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## Press Release:

### **2. German-Turkish innovation summit makes digitalization tangible**

**The second German-Turkish innovation summit in Istanbul brings high-ranking executives of innovative companies and organizations from Germany and Turkey together. This year the event is focusing on industry 4.0.**

*Frankfurt / Istanbul.* The second German-Turkish innovation summit will take place on 15 and 16 March 2017. After the successful start in Frankfurt in the autumn of 2014, this year the event will switch places and will instead in Istanbul take place. The participants of the summit, sponsored by the German Federal Ministry of Research and Education, are decision makers and leading experts from technology-oriented production companies as well as from research and development institutions in both countries.

"Industry 4.0" focuses on the digitization of production at the event. In the context of moderated, interactive panel discussions, the participants have the opportunity to discuss new trends and exchange experiences. On the first day of the summit, the focus will be on the opportunities and challenges of digitization in production, the current technology, and future requirements for the professional qualifications and skills of employees in a changing world of work.

#### **Digitization experience**

However, the issue of digitization is not just about the discussions and talks. With a mobile application specially developed for the 2nd German-Turkish Innovations Summit, the participants will experience digitalization themselves. The participants will be able to directly participate via live polls and to find the right contacts for cooperation during the breaks. "With our app, we want the attendees to experience digitalization themselves and to be able to participate in the event even more interactively," said Işınay Kemmler, Managing Director of the Global Success Club.

In addition to the intensive discussions, decision-makers from industry and research have also the opportunity to experience innovations and Industry 4.0 applications in the first-ever Innovation Lounge. Among other things, the companies nominated for the German-Turkish Innovation Prize, as well as leading providers from the industrial sector such as Festo, are presented here. The award ceremony for the innovation prize, which will be awarded this year for the first time, will take place on the evening of the 15th of March in the context of a gala dinner.

"In many companies, projects and plans for I4.0 have already been launched. Nevertheless, many questions remain open. An event like the 2nd German Turkish Innovations Summit brings people together who can provide answers in cooperation"; says Kemmler.

## **Press Release:**

### **Turkish-German Innovation Award**

#### **For the first time, the Turkish-German Innovation Award honors start-ups for creating innovative products from Turkish-German cooperation**

Within the framework of the second German-Turkish Innovation Summit, the Global Success Club awards the German-Turkish Innovation Award for the first time. The award recognizes successful cooperation between manufacturing companies and successful cooperation in research and development between the two countries. With special awards, start-ups from both countries will also be honored for their innovations. "A transnational cooperation between perfectly complementary German and Turkish companies brings decisive competitive advantages for both sides, which bring new innovations with them. In addition, companies in the respective markets gain reliable partners and benefit from their networks. By awarding this award, we would like to highlight this double added value and the opportunities and encourage others," explains Işınay Kemmler, CEO and founder of the Global Success Club.

#### **From garbage tracker to scan glove**

The six nominated Turkish and German startups, who are hoping to bring home their respective country trophies, also show a lot of innovation. For example, the intelligent glove Proglove from the German Startup Workaround can make the work in storage or production easier, faster and safer. Similar work relief brings the innovation of Ubimax. The idea of a computer that you wear like clothing creates new freedoms and possibilities in the realm of virtual reality. The Turkish Startup Evreka, on the other hand, facilitates work in the field of waste disposal and cleaning by using sensors for refuse containers. The agricultural platform of Tarla.io can also be distinguished from Turkey with the harvest of small farms. How can e-commerce be simplified and made attractive and usable for small providers? The Turkish company Segmentify is trying to answer these questions with its online tool. The German Startup Relayr, on the other hand, offers an innovative approach that connects terminals, hardware, sensors and software in a simple and cost-effective way, thus making the topic of Internet of Things interesting and feasible for every company.

Against the backdrop of this innovative power, the decision for the award winners of the jury, consisting of experts from business and science, is anything but easy. We wish our nominated all the best.

**At a glance:**

**All important essentials and figures**

### **2nd Turkish-German Innovation Summit**

**Date and Place:** 15th and 16th March 2017, Le Méridien Etiler Hotel (Istanbul)

**Participants:** High-ranking executives of innovative companies and organizations from Germany and Turkey

**Subjects:** Industry 4.0, Predictive Maintenance, Turkish Hidden-Champions in Germany, The human factor for Industry 4.0, Smart Manufacturing, Textile 4.0

### **Turkish-German Innovation Award 2017**

**Date and Place:** 15th March 2017, Le Méridien Etiler Hotel (Istanbul)

**Goal of the award:** Honor cooperation between German and Turkish start-ups, companies and research facilities such as highlighting the advantages and opportunities of cross-cultural cooperation.

## About the Founder of Global Success Club:

### Işınay Kemmler

Global Success is headed by CEO Ms. Işınay Kemmler. Ms. Kemmler was born in Turkey in 1968. She studied international relations at the Marmara University in Istanbul and came to Germany in the early 1990s. She received her diploma in Political Science, Economics and Media Sciences from the Philipps-University in Marburg, Germany.

After graduating from Philipps-University, she held several positions doing consulting and marketing management work in the IT industry in global firms like EDS and the Actuate Corporation. In 2005 she started her own consulting company, Kemmler Consulting, through which she offered strategic international marketing consulting services in the B2B environment with a focus on innovative, technical products. Ms. Kemmler is the author of the book, "Business Know-How Turkey" which was published by Redline Wirtschaftsverlag in 2008. The book serves as a guide for German-speaking business executives interested in doing business in Turkey.

After several years of working with international businesses, Ms. Kemmler realized there was an opportunity to make it even easier for them to connect and collaborate with, as well as benefit from each other. From this realization, the Global Success Club was born. The Global Success Club is an exclusive online network that gives executives of international, innovative businesses a platform through which they can connect with each other, share experiences and expertise, connect with relevant organizations and government agencies and take advantage of special events and offers, like intimate fireside chats with experts and use of the Global Success Club headquarters for meetings.

Outside of her work at Global Success, Ms. Kemmler has been active in various social causes. She founded the NGO IKU.NET, a women's network for intercultural entrepreneurs that aims to promote entrepreneurship and the benefits of cultural diversity both in business and society as a whole. The project received an award from the German government recognizing the innovativeness of its approach. She is currently the president of IKU.NET and also serves as a board member for the European Committee of Hesse (EKH), representing women's organizations and associations in Hesse.

Ms. Kemmler is married and has two children.

## **Company information:**

### **Global Success Club**

The Global Success Club, founded by Işınay Kemmler, is a business-to-business network exclusively focused on the senior executives of innovative, international companies from around the world. Its mission is to support innovative companies from the various manufacturing industries in their international and sustainable growth through its web platform, conferences, and customized events. To this end, the goals of the Global Success Club are to share knowledge and insights on global business and trade activities and on the latest innovations and global trends in a variety of industries, as well as to connect innovative companies with each other and with other parties supporting international trade, innovation, knowledge, and technology transfer. The Global Success Club is based in Frankfurt am Main, Germany.

## **Informationen und Kontakt:**

### **Further information is available at:**

[www.globalsuccess-club.net](http://www.globalsuccess-club.net)

### **Further information about the German-Turkish Innovation Summit under:**

[www.globalsuccess-days.net](http://www.globalsuccess-days.net)

### **Image material can be found and downloaded on following webpage:**

[www.globalsuccess-days.net/press](http://www.globalsuccess-days.net/press)

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