

VENI VIDI VICI

The motto of a Business Explorer



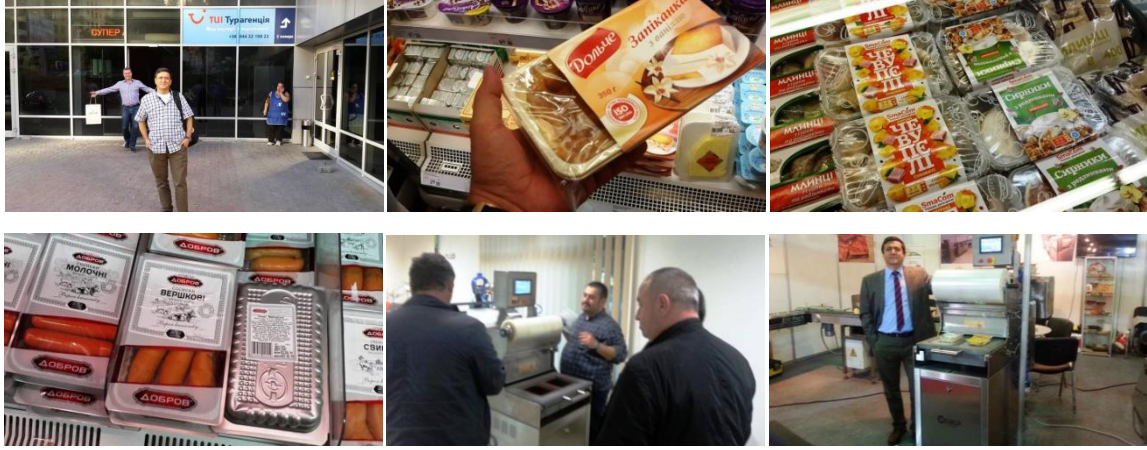
“Open a shop and wait all customers come to spend their money.” This is not today's trade. It doesn't work.

There are so many “market” trying to reach to the clients all over the world. Businessmen and investors were forced to implement different methods to reach and retain customers in today's competitive environment.

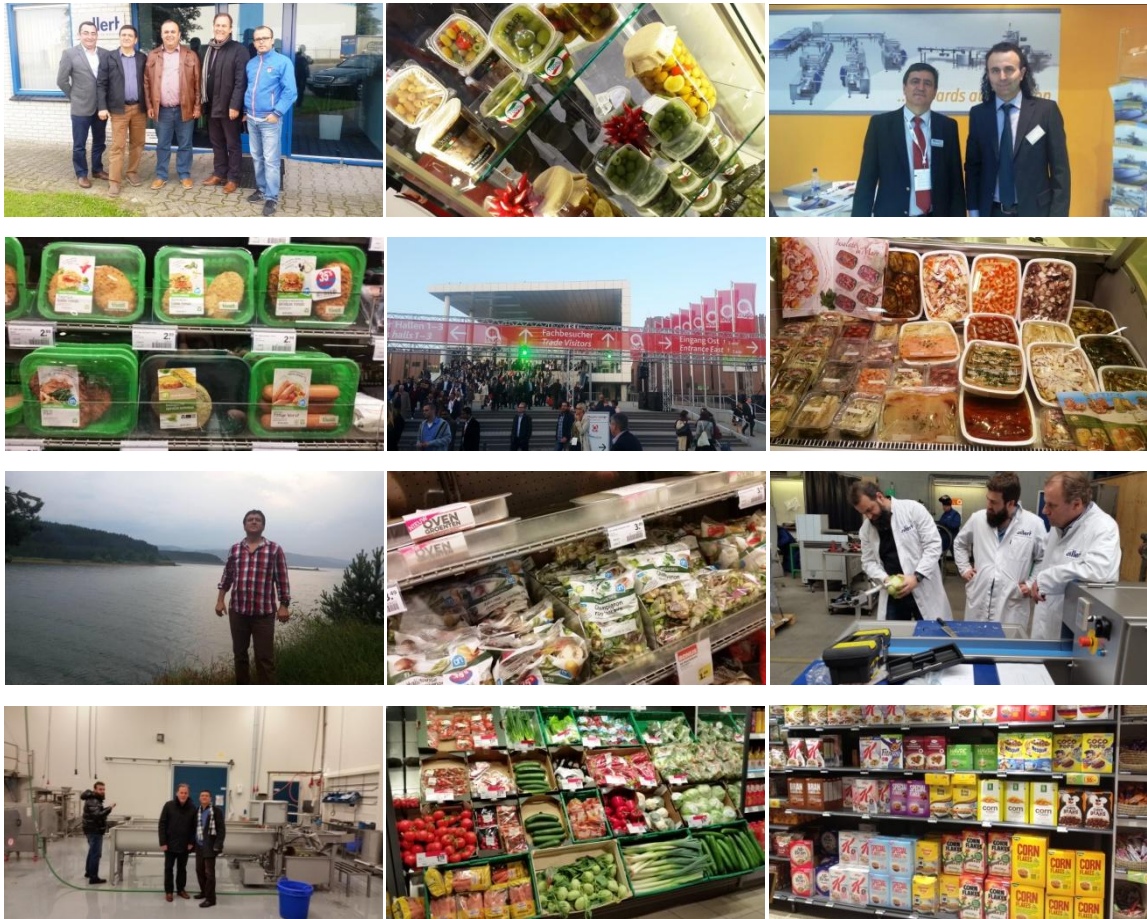


So, “if the customer can't come to you, you will go to the customer's door” model came into play. Of the customer's door there are two ways to go in. One of them, in a virtual environment on the internet and reach customers through social networks; the other is get on a plane and go directly to the gate and ring the bell...

APACK quite as large and vibrant as a result of a labor of almost 10 years, we were able to establish a virtual network. Every day, we arrive at the desk of more than 5000 related to the sector. Some of them are investors, some engineers, some College teachers, part of the sector the managers of the companies some of our business partners. 800 scientist interested in our work not only in scientific and technological development of concern to our industry portal, all developments, innovations, inventions, new ideas sharing. Innovations currently circulated on the market for nearly 30 years in the future. However, by sharing information electronically and sit in the office, you can't afford of a firm's business. For this reason, in the last two years we are living with a suitcase and a backpack.



We traveled to the cold climate of the north. Russia, Sweden, Norway, Finland, Denmark, Lithuania, Ukraine... The people in there eating habits, purchasing trends we have observed. Have studied the needs of the packaging industry and what they do. We found business partners. The machines we have sold. Deal with agents.





From there we landed to the West. Germany, France, Italy, Greece, Bulgaria, Poland, Macedonia, Switzerland... We participate in all the important fairs in the region. We are the countries that are relatively close. But some of them rocketed; behind them isn't able to keep up. We have taken steps to Germany and Italy which are leading country in our industry. We made our opponents a little bit nervous. Our goal is to reach quite close to the standard of German machines, and we noted. It isn't easy to sell the machine to Germany.

We went to America who holds the scales of the whole world's economy. More than 250 million people living on 10 million km² total area. Is it too big and too far to us? No! We sold our machinery to the USA market.





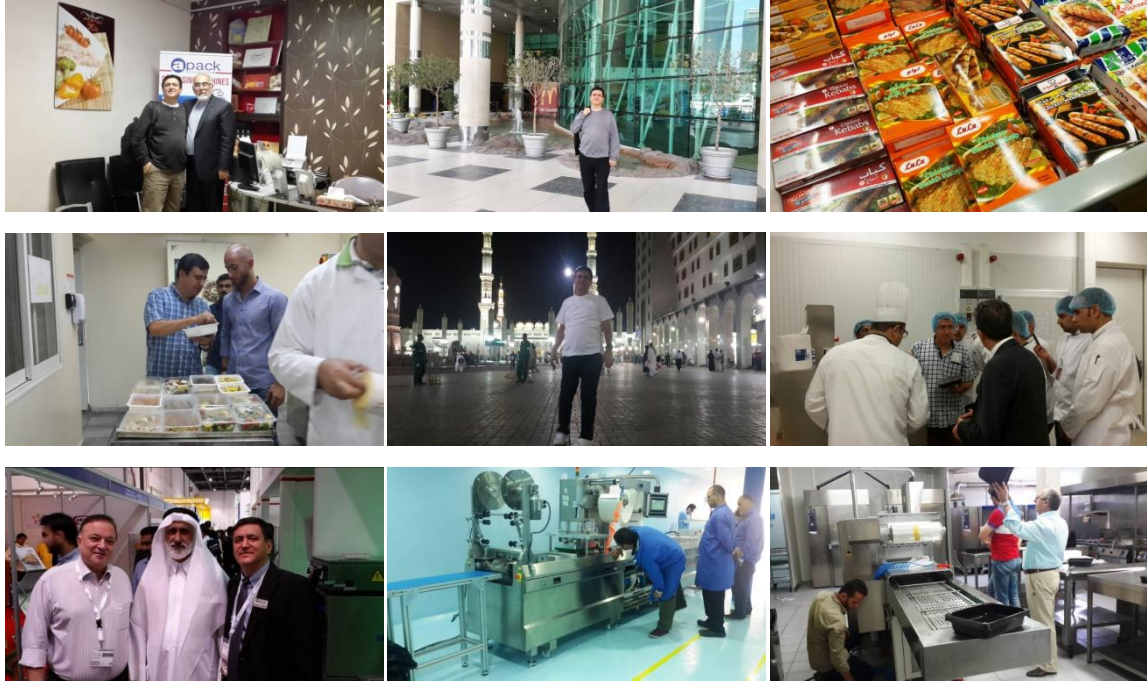
And Africa? Wild nature affects the trade also. We do business with South Africa, Nigeria, Egypt, Morocco. Very hot... Different standards of living, different food chains. Price policies is very variable. Turbulent economic and political equilibrium of the country. Although it is quite risky to do business as the economic around here. But if you find the right people, the right to trade. Takes some time getting used to, but here, too, our machines operate.



It would not be wrong to say we are connected with the Arab world. Almost every month once Iran, Saudi Arabia, Kuwait, the United Arab Emirates, we have a visit to Lebanon. Our representatives are working quite hard in this area. As African area, the Arab world it's not easy to work with. Abrasive bargain have a habit. In the turbulent political and military aspects of the region that affect us, even though life goes on and people needs healthy food. Healthy food needs a package.. Especially in hot countries, cold chain logistics are difficult to establish.



When we returned to the East, we should say that our India adventure lasted only one year. We're traveling the whole world and we do trade with many other countries, but in India we lost both the entrepreneuria enthusiasm and our wallet. Unfortunately we didn't find the right partners in India we think. But the Turkic countries, Iran, Georgia is among the countries we conduct our business relationship and we sell our machines.



China?... Yes, we went to China. America of the East. Getting into the economy that is very difficult. The problem is not we apply concepts that we produce or the quality of the machines, of course. The problem is that the price of products made in China policies. Japan is a little more attainable market for us. Who knows, maybe one day we will arrange a business trip to the coast of the Pasific Ocean.



And in order to survive in our industry requires a lot of work, a lot of struggle. This obligation the family negatively affect our lives, even though we love our work. We share our findings from every place we visited. What we know what we saw and heard, we love to share. Because if you see what we see we can understand eachother.

Muharrem Demir
General Manager of APACK