

# SME Finance Forum: AKBANK Immersion Visit

Istanbul | 12-13 March 2025

## AKBANK STUDY TOUR

Featured program (Mar 12-13, 2025)

As part of its knowledge exchange program and migrate best practices for SME focused institutions, the SME Finance Forum organizes "Immersion Visits" to good practices institutions so its members can learn directly from the hosts about their successful business models, impactful innovations in helping and serving their SME clients as well as their transformational experiences given recent technological advances

The SME Finance Forum is organizing our next immersion visit to Istanbul, Turkey on March 12-13, 2025. AKBANK T.A.Ş. was established in Adana on January 30, 1948 as a privately-owned commercial bank to provide resources and support to the local cotton producers, with the purpose of carrying out all kinds of banking transactions and performing any kind of economic, financial and commercial attempts and activities that are not prohibited by the Laws of the Republic of Turkey.

## Unlock Transformative Insights at AKBANK: An Immersion in Excellence



Step into the world of **AKBANK**, a leader in SME finance, where sustainability, innovation, and customer-centricity drive groundbreaking solutions. This immersive visit offers a unique opportunity to explore how AKBANK blends cutting-edge technologies with a strong commitment to responsible banking, setting new benchmarks in the global financial landscape



Participants will gain exclusive access to AKBANK's expertise in **investment banking**, learning how the institution supports transformative projects and sustainable economic growth through innovative financing models. You'll also dive into AKBANK's **credit analytics and underwriting frameworks**, which leverage advanced data insights to optimize risk management while expanding access to credit



The program highlights AKBANK's efforts in **digital design and innovation**, offering a firsthand look at how the bank integrates technology and human-centered design to deliver seamless **customer experiences and service design**. From enhancing client engagement to driving loyalty, AKBANK's customer-centric approach is a masterclass in designing services that meet evolving needs of the MSMEs



Finally, participants will explore how AKBANK embeds **sustainability** across its operations, from supporting green financing initiatives to aligning with global environmental and social standards. This visit is an invaluable opportunity to connect with AKBANK's leadership, gain actionable insights, and re-imagine your own strategies in banking, innovation, and customer experience.

Join us for this one-of-a-kind program to immerse yourself in AKBANK's ecosystem and learn how it continues to lead in shaping the future of SME finance



**1.9** trillion TRY  
total assets



**369,562**  
registered merchants



**+5,850**  
ATMs



**13.1 million** ..... **+12,860**  
customers ..... employees

# SME Finance Forum: AKBANK Immersion Visit (Agenda)

Istanbul | 12-13 March 2025

## 12 March 2025 - Day I - Programme // AKBANK Head Office

09:00-09:30	Welcome to Participants	
09:30-09:45	Keynote Speakers; Kaan Gür-CEO, Bülent Oğuz-EVP	
09:45-10:15	Keynote Speakers; Melis Özdeğirmenci-SVP	
	<b>Organization</b>	<b>Speaker</b>
10:15-10:35	Sustainability	SVP - Ebru Güvenir
10:35-11:00	Investment Banking	SVP - Serkan Duruduygu
11:00-11:15	<i>Coffee Break</i>	
11:15-11:30	FI	SVP - Batuhan Tufan
11:30-12:00	Digital Design and Innovation	SVP - Burcu Küçükünal
12:00-13:00	<i>Lunch</i>	
13:00-13:30	Analytics Division	SVP - Selim Yüksel
13:30-13:45	<i>Coffee Break</i>	
13:45-14:30	Credit Analytics & Customer Credit Underwriting Division	SVP - Burcu Çalıcıoğlu
14:30-14:45	<i>Coffee Break</i>	
14:45-15:15	Customer Experience & Service Design	SVP - Burak Aliçi
15:15-16:00	Head Office Tour	
16:00-17:00	COCKTAIL	

## 13 March 2025 - Day II - Programme // AKBANK Head Office & AKBANK Bağdat Caddesi Branch

08:30-09:00	Breakfast	AKBANK Head Office
09:00-09:30	Onboarding to Marketing Activities	SVP - Melis Özdeğirmenci
09:30-10:00	Customer Segment Management	SME Marketing Team
10:00-10:15	<i>Coffee Break</i>	
10:15-10:45	Business Development	SME Marketing Team
10:45-11:15	Product Portfolio Management	SME Marketing Team
11:15-11:30	<i>Coffee Break</i>	
11:30-12:00	Marketing Management	SME Marketing Team
12:00-12:15	Closing Session	SVP - Melis Özdeğirmenci
12:15-13:45	<i>Lunch</i>	
13:45-14:45	Transfer to Flagship Branch	Bağdat Caddesi Branch
15:00-16:00	Branch Visit	Branch Manager- Nadide Uzman
21:00	Transportation to hotel	Bağdat Caddesi Branch

The SME Finance Forum works to expand access to finance for small and medium businesses. The Forum operates a global membership network that brings together financial institutions, technology companies, and development finance institutions to share knowledge, spur innovation, and promote the growth of SMEs