



Tamer Kiran, Chairman of the Turkish Chamber of Shipping

There is no losing side in an election we all won

Tamer Kiran was elected president of the IMEAK Chamber of shipping in the General Assembly held in April. **PAGE →2**



Salih Zeki Çakır, Assembly President of the Chamber of Shipping

If you miss the opportunities, you will have to pay the price **PAGE →8**

M TURK MarineWS

JUNE 2018 www.turkmarinews.com



Murat Kiran, President of Turkish Shipbuilder's Association

We are the leader of our region

We have determined the basic problems of the Turkish shipbuilding industry and prepared an action plan. We have been dealing with the various problems one by one that has persisted for many years. In this context, we have organized various meetings, carried out many trips, and spent a lot of time. As a result of this intense effort, I can gladly say that we have reached a solution to these problems. **PAGE →4**



We will transform the difficulties into opportunities by working together

The skills, perseverance, and entrepreneurship of our people will overcome all difficulties. I hope that we will transform the difficulties into opportunities by working together **PAGE →6**



We can supply everywhere as long as there is a ship, the customs, and the sea **PAGE →18**

Our market is the whole world. We have no borders!

We serve Turkish and International marine companies in the fields of catering, global supply, and technology. Our aim is to ensure that the companies we work with feel comfortable and safe with us. For this reason, we ensure that we are always reachable to provide their needs. If any issues arise, we are able to resolve the matter as soon as possible. **PAGE →12**



Abdülvahit Şimşek, Chairman, AVS Global Ship Supply and Management



Armador is a growing company in crisis environment

We stopped our ship investments as the markets started running at ship prices. However, this process led us to invest in shipyard and we purchased Dentaş Shipyard **PAGE →20**



Our market is the whole world. We have no borders!

Chairman of the Board of Directors of AVS Global Ship Supply and Management Mr. Abdülvahit Şimşek says “We serve Turkish and International marine companies in the fields of catering, global supply, and technology. Our aim is to ensure that the companies we work with feel comfortable and safe with us. For this reason, we ensure that we are always reachable to provide their needs. If any issues arise, we are able to resolve the matter as soon as possible.”

Shall we start the interview by getting to know your company?

We are from a family that has been working in the maritime sector since 1978. Our eldest brother Osman Simsek started this process and we tried to continue it by developing it further with my other siblings. Our family company is operating in the field of supply and ship dismantling in İzmir Aliğa. My own company is operating in Istanbul in global ship supply, catering, technical catering, marine technologies, ship management areas. We have been running our own companies since 1985. Since then, we have established many companies that serve different areas of maritime industry and we have been highly active in the sector. Ultimately, we are institutionalized under the roof of AVS Global Ship Supply and Management SA. While we were a local supplier in our first years in the sector, we continued as a regional, then a national, and then as a global supplier. While serving only domestic vessels in the beginning, over time, foreign shipowners began to receive services from us as well. As of today, we are proud to be able to offer services to shipowners from all over the world.

What has moved you beyond being a local supplier?

The turning point that has brought us from a local supplier to a global service approach is that our customers are doing business in globally. Naturally, if we wanted them to use our service, we had to adapt ourselves to this structure. On the other hand, you also need to have a global culture, identify customer needs very well, and create your system accordingly. In this sense, in the light of the approach of "A Marine does not have borders, a Marine cannot be local, a Marine is a world citizen", we believed that the world is a big open market. We built all our marketing strategies based on this understanding. We are fed from this big market and we are making all our investments on this market. Our focus point is the Marines: Charterer or shipowner on land, and the crew on the ship! Whilst we promise to reduce the cost for the shipowner, we do everything we can to ensure the comfort of the ship crew. Of course, all this process depends on your staff. We have a multinational team that is extremely young, dynamic, an expert and they are able to speak different



Abdülvahit Şimşek,
Chairman, AVS Global Ship
Supply and Management

languages. If you are working around the world, you should always be available and meet your customer's needs, regardless of the day and time. In this regard, with our technical infrastructure and operating system allows us to provide our services to our customers 24/7.

Today, we have suppliers in about 1400 ports located in more than 100

countries. We are in almost everywhere in the world. We are able to respond to the food and non-food needs of our customers in the direction of their demands. Our company has three different departments as catering, global supply and technology. Our aim is that the marines can feel comfortable and safe with us. For this reason, we are always reachable and

we can provide their needs. We can find solutions to their problems as soon as possible.

Of course, there is one more important point to mention here. It's the truth that we are a Marine-friendly family. We, as a principle, have shared with the sector what we have gained from the sector. Like Robert Bosch who said "I would rather lose money than someone's trust". We must consider our reputation and confidence in the industry above everything else. We have noticed that the maritime business is a global business in our first years in the sector. If we're going to do this, we believed that we should do it with this vision. We have always set our vision for the future. The past was just an experience for us. We have shaped our business discipline so that it can be accepted not only in our country but also in the world.

What are the advantages you offer your customers?

Our vision is shaped by the needs of our customers. We observe them. We look for the answer to the question 'how can we ensure their comfort by offering something different to them'. We are structured accordingly. With this approach, we were the first local catering company in Turkey. We have created procurement lists adhering to international maritime principles, based on the ship's procurement processes, taking into consideration the eating habits and the nationalities of the ship's personnel, and the ship's budget limits. We have determined the prices based on these procurement lists. The ship can receive services based on the budget and the agreed procurement list from anywhere in the world. For this, we have established a large purchasing team in our company. Each ship has a allocated contact person who is available 24 hours a day to meet their needs for planned or unplanned procurements. Our catering service is not limited to food only. When the budget and the weight of the food procurements are fixed, we saw that this system could provide shipowners plannable budgets and predictable calculations. We saw that the shipowners were satisfied with this. We have developed the same business model for the technical requirements of the shipowners and the ships, and we call this technical catering. On the other hand, we are a company with significant technological investments. The first Turkish company to develop a Fleet Management Software is our company. We brought these technological investments to a higher level by offering satellite communications service to the ships. Since food is always our main business area, we have created our own food brand. We have become a company engaged in food distribution and production business. This was an actually necessity. Satisfaction of the ship's personnel is one of the most important issues for the shipowner. In particular, we have made special arrangements with our suppliers in some places to send them local products so that our local customers can access Turkish food when they are in international waters. This way, we have made it possible for our suppliers to serve procurement from their own warehouses. Thanks to the Vestra marketing robot, developed by our own programmers, we are able to do a job normally done by only a large marketing team under normal circumstances, with only two or three workers. The Vestra marketing robot explores all the ships that travel around



“In the light of the approach of ‘a Marine do not have the borders, a Marine cannot be local, a Marine is a world citizen’, we believed that the world is a big open market. We built all our marketing strategies based on this understanding.”

the world and helps our sales team to determine the needs of ships easily. Vestra will work as a marketing robot in the future. We want to offer it as a product to the sector.

We know that you make significant investments in technology. Can we learn about the developments in this area?

As I mentioned above, in the past year, we have started to produce software that will benefit the maritime industry with our department of information technology that we created in our company. With our products, shipowners can manage the vessels on their own from a single portal. It is our Fleet management software that provides this. Currently, there are nearly 200 ships using this software. In order to meet this need in the sector, the department in our company grows more and more every day and ne technologies are created which are then integrated into our existing applications. In short, we provide information communication services support to the industry. In addition, adapting to technological developments by shipowners and accepting ships' on-line operation principle causes different needs to emerge. Cyber security is one of the most prominent of these issues. As the shipowners can not have an information specialist on each ship, it is necessary to provide such operations from the outside. At this point, our company can provide all kinds of information services to shipowners or operators. Another service we provide is the satellite communication. With this service we provide, ships can benefit from satellite communication systems. This is also one of the services



we offer in the sector. Our company has also carried out its research activities in the field of GSM and produced a product under the name Sim4crew. Mariners can use Sim4Crew mobile sim cards anywhere in the world, they can communicate with their loved ones via internet or voice. Thanks to Sim4Crew, mariners can have a single phone number that they can use anywhere in the world by paying close to the local GSM charge. Thus, the Mariners are getting rid of the problem of getting a different sim card from every port they go to.

Another issue we want to talk about is the International Ship Suppliers Association (ISSA) 2018 Congress, in which you played an important role ...

Yes, we played an important role in this organization. We believe that it is important for our country and our industry to host this organization which is important for the world supply sector. I can clearly state that I do not think we are fully aware of the market. There is a fact that should be understood by bureaucracy and legislation as well as by the sector and finance. When it comes to food, supplies and technical goods, there is a huge market and we get a very small share of this. We believe that we will be able to create awareness in this matter with the new management of the Chamber of Shipping. Therefore, we are waiting for all the suppliers to this Congress. We are continuing our preparations so that this congress can be a very successful

organization.

In the Chamber of Shipping, a new board of directors have been elected. How do you evaluate this change on behalf of the Turkish maritime industry?

The new administration was a necessity for the Turkish maritime. This spark ignited by Mr. Salih Zeki Cakir created a new spirit, a new change, and a new excitement in Turkey maritime sector. Turkish maritime gathered around this flag that Tamer Kiran took over. If every cell that makes up this chamber can find its place in this structure, then this is a success in itself. There is a lot to do on behalf of the industry. We as management are also very dynamic. Maritime's needs to be in a very different place in Turkey. We are a very big bridge connecting the east to the west and the three sides of our country are surrounded by the sea. The maritime industry needs to be institutionalized and progressed with this discipline. We are not talking about something national or regional. Our market is the whole world. We have no borders.

“We are a company with significant technological investments. The first Turkish company to develop Fleet Management Software is our company.”