

ISTANBUL

THE NEW PACKAGING BASE

Nowadays, Italy has been considered as the Central Base of the World Food Packaging. All companies of all sizes working in food packing and food processing try to join the activities in Italy, because the heart of the food packing sector beats here.

Well, what Italy does when it has become the central base of the world in packing? Do they catch lightning in a bottle? Do they develop the latest packaging technologies? Do they manufacture the most qualified packing machines? Do they offer the best packing solutions to the consumers and manufacturers? Is it so cheap? Is it at the center of the transportation and communication of the world? It is intertwined with the other trade fields? The answer is *yes* for some questions, while *NO* for others.

The most important foundation of allowing Italy to become the packing base is the *State of Italy*. Understanding the indispensability of the packing sector, the State of Italy makes the best of it to use facilities for the industry. It provides great supports for the companies who make R&D, would like to manufacture quality machinery and packing materials, develop new technologies, and try to enter the market. Of course, the amount of the capital spent for investment affirmatively influences the quality. The sector products, which are well-developed with the support of the state, easily find a place in the world market and access to the customer with high profit.

We asked some questions for why Italy has been the central base of packing industry. It is time to ask this questions for Turkey as well.

We are located at a very strategic geographical position that we let valuable diamonds slip through our fingers as invaluable sands.

Istanbul had been an important station on the trade routes of the world for thousands of years. The *Most Important Venue*, the most and the *Greatest Market*... There is no such great market in the world as the Grand Bazaar in Istanbul. So many battles were erupted on controlling Istanbul, because it is a unique center at the heart of the Europe and Asia. That's why; all countries have always had eyes on Istanbul during history.

Istanbul is located at a geography allowing maritime line, airline and highway. Contact offices of many international companies view the historical peninsula when opening their windows. We should know the value of this gem.

As APACK, our greatest aim is to make Istanbul the *Central Base* of the world in packing and food processing. We have almost all infrastructures for this purpose. If we become well-organized, we may compete with the entire world. Organizing Olympic Games is an action for *once*. However, food and packing is great value adding action *every year, every month, every day*... We serve in a such industry that we should change not only the perception and selectiveness of the state but also of the consumers and manufacturers.

As we said at the beginning, we serve in such industry that we cannot achieve the right solutions unless we combine the right elements.

That's why; we should avoid the mentality of the small business in our sector works. In the selections we make with economic concerns, we will fall away from the world market as long as we go far away from the right choice. We fall into a vicious circle, in which we try to sell low value adding and minimized economic value products having the lowest feeding value. That's why; when we go cost saving, we should use the right parameters of the economic manufacturing.

The most valuable product of our industry is actually the *Knowledge*, and the *Experience*, which brings the former. In order to access the accurate knowledge we should make preliminary surveys. Putting a product into a container and closing its cap is a temporary solution as putting the product into the paper bag in the open-air market. That packing will serve you only from the market to the home. However, both of the manufacturers and consumers pursue long shelf life for the food without using preservative substances.

It is old-fashioned to say that we can use this way or other. The products we manufactured in this way are returned from the world markets, turning our armchairs in the world market into a stool.

First, we, who make living from this sector, need the "*quality and accurate knowledge*". We should be away from a behaviour as "we'll solve it dude!". With this concept, we will just delay each other. If we would like to take part in the world market, we should produce as quality and low-cost products as they do.

As Apack, in our trading relationships, first we have provided knowledge for our customers before marketing our products. Every day, we are in contact with more than 5,000 domestic and 1,500 international industry representatives. Our main purpose is to establish a Food-Packing Culture, and then to have Istanbul, with a history of thousands of years, become the central base of packing and food processing.

All of our stakeholders should do their best to produce idea and service for this purpose.

Is it easy?

Of course, not.

However, a good beginning is half the battle.

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