

Working With East

For some reason, companies that want to thrive their strategies for the future, their direction is always North America, Europe and Western countries such as Great Britain, etc. However, our country is in such a strategic position in the World that East, West, North, South, have the opportunity to be able to easily reach in each direction. Moreover, in recent years, the east has a much faster growth in the index than the West.

In this context, our connection to the countries overseas in recent years we have included our strategic plans in East and we have made important strides in this direction.

For many years we have good relations with the Eastern world. Our vendors are very smooth running. Our machine park in that region has increased well.

APACK's had meetings with many companies in each group. Subcategory firms in production/operating/marketing standards is not yet at the desired level of. But big companies effort in this matter to reach global industry standards.

It's not easy to work with investors in this region. First of all, haggling is heavy enough to run out country. Moreover, it doesn't stop there once you have a handshake bargaining, until you turn key on the systems. Therefore the European machine manufacturers don't prefer to enter to this market. Because of the huge size of the area and extremely high level of temperature, some concessions in the area of provision of hygiene causes. When you receive turnkey solutions to your business, you'll not get the standard results what you planned. So much breaking point of the cold chain and hygiene. It seems to take time to reach the standards of the European market. In any case there is a huge economic market here.

As APACK, we are happy to be able to sustain our presence in difficult markets. It's very easy to sell products to the European market. They pay immediately half of the price when you have agreed, the other half on delivery you receive. Risk level is very low level. The market chain works properly and they accept you if you are doing his job on high quality. But the Eastern market, unfortunately, it's not that easy. The traders who deals on this region have already realized what we meant. There are many problems in economic stability. Money transfers are usually problematic. Not to mention it is easily forgotten their promises.

It is not to easy to earn money in this region.

In that "wild" conditions, there are lots of APACK packaging machines and packaging lines working properly. Sand and dust, high temperature, noneducated staff, nonregular power sources never effect our machines.