

**SOCIAL VALUE MATTERS
2017**

MORE THAN EVER!

10th & 11th April 2017, Istanbul

Keynote Speakers



Professor Gürhan Canlı

Graduate School of Business, Koç University



John Tamihere

CEO, Te Whānau o Waipareira



Dr Mairi Mackay

British Council



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Keynote Speaker

Professor Gürhan Canlı

Professor Gürhan Canlı who is the academic director at Graduate School of Business, Koç University, teaches Consumer Behaviour, Advertising and Promotion, Marketing Management, Corporate Social Responsibility, and Brand Management at both graduate level and Executive Education Programs. Her recent research focuses on brand relationships, brand extensions, co-branding, corporate image, company crisis, corporate social responsibility, and consumer behaviour.



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Keynote Speaker

John Tamihere

A former New Zealand Government Minister, John Tamihere is the CEO of urban Māori organisation Te Whānau o Waipareira and CEO of Te Pou Matakana, the North Island Whānau Ora Commissioning Agency, who are entrusted to distribute \$42 million of Government contracts annually. As a leading voice for Māori, Mr. Tamihere, a lawyer, has been a Member of New Zealand Māori Council, Auckland Council's Independent Māori Statutory Board and voted on by the community to the Waitakere District Licensing Council, who re-distribute \$12 million to the west Auckland community. He is also an executive member of the National Urban Māori Authority (NUMA) and director of Te Putea Whakatupu Trust, who have grown a \$20 million settlement to \$26m. He is a recent ministerial appointment to the board of Māori TV.



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Keynote Speaker

Dr Mairi Mackay

Dr Mairi Mackay leads the British Council's Global Social Enterprise programme, which promotes the development of social enterprise and investment to help address entrenched social and environmental problems, build trust between the UK and other countries, and support more sustainable, inclusive and prosperous economies and societies. Mairi is an economic development professional with 20 years of experience delivering international projects. Prior to joining the British Council, she served as Head of Greater China for Scottish Development International (SDI). She holds a PhD from the University of Strathclyde Graduate School of Business in the development of collaborative economics.

