

Demet Sabancı Çetindoğan

Mrs. Demet Sabancı Çetindoğan, who is the President of Mediasa Broadcasting Group Company (ZTV, Fashion TV, Fashion Magazine and World Travel Channel) and vice-chair for Demsa Group Directors, is married with three children. She was born in Adana. She studied in the Anatolian College of Adana and later continued her studies at the Business Administration Department of Richmond College in London. Because of her interest in textiles, she started her business carrier in TekSA, which is one of the SABANCI family businesses and had various duties in different departments.

She is also the owner and Head of the Board of Directors of Onkim Stem Cell Technologies Inc. which is located in Istanbul Technical University Ayazaga Campus, has a storage and production facility of a competency level that can provide R&D support to National and International institutions.

She has founded MediaSa Broadcasting Company in 2006. The company licensed the rights of Fashion TV, one of the most popular thematic TV Channels in the world, for the territory of Turkey. Since then, a quarterly style, luxury and celebrity publication Fashion TV Magazine, is published and distributed by MediaSa Broadcasting Company.

She is also the Vice President of Turkish Businesswomen Association (TBWA) and the President of the Executive Council of Creative Children's Association (CCA) and member for WAAS (World Association of Art & Science).



"It is very important to seize the opportunities in the road leading to success."

She summarized shortly business potential of the Demsa Group: "Demsa, who offered the worldwide known brands of the world to the choice of Turkish consumers in 2000 with his exclusive concept of service, is today the Turkish Representative of 13 international brands: Harvey Nichols, Gianfranco Ferre, Just Cavalli, Ice Iceberg, M Missoni, Marc Cain, D&G, Gerard Darel, Guess, Fornarina, Laura Ashley, Mothercare, ELC, Charles & Keith. We are working together with important compa-

nies in Europe and United States with fabrics having high value added. We are active in the market with regional offices. We are continuously in collaboration with fashion designers living outside Turkey. This is because we do not leave the trend of the fabric just to a guess, but search for professional opinion. To compare to our competition, with the prior determination of raw materials, paint, chemicals and the finish we provide a maximum economy, which is an important factor in reaching our target."



Demsa Collection, begun in a professional sense approximately 13 years ago by her husband, Mr. Cengiz Çetindoğan. Demsa Collection was officially established as a department under the Demsa Group in 2006, and now the Demsa Collection is the base of a project of transforming a private collection into a public museum.

She is also summarized shortly the activities and future plans of the Demsa Collection: "Our collection consists of two main sections. The first section embodies rare and valuable works such as calligraphies, the hilyes and the Korans from the Ottoman period. The second section is made up of classical, modern and contemporary works, ranging from the earliest examples of canvas painting from the late 19th century to today. The museum will be located on the Golden Horn: the famous historical peninsula with a unique geographical charm and beauty. Being a major port, the Golden Horn region has always acted as a cultural centre since the Byzantine period. Today it is becoming a museum island surrounded by universities and museum buildings. The museum's architectural project will be handled by international awards winning architect Zaha Hadid. It's of major importance that the museum will be the first building in Turkey being designed as a museum building. The system will be built by GCAM professional consulting firm. Considering all these aspects, there is no doubt it will fill the void for a reference museum in Istanbul."

Regarding MediaSa Broadcasting Company and ZTV she stated: "ZTV is launched in June 2007 in Turkey as part of MEDIASA Broadcasting Company; ZTV strives to offer equal opportunity in education by supporting the students who prepare for the national entrance exams, as well as primary and high school equivalency exams. Since its inception, ZTV has determined its broadcasting policy as an education and youth channel with the goal of helping millions of people who devote considerable time and effort to succeed in SBS (High School Entrance Exam), YGS & LYS (University Entrance Exams) and KPSS (Public Employee Exam), A?O (Primary School Equivalency) and AOL (High School Equivalency Exam)."

"The students, irrespective of where they may be located, can alleviate their academic deficiencies by following all the courses in the Ministry of Education curriculum as well as problem solutions aired at ZTV channel. The aired courseware can subsequently be accessed through www.ztv.com.tr in Turkey; the quality of education varies from state to state, region to region. At this point ZTV provides 'EQUAL OPPORTUNITY IN EDUCATION'. In addition to broadcast which can be accessed even at the most remote regions via satellite, more than 700,000 courses per month are watched on demand at the web site. Furthermore, on demand real time mock tests are provided at www.ztv.com.tr"





"Most of ZTV airtime is devoted to course-work. Courses such as Science and Technology, Social Sciences, Mathematics, Physics, Chemistry, History and Foreign Languages are taught by experienced educators and supported by visual graphics to facilitate learning. English, French and German language courses and Primary/High School Equivalency courses are prepared by the Ministry of Education. Aside from educational programming which constitutes its primary objective, ZTV also airs programs that present a cross section of social life and arts. Part of the broadcasting is dedicated to programs such as Knowledge Competition, Debate Competition, Talent Competition, Chess Training, Jewellery Design, Trends in Technology, Child and Youth Psychology, Life Coaching, Career Guidance, Success Stories, University Tours, Music, Fashion, Healthy Cooking, Environmental and Animal Documentaries, Travel Documentaries."

"The positive and supportive comments received either through e-mail or phones clearly show that ZTV has been discovered and is being followed carefully by students who are preparing for one the national exams, and by those who are trying to supplement their current coursework in Turkey and abroad. ZTV is on TURKSAT 3A Satellite and on D-Smart Digital Platform."

She also informed us the below Projects realized by MediaSa Broadcasting Company: Fashion TV Summer Greeting Party 2006 Istanbul, Miss FTV Beauty Contest 2006 Antalya, Fashion TV Fashion Awards Ceremony 2007 Istanbul, Fashion TV Summer Greeting Party 2007 Istanbul, Miss FTV Beauty Contest 2007 Antalya, Fashion TV Fashion Awards Ceremony 2008 Istanbul, Fashion TV Summer Greeting Party 2008 Antalya, Miss FTV Beauty Contest

2008 Istanbul, Young Designers Contest 2008 Istanbul, 2008 Fashion TV Lady Riders Cup Istanbul, Fashion TV Summer Greeting Party 2009 Istanbul, Fashion TV "7 Locations, 7 Fashion Designers".

She also added: "Fashion TV broadcast a number of collections designed by the most famous fashion designers of Turkey exclusively for these projects, as set in historical and natural locations of this country, to promote the Turkish tourism, fashion designers and culture in the worldwide."

Finally she gave us the information regarding her new business venture, World Travel Channel: "World Travel Channel will be launched in the first quarter of 2011. The content of World Travel Channel will be informative and entertaining. It will include

travel documentaries, travel guides and ideas, faith tourism, famous locations, outdoor sports, health tourism, shopping and technology programs. During live broadcasts, in order to induce the viewers an urge to travel, a region's history, culture and natural beauty will be explored along with hotels and other establishments of the area. Fascinating documentaries will take viewers around the globe to explore local attractions and cultures. World Travel Channel will broadcast to several regions around the globe and will be in a multi-language format. Initially the broadcasts will be in Turkish, English and German languages', Russian and Arabic broadcasts will start in coming months. World Travel Channel will also provide travel services through its call centre and web site. World Travel Channel's mission is to increase travel activities around the globe."

