



DİLEK ŞEKER

MEMBER OF TOBB BURSA WOMEN ENTREPRENEURS BOARD

She is the owner of “Şekerhanım Natural Products Enterprise”. She was born in Bursa (Mudanya) in 1959 and graduated from Necatibey Girls Vocational High School, Home Economics Department. She is married and has two children. Dilek Şeker is producing natural pure soap, traditional home-made jams and marmalades with organic fruits with the brand name of “Şekerhanım”. She produces olives and olive oil in grinding. Their products are manufactured in the village of Mudanya Kumyaka.

Ms. Seker’s entrepreneurship story begins with a competition in the category of Local Foods in Bursa which she eventually won.

She was ranked first with her soap project out of 124 projects and won an incentive award at the National Entrepreneurship Congress which was organized by the Bursa Chamber of Commerce and Industry.

In October 2003, she successfully completed the “Women Entrepreneurs” support training support which was jointly organized by the European Union and Bursa Association of Chambers of Tradesmen and Artisans (BESOB). With the incentive award that she won in this competition, she set up a small enterprise in June 2003. She started production with the help of the trainings of KOSGEB and TESK.

She soon increased her daily jam production of 30 jars to 600 jars. She provides job opportunities to women in the region in her small workshop and day by day she tries to modernize her workshop. She participates in natural and ecological trade fairs that are held annually. Her business has been rewarded with the “White Plate” due to healthy and qualified food production by the Bursa Agriculture Provincial Directorate. She registered the brand Şekerhanım in 2006. Her products are being sold in boutique hotels, markets and organic natural product stores throughout Turkey with Şekerhanım brands.

She formed the Women of Kumyaka Village Association with the support of the Headman of the village with the aim of creating job opportunities for the women of the village. She was also elected as the Member of the Executive Council of the Mudanya City Council.

She will take place in the “Entrepreneurs of 2011” catalog of the European Union among 22 countries on behalf of Turkey. She was invited as a speaker to the “Week of Entrepreneurship” that was held in the European Parliament in Brussels.

She aims to introduce her organic and sugar-free jams and marmalades at international fairs and promote the export of productions as well as to disperse seasonal production to 12 months of the year.



SERAP SAYAR

#### TOBB BURSA WOMEN ENTREPRENEURS BOARD

She was born in Ezine – Çanakkale in 1972. She was graduated from the Physics Department of Uludağ University in 1989.

She first started to do business in textile in 1992. Her career started in weaving and then continued in professional textile production and marketing.

In 1998, together with her husband, they decided to build their own business. They did not have enough capital to set up a new manufacturing facility, so, they started their business on taking over a facility that failed.

She started her business life with a small capacity and her firm became an establishment and a successful textile finishing plant today.

Her company, Yilser Textile, is the first and the only company that gained recognition by international companies such as Marks & Spencer, H & M, and Sedex because of its quality standards in production.

She thinks what makes her successful is, believing in her dreams and being decisive and stubborn and working hard for her targets.

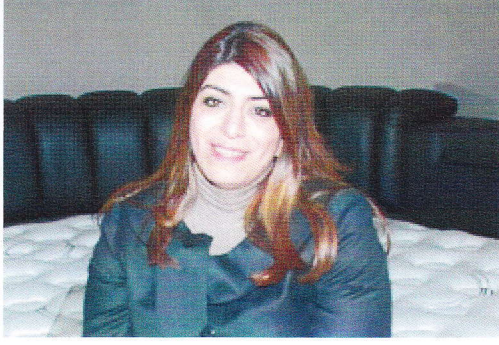
She gives great importance to Research & Development (R&D). As she is also a mother, she gives great importance to her child and wants her to grow in a safe environment. That is why she invented TRIOPAK system. TRIOPAK system sterilizes all chemicals, iron, manganese sulfate, germs, viruses and fungus in textile products. This is the first invention in the area and officially registered to her company. This system is used on infant clothes under the brand BABYSER. BABYSER products are produced with %100 natural cotton fabric and antinickel accessories are used in production.

Uludağ University Microbiology Department both advises to her company and approves the works.

She also came with a bandana that is put on the baby's head and measures the fever of the baby. If the baby does not have fever, it is written "I do not have fever" on the bandana.

Her products are being sold widely in Turkey and she will be exporting her products to other countries soon.





## BERNA İLTER

### TOBB BOARD MEMBER OF KAYSERİ WOMEN ENTREPRENEURS COUNCIL

She was graduated from the Department of Management (English) of the Dokuz Eylül University. After completing her training at the international education at the International Finance and Physical Futures Markets and Metal Stock Exchange in London, she established the Foreign Trade Unit during the privatization process of Çinkur.

She established her own consulting firm in 2001. Today, BRN International Consulting and Foreign Trade Ltd.Co. Exports its products to more than 40 countries in 5 continents. In 2006, she established BRN, Bed Bases Home Textiles company which produces just for export, has become brand in the U.S and Europe. Berna İlter gives importance on active participation to seminars, conferences and exhibitions. Berna İlter has warehouses that are located in North Carolina, Derby and Rotterdam. By establishing a bed production assembly plant in Belgium, BRN BED started production in important logistics centers abroad.

Berna İlter is the founder of the BRN International Consulting and Foreign Trade Ltd. Co. and BRN Bed, Base and Home Textiles. She began the production of beds in a 800 square meters area and only ten people were employed in 2006. At the end of the four years, she moved to a 22-thousand-square-meters-area and reached 20 million dollars of exports with 250 employees. In 2011, she became one of Europe's most successful entrepreneurs ranking among first ten. Due to this success, she has been awarded with the medal of Ruban D'Honnuer 2011.

Berna İlter ranked the first in Garanti Bank's "Turkey's Woman Entrepreneur Competition" in 2007. In addition, she was awarded with the "Young Successful Exporter Award" of Kayseri Chamber of Commerce in 2006. She won the Kayseri Intellectuals Association's reward of "The Businesswoman of 2006" and World Newspaper's reward of "The Successful Woman of Cities" in 2001. She is a member of KAGIDER and GESIAD. In addition, she is the Board Member of the Anatolian Young Businessmen's Association. She is also a member of the TOBB Women Entrepreneurs Council, as a representative of Kayseri Chamber of Industry.

**ŞAFAK ÇİVİCİ**

MEMBER OF ASSEMBLY OF KAYSERİ CHAMBER OF COMMERCE

MEMBER OF TOBB WOMEN ENTREPRENEURS BOARD

REPRESENTATIVE OF TURKEY TO EUROCHAMBRES WOMEN ENTREPRENEURS COUNCIL

RAPPORTEUR OF TOBB EUROPEAN UNION COMMISSION

HEAD OF TURKISH DELEGATION OF THE ECONOMIC COOPERATION ORGANIZATION CHAMBER OF COMMERCE AND INDUSTRY WOMEN ENTREPRENEURS COUNCIL

She was born in Stuttgart – Germany in 1964. She is the first entrepreneur in her family. She never thought of starting up her own business in her early school days. She was the first Turkish child to go to high school directly from the primary school. She was also the first Turkish child to graduate from high school. It was in 1983 and the school was 101 years old.

She first came to Kayseri in 1989. Back then, she was the mother of two children and she was unemployed. As she speaks three foreign languages fluently, she started looking for jobs as an interpreter. Soon after looking for a job, she started working at the Military Office based in Kayseri as an interpreter. After few months, the Head of the Military Office introduced her to the U.S. General Manager of the warplane project in Kayseri and he hired her as an assistant.

Meanwhile, over these years, she and her husband collected Turkish carpets and rugs. In 1997, they realized that these carpets and rugs became so many, they decided to set up a company and sell these. Their first export was to USA in July of 1997.

In 2001, the warplane project ended and she got her severance pay and started working at a foreign trade company that produces metal bedstead. In 2003, she quitted this job and she started her own chair manufacturing business with 6 employees in a 200 sqm workshop.

Today, she owns a 5.000 sqm production factory and 60 employees. Between the years 2003 and 2007, they sold over 450.000 chairs.

In 2006, Minister of Foreign Trade of Italy heard of Ms. Çivici and told her success to the President of TOBB when Ms. Çivici sold over 20.000 chairs to an Italian company at a very reasonable price. Then, she became the Representative of TOBB at the Eurochambres Woman Entrepreneur Council. She was awarded with the Successful Woman Entrepreneur of the Year by National Productivity Center of Turkey in 2006.





## SERPIL KARUSERCI

Member of Supreme Council of TOBB Women Entrepreneurs Board  
Founder President of TOBB Gaziantep Women Entrepreneurs Board  
Founder President of Gaziantep Entrepreneur Businesswomen Association (GAGIKAD)  
Board Member of Federation of Anatolia Entrepreneur Businesswomen (AGIFED)  
Member of KAGIDER  
President of Manufacturers Professional Committee of Gaziantep Chamber of Commerce  
Member of Iraq and Middle East Businesswomen and Businessmen Association  
Member of Women of the Republic Association  
Member of Gaziantep Women Health Association,  
Member of Gaziantep Women Assembly of City Council  
Women Entrepreneur in the Region that Makes a Difference in 2011 (Garanti Bank)  
Member of Municipality of Gaziantep Turkish Art Music Association  
President of DreamON Wedding Dress  
DreamON Wedding Dress Stylist

She was born in Gaziantep. She attended primary, secondary and high school in Gaziantep. She started Economic and Commercial Sciences Academy in Adana. After a while she left the Academy and worked in the Municipality of Gaziantep for 5 years. She attended a typing course while working at the municipality. She also attended the courses of sewing, batik, embroidery, stained glass, ceramics and handcrafts and took certificates. She continued stylist courses in Istanbul while her husband was in the army. She made batik cloths, flowers, oil painting, stained glass, ceramic paintings in her spare times.

She entered wedding dress sector to support her husband with small batik shop in 1989. She opened this 55-square-meter-batik shop by selling her gold jewelry.

She started designing wedding dresses of her own when she completed the wedding dress of a Turkish girl living in Germany a better design that is at the catalog.

She moved to a new store that has 3 floors and 350 square meters area in 1994. Her workshop started to be sufficient for meeting the demands of her retail shop. Name of Onur Moda was being started to get well known among people in Gaziantep locally.

She moved to main building that has 5 floors and 1255 square meters in 1999. It was the largest building in wedding dress sector in Turkey ever. Long time spoken opening ceremony was held with over twenty models that were also famous.

She prepared the first catalog of Onur Moda in 2000. CPD was the first international fair that Onur Moda attended with a stand and its products. Her designs were very much and she came back from the fair with great achievement. Her company attended the same fair for 6 times in subsequent years. And, they started to attend international fairs in every 6 months which increased their sales as well as helped to get acquainted with their rivals in the sector.

Onur Moda applied to European Turkish Business Development Center in order to develop the production capacity into international standards. They increased their production capacity by working with British production consultant named David Vickers.

They developed their domestic and abroad distributions by working with Italian marketing consultant named Luigi Bertorelli. They worked with Dutch consultant named Rick Jansen about Franchising and concession. They regulated retail stores with Dutch retail sales expert Iche Dikken.

They created the brand DreamON after 3 months by working with Spanish designer Miguel Valls and his design team. DreamON provided to achieve their purposes at the international arena.

They started to make up their domestic wholesale marketing network with Italian consultant's advice in 2004. In a short time like 4 years, they achieved to have 145 stores and 4 franchises. They opened wholesale and retail stores in Ankara and Izmir.