of medical diagnosis, environmental screening, food and water quality analysis, medi-



cine development, biodefense and research are among the device's potential practice areas. It is also aimed to adapt this device's detection mechanism to mobile devices, enabling it to be carried easily and used in the field.

2011 'Elginkan Foundation Turkish Culture Research and Technology Awards' distributed



'Turkish Culture Research and Technology Awards' organized this year for the sixth time at Maltepe Municipality Cultural Center by Elginkan Foundation for the purposes of introducing and encouraging the works of technology and science people, appreciating their contributions to the world of science and culture, were distributed.

Elginkan Foundation Turkish Culture Research and Technology Awards ceremony was held at Maltepe Municipality Cultural Center on 23 December 2011. The opening speech of the ceremony was delivered by the President of the Board of Directors of Elginkan Foundation and Elginkan Holding A.Yücel Unan. Later on, District Governor of Maltepe Ahmet Okur and Milliyet newspaper writer Abbas Güçlü also made speeches. Taking the floor at the ceremony that began with one minute of silence and the Turkish National Anthem, A.Yücel Unan said: "As you know, our world is going through big changes. These days we are in are defined as 'historical'" and read the current period as 'world conditions after globalization'. A. Yücel Unan continued: "Not so long, about 10 years ago, could we have imagined that, for example, Greece or Italy would struggle with big economic crises, that the seam of the global world which holds virtual money and got out of hand through crazy spending habits would pop in America and in Europe? The world is in a great economic depression. A single fact never changes during each new phase within these facts: 'Competition'. The importance of competition increases and faces us in the form of 'being different to survive crises'. Innovations, inventions carry much greater importance today than it did last year. This differentiating area where new ideas meet with technology, needs new methodologies more than ever."

Elginkan Foundation Turkish Culture Research Award was distributed among Prof. Dr. Ali Akyıldız,

Yücel Feyzioğlu, Nevzat Kösoğlu and Prof. Dr. İsmail Erünsal.

Receiving an award for his studies on Turkish history, in 2002 Akyıldız came first in books category with his book 'Para Pul Oldu: Osmanlı'da Kâğıt Para, Maliye ve Toplum' ('Money Turned into Stamp: Banknote, Finance and Society in Ottomans') at the 'History of Banking and Finance Competition' organized jointly by Ottoman Bank Archives and Research Centre, European Association for Banking History (EABH) and History Foundation of Turkey. In 2010, Akyıldız was deemed worthy of International Halil İnalçık History Award given for the first time by Halil İnalçık Centre for Ottoman Studies (HICOS).



Winners of the 2011 Elginkan Foundation Turkish Culture Research and Technology Awards and Elginkan Foundation Board of Directors together.



Left; President of the Board of Directors of Elginkan Foundation and Elginkan Holding A.Yücel Unan delivering the opening speech. Top left to right; Prof. Dr. Ali Akyıldız, Yücel Feyzioğlu, Nevzat Kösoğlu, Prof. Dr. İsmail Erünsal.

anthology series 'Turkish Literature Outside Turkey', a project of the Ministry of Culture and Tourism in 1990s. This work was published in 32 volumes and thus completed. Kösoğlu currently conducts the presidency of Turkish Societies Education and Culture Foundation, and the founding management of Türk Yurdu Schools, Kösoğlu was deemed worthy of Elginkan Foundation Turkish Culture Research Award for his contributions to the Turkish history and culture.

Prof. Dr. İsmail Erünsal performs management duties for the 'Turkish Religious Foundation Islamic Encyclopedia' published since 1986, and serves as a consultant for the library of the Center for Islamic Studies. Chief editor of the 'The Journal of Islamic Studies' published within the body of Center for Islamic Studies, Prof. Dr. İsmail Erünsal is also in the editorial board of 'The Journal of Ottoman Studies' and 'The Journal of

Law History Studies'. Erünsal speaks English, French, Arabic and Persian languages and continues his scientific studies on ancient Turkish literature, history of culture, library and archiving sciences. Having 16 books published, and more than 100 articles found place in magazines in Turkey and abroad, Prof. Dr. İsmail Erünsal was granted the Elginkan Foundation Turkish Culture Research Award for his studies and publications in the field of Turkish culture.

Following the distribution of awards, 'Looking and Seeing with Sunay Akın' performance took place. During the generally Gallipoli Campaign-themed show, Sunay Akın quoted from Nâzım Hikmet and Cemal Süreya about this period.

Technology award given to an invention that enables solar heat gain

Prof. Dr. Figen Kadırgan received the Elginkan Foundation Technology Award with her project 'Prototype Production by Winding Nano-Coating, that Gains High-Efficiency Solar Heat, from Roll to Roll via a Continuous Method'. We regard Prof. Dr. Figen Kadırgan's inventive solar power project as a 'plus 1' for its inexpensive and rapid surface technology.

Spectral features of the patent pending product, resistance to high temperatures and adhesion tests were conducted at Rapperswil's solar energy techniques institute, in compliance with the European Union and the American Society for Testing and Materials. Surface life was accredited

for more than 25 years.

Prof. Dr. Figen Kadırgan was deemed worthy of 'TÜBİTAK Incentive Award' in 1992 with her studies in electro-chemistry, IUPAC Fellow membership in 1997 for contributing to the 35th IUPAC meeting, '40 Publications in Research Award' in 1998 by the Rectorship of İTÜ, 'Hüsamettin Tuğaç-TÜBİTAK Technology Award' in 1999, 'Chemistry Foundation of Turkey Award' for her contributions to applied chemistry in 1999. She accomplished more than 60 scientific publications, three patents, three book chapters two of which are international and over 1.000 citations.



ELEKS Dış Ticaret A.Ş. continues to renew itself through trainings

Attaching importance to continuous improvement and renewal for the purpose of being able to compete in foreign markets, achieve its goals, maintain and enhance its current position, ELEKS Dış Ticaret A.Ş. sales and marketing personnel, company managers and chiefs attended the training about the importance of sustainability in business development activities and acceleration of profitable growth, on 19 November 2011 at Sultanahmet Best Western Citadel Hotel. Accompanied by the presentation by Ayşegül Aksu from PACE Partners International Ltd. company, the event was an efficient training process in an environment where attendees exchanged ideas and opinions. Based on the idea of 'Winning the Right Job from the Right Customer at a Right Price', the training progressed with main topics such as the importance of sustainability in business development activities, making use of opportunities, defining and keeping primary customers, keeping and enhancing existing customers.



E.C.A. continues international technical trainings in Azerbaijan

The fifth Heating Group product seminar was held with the cooperation of ELEKS A.Ş. and EMAR A.Ş. on 17 September 2011 at the Palace Hotel in Baku city of Azerbaijan. The opening of the seminar was performed by our Azerbaijan customer Dr. Bayram Gorçiyev. 94 people attended the seminar, and 115 people were hosted at the dinner event. At the seminar, EMAR A.Ş. Company Manager Neslihan Yeşilyurt made a Turkey comparative presentation intended for personal quality and the Azerbaijani market on E.C.A. - Serel activities, after-sale services, showroom. At the seminar, Confeo/Fortius Plus combi boilers, Proteus combi boiler were highlighted, Premix, Calora series combi boilers were told about, by considering regional sales and goals. Presentations on the subjects of panel radiators, thermostatic valves, other valve products, combi boilers and installation, approximate heat loss calculation were delivered. The presentation involving our new product Proteus Plus combi boiler's features and advantages was especially included. ELEKS Sales Specialist Hakan Yenigezer informed the attendees about the market, new campaigns and new goals. Yenigezer told about the combi boiler, radiator and valve campaigns that are on until the end of 2011.



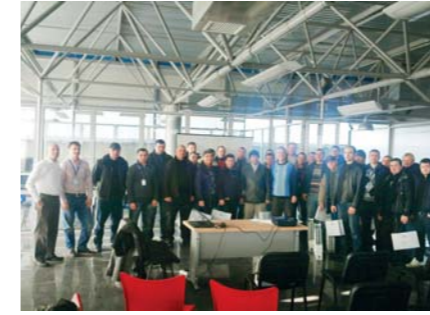
ELEKS ranks among the first thousand exporters of Turkey...

ELEKS was awarded with a success plaque in 2010 by İstanbul Ferrous and Non-Ferrous Metals Exporters' Association, which operates under the name 'İstanbul Mineral and Metals Exporters' Association' and with the slogan 'Our Export Flourishes'. ELEKS maintained this success in 2011 too and, as a member of the İstanbul Ferrous and Non-Ferrous Metals Exporters' Association, took its place on the '2010 Turkish Exporters Assembly First 1000' list. By reason that ELEKS made it to the Turkish Exporters Assembly's 'First 1000 Exporter Companies' according to 2010 export rates, a success plaque was presented to ELEKS by the Chairman of the Board of İstanbul Ferrous and Non-Ferrous Metals Exporters' Association, Tahsin Öztiryaki, with a ceremony on 29 November 2011. Deputy General Manager of Company Ümit Öztürk accepted the award on behalf of ELEKS A.Ş.



ELBA and ELEKS organized partner dealer training with Romstal Moldova

For the purpose of sharing panel radiator developments, and introducing the technology used at ELBA's panel radiator production facility, dealer trainings were performed at training offices of our Moldovan customer ROMSTAL company's country-wide stores between dates 29 November-2 December 2011. During the trainings, our products were compared with other panel radiator products in the market, differences were specified and shared with the dealers. Attended by more than 150 people, at the trainings it was



observed that installers in Moldova paid great interest for our product. Information on quality improvement and R&D works were given to installers, who stated that they attached importance to quality in products.

EMAS dealers stood by our National Team for Germany and Croatia games

One of the Elginkan Holding Heating Group companies, EMAS A.Ş. and dealers supported our National Team during Turkey-Germany and Turkey-Croatia football games on 7 and 11 October.

Before each game, dealers from İstanbul and Turkey met with Rıdvan Dilmen for a pleasant conversation at lunch.

After the lunch event on 7 October, the dealers were taken to Kuruçeşme for a Bosphorus boat-tour presenting the unique beauty of İstanbul, before Turkey-Germany game. For the event organized before Croatia-Turkey game continued with a Dolmabahçe Palace tour after the lunch. After these enjoyable tour events, the dealers went to Arslantepe to show their support for Turkey during these two games.

SEREL now offers 'Customer Satisfaction System' too



Moving on with the motto 'Improving quality is a never-ending journey', SEREL says "Here For Our Customers First" and makes a difference with its 'Customer Satisfaction System'.

Making efforts for customer satisfaction, SEREL makes its mark in the sector for its success with 'Customer Satisfaction Management System' that involves evaluations under customer expectations, perceived quality, perceived value, customer satisfaction, customer complaints and customer loyalty criteria, and is put into practice as the touchstone of its strategic program. Maintaining existing customers cost four times more than customer traction, for a company.

Customer Satisfaction Management Standard TS ISO 10002:2006

enables establishments to define how to handle, manage and read customer opinions successfully. Adopting the ideas of fulfilling customer needs and maintaining brand value, SEREL is sharing with you, our consumers, the elating news that read the receiving of 'Customer Satisfaction Management System Certificate'. With its modern and original designs, customer-oriented approach, sensitivity for water saving, aesthetics and elegance, and essential quality, SEREL continues to keep its "Together for Years" promise given to customers.



ELMOR, took dealers to Kiev

110 dealers that traded 500 or more SEREL brand built-in reservoirs won a trip to Kiev, from ELMOR. In result of the sales promotion campaign covering January-June 2011 period, the dealers experienced unforgettable moments during their travel to Kiev in October.

Starting the 3 nights-4 days trip with a city tour, the dealers viewed the National Opera and Ballet Theatre on Vladimirska Avenue and the Golden Gates of Kiev, arriving at the Saint Sophia Square. Then took the bus to the Friendship Monument at the Friendship Hill and one of the oldest towns of Kiev, Padol. Viewed the government house, parliament house and a 240-year-old armory as they moved along, then visited the statue dedicated to the founders of Kiev city. Mihaylovski Square, Mihaylovski Church and Knyaginya Olga Monument also took place in the tour. The one of a kind Micro-Miniature Museum is a must-see place in the city. Mykola Syadrysty is founder of the museum and creator of all the works. Focusing glasses in the museum enable clear sight of the works. Among these there are astonishing pieces such as chess set on a pinhead, rose figure inside a strand of hair, world's tiniest clock, pyramids and caravan in needle's eye, world's smallest lock and key. Another important spot is the Pecherska Lavra (The Kiev Monastery) where Slavic Orthodox Christians from all around the world become pilgrims. The monastery is still one of the biggest ones within the borders of the USSR. 18 churches are located in the monastery currently. We can call Hidropark, another location included in the tour, as the summer resort of Kiev. Hidropark is an island set on an area of 188 hectare, in the middle of the Dnieper River. Botanical Garden of Kiev was built in 1937. There are over 13 thousand types of plants, flowers and trees in the botanical garden. The historical Andrevski Slope connecting Saint Sophia Square and Kontraktova Square is a central street connecting the administration center in uptown with the place where people live in downtown.

E.C.A. - Serel in select architectural projects...

Displaying high quality and aesthetics, E.C.A. - Serel again were the most preferred brands, by numerous projects...

Avrupa Konutları Atakent-3: Started out with the motto 'A pearl of correct investment' and won the EU's reliable brand award, Avrupa Konutları prefers the fixtures of E.C.A. brand -the leader in reliability- for the new living area Atakent-3 in Küçükçekmece, İstanbul; and adds a plus to its 'reliable brand' value.

Günaydın Konakları: Built by Hakyapı in İstanbul, heralding a new living area including 4 blocks and 102 houses, Günaydın Konakları enables flawless infrastructure with E.C.A. technical products in addition to elegant and aesthetic designs.

Zigana Konutları: Erected by Baltaoğlu İnşaat in Mersin, Zigana Konutları too prefers E.C.A. fixtures, the pioneer brand creating difference by offering stylish designs together with high quality.

Narin Park: Guaranteed by Martı GYO, ready to be the cultural and social center of Eastern Thrace with its perfect architectural design, advanced technology infrastructure, social life activities and 7 thousand houses, Narin Park includes E.C.A. fixtures and SEREL accessories in its elegant houses in Çerkezköy İstanbul.

Papatya Residence: Composed of 196 houses and located in Beylikdüzü, one of the rising towns of İstanbul, Papatya Residence reveals the details of comfort life-style by preferring E.C.A. fixtures and SEREL vitrified products, as well as ensuring a problem-free infrastructure with E.C.A. technical products.

Avenue Residence: Built by Karden İnşaat in Beylikdüzü, single-block Avenue Residence wins recognition of customers with its social facilities and offers a stylish and smart life-style with the E.C.A. fixtures and SEREL vitrified products installed in houses.

Sanitary Installation Adaptation Courses 2011 completed in İstanbul and Ankara

Organized by EMAR A.Ş. within the context of the protocol made with the Ministry of National Education and supported by Elginkan Group Companies and Fırat Plastik company, the Sanitary Installation Adaptation Courses were performed;

- between dates 21-25 November 2011 at Bağcılar Industrial Vocational High School with the attendance of 63 sanitary installers and natural gas experts and,
- between dates 19-23 December 2011 at Ankara Ulus Industrial Vocational High School with the attendance of 51 sanitary installers and natural gas experts.



Designated as a 20-hour-long certification program within the frame of the protocol made with the Ministry of National Education, the course included 16 hours of technical and four hours applied trainings. E.C.A. products used in the training will be granted to the students of vocational schools' installation departments. At the end of the trainings, installers who attended the course received with a ceremony the certificates approved by EMAR A.Ş., the Ministry of National Education and Turkish Employment Organization.

Between years 2000 and 2011, in consequence of 33 period Sanitary Installation Courses, 1.615 installers in total obtained certificates approved by the Ministry of National Education and Turkish Employment Organization.

Combi boiler technical training in Georgia

Training and marketing activities intended for Georgia, the target market in conventional and condensed combi boilers, continue within the scope of the overseas export project of EMAS A.Ş., ELEKS A.Ş. and EMAR A.Ş., our Group Companies. Combi boiler technical trainings were given by our Training Chief Ekrem Erkut to the company's after-sale services group between dates 12-15 September 2011, at the training hall of our customer GorGia in Georgia's Batumi and Tbilisi cities. During the trainings, attendees learned about the technical and after-sale services of combi boilers and installations, our new product Proteus Plus and Confeo Premix, Confeo Plus, Calora, Proteus series products on the market.



E.C.A. - Serel met with professionals in Sivas and Antalya



Operating on services of sales and marketing of E.C.A. - Serel brands, ELMOR enhances the investments on building materials group sector through 'Meetings of Professionals' gatherings. Within this context, a seminar was held in October-November period at Sivas Büyük Hotel, Antalya-IC Hotel meeting halls with the attendance of 195 people, including architects, engineers, contractors, installers etc. The attendees were informed on E.C.A. 'Human and Environment-Friendly Fixtures', 'Flawless Technical Solutions in Energy Saving', SEREL 'Synergical Solutions in Wet Places' and EMAR 'Environmentally Conscious Services'.



E.C.A. authorized services annual meeting held in Antalya

E.C.A. authorized services, gathered in Antalya for the 2011-E.C.A. Annual Authorized Service Meeting organized by EMAR A.Ş., which lasted three days. Services and personnel of services received awards in 15 categories.

Together with 233 authorized services, Elginkan Group Company representatives, EMAR personnel and corporate customer representatives, around 350 people in total attended the E.C.A. Annual Authorized Service Meeting that took place on 02-04 December 2011 at Antalya Ela Quality Resort Hotel.

EMAR A.Ş. Company Manager Neslihan Yeşilyurt shared with the attendees year 2011 operations and year 2012 strategic plan and goals, also told about the developments in world economy and service sector. Neslihan Yeşilyurt continued: "Regarding sustainable growth as an essential factor of competitiveness, EMAR is elated to have had a prosperous year in line with Elginkan Group's vision and synergy. Behind this success, lies willing efforts of our powerful brand, you valuable services and employees, our service range and product quality."

Another speaker at the meeting, EMAR A.Ş. Service Improvement Manager Arif Pakkan explained about corporate customer and services; while EMAR A.Ş. Service Manager Mustafa Güngör reviewed



EMAR A.Ş. Company Manager Neslihan Yeşilyurt



Member of Board of Directors of Elginkan Group Companies Ömer Özgen presented to Kazım Beyke from İstanbul the award given under the category 'Best Customer Usage of Consumer Rights Within Laws'.



'Turkey's Most Successful E.C.A. Authorized Service' victory cup was presented to Denizli Authorized Service Yakup Yılmaz and his partner Ömer İnal by the Member of Board of Directors of Elginkan Group Companies Selim Çiçek and EMAR A.Ş. Company Manager Neslihan Yeşilyurt.

wed the operations of authorized services and told about year 2012 goals.

Held under the main theme 'A Story of Mastership: EMAR', during the meeting Sunay Akın told about and exemplified the place and importance of mastership in the history. He and Prof. Dr. Doğan Cüceloğlu who participated in 'Have Them Say One of Us' seminar, took stage as guest speakers. Cüceloğlu gave his book 'Keşke'siz Bir Yaşam için İletişim' (Communication for a Life Without 'If Only') as a gift to our authorized services.

Bitlis E.C.A. Authorized Service Sabri Pürmüs who was very impressed by this meaningful gesture, calling his children on the phone and saying "I am bringing you a treasure" referring to Cüceloğlu's book, didn't drop behind radars.

Around 100 authorized services attended the 'Focus Group Exercises' performed under the headline 'Let's Design Future Together'; and during parallel meetings, corporate services and new Seremar automation program subjects were reviewed with related authorized services.



President of Board of Directors of EMAR A.Ş. Cahit Köse presented the awards to the second place 'Most Successful E.C.A. Authorized Services of the Year'.



Left to right; Okay Karacan, Sunay Akin, Prof. Dr. Doğan Cüceloğlu and EMAR A.Ş. Company Manager Neslihan Yeşilyurt.



Rufat Memmedov-Azerbaijan (on the left) and Esmail Rasooli-Iran (on the right) receiving 'Overseas Authorized Service Award'.



Our Corporate Communications Manager Jülide Nemlioğlu presented the 'Activity Award'.



Authorized services that won the '10th Year in Service Seniority Award' (on the left) and '20th Year in Service Seniority Award' (one the right).



Successful services and service personnel were awarded in 15 categories, with ceremonies. Services that completed their 10th and 20th years as E.C.A. authorized services received plaques from EMAR A.Ş. Financial Affairs Manager Kezban Şimşek, Service Development Manager Arif Pakkan, Service Manager Mustafa Güngör, Ankara Region Chief Ahmet Binboğa and İzmir Region Chief Mehmet Ölker.

'Turkey's Most Successful E.C.A. Authorized Service' victory cup was presented to Denizli Authorized Service Yakup Yılmaz and his partner Ömer İnal by the Member of Board of Directors of Elginkan Group Companies Selim Çiçek and EMAR A.Ş. Company Manager Neslihan Yeşilyurt.

Following the presentation by 'Focus Groups', the most successful group determined by the jury received the award from the Member of Board of Directors of Elginkan Foundation Prof. Dr. Murat Aşkar. Member of Board of Directors of Elginkan Group Companies Kemal Yunusoğlu presented to Fevzi Kurugöllü from Ankara the award given under the category 'Quality System Contributing Customer', for expressing his complaints about Elginkan Group product and services. Member of Board of Directors of Elginkan Group Companies Ömer Özgen presented to Kazım Beyke from İstanbul-Esenyurt the award given under the category 'Best Customer Usage of Consumer Rights Within Laws'.

President of Board of Directors of EMAR A.Ş. Cahit Köse presented the awards to the second place 'Most Successful E.C.A. Authorized Services of the Year'.

EMAR A.Ş. Company Manager Neslihan Yeşilyurt presented plaques of success to our overseas authorized services: Rufat Memmedov, who came from Azerbaijan and Esmail Rasooli from Iran, for the meeting.

Services that succeeding in the activities performed during the meeting received their awards from Elginkan Holding Corporate Communications Manager Jülide Nemlioğlu.

Within the program that ended with the award ceremony and premiere night event, attendees enjoyed Antalya's sun and the facility activities, spent a motivating, fun and pleasant weekend. 📌

ELMOR and EMAS gathered with 900 dealers in Antalya

Elginkan Group Companies EMAS A.Ş. and ELMOR A.Ş. gathered with 900 dealers and employees operating in building and heating sectors between dates 15-18 December 2011 in Antalya. Coming together in the meeting held under the concept 'You are the Star', EMAS and ELMOR dealers will again be the sector leader in the new year...



During this big organization, in which year 2011 was reviewed, new products were introduced regarding year 2012 goals and market positioning, EMAS and ELMOR conveyed their messages via 'E.C.A. TV'. Closed-circuit live show included on-air guests composed of dealers, sports shows, music videos, funny videos and prize competitions attended by dealers; live program was on during the day in the hotel.

'You are the Star' concept on 'E.C.A. TV'

The first night, attendees experienced the excitement of live broadcast stream that began with a concert by Melihat Gülses, who won one of the '10th Year Culture and Art Awards' in 2003 by MÜZDAK for her contributions to Turkish music, and still carries out works in TRT İstanbul Radio.

On the first day of the organization EMAS and ELMOR dealers participated in the lobby studio as on-air guests, reviewed year 2011 and delivered expectations. Each and every dealer stated that they were members of E.C.A. Family, last year's sector



Alper Sancak from ELMOR Dealer Eken İnşaat ve Tic. Ltd. Şti. (top) and İsmet Akın from ELMOR and EMAS Dealer Akın İnşaat Seramik Malz. San. ve Tic. Ltd. Şti. (below) were hosted on 'E.C.A. TV' by Elif Bekfelavi and Yusuf Kenan.





Sunay Akın's show 'Starts on Parade' hosted EMAS A.Ş. Company Manager Cahit Köse (top, middle) and ELMOR A.Ş. Company Manager Hakan Günderen (top, right).

leader; restored their faith and trust in Elginkan Group's future, once again. On 16 December, live morning shows moderated by Dolunay Soysert and Okay Karacan and presented by Sunay Akın on 'E.C.A. TV', the dealers took a short trip to the history of Elginkan Group with the attendance of ELMOR A.Ş. Company Manager Hakan Günderen and EMAS A.Ş. Company Manager Cahit Köse. Besides, the dealers acquainted themselves with the new water and energy-saving E.C.A. and SEREL products which are included in the product range as of 2012.

The program that hosted Prof. Dr. Kerem Alkin discussed future exchange parities, guidance on service policies in line with dynamics in economy and how to position the sector regarding its future when bringing consumers together with brands. At the end of the day, Sunay Akın granted the attendees an unforgettable night with his show 'Yaşamdan Dakikalar' ('Moments in Life').

Getting together for team games on Saturday, EMAS and ELMOR dealers joined in human foosball, shooting, archery, horse-riding, volleyball, basketball, table tennis, backgammon tournaments; established team spirit and spent enjoyable hours with various activities.

President of the Board of Directors of Elginkan Group A. Yücel



President of the Board of Directors of Elginkan Group Companies A. Yücel Unan made the premier night's opening speech. ELMOR A.Ş. Company Manager Hakan Günderen and EMAS A.Ş. Company Manager Cahit Köse presented the first place finisher groups their medals (below).

Unan addressed to the dealers in his closing speech: "Our customer-oriented service understanding continues to be our greatest common ground. From ELMOR or EMAS, all administrators and fellow workers, we are elated that we are making efforts to handle any question in any period with you, link arms when business is critical, act with the awareness that if we are growing, we will grow 'together', and that we are a 'family'. You are our greatest value, who brought us at this position." After delivering his good wishes for the year 2012, A. Yücel Unan continued: "As the Elginkan Group, we see year 2012 with optimism that is on the safe side. We will continue our efforts without making concessions from quality in the light of our 'risk management philosophy' processes managed by Elginkan Foundation and that don't allow for even a single step that is not in compliance with our Foundation's records and rules. As a Group that by experience learned how to become big, not only in numbers but especially through 'human' factor, we are happy to be sharing with you the excitement of the 60th year, and to be adding 'plus 1's to life altogether. I always say: 'Find out about history and you can foresee future.' We have been in this sector for 60 years; we have long period of business relations and fellowship with you. We know very well about yesterday, about the past and surely we try to properly shape and design our future through this knowledge and experience."



On the last day, ELMOR A.Ş. Company Manager Hakan Günderen and EMAS A.Ş. Company Manager Cahit Köse presented the first place finishers their medals. Finding the opportunity to rest up from the year at the premier night, EMAS and ELMOR dealers enjoyed the moments accompanied by Gülben Ergen's songs. 🇹🇷