Dear Colleagues,  
Dear readers,  

We started the new year with new hopes and new excitements. As Yeşilova Group, this year we entered our 45th year, and I am happy to continue our efforts to grow our company by developing ourselves in every way.  
When we set off, we had our dreams that we were holding on tightly, our goals that get our feet on the ground and an unending belief in work. Today, we continue this journey with 1200 teammates, which we have just started on with a few of our colleagues. In World Trade, where the dizzying speed of technology has made it a global village, staying strong is achieved with all our teammates believing in the same goals. That’s why ‘team spirit’ is one of our greatest values, as it was yesterday. Building the team was a matter of 45 years ago, but if you are the most powerful part of that team, you are raising success. I would like to thank all my colleagues for their vision, beliefs and work, as they empower this team. Your contributions will shape the future of our company.  
Also, I would like to allocate a place for our female employees, who are the most precious of this team. Their naivety was so much needed in the harsh conditions of industry; in production, in quality, in human resources, and indeed in everything in the universe... My female colleagues who make our work environment beautiful, add meaning to it and actually make us all part of this beautiful climate, so let’s be with you!  
In your presence, I congratulate the International Women’s day of all the women who always beautifying the work they get involved in, who have always been with us to enlighten our nation and contribute to our country, and also I wish to see many bright days together.  

Kindest Regards,  
Yeşilova Group Chairman  
Yeşilova Group Chairman

Dear Stakeholders,  
My Precious Colleagues,  

First, I am glad to share the 4th issue of our magazine with you. Repeating myself is what I fear most in my life. Because repetitions are reinforcing when learning a subject for the first time, if you have turned your focus to lifelong learning, this will put you in an inertia. Therefore, while we, as a team, experience the excitement of development and change, we never give up trying to do better. We come to you with a brand-new design in the new year, as the author, Theodor Fontane says, starting from the fact that innovation is the only factor that we believe will make us live with all its strength.  
Dear readers,  
We opened the year 2020 with many earthquake news both in our country and in the world and in fear of Corona virus. Our concerns were added over our unpreparedness as a nation that knows and lives the truth of the earthquake. Although our wish is not to experience this again, we see and learn that taking precautions gives better results than taking risks. And yes, despite all that happened, today we continue to hope, work and strive as long as we are alive.  
Apart from the difficulty of being a woman in a patriarchal society, being a woman in business life is also a very difficult situation. Perceptions that need to be destroyed, balance in home-professional responsibilities and some invisible sets that we women put on ourselves... In our new issue, we interviewed with our female and male employees by focusing on this issue and received responses full of awareness. Besides this interview, you can find the current news of our companies, our pages that we compiled for you and the columns of our colleagues in our new issue.  
We wish you to enjoy our 4th issue...  
May your day be more beautiful than yesterday, and your future will be full of hope...
THOSE WHO ADD BEAUTY BOTH TO LIFE AND BUSINESS
Although the beauty of life comes with balance, many stereotypical patterns disrupt the balance of life, especially in the business world. The role of women was determined by men while moving from the sexless job sharing of feudal societies to the hard discrimination of patriarchy. Although women who have been bordered with chores and child care until recently added their professional business life with their talents to the definition of ‘motherhood’, things are difficult for them compared to men. Traditional attitudes in a society, of course, do not change easily, and the changes put many generations to a serious test. In this test period, while the researches draw attention to the increase in the number of female employees, they are also aware of the constant fate in the number of senior female managers. Of course, good developments are happening also. Business life, drawn by the rules set by men, is trying to achieve competitiveness and success today with the features that have been matched with women throughout history. It can be said that the period of women who are born equipped with emotions, relationship management, intuition, multi-tasking skills and empathy ability.

And dear women, while the patterns of business life have been changing, please, get a good education, trust yourself, forget about prejudices, often remind yourself that your emotions are your greatest strength. In this article, we asked 7 women and 7 men colleagues about women with different aspects in business life and received sincere explanations. We hope that our article will support and encourage all women in their business life.

If we evaluate the tourism sector in particular, what characteristics of female employees stand out compared to men make them successful?

We stepped into the tourism sector three years ago, and in this short period of time, I saw that people with work discipline, enthusiasm and patience are more successful in this field. Tourism, on the other hand, is a professional group based on guest satisfaction, so some of the characteristics inherent in women bring them to the fore in this sector. The visual aspect of women is strong, their understanding of hygiene and their smiling faces are advantage for the tourism sector.

On the other hand, I would like to point out that I always believe that men and women are very complementary assets that complement each other. Therefore, I think that completing together regardless of men or women creates the most correct result. Of course, good developments are happening also. Business life, drawn by the rules set by men, is trying to achieve competitiveness and success today with the features that have been matched with women throughout history.

The best and easiest way to change a traditional or stereotyped judgment about any subject is to show that it can be changed. The efforts to increase women’s employment, which has been on the agenda of the country and the sector recently, are carried out by NGOs and leading organizations and set an example for the whole society. As a result of these studies, the differences created by women in businesses can be clearly observed. The positive results of the change began to break the perception of “women’s work” and “men’s work”. I believe that this order will change and develop much faster in parallel with the work done. The inclusion of our women in the business life affects the businesses positively as well as affecting their social lives in the same way. Generations of producing and self-confident women will make quite a difference compared to otherwise. Therefore, I, as a woman employee, believe that this change should definitely be supported.
Have you ever said ‘I wish I were a man’ while doing your job?

I have been working for Can Metal since 2015. I’m doing my job passionately. I am proud to contribute to my children and spouse by working in the industry. In all these years of work, there were moments when I said ‘I wish I were a man’, but not very often. If I were a man, it could be easier. The responsibilities of women in life is more than that of men. When a woman leaves work, she continues to work at home. If I were a man, I would try to be fairer, I would try to work at home.

Recep İly BOĞA

Can Metal Production Injection Operator

Some studies show that some female managers have made negative discrimination for female employees for subjective reasons, so many women want to work with male managers. Can we get your opinions on this subject?

As the one who has worked with a female manager for many years, I have experienced that a female manager can work without discriminating against male or female employees. Contrary to what is said, the place of the female manager is very important in order to understand and support both the business and social life of the employee. For example, if a manager and an employee are mothers, this helps understanding each other. Why don’t some female employees want a female manager? I think empathy comes into play at this point. From time to time, the employee does not put herself / himself in the shoes of her / his manager but has different expectations. Until she / he herself / himself becomes a manager. And it’s inevitable that she or he will say, “when I became a manager, I understood my manager, she / he was right.” So, the key point is mutual empathy. This is especially important for a department, 95% of which is women. Everyone knows cleanliness as a characteristic of women. It is in the balance and nature of this world. The male manager can cause incompatibility in the department where I work in terms of both business and understanding of employees. For many years, women can work hand in glove with men with mutual harmony, love and respect and business orientation.

Fidan KARASDY

Holiday Inn Bursa City Centre Executive Housekeeper

We know that the roles of women and men social ly underwent various changes throughout history. How do you think these roles have changed today, how about business life, have we achieved balance?

The changes we have experienced until today have caused the roles of women and men to be reformed and shaped. Women who are busy with maternity and housework have now started to participate in working life. The woman who started her career started to take place as an “employee” or even an “employer” outside her motherhood status and role, and caused her status to gain importance in a patriarchal society. With this movement, protective legal regulations were introduced, along with the economic freedom gained, they gained social and economic equality, job sharing, power and social status. Women who took their place in business life brought a balance factor with them. The differences between men and women have reached an acceptable level with this balance. Personality of men is determined by features such as leadership and discipline. The female personality, on the other hand, is defined by features such as productive, protecting, being patient and feeling of motherhood. I think success will be inevitable in the works that these two different features meet in the same place.

Çiğdem KAHRAMAN

Yeşilova Group Chairman Assistant

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Yuval CIÇEK

Canel Automotive Human Resources Executive

It is believed that women encounter an obstacle called Glass Ceiling Syndrome in the literature and feel the anxiety of ‘I cannot progress in my career anymore’ much more often than men. Statistics also show that women are less likely to progress in their career than men. In your opinion, what are the impediments that push women to this feeling and how to change this rate?

Glass ceiling syndrome is a problem for women that is not visible in business life but has more effects than the visible results. Many women are questioning their place in both business and society by staying between work and family responsibilities, and in the process leading up to the destruction of self-confidence. These interrogations turn into negative codes in the woman’s mind that no matter what she does, she will not succeed, she will not be able to progress in her career. On the other hand, women stop thinking that all these obstacles are self-originating, and unfortunately, they cannot go beyond their point. The most important point of breaking this barrier is that, in fact, women receive good education, improve their social relationships, participate in a career development program, and are free from these negative codes through high-performance strategies. Apart from these, the strategies that can be applied in an organizational sense are positive discrimination, changing the culture of male dominant organization, family-friendly workplace policies and providing flexibility. As a result, women should always continue their personal development journey. Regardless of age, they should not give up educating and training themselves, they should constantly renew and update themselves. However, we know that only women’s efforts are not enough to remove glass ceiling barriers. States and institutions also have responsibilities in eliminating these obstacles.

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Elif ALTINTAŞ OZATA
Canal Aluminum Human Resources Executive

When you look at many job postings, we can see that institutions are looking for “male” employees. This shows the existence of discrimination at the first stage. What do you think is the way to overcome the distinction between “women’s work” and “men’s work”?

Our roles in life begin with the toys we play. For example, if you are a girl, you have toys such as babies, utensils, miniature vegetables and fruits, and if you are going to simulate something, maybe it will be a “being a teacher” game. We can actually understand the structure of a society through children’s games, so society tells you what will happen to you at a younger age and designs your role accordingly. If you want to increase the role of women in society and accordingly in business life, we must change our attitude towards our girls. They must be pilots, for example, in a game, they must have toy planes. Or they must play with construction machines, they must be soldiers, they must disassemble the broken devices. Girls should play games that will improve not only their emotional intelligence, but also their analytical aspects. Of these children a generation should be raised, more female pilots, more female managers should be seen in this generation, many football speakers should come out of them, they should represent us more at the Olympics. So, they must prove to society that they can be successful in everything, they can have a voice in every sector. When such generations are raised, they should be supported by the government, regulate reasonable laws for them to be able to be a mother and work at the office positively affects the aura of the corporations and creates a real element of balance. For this reason, I do not even want to suppose what if there were no men or women. The uniqueness of each individual means that they virtually flow into the corporation with all the potentials. At this juncture, I think that women should have a head start not due to positive discrimination but because of the depth of their contributions. Today, emotional intelligence comes in the forefront both in private and business lives and it should be accepted that women are very successful at it. Because, together with controlling their own emotions, they have a command at understanding the counterparts. This makes them more successful in business life. Moreover, I think that women’s sense of belonging is stronger compared to men since they have different reference points and incentives of ownership to their jobs. So, regardless of being men or women, anyone can do anything if they have the required technical information, ability, and desire. To state more clearly, women do better most of the time. Because, it is not in their nature to produce bad work, regardless of the speed it requires. They do their job without making compromises from the quality. If we return to your question, I think that emotions have an important role in any aspect of life. While using the word ‘empathy’ so often and concentrating the future of the corporations on this term, it cannot be said that carrying out the jobs with emotions is bad. Emotions provide you important data to understand the respondent; if you include this data to your solution then you will have a splendid output. For this reason, I emphasize the insight of the women in this respect and I am so happy to produce works with them. On the other hand, I believe that men perform business without emotions, and I think it is a matter of personality rather than men-women discrimination.
Despite the increasing weight of women in the business world over the last two decades, it is seen that the number of women in senior executive positions has not reached the desired level; this is conceptualized as Glass Ceiling Syndrome. The glass ceiling is defined as a blurred barrier between the women and the top-level positions, which blocks their advancement regardless of success and competence, and is not easy to cross. In the traditional formation of our society, woman is responsible for the family-oriented tasks and they are expected to execute them. However, as a result of the economic and demographic developments and social transformation, women start to move outside box gradually. Providing women with quality education at all levels in Turkish society and equal opportunities for senior positions in the organization will support women’s journey to senior management.

Researches show that the reason for the dominance of men in the realm of Information Systems is that women do not prefer this area. According to a research conducted in the United States by Girl Scouts of America, it is found that less than 10% of the young women prefer Technology and Engineering as a career option. This percentage is estimated to be pretty much the same in our country. It is also considered that the difference between the attitudes of the society to boys and girls is also effective on this preference. While the toys designed for the boys contain pieces that they can combine and create cognitive models, pretty baby doll designments dominate the toys for girls. The reality that the computer games are rather designed for the boys make it impossible. The answer to the question why men desire to work with men comes off at this point and from my point of view, men want to work with men because they can talk easier among themselves when empathy cannot be established.

On the other hand, I think that women prefer working with men rather than women. My observations tell this. Although I try to estimate the reason for that, I could not precisely understand this as a man. While men can talk about their problem comfortably with men, they cannot do the same with women. I explain this with men’s worry to seem weak and powerless when they do so. No matter in private or business life, a man does not want to seem weak, powerless or unsuccessful to a woman. Men can overcome this easily with men but have difficulties with women. Actually, the conclusion does not change but I think that men instinctively feel worse against a woman. It is for sure that my thoughts belong to me and the period I have lived as an X generation. I do not the way Y and Z generation would handle this situation, maybe they can make it easier.
Here in Can Metal, we have women employees not only in administrative realm but also in operations such as production, quality, and logistics. In such a hard and heavy business, women employees take part in all operations and do their jobs at least as good as men. The women increase the social and cultural level of all the environments they act, they restore the order with their emotional intelligence and unique points of view and hoist the productivity to the highest level with their discipline and laboriousness. For this reason, women have been irreplaceable for Can Metal and they will keep being so. We are so glad to have you!

Women, who stayed behind every successful man in the past, whose performance was limited with a perception of simple works, are writing their own success stories today. I think women do many things well. If I must prioritize, I think that the competitive personality, which is a sine qua non in business life, is very strong in women. Besides, the higher sense of ownership makes them irreplaceable for successful projects in professional life. Since they act result-oriented, the “we will sort it out somehow” attitude turns into “consider it done” in women, and this feature makes the job way easier. I think that men and women balance each other in the professional life in any process. I am positive that many things would be missing without them or us.

What is the that the women employees do best in business life? What kind of elements, which you think they balance you in business life, do they add?

Despite being called as heavy industry, Can Metal is one of our companies which have the highest percentage of women employees. Therefore, we would like to hear the value added by the presence and power of the women from you.

We have entrusted delicate production to delicate hands

We are strong with our female employees who treat our products with care and delicacy at every stage...
CANEL AUTOMOTIVE TOUCHES ON DOMESTIC AUTOMOBILE

Attracting attention with the solutions it has developed in the automotive industry, Canel Otomotiv has been also carrying out a domestic car project. Canel Automotive, representing the automotive branch of Yeşilova Group, is also making its name for the domestic car developed by Turkey’s Automobile Enterprise Group (TOGG). Offering a wide range of products to its customers with a wide range of aluminum parts including aluminum, vehicle frames, port luggage, luggage and ventilation covers, shock absorbers, welded body parts and sunroofs, Canel Automotive also shows its expertise in the domestic electric-powered car and shows its success with its aluminum products and solutions it provides.

Canel Automotive General Manager Umut Özdeş stating that TOGG, the pride of Turkey, will create a meaningful added value in the automotive world and added: “TOGG, which is prepared to meet the expectations of automotive users with its many features, will be among the most environmentally sensitive cars, especially with its zero harmful gas release and aluminum use.” Underlining that both Europe and Turkey will continue to grow in the electric vehicles market, Özdeş stated that Turkey will jump to a top segment with the domestic car developed by TOGG.

WE TAKE PLACE IN THE DOMESTIC AUTOMOBILE PROJECT WITH 100 PERCENT CAPITAL.

Emphasizing that with its ambitious design, advanced technologies and user-friendly digital experience, TOGG is an ambitious car that will find its place not only in Turkey but also in international markets, and it will be beneficial to our country, as well as the factory to be established in Gemlik will have a very large contribution to Bursa. Umut Özdeş expressed: “As Canel Automotive, we take on our role in the domestic automobile project, and we are very proud to take part in this project and contribute to our country with our products that we produce with 100 percent domestic capital.”
If we say “Automotive World” comes first among the leading sectors in terms of the expectation of “Continuous Improvement and Development”, we would not be wrong. Naturally, this situation has become a situation that affects all organizations in the supply chain, not just the main industry, but also forces the internal dynamics of firms to constantly evolve and therefore change.

Especially in terms of suppliers, those who adopt this improvement and development become more prominent in the eyes of their customers and are an important factor in their preference in new projects.

This philosophy of continuous development has also changed the content of the concept of quality in the eyes of customers over time. It has been long time that customers began to think that the provision of supplying the criteria such as size, image and function in a product, etc. alone was not sufficient for the concept of “quality products or services”. Customers now expect their suppliers to take responsibility and be guided in many areas by going beyond the initial design phase of the product, solving all technical problems together, improving the cost and ensuring the satisfaction of the end users throughout the life of the vehicle.

Automotive customers are not only satisfied with expressing these expectations in their purchasing contracts, project meetings, “Technology Supplier Days” organizations, but also oblige and direct their suppliers accordingly with the items they add and update to quality system processes such as IATF 16949 and VDA.

It has been an obligation for the customers to achieve customer satisfaction, to understand the IATF 16949, VDA standards very well, to implement the management system in accordance with these expectations in every process within the organization, and to develop its practices with continuous development philosophy. However, especially in the last 10 years, the expectations and necessity criteria of the automotive world have changed in many areas such as the environment, occupational safety, ethical values, legal regulations, and the use of prohibited and restricted materials.

An ever-increasing competitive environment, renewed and changing technological concepts, and decreasing world resources require us to constantly improve and develop. This situation should become a culture in the whole process from the lowest position in the organization to the top management, from service purchases to customer service delivery.

The continuity, profitability and prestige of the companies in the automotive world will be directly proportional to the effectiveness of understanding and implementing the concepts of continuous improvement and development.
Can Metal, which is a part of Yeşilova Holding and which has made its mark on the sector with high pressure cast aluminium production, took its place at the International Aluminium Casting and Mold Technologies Fair - EUROGUSS 2020. The International Aluminium Casting and Mold Technologies Fair - EUROGUSS 2020, held biennially and called as Europe’s leading fair in its field, took place between 14-16 January in Nuremberg, Germany. Attended by 762 companies from 36 countries, Can Metal, which made a distinguished name for itself with its technological equipment in the aluminium industry, also participated in the fair. Can Metal General Manager Selim Güney stated that they are pleased to see that Can Metal, which we established in 2007, reveals its difference in the sector with its technological equipment.

Address of Innovative Solutions
Additionally, Ali İhsan Yeşilova, Chairman of the Board of Yeşilova Group, emphasized that fairs are important organizations for companies and said: “Instead of doing nothing and waiting in this developing and changing world, we have to follow the differences and innovations in the world. In this context, especially when we participate in fairs abroad, we can observe the position and development of our companies. We are pleased to see that Can Metal, which we established in 2007, reveals its difference in the sector with its technological equipment.”

Güney noted that 47 companies participated this year from Turkey and added: “It is very beneficial for both our company and us as company representatives to take part in fairs related to our industry. As a result of the negotiations we made here, we set the stage for new collaborations. We have made a difference with our innovative technological equipment, and it is proud to see Can Metal have made its mark in the sector. We prove this with the feedbacks we receive.”

30 Percent Growth in 2019
Can Metal, which has adapted Industry 4.0 applications, has a camera controlled unmanned casting cell, has a simple workflow and provides uninterrupted monitoring of production performance with instantly collected digital data and produces high pressure injection molding parts with the highest technology. closed the year 2019 with the growth rate of 30 percent.

Underlining that Can Metal has grown by increasing its capacity by 3 times in 2018, Financial Affairs Manager Burak Baltacı said that they managed to turn the economical turmoil of 2019 into opportunities. Evaluating the 2019 performances, Baltacı said: “As Yeşilova Group, with all senior management team, we have closed the year 2019 in line with the targets and entered the new year with solid steps and investments, despite all the challenges of 2019. Although the periodic fluctuations in the economy haven’t been accepted as a crisis by some groups, I think we have managed to turn the crisis into an opportunity.”

“Investing in People Will Take Companies to the Point They Want” Baltacı, who said that no matter how challenging the market conditions may be, the companies that improve themselves can survive, expressed the importance of the investing in people with these words: “Although challenging market conditions become more difficult day by day, it will not be a coincidence that the companies that develop and renew themselves survive. With not only machine investments and economic data but also investments in people, companies will come to the point they want more easily. It has been seen that companies that adopt this view and draw their progress in this direction continue to grow despite all difficult economic conditions.”

“We closely follow London Metal Exchange” Stating that they have been following the London Metal Exchange closely, Baltacı emphasized that they have managed the process successfully. Stating that the London Metal Exchange is another economic data that directly affects the raw material price input of the group companies, as well as the movements in the foreign exchange markets, Baltacı said: “The London Metal Exchange is an indicator that we follow closely with great sensitivity for all our purchases. Unfortunately, there is a downturn from the beginning to the end of the year. This downturn has resulted in a waiving of our product sales prices and direct profitability. However, by following the combination between buying and selling, I can say that we have managed the process successfully.”

“2019 Year Is Closed Better Than Forecast” Evaluating the global economy and the economy of Turkey, Burak Baltacı said the following about the tough period of 2019: “Turkey has closed out a very difficult year in 2019 in terms of Economic Stabilization, inflation, growth, exchange rate and interest rates, better than many economists and institutions had predicted. Yes, in addition to the slowdown in economic growth, the unemployment rate increased, however, it has reached a much better position compared to the end of last year in terms of exchange rate, interest, current account deficit and inflation. Fluctuation in exchange rates decreased, the downward trend in inflation became evident and interest rates declined. When we look at the events around the world, the world trade volume declined with the US-China tension, the challenging Brexit process and geopolitical developments, and the global growth first reached its levels in the 2009 crisis period. However, the phase 1 trade agreement agreed between the USA and China in the last period of the year brought the world economy to an optimistic point.”
Everything started with a small sapling, the roots of that tiny sapling were strengthened, held firmly to the soil... It added its experience to each of its cells with the sun, wind and rain. For 45 years, those strong roots have continued to give life to aluminum for a sustainable world.