



by
ULTIMO

Another season, another issue, our Gazete is coming out again, this time also bringing our very best wishes to you for a Happy New Year.

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One of the themes selected for our Gazete's 2004/2 edition is "fashion"
And the trends which lead to what is called "fashionable"
So let's look into what is "in fashion"
for Spring / Summer 2005

Happy Attitude:

- A light and spruced up silhouette to dive optimistically into a festive and plain universe.
- A very cottony spirit, where fresh piqués and jerseys banter with wild flowers, while summer tweeds play on fantasy through scattered looks.
- Poplins and neat plains play with joyful confetti prints. Illustrative mini patterns, in playful variations, add a figurative touch.
- Flat flowers bloom alongside multicolored vitamin-boosted stripes, in shirting or trouser weights.
- Effervescent colors punctuated with white are casually combined.



Relaxed Elegance:

- A silhouette with structured but supple lines for a nonchalant elegance.
- Fine suitings with tennis stripes combine with crepe Georgette and fluid marocain.
- Cotton-style Prince of Wales plays on feminine/masculine effects, and florals have fun with the spontaneity of watercolors. Gabardines, cotton fancy weaves and regular chambrays grow softer, without losing their neatness.
- Geometric motifs, stripes and checks are mini.
- The sobriety of classic neutrals is syncopated by softened warms.



Refined Simplicity:

- Highlighting fabrics and textures for deceptively simple silhouettes.
- Precise slubs lay claim to the matt visuals of cotton, and plain wovens, basketwovens and poplins grow softer.
- The natural irregularity of linen plain wovens and ecru denims are revealed in combination with "hand drawn" patterns, and the variations in movements engender chance patterns.
- A light breeze ripples the surfaces of crepons and voiles, for layerings all in volume.
- Revealing the qualities of naturals through whites and light neutrals.

Mix Attitude:

- Juxtaposing the raw visuals and the vibrations of shot looks to create an elaborated "casual" silhouette.
- Decoration genres, between exuberant foliage and maxi exotic florals, combine; shot taffetas and shantung unite smoothly with light canvas.
- Dense indigo denim is blended flavourally to knits with iridescent bursts and gleaming jerseys.
- Intermingling artificial and natural, lightness and mattness, for luxurious chromatic combinations.

(from Premiere Vision)

"TURKISH TEXTILE" EXHIBITED**TURKEY IS TAKING ITS PLACE IN THE WORLD OF FASHION...**

ITM 2004, (the International Exhibition of Textile Machinery, held in Istanbul in September) created a great demand for the periodic renewal of the fair. The next ITM 2006 fair will be held on 06-11 June 2006 and from now on it is to take place every two years. It is believed that the ITM fairs will take Turkey to the top of the Textile Industry, and eventually help to make Istanbul the center for Textile production and developments.

The **IF International** fair, taking place for the 5th time on 19-21 August 2004, in association with IGEDO and the support of nine associations active in the sector, is the most comprehensive apparel and ready-to-wear fair in Turkey, and became a big hit with the participation of the worldwide model Esther Canadas.

The **ITSE** fair, the 16th International Textile and Accessories Sourcing Exhibition, was held on 07-09 October in Istanbul, and was a great success with more than 300 exhibitors.



from TURKISH DELIGHT to TURKISH DESIGN

Adesign Fair 2004 was held in the Hilton Convention Center and its vicinity on 06-10 October. The aim was to take the first step in transforming Istanbul into an international design center and to create a platform of foreign designers and trend companies as well. In addition to the sights of exhibitions, several workshops and open panels brought together different segments of the production industry to merge in seeking "creativity, fashion and branding" with the guidance of quite a number of "original-innovative" designers.

A Turkish wind has also been blowing at **Collection Premieren Düsseldorf (CPD)** fair, an important international fair determining world fashion movements in apparel. Amongst the total of 1800 firms participating from 54 different countries, Turkey with 104 participants had the highest number of participants, thanks to the support and leadership of ITKIB (Istanbul's Textile and Ready-to-wear Exporters Union).

Pure London held from August 15th to 17th included 21 Turkish companies under the patronage of ITKIB on a 511-square meter area in the Olimpia Grand Hall. Turkish companies signed new deals by attracting the visiting English buyers with their quality products and attractive presentation.

Turkish Textile and Apparel producers had waited many years to join the **Pret-a-Porter/Paris International Ready-to-wear** fair. In 2004 the Turkish textile and apparel producers' message is "they are now a party in the game". The fair opened with the 2005 summer creation of Ümit Ünal, a high-profile Turkish designer, and 48 Turkish companies joined in this sensational event.

The Los Angeles International Textile Show, held on 18-20 October has brought innovation and fine design resources to fashion and home design enthusiasts with more than 300 exhibitors. Turkey has been listed in the growing list of international vendors along with producers from Canada, England, Italy, France, and South America.

Further to these accomplishments the Turkish Ready-to-wear producers are also spreading internationally. To name a few: *Colins* has entered the Russian market, *Damat Tween* has stores in Spain and Germany, as well as an informal distribution system in Iran. *Mavi Jeans* has great success in the cradle of denim, the United States. *Sarar*, *IGS*, *UKI*, and *Ramsey* have prestigious stores selling shirts and suits in the United States, Germany, France, and England.

the **DESIGN** concept in **TURKEY**

Turkey has been a producer of high volume and good quality in the textile industry for many years. Although, as a developing country, Turkey has a vast potential, the textile and garment manufacturers continued to produce bulk quantities and exported their goods to other countries without a brand name. Gradually Turkey started losing its importance due to the interference of cheaper markets worldwide.

Recently Turkey has made a shift from its previous identity of being a producer of high volume and low cost to higher value items with quick response. In view of recent developments and emerging competitors "design" has become an important factor for the survival of Turkish exports. In addition, the entrance of China to the WTO and the removal of tariff barriers and quotas will make it impossible to compete with this giant in any manufacturing activity leading to mass-produced articles. Turkey realized the need of long-term plans to cope with the competitors' pricing strategy and cheap image of "made in Turkey" products.

years that will affect the "design" concept as a whole.

First of all, the key word in design must be 'differentiation'. One that is not different from its competitors cannot and will not survive. In addition to design, marketing, technology, and production will all lead to brand building, which is indispensable for Turkey's future. Every producer aims to sell its products at the best possible value. That's why the collaboration between the designer/trendsetter and the manufacturer is very important. These two have to cooperate and understand each other in order to lead to best possible results.

Fashion takes its shape from life. Social values, life concepts, attitudes, behaviors, all play an important role in shaping what is to take place in fashion. When fashion takes so much from life, and trends take reflections from social concepts, trendsetters' starting point has to be "social life". In other words, it is life itself which sets the trends, and the designers bring it out in the forms of "fashion".



Although Turkey has an important presence in the textile sector, it has not been able to become a brand as a country yet. Because of the lack of creativity and the limited number of people who are open to innovation. Most of the Turkish producers and even some designers are slightly changing or copying already existing products. For that reason they are not capable of understanding and interpreting styling and designing. However, there has been some progress and new thoughts are rising in recent

There is already considerable competition and activity in Turkey in various market segments. Almost all these competitors, with a few exceptions, tend to serve the consumers who are ready and willing to use products and services of trendsetters. Without doubt there will be an increase of reception and demand for the design concept in Turkey. It is a new but evolving notion for most of the companies, and will definitely become a "must" in future.

Aylin Sökmen

HOROSCOPES and their **FASHION PROFILE**

**See if you can find yourself aligned with your own horoscope...
It is claimed to be rather accurate!**

Aries

The Ram wants to be first in everything. This means you probably know, up to the minute, all about the current trends in fashion. One step ahead of the game, you're a trendsetter. Not afraid to try new things, as long as they appeal to your sense of fun and adventure, you'll wear the most daring of styles. True to its fiery nature, the Ram prefers black and red clothing. As far as makeup goes, dramatic eyes do you best, with bright red lipstick to match your fiery hair. Your Sign rules the head, so your best accessory is a hat and sparkling diamonds to adorn your neck and fingers.

Taurus

You're a label snob the likes of which any designer would be proud of. You would know exactly what to wear to dinner with royalty, and even your workout clothes are created by big-name designers. Only the finest of imported fabrics will do. Price is no object because you know that when you find that perfect garment, it will be yours forever. Well-made clothes never go out of style. Trends and fashion are not the most important part of your wardrobe. Bright colors and flashy glamour can be left for the plebeians, you will stick to your browns, beiges and khakis. With your sense of fashion, you will never be underdressed for any occasion, and you will always look good.

Gemini

You follow trends halfheartedly because you become bored with them quickly. If a new trend hits you every day, you're ready to embrace that new trend -- if only for the next 24 hours. You're a bit conscious of your wallet when going clothing shopping, but when you find the fuzziest pair of slippers you've ever set your feet in, not much is going to stop you from making them yours. You probably don't care about, or even look at, what the label on your new garment says, as long as you like the way it looks and feels.

Cancer

Almost as attached to clothing as you are to your loved ones, you've spent years trying to bring back parachute pants, nehru jackets and jumpsuits. Some of these things may still be in your wardrobe, as will the most comfortable styles from every trend that catches your eye from now on. Pearls are a favorite, and any shade of green is a pleasure to don. On busy or windy days, you may only pause to pull it back in a loose knot. Cancer prefers to dress for the comforts of home and isn't given to new trends, but you know how to look for the world outside.

Aquarius

You keep up with trends in your own way. You don't buy the new retro fashions; rather you find clothing from the time that this retro was new. Colorful clothing made from hemp, or anything that has shock value, is scattered about your wardrobe. You always have one jump on the next trend, whether or not it finds its way into popular culture. Among the mismatched, eclectic, daring garments in your possession, there is probably at least one gown or suit that is perfectly tailored, perfectly elegant and definitely expensive.

Lion

The Lion rules the roost and wants the best of everything. If a garment is out of your budget, it must be yours. Price tags and labels rule what you buy. You could never be seen in public wearing anything but top quality. Comfort comes last in your book. Business suits are for the workplace, and you wear them well, but in your own time you prefer flowing, elegant garments, custom tailored to your shape. Favorite colors are gold, bronze and orange, whether you choose to wear these as an electric splash or a bold statement is your decision. One thing is for certain: Leo knows how to dress for success.

more on **HOROSCOPES** and their **FASHION PROFILE**

Virgo

You take good care of your clothes, and they return the favor. A minimalist by nature, you sniff at trends that require pants so big you need to hold them up. Also, you disdain any clothing you can't move in. The thought of girdles makes you laugh outright. Price is important when you're picking out this season's wardrobe. The outfits you buy are simple, tailored to fit and will last a lifetime. Nothing but earth tones for your closet... Natural colors and fabrics in browns and beiges fit you just fine.

Libra

The Scales make the best shopping buddy. Because of your excellent taste, off-the-rack is usually not quite good enough. Friends and family know to come to you during a fashion crisis, if they have the time to wait for you to make up your mind. Standing in front of your closet in the morning is a case of so many choices, so little time. You're a trendsetter when it comes to spicing up a classical look. You manage to keep up with the hottest trends in your own way. Everything you wear is balanced, from your choice of color to the distance between the pinstripes on your suit. Libra loves to shop, and it shows.

Scorpion

Whatever you're wearing, and for whatever reason, you've probably got some ulterior motive. You follow trends as long as they suit you, but you're no slave to fashion. Scorpio is a master of disguise. You could wear makeup like a mask, or take it all off so those around you think you're revealing the bare truth. Your hidden, or not so hidden passion is silky, sensual undergarments in black or red.

Sagittarius

Not big on fashion, and not really caring about making a statement, you dress in comfortable clothes that allow freedom of movement and can handle the rugged nature of your existence. Hippie days are not past yet, for long skirts, ponchos and loose-fit jeans suit you perfectly. Sportswear of any kind suits your lifestyle. You may look out of place during dressy occasions, but you're not so concerned about what others think of your looks, concentrating instead on letting them in on the inner levels of your knowledge. Strong colors, particularly navy blue, lifts your spirits, but you rarely bother to match your clothing.

Capricorn

You are reasonable enough to want the best, but not to expect to get it on your frugal budget. All your clothing is practical. It may not be the latest cut, but it still looks good enough to let your business associates know that you're serious about your career. If the price is right, you'll go so far as to get your clothing tailored, as long as it retains its classic, timeless style. You prefer browns, beiges and khaki. Combining adornment with use, Capricorn was one of the first to wear calculator watches, though pagers and cell phones are now the chief adornment to your pockets or purses.

Pisces

The Fish likes to be able to flow in and out of clothing with ease. Clothes are, in fact, a social construct. You know you can't wander about naked, though, so you go to bargain stores and thrift shops to get yours. Belly chains, anklets and, especially, toe rings cast a fantastical glimmer over whatever it is you're wearing. When left in your natural state, you don't give a lot of thought to clothing. Pisces is a chameleon, however, so wherever you go and whatever you do, you never need to worry about fitting in.

DOES **TURKEY** HAVE A STRATEGIC PLAN?

It is claimed that Turkey is ready to face the challenges of 2005

Turkey is ready to form an export structure to provide sustainable rise in export

Strategic Goal 1:

To ensure the promotion and marketing of quality Turkish products primarily to targeted countries in foreign markets through customer-oriented and dynamic techniques.

Targets to Achieve

- *Re-enforcement and reformation of a positive image of Turkish goods*
- *Making promotion and marketing activities effective and efficient in an understanding of the targeted market and sector*
- *Development of mutual trade mechanisms, led by off-set*
- *Development of logistics services in line with the needs of exporters*

Strategic Goal 2:

To make sure that any export information will be used in coordination and interaction, in accordance with global standards and to create the necessary infrastructure for the promotion of Turkey's export potential.

Targets to Achieve:

- *Activation of the Market Access Database*
- *More usage of e-trade methods in export*
- *Setting up "Information Centers" for exporters*

Strategic Goal 3:

Keeping in mind textile sector's priorities, supplying exporters input at internationally competitive prices and developing mechanisms that will provide sufficient and effective support in the stage of production and export.

Targets to Achieve

- Development of support mechanisms that would lead companies, mainly KOBİ's (small and medium sized enterprises), to export

Strategic Goal 4:

Improving exporters' market access within the framework of bilateral and multilateral trade relations.

Targets to Achieve

- Active coordination with exporters in drawing up bilateral and multilateral trade agreements and increasing exports to targeted markets
- Adopting policies that will directly counter the negative impacts of the removal of textile quotas in 2005

Strategic Goal 5:

Making the Foreign Trade undersecretariat's domestic and foreign organization stronger and more effective

Targets to Achieve

- Rearranging the regulations that cause obstructions and bureaucratic obstacles
- Creating mechanisms to enhance coordination and cooperation among public and private sectors, and civil society organizations
- Establishing an understanding in public institutions that would prioritize export
- Installing a consciousness about export among the public and educating all parties in relation to export

SUMMARY OF THE STRATEGIC PLAN

- ❖ *Improving conditions for using bank credit, insurances and guarantees*
 - ❖ *developing new programs and providing a structure to highlight middle and long term programs*
 - ❖ *Reducing input costs to competitive levels and doing away with cost-increasing elements in export*
- Making Research & Development activities more widespread and more effective*

Interesting SPOTS in ISTANBUL

In addition to what can be found in any of the tourist guide books, we wish to give to you a few hints about some of the hidden treasures in Istanbul's private museums.

Rahmi M. Koç Museum:

Rahmi Koç Museum is in public service in an area of 2100 square meters, facing the Golden Horn. Mr. Rahmi Koç purchased the building and Cultural Association in 1991 and it was open for visitors in December 1994 after two years of meticulous restoration work. While the majority of the pieces in the museum are picked up from the private collection of Rahmi M. Koç, the works which are taken as donation or on temporary basis from various institutions and individuals are also on display in the museum. Authentic works of art and their models, scientific and mechanical objects form the basis of the museum collection.



For more information visit
www.rmkmuseum.org.tr

Sadberk Hanım Museum:

Set up and run by the Koç family, it is open to public in the family's historical seaside residence at the Büyükdere point of the Bosphorus. The museum features materials, encaustic art and ceramics, clothes and calligraphy works from the Ottoman period, starting from the 13th Century.

For more information
www.sadberkhanimmuzesi.org.tr

Rumeli Hisar Museum:

A Fortress built by Sultan Mehmet the Conqueror to obstruct the foreign aid coming through the Straits to the Byzantine Empire in 1452. Rumeli Hisarı is situated along the narrowest part of the Bosphorus across from the Anadolu Hisar on the

Asian side. Some time after the conquest, the fortress which lost its significance in defense, was used as a prison for some statesmen and foreign representatives and janissaries sentenced to death. The fortress which was repaired in 1953 and to which an outdoor theater was appended, is most recently used as a museum and open-air theatre.

Sabancı Museum:

The historical "Atlı Köşk" residence of the Sabancı family has been transformed into a 3500 square meters museum for the family's Ottoman artifacts collection. The museum has been listed among the top 100 private museums in the world.

For more information
<http://muze.sabanciuniv.edu>

Bookstores:

Galeri Kayseri (Sultanahmet)
Homer Kitabevi (Beyoğlu)
Pandora Kitabevi (Beyoğlu)
Robinson Crusoe (Beyoğlu)

Remzi Kitapevi and D&R are the biggest bookstore chains in Turkey.

Turkish Bath:

Cağaloğlu Hamam: near Sultanahmet, with a marble fountain and, on the upper level, cubicles for resting or napping after a bath.
Galatasaray Hamam : equally authentic
Çırağan Palace Kempinski and Swissotel have the most elegant and authentically designed Turkish bath's with a superb service of traditional rubbing and body massage.



İstiklal Street

Beyoğlu is the district on the north bank of the Golden Horn stretching from the Galata Bridge to Taksim Square.

In the 1800s this was the newer, more European section of Istanbul where embassies were built, foreign merchants lived and worked, and their families shopped at the posh boutiques along the Grande Rue de Péra, now called İstiklal Caddesi.

Today Beyoğlu is enjoying a cultural and architectural revival. The huge embassies are now consulates, the shops are posh again, and İstiklal Caddesi (the Grande Rue) is a popular pedestrian mall filled with strollers day and night.

The pedestrian avenue and its side streets boast lots of nightlife: chic cafe-bars, bistros, restaurants, cinemas and music clubs.



La Rue Française in Istanbul:

The ancient "Cezayir sokağı" in Beyoğlu has recently been transformed into "La rue française" to create a small Paris in Istanbul. It was given a look of a typical French neighborhood with all the boulangeries, small shops and cafés where you can drink wine and listen to some French songs. It was opened in spring 2004, and has been a popular must-see place since then.



A few hints of The Best:

5 o'clock tea - Çiragan Palace Kempinski
 Baklava - Karaköy Güllüoğlu
 Brunch - California Brasserie (Ceylan Inter Continental Hotel)
 Chocolate cake - Gezi Pastanesi
 Classic bar - Bebek Bar, Çiçek Bar
 Classical Turkish dishes - Pandelli
 Espresso - Armani Cafe
 Fish - Çapari, Poseidon, Körfez
 Glazed maroon - Kafkas
 Gourmet shop - Crema
 Grilled Meat restaurant- Beyti
 Herb dishes - Cihangir-Doğa Balık Lokantası
 Hotel restaurant - Four Seasons Restaurant
 Kebab restaurant - Tike
 Meze - Saraylar- Fish Bazaar
 Mussels - Anadolu Kavağı
 Patisserie - Patisserie Monet (Conrad Hotel)
 Pub - The Northshield- Akaretler
 Salad - Zanzibar (Teşvikiye Reasürans shops)
 Traditional restaurant- Hacı Abdullah (Beyoğlu)
 Turkish coffee- Zeyrekhané
 Turkish cuisine - Divan Hotel Restaurant
 Turkish delight – Cemilzade, Bebek

TURKISH COFFEE

...and the meaning behind this popular drink

While we already know that Turkish Coffee is well-known and popular all over the world, we wanted to talk a little about its history, its culture, and its traditional background. Turks always drink Turkish Coffee for a reason or with a purpose. Because of that, coffee has long played – and still plays - an important role in Turkish life and customs.

Among the Turks, “a cup of coffee” or “to serve coffee” has a social connotation with deep meanings of emotions.

- To drink coffee together with someone plays a very important role in establishing and strengthening bonds of friendship;
- To offer a cup of coffee is an expression of a welcoming hospitality;
- To prepare a good quality coffee indicates care and affection;
- The ceremony in which a coffee is offered, has a traditional gesture of politeness and obedience to the elderly;
- To accept a cup of coffee offered is to do honor to the one offering it; so much so that, to reject it would in most cases be very impolite, and would lead the person offering it to insist with the offer in order to avoid rejection.

The well-known proverb says that “coffee once shared has implications that far outlast the coffee itself”

In short, it is not a mere drink to taste, but a ritual which suggests peace, friendship, love, and respect. This sentiment is crystallized in the Turkish expression that “*the memory of a single cup of coffee lasts forty years*”. Because of its stimulant properties, Turkish Coffee is frequently offered to those who show evidence of being tired.

A BRIEF HISTORY

Coffee seems to have been originally introduced into the Ottoman empire during the early 16th century when Özdemir Paşa, a governor of Yemen during the reign of Süleyman the Magnificent (1520-1566), authorized its use in his own household and the Court. In 1615

Merchants of Venice visiting Istanbul and the silk route for commercial purposes, took this flavour they were entranced by to their own countries.

In 1650 coffee is exported the first time to Marseilles. In 1669 Paris tastes Turkish Coffee at the special parties the Ottoman Ambassador Süleyman Ağa arranged. The taste of Coffee also reached Vienna in 1683, just after the city had been besieged by the Turks.

The culture of coffee and coffee shops has spread from Turkey to all over the world. The roots of the coffee served in various different ways in the world today go back to the Turkish Coffee.

For centuries coffee was purchased green and taken home to be roasted and then crushed in mortars and grounded in hand-operated mills. It was a long, drawn-out and tiring process that had to be undertaken every time one wanted to savor a cup of coffee. Gradually mass produced ground coffee and pre-roasted coffee beans were offered in the markets. The oldest Coffee producer in Turkey, established in 1871, is still in business today.

PROCESS OF MAKING



Finely ground Turkish Coffee should be prepared in a “cezve”, a small pot with a handle. (1) For each serving, one demitasse full of fresh water is placed in the pot. (2) For each serving one heaped teaspoon of coffee, about 5grm, is put

in the pot, also adding a cube of sugar to taste (none for "sade" plain coffee; one for medium; and two for sweet coffee). (3) Stirring the mixture thoroughly over low heat is the crucial part. (4) When the coffee froths up, a little of the foam is poured into the cup, re-heating the remaining to a second boil up to frothing again, before pouring to fill the cups. It should never be stirred once the coffee is in the cups.

The first sip should be slow and gentle, in order to avoid burning the mouth and disturbing the grounds, thus leading them to mix up with the coffee itself, and most important of all to mess up the designed destiny which is quietly waiting at the bottom of the coffee cup. For some reason Turkish Coffee is always served with a glass of fresh water, which in the Turkish tradition holds a symbolic and mystical value of life.

EQUIPMENT TO MAKE TURKISH COFFEE



Wooden, brass or copper coffee grinder



Copper cooking pot with a long handle, with or without a lid, called "cezve".



Ceramic or porcelain demitasse

SOME FEATURES OF TURKISH COFFEE

When Turkish Coffee is brewed and poured from the pot to the cup, the grounds sink to the bottom of the cup and should not be drunk. This natural separation of the grounds from the infusion is one of the reasons that Turkish Coffee is more wholesome.

The coffee flavor that Turkish Coffee leaves in the mouth lasts longer than that of any other style of coffee. Even if drunk frequently, the quantity ingested each time is small enough to prevent a bloated feeling and the caffeine intake is also moderate. Turkish Coffee is made only from high-quality Arabic coffee beans.

BEST AND DELICIOUS TASTE

The distinctive flavor of Turkish Coffee, its light surface foam, and its fragrance as well as the special way in which it is prepared and offered all combine to give it a unique identity. Turkish Coffee should be used immediately after being roasted or else packaged and stored in such a way as to preserve its aroma.

FORTUNE REFLECTIONS

A kind of fortune-telling was born out of Turkish Coffee. After drinking the coffee, the demitasse is covered with the saucer and turned over by the person who drank its contents. Some make a wish by touching the bottom of the cup by their index fingers. Once the cup is cooled down, the fortuneteller starts with the opening statement of "whatever is your state, so be your fortune told", and tries to interpret intuitively the figures left over by coffee-grounds in the demitasse. One of the important aspects of fortune-telling by coffee is that it is merely made up of positive imaginary comments.

HURRAH! The NEW TURKISH LIRA

A change in our daily life

On 1 January 2005 using the Turkish currency will become less complicated by deleting 6 zeros of the current Turkish Lira and changing its name to New Turkish Lira (Yeni Türk Lira, in short YTL). This means that YTL 1 is the equivalent of TL 1 million. The subunit of the New Turkish Lira will be the New Kuruş (Yeni Kuruş or YKr) with a hundred New Kuruş being one New Turkish Lira. Although this might mean using our arithmetical skills daily, eventually it will make our lives easier.

Both our existing TL and the new YTL banknotes and coins will be in circulation for one year. The Central Bank believes that within 2 months 90% of the currency in circulation will be the New Turkish Lira. "Old" TL banknotes will be withdrawn from circulation as of January 2006, after which date the Central Bank will convert them to new banknotes for a period of 10 years. It is planned that after a few years the name "New" which is emphasized with the letter "Y" will be dropped from the name of the currency and YTL will be called TL again.

YTL = Yeni Türk Lira (New Turkish Lira)

YKr = Yeni Kuruş (New Kuruş)

1 YTL = 100 YKr

YTL banknotes: 1, 5, 10, 20, 50, 100

YTL coins: 1, 5, 10, 25, 50 New Kuruş and 1 New Lira

Conversion: YTL 1 = TL 1,000,000



The highest value banknote shows a picture of the İshakpaşa Palace near Doğubayazıt in eastern Turkey, a nice balance with technology (Atatürk dam) and the sites in central and western Turkey.

Throughout 2005 price tickets will have to be done in both TL and YTL and as of 1 January 2005 all documents and accounting data will be in YTL, regardless of the fact that both TL and YTL will be in circulation during 2005.

Last September the Turkish government started a publicity campaign. Although this seems a bit late, one can only get used to a new currency by using it, not by thinking about it.



High inflation since the 1970s has led to a situation today of salaries expressed in millions and billions with government budgets in quadrillions (how many zeros is that?). Such figures cause problems in accounting and statistical records, IT payment systems and transactions at the cashiers office and made the deletion of zeros a technical necessity. Many countries (among them Brazil, Argentina, Israel, Poland and Greece) have deleted zeros from their currency, but so far Turkey did not.

Can the change cause inflation? Unlike fractional conversion rates used in the transition to the Euro, the YTL operation is a simple zero-removal process and is not expected to have a considerable inflationary effect. After the sharp decrease in inflation over the past 3 years, from 68.5% in 2001 to below 10% today (figures based on the consumer price index), we hope that the YTL symbolises the beginning of a long era of single-digit inflation.



Information on the YTL, specimens of the new banknotes and their special security features can be found on: www.ytl.gen.tr

ULTIMO's Seniors**Working in Ultimo for over 10 years**

In November 2004 **ULTIMO** has acknowledged the years of service of some of its members, which had exceeded 10 years. This called for a celebration! Five of the **ULTIMO** members qualified for this recognition. Furthermore, it was agreed that these five should form an advisory committee to give guidance to **ULTIMO's** future activities, based on their experience and insight. From now on these five will be referred to as **ULTIMO's** "seniors". Each has received a special gift, a framed collage of snap shots of the "seniors" together with some of their colleagues covering their years in **ULTIMO**.

Each volunteered to make a comment for GAZETE to express their feelings.

*Berrin:*

I am very happy to have worked at **Ultimo** for 15 years, and hope to be able to work for many more years. It may be hard to believe but I can sincerely say that every single day, even at rough times,

I went to work with pleasure and happiness. I am grateful to Ayşe Yarsuvat, all my colleagues at **Ultimo** and my business partners in Turkey & abroad for making my work so pleasant.

Güneş:

A new order, a new product, a new excitement... The joy of accomplishment.

It feels like only yesterday, but 18 years have passed so full of challenges and so quickly. I know it will continue in the same way; active, belonging, sharing, and with a strong feeling of commitment.

*Selda:*

Ultimo is my family. We have been growing together. As **Ultimo** grew and expanded, it has also given me the opportunity to learn more, to improve my skills and to gain experience in different fields. I hope to be working for **Ultimo** for many years to come.

*Cavit:*

I should have made my comments in German as this is the foreign language I always use to communicate with our foreign guests and customers. I love the people who work in and with **Ultimo**. I have been working at **Ultimo** for 20 years, and it feels like home. I have worked here with joy in my heart.

Vahide:

It is very nice to have been with **Ultimo** for 15 years. I learned here that any problem is not a difficulty but an experience and this summarizes my work years in **Ultimo**. I feel that there is solidarity and cooperation among **Ultimo** members and this naturally has a positive influence on our performance.



an interview with EMİNE

Concordia's Trainee Student



Emine Baş, is a young student, born in the Netherlands, holding both Dutch and Turkish citizenship and continuing her higher education at the Hogeschool IJselland Saxion in Deventer, studying International Business & Marketing, a 4-year study of which she is in her third study year. She is presently

working in ULTIMO as a trainee employee, under the Concordia Internship Programs.

website and directly contacted the office. After a short telephone conversation I was interviewed and accepted as a trainee at Ultimo.

My assignment in Ultimo is focused on the "role of a B.A.": How can a buying agency set up for the Dutch Market function better? It is a 5-month internship.

The first months I worked with different departments; Apparel, Underwear & Nightwear, Home textile and the Quality Department. After gaining some experience and analyzing these departments I will start with the Project and using my knowledge of the Dutch mentality & Dutch market, I will try to find out how these questions can be answered. All this will help me to understand the functions of a B.A.

1. Why did you come to Turkey now Emine?

A compulsory part of my education is a placement as trainee at an organization abroad. My internship is obligatory and needs to be done abroad because I am studying marketing with an international focus. I have to see other countries and gain experience in different cultures. I have a Turkish background, but all my life I was brought up in the Dutch culture. I wanted to see Turkey and its culture not only in vacation times but also experience living and working in Turkey.

2. How did you find the Company for your internship studies ?

In January 2004 I started my search process for a suitable company for my training. After some research I heard that a friend has been working at Mercedes Turkey for years, so he arranged a training place for me. I was really happy, because Mercedes is a wonderful international organization. But after a few training days I realized this was not what I was looking for. The Finance department of Mercedes where I started to work was not interesting for me. The few days there were very stressful! I really thought about returning to the Netherlands.

My university had heard about the Concordia training possibilities in Turkey. I read the

3. Are you interested in textile? Would you like to pursue a career related in this field?

Textile is very new for me. I had no idea before and I learned a lot in two months. It is a very active and innovative branch of business. I will do my best to learn all the details about Turkish Textile. For example, I wear "made in Turkey" clothes from H&M, always bought textile items from Hema but never thought that they were all from Turkey and that the Turkish Textile Market had such a depth. I am not sure if I will pursue a career related to textile because my previous internships were in a totally different area. I used to work for ABN AMRO, and I really liked banking & finance as well. I have not decided for the moment. I am open for all different sectors. I will see better as time goes by.

4. Have you noticed some differences between Holland and Turkey in terms of work conditions and ethics ?

As a trainee you get a lot of attention in the Netherlands, of course they expect your self-reliance as a University student, but in spite of this they pay attention to you. They do not make you feel like a trainee but like a real part of the organization. I believe this is not comparable

with the attitudes in Turkey. Social motivation should be more in Turkey.

Organizations have to give a better chance to the students. They cannot benefit from spending the whole day in front of a copy machine.

In Dutch organizations, again I believe, there is more of a team feeling. The employees trust each other and this leads to a positive and attractive work environment. This is true at all levels of the organization, there is no barrier between the different work levels.

Dutch people are also egoistic in the working area, but actually I see it as something positive. People first do their own work and only after that they help their colleagues with problems or questions.

Whereas in Turkey, helping others comes first, even if it results with failure in your own tasks. I am not sure if this is right all together.

5.Do you find yourself more like a Dutch or a Turkish person?

I always thought that I was more like a Turkish person. In the Netherlands I am very nationalistic being a Turkish person. I am always positive about Turkey, I have the biggest dreams and thoughts about Turkey. But now that I am in Turkey, I feel more like a Dutch person. I saw that Turkey is not exactly like I thought.

As I lived in Holland all my life, I have absorbed the Dutch culture without realizing it. It is pure emotional I think, it is really difficult to explain because I have the two cultures melted in. But my brain is working in Dutch. For example, during the Monday meetings in the office we speak Turkish, but I translate everything to Dutch in my mind.

6.There are many Turkish people in the Netherlands. Do you think they have the same lifestyle and cultural values as the Turkish people living in Turkey?

Firstly, we can divide the Turkish people in the Netherlands in two groups. The first group consists of the 1st and 2nd generations; their lifestyle and cultural values are the same during the time they left Turkey. They look from one perspective, and they are still living in their own world of for example 40 years ago. They did not learn to speak the Dutch language. If these people return to Turkey, they cannot survive either, because Turkey has changed at the same time. The culture and lifestyle of this group of people has not developed at all.

The second group of people consists of the 3rd and 4th generation, which I am part of. Most of them were born in the Netherlands.

Of course there are some differences because the lifestyles are different. These people are left in between the two cultures, the Turkish culture at home, the Dutch culture outside home. In the end, most prefer the Dutch culture. It does not mean that they cannot live in Turkey but they will prefer to stay in Holland or feel at home in Holland.

7.Do you think you will live in Turkey at some point in your life?

Not yet. But in the future, in about 5-6 years, I may consider to spend a few years living and working here. I really believe that Turkey is growing and improving in all aspects, economically, socially etc. Many factors will influence my decision, it is not easy to leave Holland either because it is my country as well.

**Interview by
Aylin Sökmen of Concordia**



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