44th World Chemistry Congress
11 - 16 August, 2013 / Istanbul / Turkey

ABSTRACT BOOK

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Ak-Kim leads for growth in Turkish Chemistry

Ak-Kim Kimya, the Platinum Sponsor of 44. IUPAC World Chemistry Congress, supports the Turkish Chemical Sector in many aspects ranging from the efforts to develop new products to activities relating to chemistry, from opportunities for scholarships to environmental and social responsibility campaigns, contributing to its growth and prosperity.
First of all, I would like to express my deep gratitude to the Turkish Chemical Society and the Organizing Committee chaired by Prof. Mehmet Mahramanlioglu for their diligent work in planning this Congress, and bringing it to fruition with great success.

The 44th IUPAC World Chemistry Congress, in conjunction with the 47th IUPAC General Assembly, is taking place in an especially notable city in our world, providing chemists worldwide with a priceless opportunity to gather in Istanbul, the birthplace of modern science, and a geographical, cultural, and historical crossroad where cultures of the West met with those of the East.

The main theme of this Congress is "Clean Energy Through Chemistry," and the subtopics for the scientific sessions have been carefully selected in cooperation with the Turkish Chemical Society, the IUPAC National Adhering Organizations and the IUPAC Divisions. The search for safe, renewable clean energy is essential in realizing future sustainable societies in all nations throughout the world, and the role of chemists will continue to be invaluable in tackling and accomplishing these challenging objectives.

Another important facet of this Congress is to bring together, both figuratively and literally, young talent from across the globe, and provide them the opportunity to meet and collaborate with the top established chemists in the world. I am confident that taking advantage of this opportunity to participate in and contribute to the Congress will serve as an important step in the career paths of young researchers and students, and will play a valuable role in securing their future as the next generation of world-leading chemists.

*This will be a conference to be remembered for many years to come.*

**Prof. Dr. Kazuyuki Tatsumi**

**President of IUPAC**
Dear Colleagues,

It is my great pleasure to welcome you and thank you for joining us at the 44th WORLD CHEMISTRY CONGRESS organized by the TURKISH CHEMICAL SOCIETY.

On behalf of the organizing and scientific committees, I appreciate your participation and sincerely hope you find the congress productive and enjoyable.

The scientific program of the congress consists of 10 plenary lectures, 66 keynote lectures, 6 invited lectures and over 450 oral and 1,100 poster presentations.

It has been 18 years since the IUPAC World Chemistry Congress was last held in Istanbul and you will see that a lot has changed. You will most definitely find Istanbul more active and fun than it was in 1995. While you are here you should definitely take some time to go out and enjoy the city. Istanbul is the largest city in Turkey and has a worldwide reputation as a result of its long history and rich culture.

The Congress has attracted over 1,600 participants from 92 countries this year. This is an indication of the level of esteem in which it is held.

I would like to thank Prof. Kazumi Tatsumi, President of IUPAC, for his support. Our meetings, especially those in Dublin and Prague, have been very productive. I would also like to express my gratitude to the scientific committee and the organizing committee.

I want to especially thank three friends and colleagues; Dr. Melda Tuncay, Dr. Lale Burk and Dr. Terry Renner. I am most grateful to each of them.

Over the next five days you will make new friends and form personal relationships that may last a lifetime.

I wish all of you a very pleasant stay here in Istanbul and a successful congress.

Prof. Mehmet Mahramanlioglu

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The Story Behind the Brand

Banu ÖZKESER

R&D Team Leader
Temsa Global R&D Center Adana / Turkey

It’s no doubt that becoming a sustainable brand brings the superiority of the firms in the markets, too. In today, rapidly changed demands and developed technology day by day make the firms which present demands as product standard be advantageous. These firms, parallel to the technology, being in harmony line of change is inevitable. Eventually, rapidly demand for the presented product/service provides the brand a positive image and also make the reliability increase.

The brand’s prestige is linked with the vision of the company directly. The vision of producing and marketing ideas instead of producing and selling goods writes the story of the brand and forms the future of it.

The innovation bank, formed with the different perspectives, is an important factor that changes disrupted memorization ideas to the products. Innovation bank has to be handled in not only product/service but also all processes of the firm such as organization, marketing etc. Basic philosophy of innovation includes the basis that harmony of every kilometer of the way going to the markets from the idea.

Innovation, which is the product/service presentation with the response capability of basic needs with the possible needs, is a learning dynamic structure to grow and develop of the trade.

**Key Words:** innovation bank, learning dynamic structure, story of the trade, sustainable trade