

16:00–17:30

Work Session 18**Success Factors for Building up and Leading Foreign Companies in Turkey****CV**

Dr. Can Paker (TR)
Chairman of the Board
Turkish Economic and
Social Studies
Foundation (TESEV)
Istanbul

Born in 1942. Can Paker holds a Master of Business Administration from Columbia University, New York, a Ph.D. from Yildiz Technical University, Istanbul, and a Master of Science from Berlin Technical University.

Can Paker started his professional career as a Production Manager at Turk Henkel in 1970. He subsequently served as Technical Director at the same company from 1974 until 1980, as Deputy Chief Executive Officer for the following four years and as Chief Executive Officer between 1984 and 2004. He has held the position of Chairman of the Board since 1984. His professional activities included acting as Speaker for the Henkel International affiliated companies at Henkel KGaA from 1994 until 2004. In addition, he was a Member of the Board at Sabanci Holding in the period from 2000 to 2004 and has been a Member of the Board of Trustees at Sabanci University since 1998. Furthermore, he founded B.O.Y. Consulting in 2004 and has managed it since then. Currently, he is Chairman of the Board of the Turkish Economic and Social Studies Foundation (TESEV).

He served as Member of the Board at Turkish Chemical Industry Employers' Association (KIPLAS) between 1984 and 1997 as well as Member of the Board for International Istanbul Festivals from 1988 until 2000. In addition, he was a Member of the Board at the Association of Turkish Industrialists and Businessmen (TUSIAD) from 1992 to 1996. Can Paker was named Executive of the Year by TUSIAD in 1990, 1994 and 1996.

He was appointed Special Ambassador of Turkey in European Union matters by the Turkish Government and Foreign Ministry in 2002, a post he still holds. He also acts as Chairman of the Board at the Open Society Institute Assistance Foundation (OSIAF), Turkey, and Chairman of the Disciplinary Committee at TUSIAD.

Theses**1. Turkey is a Unique Country**

- *From the economical point of view, western regions of Turkey are as wealthy and developed as a western European country such as Belgium; while the central part is on its way of a speedy development and far eastern regions are as poor as an underdeveloped country, such as Bangladesh.*
- *From the political point of view, Turkey is going through a phase of transformation. The hierarchic, autocratic and centralised structure is currently evolving towards a decentralised and democratic structure that appreciates the importance of individuals.*
- *From the social point of view, Turkey is in a transition phase. A society that has displayed a peasant community character is now evolving towards a middle class society. During this transition, the consumption trend is one of the main indicators.*

2. Management of a Foreign Capital Company

- *In the globalising business environment, global business criteria and global ethics are becoming determining components in foreign capital company management.*
- *Within this process, understanding the local complexity is becoming an important issue for this new business structure.*
- *The new era requires an effective way of communication on market and social position of the company. Adaptation of global know-how to local implementations is also becoming essential.*