

THE BRIDGE OF FRIENDSHIP





BURCUM UZUNOĐLU

Pharm. Burcum Uzunoğlu, a member of the Association of Medicine Awareness and Rational Drug Use has extensive experience on rare diseases and orphan drugs. During her 7 years career at Celgene International as the Director of Regulatory Affairs and Market Access, she focused primarily on orphan drugs and led numerous projects focusing on the National Orphan Drugs Guideline in collaboration with key policy makers, including the Ministry of Health and the Social Security Institution. She also served as a co-chairman of the Association of Research-based Pharmaceutical Companies' (AIFD) Orphan Drugs Working Group where she supported the development of the National Orphan Drugs Guideline. Throughout her career on rare diseases and orphan drugs, Ms. Uzunoğlu attended conferences and workshops where she presented to healthcare policy makers on regulatory and market access issues related to orphan drugs.

Ms. Uzunoğlu has 15 years of experience in regulatory affairs, pricing, reimbursement and corporate affairs. She has more than 15 years of experience working with regulatory bodies such as the Social Security Institution, Ministry of Finance, Ministry of Health and Turkish Medicine and Medical Device Agency. Prior to assuming her position at Celgene International, Ms. Uzunoğlu worked as the Regulatory Affairs Manager at Berko Pharmaceuticals between 2008 and 2009, Clinical Research Manager at Bilim Pharmaceuticals between 2005 and 2008, Technical Specialist in Nobel Pharmaceuticals between 2004 and 2005. During this period, she built extensive knowledge of and experience in generics industry. In her early career, she held Product Development Specialist position at Fako Pharmaceuticals and Business Development Specialist position in Deva Holding.

Ms. Uzunoğlu earned her Bachelor's Degree from the Faculty of Pharmacy at Hacettepe University. She continued her studies in the same faculty for her Master's Degree in Pharmaceutical Technology until 2000. She attended the Business Administration Program at Yıldız Technical University in 2001. She completed the program of Global Management and Marketing and earned her MBA degree from Bahçeşehir University in 2008.

In 2015 Ms. Uzunoğlu founded Rx Corporate Communications which caters to all parties within the pharmaceutical industry. Rx Corporate Communications offers consultancy services in the area of healthcare through mutual cooperation and coordination thus producing patient oriented and long-term solutions by focusing on Government Engagement, Strategic Market Access, Commercial Diplomacy and Investment Projects.

Ms. Uzunoğlu has been assigned as Ankara Delegate at American Turkish Business Development (ATBD) Council on September 2018.

What are your opinions on Turkey's geopolitical importance?

Turkey is a state founded on the Anatolian geography as a reminder of an empire. Turkey's geographical location is located in the northern hemisphere. It is surrounded by seas on three sides and has an inner sea. It is located where Asia and Europe meet.

Turkey has been always a crossroads throughout history. Its geostrategic importance is indispensable. Its geopolitical significance is based on the following elements;

Connects Europe and Asia.

It is located in a region closest to Europe, Asia and Africa.

It's three sides are surrounded by seas.

It is at the crossing point of world economic power and energy transfer.

Although it is located in the continents, it has straits and open seas.

It is the strongest country of the Balkans, the Caucasus and the Middle East.

Agriculture and livestock farming power is developing based on industry.

It is a country with very important underground and aboveground energy raw material resources.

As an industrialized country, it is neighboring with not industrialized countries with important energy resources.

Turkey's social and cultural power, is affecting also the entire world, depending on its population.

Would you evaluate Turkey's economic potential and the macro-economic targets?

Although Turkey is one of the world's largest developing markets with a young and growing population of 82 million, the high and chronic inflation in the past thirty years has made Turkish markets more fragile than other emerging market economies. While chronic high inflation and budget deficits were two major problems that prevent the country from using its full potential, at the beginning of 2000, the government initiated a three-year inflationary program supported by the International Monetary Fund with a Stand-by agreement. Contrary to the previous ones, this program had the necessary political support and will, and the most important feature was the way forward thinking. Other than that, the first time Turkey had launched a comprehensive program to combat such inflation. Furthermore, before the program was

announced, the government had taken precautionary measures and took very serious measures in structural areas.

This development reduced the interest burden on the budget in the long term and regressed the share of domestic debts in the GNP.

Macroeconomic Size 10 Years Previous Targets and the Current Achievement has been achieved as follows;

| | Growth Rates % | Sectoral Breakdown of GDP Billion \$ |
|-------------|----------------|--------------------------------------|
| Agriculture | 7,6 | 6,2 |
| Industry | 10,2 | 19,6 |
| GDP | 5,2 | 7,4 |

Could you talk about the importance of Turkey for the world based on your above evaluations?

If we are to address the most important topics, Turkey is in the region where Africa, Europe and Asia intersect, and the location of these three continents is the closest to each other. The value of Turkey which is the focus of attention of the whole world throughout history, the reflects of the national parameters to the Turkish Foreign Policy, the importance of Turkey in the European Union in the historical process

are obvious and known by everyone. When considered in terms of national power parameters, Turkey is situated in the center of world power. The national power of the states is evaluated by various parameters. One of them is economy. Turkey is the world's 16th largest economy today. One of the most important reason for Turkey's non-acceptance as a member of the EU is in fact, its strong cultural economy. Another parameter of the national power of the state is military power. When the number of personnel taken into account, Turkey is the world's largest 5 to 8th country in the world and NATO's 2nd country. The Turkish Armed Forces command level has a high level of education, training and experience. Turkish Air Forces and Turkish Navy are among the most advanced forces of the region. The Turkish Air Force has a worldwide power. The Turkish Navy is the dominant force in the Black Sea and one of the leading forces in the Mediterranean. The Turkish Armed Forces have an important place with modern and sophisticated weapons systems, continuous modernization projects and processes. It is possible to say that the Turkish Armed Forces is an important force for the world and it is the most important instrument in its foreign policy.



Could you talk about the importance of Turkey for US based on your above evaluations?

Turkey is a regional power, it is a country in the Middle East that has the power to determine and influence the policy. These features put Turkey in a strategic position for United States.

Considering global interests, secular and democratic Turkey is an important and indispensable ally to United States.

According to you, what is the importance of US both for Turkey and the world?

United States is a global power, as Turkey is a regional power in the Middle East hinterland of great importance to the United States.

Both countries are of great importance for the newly designed world balances and peace.

How do you see the future of Turkey-US relations and how do you expect them to develop? What are your future expectations regarding the bilateral relations?

The Brunson case has become emblematic of U.S.-Turkish tensions, but the bilateral relationship has fractured over other issues on which

the two countries hold fundamentally incompatible positions.

The countries remain always partners, but the relationship is especially contentious, raising the degree of some difficulties for Turkey. The following three issues may have big importance for Turkey:

Syria, the Kurds and Refugees

Aftermath of Attempted Coup: Gülen and Detainees

Sanctions

The sanctions will remain important until October 12. A resolution of the Brunson case could play a role in signaling a return from crisis.

The United States re-imposes additional Iran-related sanctions in November; Turkey's oil purchases from Iran will become a focus for U.S. enforcement and a source of bilateral tension. In contrast to the Countering America's Adversaries Through Sanctions Act (CAATSA), the hard line the administration has taken against Iran may make it difficult to avoid sanctions against Turkish banks and companies if Turkey continues to refuse to reduce its oil purchases. The United States has asked for zero purchases, but that could be impossible for Turkey, creating another need for ambiguity in a relationship that otherwise would benefit for clarity.

The symbolic sanctions and political risks will be resolved mutually by the political channels once the American elections in November 6 are over. United States always demonstrated flexibility in sanctions for allies such as Turkey, the problems between the two countries will be solved by conducting diplomatic channels.

What duties do politicians, business associations, press organizations and business people have on the increase of friendship between the two countries?

I would like to give my answer to this question not with a diplomatic or bureaucratic way, but with the wishes and feelings of billions of people living in the world on behalf of all humanity.

If a strong bond between the two countries is to be established, all relevant organizations should successfully undertake an effective mission and vision to protect mutual cultural heritage, on the other hand, social, economic, cultural and commercial multidimensional research and studies on the mutual win-win principle of the two countries should be done. Because the main common values of societies and all beliefs are the steps taken on behalf of humanity. If these steps are taken out in a healthy way, inter-country dialogues will be more

effective and much more successful in all negativities in war and peace time.

According to this situation, State authority with its moderate diplomacy; all relevant organizations, such as NGOs, Associations, Councils, should establish their Business Plans and implementable experimented projects accordingly. In addition, communication channels should be used in a fluent and constructive language to this end.

Would you evaluate the mission and the work of the ATBD Council in this regard?

ATBD Council has an important mission such as; the attraction the global attention, global investors and global brains to Turkey, the creation of required ecosystems and the creation of necessary infrastructure for innovation, the evaluation of the commitment made in line with the Turkey's strategic objectives and the contribution to the creation of awareness about opportunities in Turkey.

The foreign trade volume of Pharmaceutical Industry, which is in the second strategic importance after Defense Industry, is 1.1 trillion US dollars. In the world drug trade, Turkey is 22nd importer and in the 35th exporter positions. Turkey's share in world exports in the pharmaceu-



tical sector is 0.17%. In 2018, 28.7 billion TL of pharmaceutical budget consists of approximately 33% of the Turkey's total health expenditure budget of 87.2 billion TL. Among the drugs in reimbursement, the ratio of biotechnological and biosimilar drugs in number is 3% and in 2017, these drugs accounted for 19% of total pharmaceutical expenditures, both in Turkey and abroad.

The Prioritization of the pharmaceutical sector as a strategic sector in the 10th Development Plan and Transformation Programs, The Development of Pharmaceutical Industry and Biotechnology Strategies and within the framework of preparations for the 11th Development Program; the vision of **“To increase the competitiveness of the pharmaceutical industry in the global market and to move our country to a higher position in the world drug chain”** points to common mind and will.

10th Development Program has identified three main objectives for the Pharmaceutical Sector:

60% of domestic pharmaceutical needs are met by domestic production

At least 1 original product discovery up to 2023 and/or Development of the drug base research infrastructure for repositioning of 2 present molecules in different indications

Annually 25% increase of Turkey's share on the basis of global clinical research investments and the number of clinical researches carried out.

For the first of these 3 main objectives, very intensive studies were carried out. In this context, in the scope of the Localization Project in drug, it was predicted to contribute to Turkey's economy about TL 6.1 billion and with the contribution of 2.85 billion TL so far, the project has

started to have positive effects on public finance budget. Now, within the scope of the other two main objectives, focused on R & D and studies are carried out meticulously. The “National Drug Project” initiated with the request of the President, High Excellency Recep Tayyip ERDOĞAN, is carried out under the leadership of the ATBD Council and on the other hand, the studies and the coordinations are going on between Turkish Scientists working in the United States and Turkey smoothly and rapidly.

Anything to kindly add...

The current crisis between the United States and Turkey is a severe crisis never happened before in the history of relations between Turkey and United States. Turkey will overcome this crisis with a rational approach, its national policies and national stability by executing diplomatic channels that are always open between the two countries.

The fundamentals of Turkey’s economy remain solid and continue to present opportunities.

