

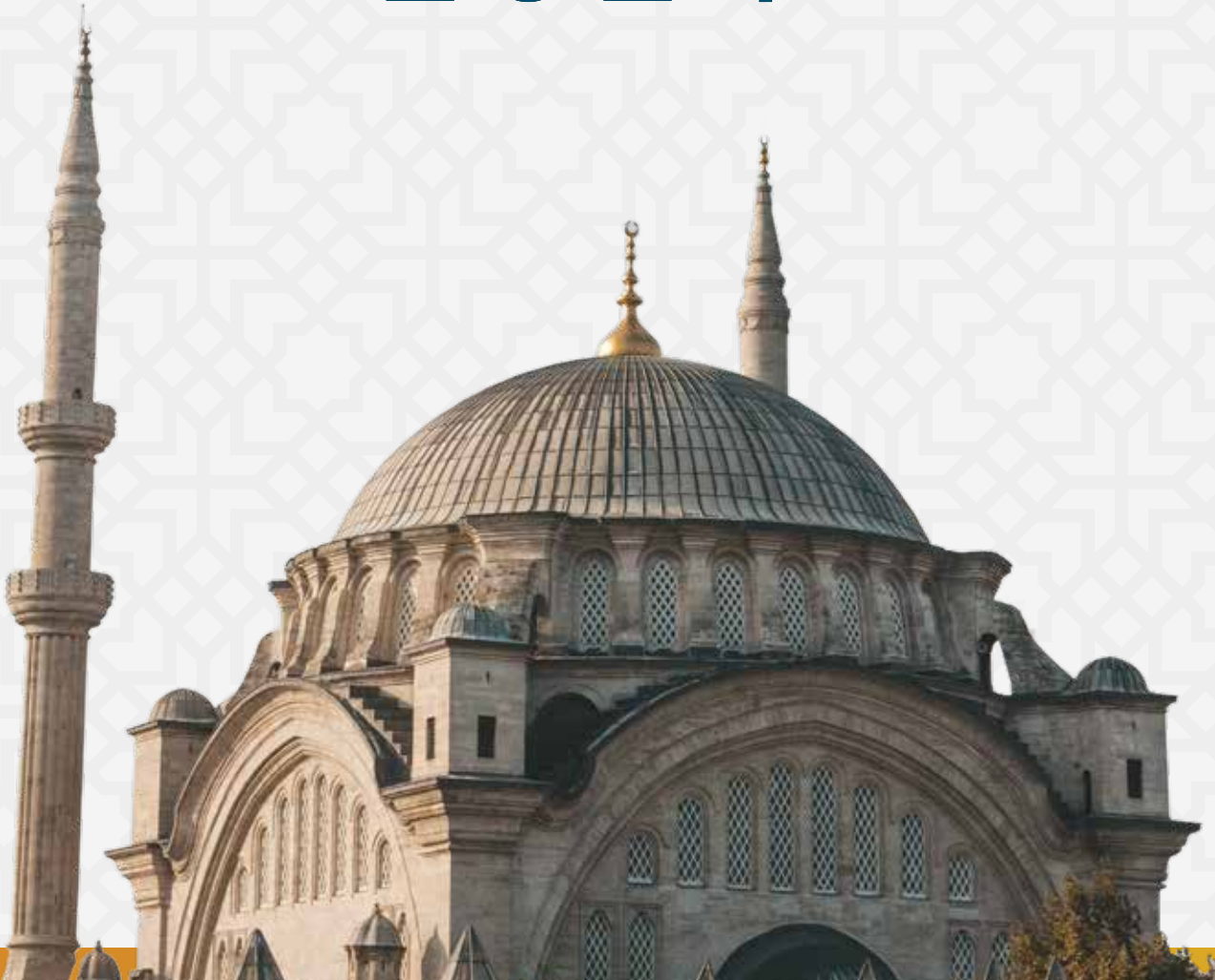


GLOBAL  
BUSINESS  
SYMPOSIUM

# YOUTH LEADERSHIP & BUSINESS FORUM TÜRKİYE

## EVENT REPORT

2024



# EVENT SUMMARY

The Youth Leadership and Business Forum Turkiye 2024 brought together some of the world's foremost business minds under one roof to explore limitless opportunities in the realms of entrepreneurship, business, and sustainable growth. Aimed at creating a collaborative environment, the forum facilitated discussions on global economic trends, emerging technologies, and innovative business solutions.

Moreover, the forum served as a platform for entrepreneurs, industry leaders, and young professionals from diverse fields to converge and exchange insights. Delegates had the chance to engage in high-level discussions, attend expert sessions, and participate in workshops that promoted mutual learning and capacity building. With a strong focus on Turkey's evolving business landscape, the event also provided avenues for networking, knowledge sharing, and discovering new business opportunities.







## WORDS FROM THE ORGANIZING COMMITTEE

*"We extend our heartfelt gratitude to all delegates, speakers, and partners who contributed to the success of the Youth Leadership and Business Forum Turkiye 2024. This event was born out of a commitment to provide a structured and meaningful platform for aspiring leaders, entrepreneurs, and business professionals to connect, collaborate, and grow.*

*Our goal was to create a conducive environment for dialogue and knowledge sharing across industries, which was successfully achieved. In addition to our efforts, the credit of this forum's success goes to our delegates, who actively participated, shared their perspectives and networked, making positive use of the resources provided to them".*

# ACKNOWLEDGEMENT

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Firstly, all our gratitude is for God Almighty, the divine power who planted the seeds of empathy in our hearts and allowed us to take a step towards finding new paths and guiding those intending on mapping the roads of development. As Napoleon Hill stated *"Whatever the mind can conceive and believe, the mind can achieve."* The Youth Leadership and Business Forum Türkiye 2024 successfully brought together a force of passionate businessmen, all focused on collectively learning the intricacies of sustainable development and economic security. GBS celebrates its success in binding people together in a field where competition leads the way.

We are humbled to have all our acknowledged partners right by our side as we navigated the paths of business and development. May God be with you in your future endeavors.





# THEME OF THE EVENT

*"Empowering Future Leaders: Uniting Global Youth for Sustainable Business and Innovation"*



## EVENT AIMS

- To ensure international partnerships among young entrepreneurs and industry leaders for innovative and sustainable growth.
- To equip future leaders with essential skills in ethical business practices, strategic communication, and adaptive leadership in today's World.
- To inspire collective action towards addressing global economic, technological, and social challenges.



# DAY 1

## ARRIVAL, MERCH DISTRIBUTION AND ORIENTATION SESSION

Delegates from around the world began their journey at the event with a warm welcome by GBS team. The organizing team ensured a timely registration process, with all delegates receiving their materials and credentials. After that, the delegates settled in and explored the venue, sparking anticipation for the interesting days ahead.



Moreover, the check in process also served as the first opportunity for participants to interact, fostering a sense of community and excitement as they prepared to dive into the event's agenda. Moving on, each delegate was provided with customized event merchandise, including notebooks, badges, and event agenda.

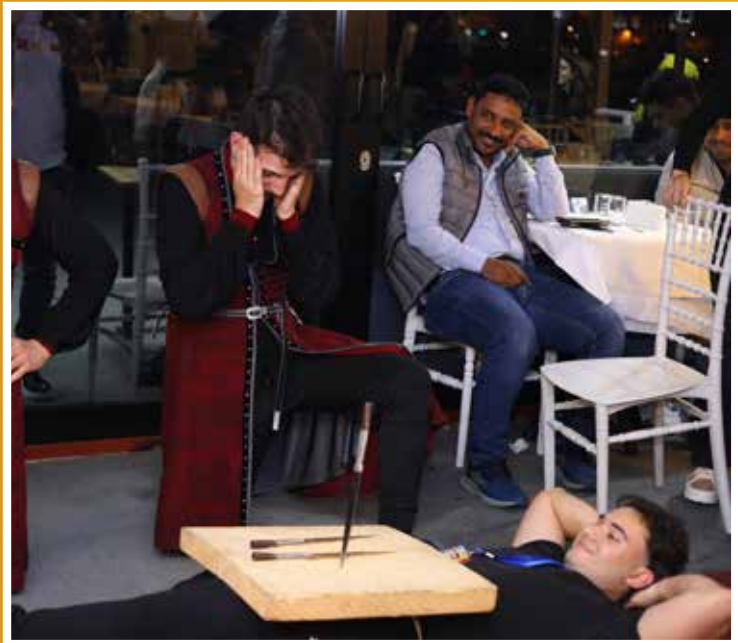




This was followed by the orientation session, where the organizing team outlined key aspects of the forum, from session highlights to networking opportunities. This introductory segment provided clarity on the forum's objectives, ensuring that all participants were aligned with the event's vision. Participants were encouraged to actively engage in discussions and contribute to the collaborative atmosphere, setting a vibrant tone for the sessions to come.

## SOCIALIZATION AND DINNER

To set an inviting and memorable start to the forum, delegates enjoyed a relaxing cruise dinner with incredible views of Turkey's scenic coastline. The setting created a perfect backdrop for casual yet meaningful conversations, allowing participants to bond over shared goals and diverse backgrounds. This social gathering not only showcased Turkey's natural beauty but also ensured an environment of open dialogue and cultural exchange. As the evening progressed, delegates built connections that would be instrumental in collaborative activities throughout the forum, creating a strong foundation of shared purpose.



# DAY 2

The welcome ceremony lit up the atmosphere with an incredible cultural performance, featuring a talented band mastered in trumpet harmonies, lively guitar riffs and daf beats, which set a positive tone for the day. Following that, a formal inauguration of the forum's purpose took place.



**Ms. Maria Shchur**, Project Manager at Tripletten Edtech acted as the host for the event and introduced the audience to the motto of Global Business Symposium, its successful ventures to date along with a briefing on the agenda of the day. Moreover, she set the tone for the second day of YL&BF Türkiye, by engaging the audience in ice-breaking activities and introduction sessions.



## WELCOME CEREMONY AND SPEECH BY **MR. USMAN AMJAD**

The welcome ceremony was a formal inauguration of the forum's purpose, emphasizing the importance of creating collaborative spaces for young leaders to explore new ideas. In his opening remarks, Mr. Usman Amjad, Managing Director of Global Business Symposium, spoke passionately about the event's mission to empower global youth and foster leadership skills. He highlighted the need for young entrepreneurs to address contemporary challenges,



underscoring the forum's role in equipping them with tools for sustainable success. His words set a motivating tone, inviting delegates to immerse themselves fully in the program's offerings.



## KEYNOTE SPEECH BY **MR. GERARD SEGHERS**

Mr. Gerard Seghers, the Trade Commissioner at the Embassy of Belgium, delivered an impactful keynote on

***"The Role of the Public Sector in Facilitating International Trade and Foreign Direct Investment".***



Drawing from his extensive experience, he emphasized how government policies and international cooperation are crucial in promoting economic stability and growth. Mr. Seghers encouraged delegates to view public sector engagement as a bridge to global opportunities, urging them to advocate for policies that support entrepreneurship. His insights resonated with the audience, offering a fresh perspective on how the public sector can shape international trade dynamics.



## EXPERT TALK BY MR. KORAY YITMEN

Next, the President of the Turkish Testing Board, Mr. Koray Yitmen shared his expertise on *“Leadership Essentials for Young Entrepreneurs in the Age of AI”*. His talk emphasized the transformative potential of AI in shaping future business landscapes, and he encouraged the delegates to leverage AI as a strategic tool. Mr. Yitmen outlined key leadership qualities essential for navigating the AI-driven era, including adaptability, ethical decision making, and innovative thinking. Through his words, delegates attained a deeper understanding of how to integrate AI into their entrepreneurial strategies, recognizing the importance of balancing technology with responsible leadership.



## WORKSHOP BY MISS ELIZAVETA VERHOVSKI

Miss Elizaveta Verhovski’s workshop, *“Sales are Oldschool: How to Sell in the Modern World Ethically and Effectively,”* offered a fresh perspective on sales approaches that align with contemporary market demands. Her interactive session covered ethical sales techniques that build trust and foster long term customer relationships.

Attendees explored strategies for understanding customer needs, communicating effectively, and creating value driven sales processes. Through real world examples, delegates learned how to navigate modern sales challenges while maintaining integrity, making this workshop a highlight of the day.





## SESSION BY MR. TARAGAY TOROS

In his session, Mr. Taragay Toros explored the concept of quality as a shared responsibility within an organization, emphasizing its impact on overall business success. His talk, titled *"Business and Quality, Quality is everyone's business and there are no areas in an organization not directly affected by quality"*, highlighted how every department in a company contributes to maintaining and is affected by the quality standards. Mr. Toros provided actionable strategies for building a quality centric culture, from continuous improvement initiatives to cross functional collaboration. Delegates gained valuable insights into the role of quality in driving customer satisfaction, operational efficiency, and brand reputation, inspiring them to prioritize quality in their ventures.



## COFFEE BREAK

The coffee break provided delegates a refreshing pause to reflect on the impactful sessions. Amid relaxed networking, participants were approached for feedback interviews, offering valuable insights into their experiences thus far. Delegates shared their thoughts on the interactive nature of the event,



praising the diversity of perspectives and the practical insights shared by each speaker. Many highlighted the forum's unique approach to connecting young leaders with seasoned experts, creating an open environment for knowledge exchange. The feedback session underscored the value of experiential learning in bridging global entrepreneurial insights with youth driven aspirations. This engaging break energized the participants for the sessions ahead, reinforcing a sense of community and shared purpose.

## DELEGATES GROUP WORK

The final session of the day was a group activity that encouraged delegates to tackle common entrepreneurial challenges. Working in teams, participants brainstormed solutions to obstacles such as market entry barriers, financial constraints, and competition. This col



laborative activity fostered a sense of teamwork and resilience, encouraging delegates to view challenges as opportunities for growth. By sharing diverse perspectives, each group crafted innovative approaches to overcoming obstacles, reinforcing the importance of creative problem solving in entrepreneurship. This exercise not only enhanced critical thinking but also strengthened connections among delegates

## CLOSING SPEECH BY **MR. KAMRAN ZAFAR**

Mr. Kamran Zafar closed the second day of Youth Leadership and Business Forum Turkiye through his closing remarks, where he highlighted the vital intersection of business and technology in the current world landscape. He encouraged the audience to adapt a strategic and ethical approach to technology



utilization to realize innovation and maintain competitiveness. Lastly, he emphasized that adaptability is crucial for young business leaders to be the masters of their fields. His words were appreciated and well-received by the participants.



## CLOSING SEGMENT & GROUP PHOTO

To conclude the day, delegates gathered for a closing segment that included reflections on the day's sessions, highlighting key takeaways and memorable moments. This was followed by an official group photo, capturing the energy and unity of the diverse group of delegates. As participants shared their experiences and insights, the closing remarks reinforced the day's themes of collaboration, learning, and leadership. The group photo served as a symbolic representation of the collective journey, reminding each participant of their shared commitment to driving positive change.



# DAY 3

## OPENING CEREMONY

The day began with a lively opening ceremony that set an optimistic tone for the sessions and activities to follow. Organizers welcomed delegates and underscored the significance of Day 3, with its emphasis on fostering innovative leadership and sustainable business practices. This gathering aimed to inspire participants to actively engage in discussions and bring forward their unique ideas. The welcoming remarks encouraged each participant to think beyond boundaries and collaborate toward mutual growth and a shared future.



## KEYNOTE SPEECH BY MISS RIKKE AGERHOLM

Miss Rikke Agerholm from the Royal Danish Consulate General delivered an insightful keynote on *“Responsible Business Conduct (RBC), Sustainable Development & Geopolitics.”* Her talk highlighted the importance of ethical business practices and the interplay between geopolitics and sustainable development. She emphasized that responsible businesses could drive positive change and make a global impact. Delegates left inspired by her call to integrate social responsibility as a core value in business, recognizing the essential role of ethics in today’s world.





# BUSINESS START-UPS PRESENTATION BY DELEGATES

Delegates had the chance to pitch their business ideas in a competition aimed at securing seed funding. This session enabled young entrepreneurs to showcase their skills while receiving valuable feedback from industry leaders. It allowed participants to build confidence, gain practical insights, and explore the potential of their business ideas. The atmosphere was filled with creativity as each team displayed innovative solutions, reinforcing the spirit of entrepreneurship among them.



## LUNCH BREAK

The lunch break offered a welcome pause, allowing delegates to recharge while networking in a relaxed setting. As they shared meals, conversations were initiated, providing insights into personal journeys and aspirations. This informal setting opened doors to potential future collaborations. In addition, the participants were willingly sharing their feedback with the media team, expressing about their experience so far. As the break was over, participants returned from the break with a renewed sense of connection and readiness for the sessions ahead.



## BUSINESS EXPO (EXHIBITION OF PRODUCTS & B2B MEETINGS)

In the afternoon, the Business Expo allowed the delegates to showcase their products and provided a space for B2B meetings, enhancing cross industry networking. Participants explored innovative offerings, interacted with diverse entrepreneurs, and engaged in insightful exchanges. This experience granted participants hands on exposure to practical business dynamics. Moreover, the expo encouraged them to form potential partnerships and visualize new avenues for growth.





## SESSION BY MR. AVUZ ÖZUTKU

Mr. Avuz Özutku, Chief Commercial Officer at TUNA Furniture, led an engaging session on *"Leveraging AI for Youth Leadership: Driving Innovation and Growth in Entrepreneurship."* His talk underscored AI's transformative impact on youth led enterprises and its potential to streamline operations. Participants gained valuable insights into AI driven growth strategies and were inspired to consider how technology could redefine business. This session served as a motivational call for young leaders to embrace digital transformation.



## ANNOUNCEMENT OF SEED FUNDING WINNERS

Following Mr. Özutku's session, the forum celebrated the announcement of Seed Funding Winners. These promising projects stood out for their originality, sustainability, and potential societal impact. The recognition of these efforts fostered a sense of achievement and inspired other participants to pursue their entrepreneurial visions.



This segment ended with a round of applause and encouragement for all, underscoring the forum's commitment to innovation and social progress.



## DELEGATES ONLINE FEEDBACK ACTIVITY AND BEST BUSINESS PRACTICES AWARD

The online feedback activity encouraged delegates to share reflections on best practices from the forum and the significance of the event's themes. This was followed by the Best Business Practices Award Ceremony, which acknowledged participants' innovative and ethical approaches to business. The award inspired others to maintain a high standard of ethics in their ventures, reinforcing the idea that business success and integrity go hand-in-hand.





## AWARDING CEREMONY

An awarding ceremony honored delegates for their active participation, highlighting those who exemplified leadership and teamwork. Certificates were presented, symbolizing each participant's role in making the forum impactful. A group photo captured this moment, signifying unity and the shared commitment to a brighter future. This gesture left participants with a tangible memory of the meaningful connections they had forged.





# CLOSING SESSION: CULTURAL PERFORMANCE AND ENTERTAINMENT

The day concluded with a vibrant cultural performance celebrating Türkiye's heritage, symbolizing unity in diversity. Participants experienced a showcase of traditional music, dance, and art, reflecting the event's spirit of global harmony. This memorable ending allowed participants to unwind, enjoy the local culture, and strengthen the connections made throughout the forum. The celebration inspired a sense of global solidarity, leaving participants with lasting impressions of both the forum and the host country.





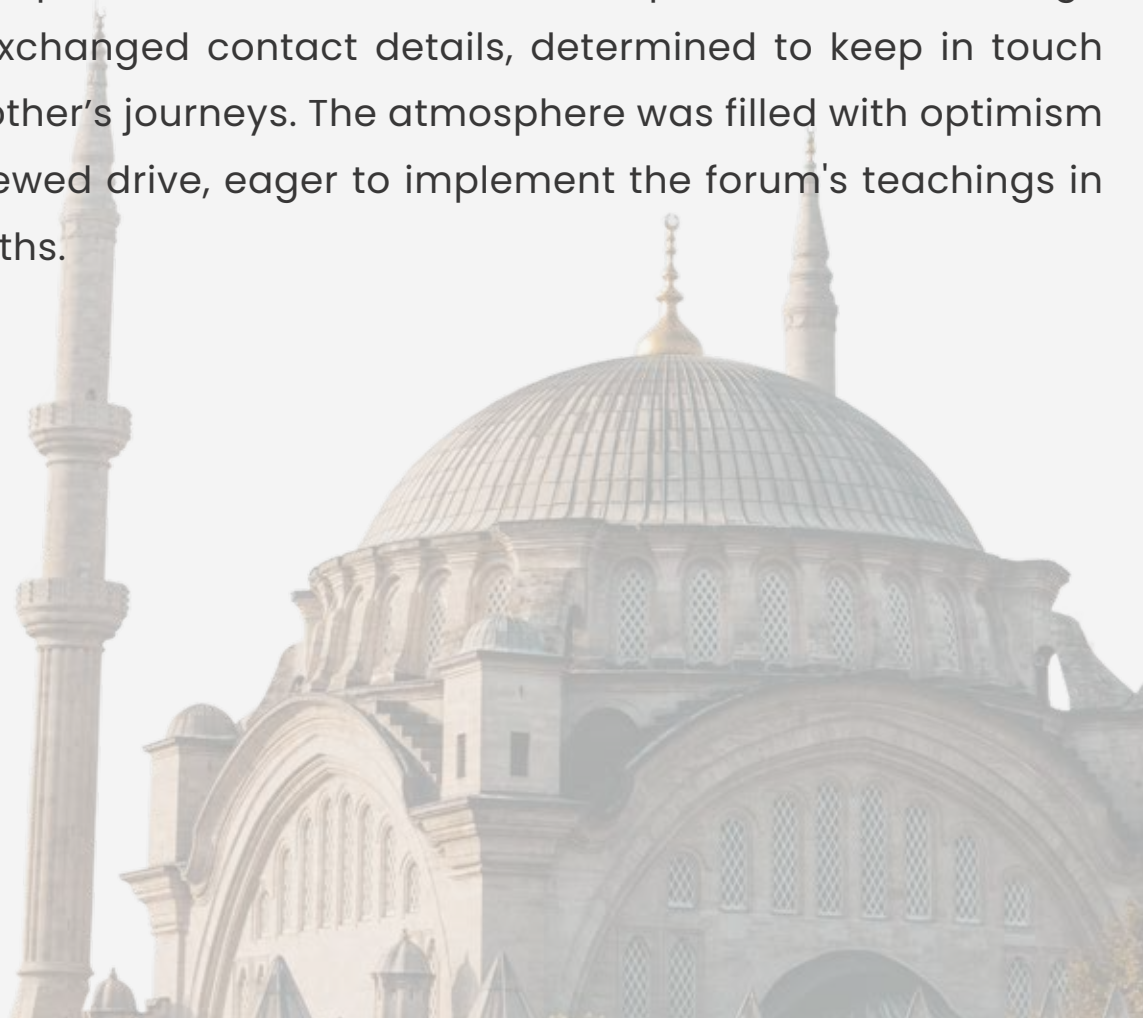
# **DAY 4**

## **FAREWELL BREAKFAST**

On the final day, delegates gathered for a farewell breakfast, an informal setting that encouraged reflection and mutual appreciation. Participants shared their most memorable experiences and expressed gratitude for the opportunities gained. This setting generated a spirit of unity, with delegates discussing their plans to apply the forum's lessons in their respective fields. The farewell breakfast served as a final opportunity to network and reinforce the global connections formed.

## **HOTEL CHECK-OUT AND GOODBYES**

After breakfast, delegates checked out of their accommodations, expressing warm goodbyes and gratitude toward the organizing team. There was a sense of fulfillment as participants reflected on the friendships built and knowledge gained. Delegates exchanged contact details, determined to keep in touch and support one another's journeys. The atmosphere was filled with optimism as they left with renewed drive, eager to implement the forum's teachings in their professional paths.



# EVENT TAKEAWAYS

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- Young entrepreneurs learned the value of integrating AI tools to enhance decision making, boost productivity, and drive business growth, positioning themselves competitively in the digital economy.
- Participants were encouraged to view quality not just as a function but as an organization wide priority, underscoring its direct impact on every area of business and fostering long-term success.
- Sessions highlighted the importance of transparent, trust driven sales strategies, emphasizing that building genuine customer relationships is essential in today's ethical, consumer focused landscape.
- Delegates gained insights into how the public sector can facilitate trade and investment, inspiring young entrepreneurs to explore cross border opportunities and understand governmental impact on business expansion.
- The importance of adopting Responsible Business Conduct (RBC) was reinforced, guiding participants to pursue sustainable practices that contribute to global stability and align with UNSDGs.

# EVENT ACHIEVEMENTS

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- The event successfully gathered diverse voices from different industries and regions, fostering a global exchange of innovative business solutions.
- By hosting leadership focused workshops, the forum empowered young entrepreneurs to drive positive change within their communities and industries.
- Selected participants received funding for their business initiatives, directly supporting emerging entrepreneurs with capital to bring their ideas to life.
- Through thematic discussions, the event emphasized the importance of aligning business practices with the Sustainable Development Goals, encouraging delegates to prioritize sustainability.
- The forum acknowledged outstanding business strategies through awards, encouraging delegates to adopt and implement best practices in their respective fields.