



# Come To Anatolia!

**Dear FCSI colleagues and friends, welcome to Anatolia!**

Where, I hear you ask? Anatolia. Geographically it encompasses the central uplands of modern Turkey, from the coastal plain of the Aegean Sea, east to the mountains on the Armenian border and from the narrow coast of the Black Sea, south to the Taurus mountains and the delightful Mediterranean coast. You will be more familiar with the name Turkey and the largest city, Istanbul.

The Turkish hospitality and catering industry is showcasing its professionalism at the 20th HOSTECH Exhibition from 28th March to 1st April 2012, at the Istanbul CNR Expo. Spanning an area of more than 55.000 m<sup>2</sup>, HOSTECH by TUSID is expected to bring together 550 companies from 6 continents with 45,000 professionals mainly from the Middle East, Commonwealth of Independent States (CIS) and Western Europe.

TUSID – the Turkish Foodservice, Laundry & Service Equipment Manufacturers and Businessmen Association – are the main sponsor of the exhibition and with the support of FCSI EAME, will bring a professional business programme to the Exhibition with the participation of

more than 20 consultants during the week of activity.

Many of you will not be familiar with Turkey or Istanbul, and by way of introduction, I want to give you a "flavour" of this wonderful country. It is very hard to tell a simple history of the country, due to the complex development of the region, but I hope you will consider joining us at the HOSTECH show this year, or for the FCSI EAME Conference in Istanbul in May, 2013. I can promise you it will be another outstanding conference for our society. Read on, drift into the world of Anatolia, and come and join your colleagues!

The history of Anatolia, the westernmost protrusion of the continent of Asia, starts as far back as the Paleolithic (Early Stone) Age, 60,000–10,000 BC. To the design members of our Society, they think that means before CAD, but we know better!

There are many examples in museums and galleries of the first stone tools found across a wide area of Anatolia, and there are countless more still buried, biding their time until they reveal more about early human life in the region.

Civilization in Anatolia was started by the Hatti

# HOSTECH – Why you should be there

- The high value of the euro against the U.S. dollar, the low-cost of all-inclusive travel packages and direct charter flights from major European cities to the country's main resorts, attract travellers from the European Union and the former Soviet Union.
- Istanbul and Antalya are among the world's most visited cities.
- State-of-the-art conference and exhibition venues, experienced professional exhibition and congress organisers, combined with the city's fabulous history and natural beauty makes Istanbul an exciting destination for visitors from all around the world. World class shopping and eating ensure the visitor is very well looked after.
- The Turkish hospitality and catering sector is showcasing its skills and professionalism at the 20th International Hospitality Technologies Exhibition at the Istanbul CNR Expo. Organized by Sine Trade Fairs, HOSTECH spans more than 55.000 m<sup>2</sup>, and is expected to bring together 550 companies from six continents with 45,000 professionals mainly from the Middle East, (CIS) Commonwealth of Independent States and Western Europe.
- The Main supporter of the 20th Hospitality Technologies Exhibition will be TUSID (The Turkish Foodservice, Laundry & Service Equipment Manufacturers and Businessmen Association). FCSI EAME will be fully supporting the exhibition, and will have over 20 consultants visiting during the week of activity.

## FCSI EAME at HOSTECH

- FCSI will have a stand at the event
- There will be an opportunity to "meet the consultants" and visitors will be able to have a series of one-to-one sessions with providers and suppliers in the region
- A "walk-in" clinic will provide advice for those who need a consultant's expertise

## HOSTECH by TUSID March 28–April 1, 2012

people, between 2,500–2,000 BC. Small principalities or dwellings were formed around the fortified towns. On the instructions of Ataturk, the first President of Turkey, excavations at Alacahoyuk revealed the first Chalcolithic level followed by early Bronze Age settlements. 13 royal burial graves were found containing golden crowns, buckles, jewellery, drinking vessels and bronze sun discs. At Horoztepe the findings dated back to 2,300 B.C. and included metallic fruit dishes, spouted jugs, mirrors and musical instruments. **So, if you want history, Anatolia has it!**

Many of the buildings that you see today are a combination of structures from the Hellenistic period and those of the Roman period. When Rome was divided into two in the year 395 A.D, Anatolia was left in the possession of the Eastern Roman Empire. The most important works of art belonging to this Byzantium Empire, as it was briefly called, can be seen in the Hagia Sophia, Chora and Hagia Irene. The exquisitely beautiful Anatolia mosaics are found here. **So, if you want Art, Anatolia has it!**

The Seljukians, who had defeated the Anatolia people in 1071, took possession of the whole of Anatolia gradually. Madrasah, with its magnificent stone doors, caravan-

serai (inns) and mosques, survives from the time of the Seljukians. Many caravanserais, built in order to provide stopping places for the caravans, and monumental tombs, are still imposing sights. **So if you want ancient monuments, Anatolia has it!**

After the Mongol invasion, the principalities formerly under the control of the Seljukians, in some areas declared themselves independent. One of these was the Ottoman principality, which declared independence in 1299. It became more powerful and enlarged its territory eventually becoming an Empire. The Ottomans ruled over Anatolia for 600 years between 1299 and 1923. During that period, the great Architect Sinan left behind magnificent buildings such as the Mosques of Selimiye, Suleymaniye, Sultanahmet and many palaces and fortresses. **So, if you want architecture, Anatolia has it!**

In 1923, Ataturk declared the nation the Republic of Turkey, and the fledgling country elected its Grand National Assembly and drew up a constitution. Ataturk exercised his authoritarian power to create a modern, progressive state. He set about educating the people in a more liberal approach with democratic ideas and thinking. He declared Turkey a secular state and separated religious



and state affairs. A European civil code, drawn from several countries, replaced the Moslem Koranic law. He gave women full political and social rights. He also abolished polygamy and harems. He prohibited the wearing of the fez – a tasselled, cone shaped traditional hat, and ordered men to wear western headgear. He decided all Turks should have surnames, not previously seen in Turkey, where people were previously known by their occupation. **So if you want inspiration for a modern way of living, Anatolia has it!**

Ataturk started a nationwide system of compulsory education, set up the beginnings of a modern industrial system, and built a modern European-style capital in Ankara. In 1927, the State Art and Sculpture Museum opened its doors. Highlighting sculpture, a little practised art form in Turkey, owing to the Islamic tradition of avoiding idolatry. Kemal believed that “culture will be the foundation of the Turkish Republic,” and described modern Turkey’s ideological thrust as “a creation of patriotism blended with a lofty humanist ideal.” He included both his own nation’s creative legacy and what he saw as the admirable values of global civilization in one place. He even unveiled a plan to im-

plement a new alphabet for the written Turkish language based on a modified Latin alphabet. The new Turkish alphabet would then serve as a replacement for the old Arabic script and a solution to the literacy problem in Turkey.

Today, Turkey has a thriving, vibrant economy, with neighbour states all rapidly developing their manufacturing and tourist businesses. You can appreciate now that there is much to see, and much to do, in this wonderful country. However, the very best reason for you to come to HOSTECH or to the FCSI EAME Conference in 2013 is the massive business opportunities that can be found here. Hospitality is one of the leading industries and creators of jobs and revenue, and FCSI members have a strong part to play in this. **So, if you are interested in new business, Anatolia has it!**

I look forward to welcoming you to Anatolia – the biggest country you have never heard of!

#### **Monumental statues on Nemrut Dağı.**

**In 1987, Mount Nemrut was made a World heritage site by UNESCO.**

Serdar Sağlamtunç  
*FCSI Professional Member and FCSI EAME Trustee*