

# Leadership



## YUSUF KISA: Redefining Leadership

The owner of Yeni Bakis and CEO of GIFA Holding has showcased brilliant ideas and demonstrated the values he embraced to reinvent one of the most beloved companies in Northern Cyprus, thus inspiring those who seek to emulate his leadership style.

He took over the role during the most challenging time, but Kisa never intimidated. He doubled the company's turnover amidst intensified competition and rapid technological disruptions.

His vision for the future centered on key principles: persistence, prioritizing quality products, and embracing technology rather than resisting it, and thinking outside the box. He transformed the company into a formidable international brand.



# Leadership

Yusuf Kisa exemplifies transformative leadership, embodying a rare combination of vision, courage, and integrity. His leadership style is characterized by an unwavering commitment to excellence and an insatiable drive to push boundaries, inspiring not only his team but also aspiring entrepreneurs and business leaders worldwide.

At the helm of GIFA INC, Yusuf Kisa has cultivated a culture of innovation and resilience, propelling the company to the forefront of multiple industries. His visionary guidance has seen GIFA INC evolve into a dynamic conglomerate, spanning diverse sectors such as media, aviation, real estate, and agriculture.

Under his leadership, the group of companies have not only achieved remarkable success but has also become a beacon of innovation and enterprise, setting new standards of excellence in every venture it undertakes. As the founder of Yeni Bakis news media, Yusuf Kisa revolutionized the media industry, establishing a platform renowned for its insightful journalism and unwavering commitment to transparency.

His leadership has fostered a culture of journalistic integrity, empowering journalists to fearlessly pursue truth and provide a voice to the community. Moreover, Yusuf Kisa's leadership extends beyond the boardroom, as evidenced by his deep commitment to philanthropy and social responsibility.

His dedication to giving back to society through charitable initiatives, sports clubs, and community development projects underscores his belief in using leadership as a force for positive change.

In every aspect of his leadership journey, Yusuf Kisa embodies the qualities of a true visionary – boldness in ambition, humility in success, and compassion in action. His legacy serves as a testament to the transformative power of leadership, inspiring others to dare greatly and leave a lasting impact on the world.

# Philanthropy

In October 2017, GIFA Holding Ltd launched its Food Aid Program supporting local communities and families in need. The initiative provided essential assistance to over 200 needy families residing in Büyükkonuk, Güzelyurt, Karpaz, and surrounding villages in the Turkish Republic of Northern Cyprus. Basic necessities such as blankets, clean drinking water, and food packages were distributed, offering critical support to marginalized individuals in remote areas.

## DONATIONS

- Food packages.
- Clean drinking water.
- Blankets.
- Face masks.



Yusuf Kısa (L) seen giving sport vests during the KTSYD Cup tournament in Küçük Kaymaklı.



**GIFA FOOD AID**



# GIFA FOOD PROGRAM

In response to the unprecedented challenges brought about by the global COVID-19 pandemic in 2020, Yusuf Kisa's company GIFA Holding extended its donations to include additional more communities. The company's overarching goal remains clear: ensuring that all marginalized individuals receive the help and support they require during times of pandemic crisis.

Yusuf Kisa's leadership in philanthropy efforts has garnered widespread recognition, drawing attention from the media for his generous donations after pledged \$1 million in donation. Kisa also sponsoring across various charitable causes, organizations, football clubs, schools, and individuals. further underscored his dedication to making a meaningful difference in the lives of those most in need.

The impact of GIFA Holding's community assistance endeavors is palpable, with beneficiaries expressing gratitude for the tangible assistance provided. Through initiatives like the Food Aid Program, the company has succeeded in bringing smiles to the faces of many families, exemplifying the transformative power of compassionate action.

"Our food aid efforts have put smiles on many families' faces". "Most people who received our aid have expressed their satisfaction and thanked the company leadership for its generosity, in responding to the government's calls for patriotism and national assistance". "We hope other business entities will show the same care as we do," said Kisa.