



## Turkey-U.S. Business Council's Florida State Committee Hosts Networking Lunch in Miami

**Miami, Florida (February 6, 2020)** -The Turkey-U.S. Business Council (TAİK) held its second annual "Florida-Turkey Business Connection: A Networking Lunch" on Tuesday, February 4th, attracting over 150 prominent Turkish and American businesspeople. The event was hosted by TAIK's Florida Chairman Cuneyd Zapsu at East Miami Hotel.

Kicking off the event, Turkish Consul General in Miami Burç Ceylan said connecting business leaders in both countries will strengthen bilateral relations between Turkey and the U.S. and open doors to lucrative markets for entrepreneurs on both sides of the Atlantic. He added that both countries share a longstanding business relationship and highlighted several Turkish-born entrepreneurs who have grown successful businesses in the U.S. and embody the American dream.

Chairman Cuneyd Zapsu also spoke at the event, saying that the TAIK Florida State Committee's top priority is deepening the economic bonds between the Turkish and American business communities. He added that Turkish businesspeople are eager to invest in the U.S., which will create jobs, build the economy and help communities thrive. And American entrepreneurs should consider Turkey to be open for business as well as Turkish markets carry significant upside that is – for the most part – untapped.

### Hamdi Ulukaya: The rules of business need to be rewritten

Chairman Zapsu spotlighted the story of Chobani Founder and CEO Hamdi Ulukaya who came to the U.S. and built a successful yogurt business as an inspiration and example of the possibilities.

During an interview at the conference, the Chobani founder highlighted the importance of local communities, saying, "Business and money can be extremely powerful tools for so many different reasons, but the rules of business and the rules of CEOs need be rewritten." He argued that company leaders need to start shifting their focus from spreadsheets and financial reports to contributing to their local communities.

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