

Profile:

Working to satisfy all needs

Cooperation and good networking have always been a necessity in doing business internationally, which is why Abdülvahit Simsek, Chairman of AVA Holding, believes his company's ship supply strategy is nothing short of a win:win for himself, Turkey and other ship suppliers around the World.

For it is the development of a network of suppliers in ports throughout the World that has been behind his strategy of supplying the individual needs of an individual ship owner, no matter where his ship happens to be trading.

AVA Holding was established three years ago to consolidate under one roof, the operations of a group of companies operated by the Simsek family – one of Turkey's major players in the maritime services sector for over 30 years. The companies concerned, Anele supply – Chain Solutions, Albatros Ship Supply, in Izmir and AVS Maritime Services located in Istanbul have all proved their worth and now contribute to what has become a strengthening force in Turkish ship supply. Add to that list a burgeoning ship artifact and antiques business and you have an example of how to make hay when the sun may not always be shining.



Albatros is a general ship supplier and since it opened the doors of its Alsancak/Izmir headquarters in 1998, it now manages and controls strategically positioned branches all around Turkey from which it services all ships in Turkish Waters. Anele, on the other hand, has been a full line food and non-food wholesale supply chain solution partner to air, land and sea catering and logistics service providers since 1996. Operating from state-of-the-art facilities in the Izmir Free Trade Zone, Anele's strategic location and purchasing power provides a competitive advantage in the procurement of short and long term supplies, irrespective of the quantity.

AVS was initially established to consolidate ship supply services and to serve the international supply needs of Turkish ship owners at international seaports. Today, AVS Maritime Services says its combined years of know-how and awareness in the marine sector places it well to become a primary service partner for ship owners worldwide in general ship supply. Through AVS' established international network, coupled with its purchasing resources, it believes it is positioned ideally to provide what it calls a range of 'reliable' and 'cost effective' services.

Through its years of activity in the sector the company understands the importance of co-operation and endeavours to work with efficient and dependable ship chandlers from all over the World as part of its larger service network. AVS Maritime Services is staffed with international and multi-lingual personnel, all with years of experience in the marine industry.

What drives the business, according to its ebullient Chairman, is cooperation with global partners in the ship chandlery business in order to meet the needs of vessel owners in international ports. AVS is actively seeking to collaborate with established companies in the sector. As he claims, it is looking for qualities such as quick response, competitive pricing, on-time order fulfilment and open lines of communication and feedback.

He told *The Ship Supplier*: "The classic ship supply is changing every day so now is the time to put new vision and synergy together to make the business more productive and to generate cost savings for today's ship owners."

"We have built up a strong reputation in the market over the past 30 years which is why owners come to us to use our network. People do not want to spend money establishing supply operations in other countries but prefer to deal with someone they trust. We buy directly from the local suppliers so generate business for them too. That way, we take on the risk by paying the supplier. We in turn, receive payment from the ship owner."

And what of the antiques business? Well according to Mr Simsek, it is an opportunity for the world to enjoy many of the valuable artefacts that can be salvaged when a ship heads for scrap in the company's ship recycling facility.

"You don't see many of these valuable artifacts around so we decided to save them, polish and then sell them to people who, like us, appreciate their beauty and uniqueness. The objective is to protect these valuable items and to ensure they provide enjoyment for years to come," he added.