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ENERGY DEVELOPMENT

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TRAVEL, TOURISM & AVIATION

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ENTREPRENEURSHIP

## Turkish firm wins contract

ABUJA  
Bloomberg

Emek Elektrik of Turkey won a contract worth 1.36 million euros (\$1.98 million) and another 51.5 million naira (\$334,199) to build 276 transformers for Transmission Company of Nigeria, a state-owned utility.

The Turkish firm and its Nigerian partner, Akay Electric, will supply the transformers, the west African country said Wednesday in a statement after the government's weekly cabinet meeting in Abuja. The transformers are to be supplied in six months, the statement said.

Mumbai-based Crompton Greaves, a unit of the Avantha Group, secured a 694,000-euro contract to supply gas circuit breakers within 10 months.

Nigeria, Africa's most populous country and one of the leading oil producers on the continent, is rehabilitating its transmission facilities ahead of a December deadline to double power generation to 6,000 megawatts. The country suffers chronic power shortages.



Bloomberg photo



DAILY NEWS photo, Mine TUDUK

**SUCCESS:** Pagı has three series, Botanica, Spa and Professional, Zekai Erdem, the founder of the cosmetics brand says, expressing further plans.

# Brand attains success

AYTEN GÜVENKAYA  
ISTANBUL - Referans

A beautician who created a brand of olive oil-based personal care products three years ago now owns three stores in Istanbul as well as sales points in Dubai and New York.

Zekai Erdem has been a beautician for 25 years. Even his rivals now use his Pagı brand.

"Beauticians mostly use yellow soap or shampoo for manicures and pedicures. Contrary to general belief, these do not soften the skin but harden it over time. We had always imported materials, such as hairspray and serum, which include tallow and are rather expensive. However, recently the interest in organic and more conveniently priced products has risen."

This is the basic drive behind Erdem's initiative in cosmetics. Having created the Pagı brand three years ago, he is now the supplier of around 3,000 beauty centers and hairdressers in Turkey. He reaps 1.5 million Turkish Liras annually.

**Offering a new brand of personal care products based on Ottoman olive oil recipes, Turkish hairdresser Zekai Erdem attains a great success in cosmetics. With his Pagı brand, which is available at 3,000 beauty centers and salons nationwide, Erdem has reached an annual turnover of 1.5 million Turkish Liras**

Erdem's customers such as KIRAMER and Bahçecik have started to use Pagı products, particularly for manicures. Organized by Endeavor Turkey, he will now represent the country at Endeavor's international selection panels to be held in South Africa, Egypt and Turkey in 2010.

### Peeling impact of olive oil

Informing on the reason for his olive oil preference, he said, "Olive oil sheds dead skin and revives cells like a peeling. The Ottomans knew this property of olive oil. Before creating Pagı, we did a preliminary study at Topkapı Palace. We saw that there were seven olive oil production mills at the palace during the Ottoman Empire. In order to maintain the palace tradition, we selected olive oil as the raw material of the products."

The name of the brand also

means "morning" in the Ottoman language. "We would like to offer the freshness and naturalness of morning with the products," he said.

In the 250 products, including soap, body oil, perfume and shampoo, natural table olive oil from the Edremit region is used, he said. The brand has three series, Botanica, Spa and Professional. The Botanica series consists of personal care and cosmetics products, such as lotion, soap, peeling, cream and perfume, and is sold only in Pagı stores. Spa products are produced mainly for beauty and spa centers while Pagı Professional, which consists of hair serum, spray and manicure and pedicure care products, are produced for beauticians.

Soon, a special Pagı series including products such as hair and color preserver and under-eye mask will be produced, Erdem said. Noting that the production plants are

located in Istanbul and Edremit, he said: "We have a production team of 35 chemical engineers and technicians. Our monthly production capacity is around 25 tons."

Pagı has three stores in three shopping malls in Istanbul, namely İstinye Park, Astoria and Cevahir. There are even counterfeits of the brand on the market.

Metin Bahçecik, owner of Bahçecik Hairdresser, said he prefers Erdem's products for manicures and pedicures. "Many beauticians still prefer yellow soap for manicure and pedicure. For years, I visited several laboratories for the production of lotions proper for these operations, but nobody has been taken seriously. Zekai Erdem has met this demand. The Pagı lotion for hands and feet is a very precious material. It is anti-bacterial and softens the skin. We receive positive reactions from customers."



FATMANUR ERDOĞAN

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## Web transforms learning process

Every year, about 1.5 million Turkish students take the university entrance exams. Those who score at the top get to enroll at the best universities in the country. The ones who don't score as well don't go to the top schools, and many of them won't go to university at all.

The competition is incredibly intense, not because the top schools offer a uniquely superior educational experience, but because they offer a brand name the students can carry with them for years to come.

In the past, that brand name was practically a guarantee of lifelong prosperity and comfort. Students knew there would always be jobs waiting for them after graduation, and later in life, whenever they needed a new job, opportunities would pop up quickly.

But that perception isn't really true, at least not anymore. Take a look at one of the most popular features on the Wall Street Journal recently, the "Laid Off And Looking" blogs (blogs.wsj.com/laidoff). These blogs are a bold experiment in publicly chronicling the job searches of elite executives. The writers were top executives at some of the top companies in the world, and they are writing very personal accounts of the daily frustrations of their job searches. Look at some of their bios, and you'll notice they went to elite universities like Harvard, Stanford, and Yale, many of them graduating with advanced degrees like the MBA.

### Degree from a top university no longer a lifetime guarantee

What does their experience tell us about getting an elite education? It shows us that these days, graduating from one of the top universities might increase your chances of being asked to write publicly about your humiliation after you get laid off, but it won't keep you safe from the hatchet in the first place. A degree from a top university doesn't guarantee you a permanent spot in the economic elite anymore.

Fortunately, though, the flip side is that if you don't have that top university degree, you are no longer permanently locked out of the economic elite. The world is becoming more flexible and open, and that goes for education, too. In-school learning is slowly becoming a thing of the past, as more and more universities are making their courses available to the public online.

It's a freer learning environment, and anyone with the passion to learn and the motivation to go after their dreams can get access to advanced coursework now.

You might think the top universities would resist this trend, because when so many people are fighting for expensive spots in their classes, why would they give them away for free? I am glad to say, however, that the elite universities are actually at the forefront of this movement. For example, the Massachusetts Institute of Technology (MIT) puts all of its lecture notes, exams and videos online. That means if you want to take an MIT course in physics, or an MIT course in architecture, you can do so, and it'll be free.

MIT is not alone in this. Harvard, Stanford, Carnegie Mellon and over 200 other universities have joined this initiative. I personally took one of these online courses recently, a psychology class at Stanford.

There I was, a full-time working professional in Istanbul, and I was taking a course from one of the world's top universities, on my own time and in my own home, absolutely free.

I don't dismiss the potential value of attendance at and a degree from one of these universities. If you see yourself being employed by a company for your entire professional life, you will probably need that degree on your resume. However, be aware that even after you have worked so hard and spent so much money to obtain those credentials, they can no longer guarantee you the professional success and stability you are seeking.

For those ready to take a more entrepreneurial approach to life, remember that what really puts the top schools at the cutting edge is the creativity, curiosity and passion of their students and faculty. The web is remaking education, and entrepreneurial learners now have access to the same resources enjoyed by students at elite universities.

The future belongs to those who have the passion and the drive to take hold of those resources and apply them to their world.



Bloomberg photo

**ONLINE:** Debates on online networks could harm a company's reputation.

## Report focuses on risk of network sites

ISTANBUL  
Hürriyet Daily News

As the number of online social networks increases, the activity of employees on such portals becomes a source of concern for executives, a report by Deloitte has revealed.

The results of Deloitte's third annual Ethics & Workplace Survey, revealed tension between employers and employees around the use of social media. According to the survey, conducted on 2,000 employees and 500 top executives in the United States, 74 percent of respondents said they believe online social networks make it easier to damage a company's reputation.

"Such networks, which enable individuals communicate and share their knowledge and opinions with others, are constantly developing. With this strong phenomenon, the

lines between individuals' private and corporate identities are gradually disappearing," said Sibel Türker, partner at Deloitte Turkey.

"The concern about corporate reputation is also related to executives in Turkey, like those in the rest of the world. The new Deloitte survey, which reveals the aforementioned concerns, will offer a broad perspective for executives."

Among the respondents of the Deloitte survey, 74 percent said they agreed that networks such as Facebook, Twitter and Youtube, bear certain risks to brand reputation. Corporations are sometimes obliged to struggle against the incidents that damage corporate reputation. Online debates, suggestions and criticisms affect enormously a substantial proportion of the news on global brands.



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ARNAVUTKÖY: 260 sqm 4 bedrooms, full activities	\$6.500,-
BEBEK: 260 sqm apartment, 4 bedrooms, spectacular Bosphorus view, security, parking, terrace	\$9.500,-
BEBEK: (Maya Residence Compound) Luxurious apartments	from \$2.500,- up to \$15.000,-
BEBEK: 210 sqm apartment, 4 bedrooms, terrace, security, amazing Bosphorus view	\$7.000,-
BEBEK: 170 sqm apartment, 3 bedrooms, nice view, swimming pool, terrace, garden	\$3.900,-
BEBEK: 200 sqm apartment, 3 bedrooms, spectacular view, huge terrace, garden, swimming pool	\$5.500,-
BEBEK: 240 sqm apartment in a leafy compound, 5 bedrooms, swimming pool, balcony	\$4.000,-
BEBEK: 110 sqm apartment, 2 bedrooms, Bosphorus view, private wharf	\$5.000,-
BEBEK: 310 sqm Split Villa, 4 bedrooms, maids room, terrace, parking, swimming pool, Bosphorus view	\$6.500,-
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CIHANGİR: 140 sqm apartment, 2 bedrooms + study, terrace, spectacular Bosphorus view	€2.600,-
ÇIRAGAN: 210 sqm apartment, 4 bedrooms, terrace, Bosphorus view	\$5.000,-
EMİRGAN: 400 sqm Villa, 4 bedrooms, swimming pool, tennis court	\$5.400,-
EMİRGAN: 380 sqm Villa, 3 bedrooms, terrace, swimming pool, garden, garage	\$7.500,-
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ETİLER: (San Konaklar Compound) apartments, with all activities	from \$3.000,- up to \$6.000,-
GÜMÜŞSUYU: 210 sqm, 4 bedrooms, Bosphorus view	\$4.000,-
KEMER COUNTRY: Villas 250-800 sqm with all activities	from \$4.000,- up to \$12.500,-
MAÇKA: 120 sqm brand new prestigious apartment, 2 bedrooms	€2.000,-
ORTAKÖY: 160 sqm apartment, 3 bedrooms, swimming pool, garage, Bosphorus view	\$4.500,-
TARABYA: 400 sqm Villa within a compound, private garden and swimming pool	\$8.500,-
TARABYA: 650 sqm Villa, 5 bedrooms, 2 living rooms, private swimming pool and garden, indoor garage	\$8.500,-
TARABYA: 410 sqm Villa, 4 bedrooms, garden, swimming pool, Bosphorus view	\$10.000,-
ULUS: 340 sqm apartment in a compound, 4 bedrooms, maids quarter, garden, swimming pool, sea view	\$7.500,-
ULUS: 250 sqm apartment within a compound, 4 bedrooms, Bosphorus view, swimming pool	from \$3.000,- up to \$5.500,-
ULUS: (Compound) flats, 200-390 sqm with all activities	from \$4.000,- up to \$12.500,-
ULUS: (Platin Compound) Luxurious flats with all activities	\$7.500,-
YENİKÖY: 420 sqm Villa within a compound, 4 bedrooms, private garden, pool, tennis court	\$4.700,-
YENİKÖY: 140 sqm apartment, 2 bedrooms, garden, swimming pool, Bosphorus view	from \$2.000 up to \$6.000,-
ZEKERİYAKÖY: Villas with garden and swimming pool	

### FOR SALE

ÇENGELKÖY: A jewel on the water: 270 sqm, 6 bedrooms, garden, swimming pool private wharf \$ 3.975.000,-  
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