

Business Explorer is the motto...

Abdullah ŞEN  
General Manager of APACK



Today's trade now "should I open a shop a customer come to me in the form of" it doesn't work. There are so many "shops" that there are, it is quite difficult for your customers to reach you. This competitive environment gave birth to different needs in some business areas. Businessmen and investors were forced to implement different methods to reach customers. 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. 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 6000 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 four years we were with a suitcase and a backpack. With the tape measure and calipers, we had to leave at the Customs gates can be open an exhibition.



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 are the countries that are relatively close. But some thrown flies like a rocket; behind them isn't able to keep up. In our industry the leading country, Germany and Italy we have taken steps to. We made our opponents a little 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 participate in all the important fairs in the region.

We went to America who holds the scales of the whole world's economy. There's a whole other world of 250 million people. It's too far to us. A member of our house, but close by as well. Ultimately we consume their culture in television and movies for many years. There, too, the machinery sold. Mashallah it's like clockwork.

Stop from taking a step into Africa? South Africa, Nigeria, Egypt, Morocco, countries in which we do business. 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, if you find the right people, the right to trade. Takes some 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. Africa, 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 healthy food they need. This is also healthy is through the packaging. Especially in hot countries, cold chain logistics are difficult to establish.

When we returned to the East, we should say that our India adventure a year. We're traveling the whole world and we do trade with many other countries, but in India we save both the market and our mouths burned. Unfortunately we didn't find the right partners in India we think. But the Turkish republics, Iran, Georgia is among the countries we conduct our business relationship and we sell our machines.

China?... Yes, we went to China. In the east that America. 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. Maybe Japan is a little more attainable on a Sunday. Who knows, maybe one day we will arrange a business trip to the coast of the big Ocean.

And in order to survive in our industry-a lot of work, too you gotta deal. 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 you share, we love to share. Because if you see what we see in our country can reach levels that will compete with the world in the packaging industry.