

"TWIN TRANSFORMATION" DISCUSSED AT THE 23rd TURKONFED ENTERPRISE AND BUSINESS WORLD SUMMIT

At the 23rd Enterprise and Business Summit organized by the Turkish Enterprise and Business Confederation (TÜRKONFED) with the main theme 'Transition Time!' Green transformation and digital transformation, also known as twin transformation, were discussed in all aspects. At the summit, the "European Green Deal and SMEs" report prepared by TÜRKONFED was also shared with the public.

27 April 2021 / Istanbul - The Enterprise and Business Summit, organized by the **Turkish Enterprise and Business Confederation (TÜRKONFED)** was held on Tuesday, April 27, 2021, celebrating its 23rd year this year, with the theme '**Transition Time!**'. At the online summit, where people from the public, business world and international arena came together, a panel on green transformation and digital transformation, also known as twin transformation, was held.

"The European Green Deal is an obligation, not a choice"

"**Green Transformation**" panel, where the European Green Deal was discussed in all aspects from the preparation process of enterprises to the financing provided in this field, was moderated by **Dünya Newspaper's Chairperson of the Board, Hakan Güldağ**.

"There will always be a human element in digitalization"

In the last panel of the 23rd Enterprise and Business Summit, "**Digital Transformation**", which has influenced the whole world for many years but gained momentum especially with the pandemic, was discussed. At the panel moderated by **EKOTÜRK TV News Coordinator Ali Çağatay**, leading names of the digital world from different sectors came together.