



ANADOLU GRUBU

## **PRESS RELEASE**

**15.11.2019**

# **Application Period for Second Bi-Fikir KAP Begins**

## **Anadolu Group Continues to Implement the Projects of the University Students**

*The application period of the second Bi-Fikir KAP, initiated by Anadolu Group last year, begins. The program, which takes into consideration the innovative and creative ideas, offers university students the opportunity to realize their dreams with the support of Anadolu Group.*

Applications for Bi-Fikir KAP, which was started last year by Anadolu Group with the aim of realizing the innovative and creative ideas of university students, starts on November 15th. Bi-Fikir, the innovation platform allowing the employees to present their creative ideas to add value to Anadolu Group companies, was opened to university students last year with Bi-Fikir KAP. Thanks to Bi-Fikir KAP, the university students have the opportunity to realize their dreams with the support of Anadolu Group.

The ideas of university students will be gathered within the framework of Bi-Fikir KAP that is a combination of Bi-Fikir, the innovation platform of Anadolu Group and KAP (Plan your Career at Anadolu Group), the campus brand of the Group, until 31 December 2019 on [www.kap.bi-fikir.com](http://www.kap.bi-fikir.com) address. The successful projects will first reach the semifinals. The owners of the project proposals that qualify for the finals will participate in the Innovation Camp in March. The first project to be selected among the projects that will compete in the final to be held in April 2020 will be awarded 20 thousand TL while 15 thousand TL will be awarded to the second and 10 thousand TL will be awarded to the third project. The projects that are selected for implementation will be realized with the support of Anadolu Group.

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Bi-Fikir KAP, organized within the scope of Anadolu Group's innovation platform Bi-Fikir, received 313 project proposals from 110 universities. 621 students subscribed to the information technology platform. Within the scope of Bi-Fikir KAP Bootcamp, organized by Anadolu Group for 9 project owners that are qualified for the final and that are selected among 17 projects qualified for the semi-final, we have provided the training and mentorship support. The projects that were ranked in the final were shared with the participants in the Anadolu Group Bi-Fikir Festival on November 1, 2019.

### **About Anadolu Group**

Anadolu Group has been founded by Yazıcı and Özilhan families in 1950. Carrying its existence into the future with its vision of being “the star that links Anatolia to the world and the world to Anatolia”, the Group operates in 19 countries with approximately 80 companies, 66 production facilities and approximately 80 thousand employees. While the Group generated revenues of TL 42.1 billion in 2018, the sum of taxes paid to the government by Anadolu Group companies in 2018 constituted 1.2% of central government budget revenues.

Anadolu Group, acting in accordance with its mission to cooperate with the world’s leading global brands through its commitment to partnership culture and to develop branded consumer products, continues its healthy and fast growth by creating added value for Turkey in line with its target of globalization as a regional player abroad.

Anadolu Group maintains its activities in a wide area with operations in industries of beer, soft drink, retail, agriculture, automotive, stationery, quick service restaurant, real estate and energy.

With an understanding of social responsibility, the Group contributes to the society in areas of education, health and sports by Anadolu Foundation, Anadolu Medical Center and Anadolu Efes Sports Club.

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