



Exporting Know How...

In niche markets such as Middle East, Africa and Caucasia, Galata Taşımacılık is now moving up the gear. The company, has entered into African market through the North Coast, aiming to strengthen its position in the region with new collaborations to be developed in 2015. "Having invested in Tunisia, now we are working on distribution from this country to its nearby African countries positioning Tunisia as one of our hubs," says **Vittorio Zagaia**, CEO and VP of Galata Taşımacılık. He also says that they have set up a solid infrastructure in transportation from Europe to the Middle East and Caucasus via the DC in Istanbul and states that they have focused more on transit transportations through Turkey.

Galata Taşımacılık, stepped into Turkish logistics industry in 1997 with its motto "We always find a way" as a joint venture of Albini & Pitigliani Spa (Alpi Group International), one of the oldest and worldwide known Italian freight forwarding and logistics company. Galata Taşımacılık is also the first freight forwarding and logistics company in Turkey, established established directly with foreign capital. The company, able to reach almost everywhere throughout

the world thanks to similar investments of Albini & Pitigliani Spa, offers service in airway, land and maritime transportation fields and also in customs clearance, storage, distribution and insurance with its offices in Atatürk Airport, Bursa, Adana and Izmir.

Vittorio Zagaia, CEO and VP of Galata Taşımacılık, states that they have made their first foreign investment by purchasing 50% of the share of their agent in Tunisia in 2014, and adds, "We are preparing for similar partnerships in 2015. By the way, we have desig-

nated our Istanbul warehouse as the central warehouse and established a solid infrastructure for transportations from Europe to our neighbor countries in the east and established regular LTL services. Every single day, we continue to work for increasing our transit transportation network. Our biggest advantage as a Group is our flexible structure that enables many different alternative solutions for different industries.

INTERMODAL BRIDGE FROM EUROPE TO THE MIDDLE EAST AND CAUCASIA

How does Galata Taşımacılık turn the advantages of Turkey in intermodal transportation into opportunities? Which regions stand out in transportations performed in this model?

The fact that the investment materials, machinery and other similar products can be consolidated and transported via Istanbul is a significant opportunity. In addition, transfer of the products from Turkish harbors to third countries can create a significant alternative capacity. We have built our structure on transportation systems, which are intended for the projects of foreign investors especially in the Middle East and Caucasian countries. We predominantly use sea + land modes in intermodal transportation. However, we have an alternative transportation system, in which we consolidate the European partial transportations in Istanbul as land + land transportation. After our office in Tunisia came into play, we are working on distribution from this country to nearby African countries. Intermodal transportations constitute approximately 20% of our existing

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operations. However, we observe a positive momentum in this field in the upcoming period.

In project transportation field, especially which sectors and project investments do you prefer to be the logistics solution partner? Which was the hardest project that you have ever completed in this field?

In this field, the projects developed from our agency network become prominent. We organize transportation of industrial products from wind power, heavy machinery and turbines. Currently, we have some ongoing long-term projects. It is very difficult to decide on the hardest project we have ever completed, because the hardness of transportation may not only be related to the weight or size of the product. For example, in the project we have completed lately for US army in Kandahar-Camp Bastion, Afghanistan, we were compelled by the problems in transit points, rather than the qualities of the materials. The materials were unloaded and reloaded 3 times in different transfer points after reaching Mersin port by sea, there were security and clearance problems at transit points and these conditions have made this project one of the hardest projects that we have ever completed. Almost all projects, which we carry out in third

countries through Turkey, entail intermodal transportation and a system that is focused in general on sea + land transportation become prominent.

What kind of advantages do you provide to your customers in Turkey-Germany line?

Germany has become one of the most important countries thanks to the office network and system of TransBavaria, which is one of the long-established companies that Albini & Pitigliani Spa has purchased 100% of shares in recent years. The most important advantage that we provide for Germany is our speed and trip frequency for import and export transportations. Another advantage is the distribution power of TransBavaria in Germany. In this sense, we have a distinguished system, especially for final destination deliveries. I think the most important advantage that we provide to our customers is that these services are cost-oriented and competitive.

WE WORK CONSERVATIVELY

How do you plan to end this year? What are your goals for 2015?

We are satisfied with the course of 2014, despite of all difficulties and uncertainties. We have been working conservatively for the past 3 years and getting positive results. 2015 is the election year. We anticipate a year, where we must act proactively. We work on customer loyalty by providing good services. By this way, we take steps and plan our investments with a clear view. Of course we have always had a certain growth target for each year since our establishment. And there will be one for 2015, as well. However, the grain of truth of this growth will be more than day dreaming and an adventure.

GALATA, KNOW HOW İHRAÇ EDİYOR

Galata Taşımacılık, Ortadoğu, Afrika ve Kafkasya gibi niş pazarlarda etkinliğini artırıyor. Afrika'ya Tunus'tan giriş yapan şirket, 2015'te geliştireceği yeni işbirlikleriyle birlikte bölgedeki konumunu daha da güçlendirmeyi hedefliyor. Bu yılın başında Tunus'taki acentelerinin %50'sini satın alarak ilk yurtdışı yatırımını gerçekleştirdiklerini belirten Galata Taşımacılık CEO ve Başkan Yardımcısı Vittorio Zagaia, "2015'te de benzer ortaklıkların hazırlığını yapmaktayız. Bu arada İstanbul depomuzu merkez depo tayin ederek, bilhassa Avrupa ülkelerinden doğudaki sınır komşularımıza yönelik taşımalarda ciddi bir altyapı oluşturduk ve düzenli hatlar kurduk. Gün be gün transit taşıma ağıımızı artırmaya yönelik çalışmalarımız devam etmekte" diyor. Galata Taşımacılık, Türkiye'nin intermodal taşımacılık alanında sunduğu avantajları da iyi kullanılıyor. Yatırım malzemelerinin,

makine ve benzeri ürünlerin İstanbul'da konsolide edilerek taşınabiliyor olmasının önemli fırsatlar yarattığına dikkat çeken Vittorio Zagaia, şunları aktarıyor: "Keza Türkiye limanlarına gelen ürünlerinde üçüncü ülkelere transferleri nakliye şirketleri için önemli bir alternatif kapasite yaratabilmekte. Biz de bu konuda daha fazla söz sahibi olabilmek adına konumlandırmalarımızı gerçekleştirmekteyiz. Intermodal, Ortadoğu ve Kafkas ülkelerine yönelik yaptığımız taşımalarda öne çıkmakta. Intermodal taşımalarda ağırlıklı olarak denizyolu+karayolu modlarını kullanıyoruz. Ancak Avrupa'dan parsiyel yapılan taşımalarda karayolu+karayolu şeklinde de İstanbul'da konsolide etmek suretiyle alternatif bir taşıma sistemimiz mevcut. Tunus'taki ofisimizin devreye girmesi ile bu ülkeden civar Afrika ülkelerine dağıtım üzerinde çalışıyoruz."