



## TRADE AND INDUSTRY KON. Inc. - KRISTAL OIL

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We worked with Dubai Trade magazine at Dubai - Gulfood. In 2016 we participated in Dubai In addition to our customers who came to our booth at the fair, we had a new contact with the journal and provided the exports. The return of the bulk mail sent to the business cards sent to us by Turkish Trade was received and a new one from Dubai working with the recipient. According to the quality of the work done compared to other magazine studies it has convenient price than the other options I can be say. Because we benefit from state support, there is little payment. A different marketing abroad more costs can be paid to work.

Gamze Karabulut  
Foreign Trade Marketing Specialist



## ELA DRIED FRUITS

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As Ela Kuruyemiş, we worked with Turkish Trade magazine for the first time in the Gulfood 2016 trade show. Gulfood Exhibition Center we received a return from the Moroccan buyers who saw our advertisements in the journals distributed. Our negotiations resulted in exports. This Thanks to the study, we won a new customer from this important fair even though we were not exhibitors and visitors. That's why , I would say that the work is very useful in terms of price / utility.

Mustafa Aydın  
Export Manager



## ÇİZMECİ FOOD

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We have seen that our advertising work on Gulfood and SIAL of Turkish Trade magazine has been successful. As Cizmecci Food, we have participated in the trade fairs of Turkish Trade company for its work, magazine distribution, collecting business cards of the buyers. Receiver delivered to us after the fair It was pleasing to see some of the companies that we have been working for years in those business cards. In this way, we saw that the magazine reached the right people.

On behalf of our brand, I can say that the work done was successful and effective. Thanks.

Fatih Karadoruk  
İhracat Müdürü



## BELTAT FOOD – MR.WAFFLE

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We worked with Turkish Trade magazine in Dubai - Gulfood, Egypt Food Africa and Paris - Sial fair magazines. Collected at the fair We increased our customer portfolio by 20% thanks to buyer contacts. Our mail work to these buyers As a result, we received demands from the regions we never thought about. Buyers from countries such as Ethiopia, Palestine and Maldives demands came. Although we are not exhibitors or visitors at these fairs and we do not meet with the buyers face to face Although we have caught the chance to work with these buyers. As a manufacturer, our brand is the world's most important with both magazines We introduced to buyers at food fairs and also through the network we obtained. we made our presentations to the buyers. This also provided time and financing profitability to our company. So, made we see this as a need for a strategic and accurate network.

Muhammet Yıldırım  
CEO



## TAFLAN UN

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As Taflan Un, we worked with Turkish Trade magazine for the first time in the Gulfood 2017 trade fair. Although we were not at Gulfood, we sent mail to the business cards that sent to us. We received returns from Sierra Leone and Ghana countries buyers. During our interviews and e-mailings, we saw that the companies were contains real buyers and we reached our potential customers. Trade is very economical in terms of price / benefit balance. By taking advantage of international advertising and promotion supports, with low costs companies can reach real buyers who are visiting important fairs .

Türkan Tulum  
Board Member

## BARAN GIDA - HYPO

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Our commercials took place in the Paris Sial and Dubai Gulfood trade fair numbers of Turkish Trade magazine. In these exhibitions where we are visitors, we visited the Turkish Trade booth and observed that the visitors who received the interviews and the magazines were real and serious buyers. After the exhibition, we sent mail work to the recipient business cards sent to us. As a result of this work , we took turns from different countries and started negotiations. Thanks to this study, we had the chance to introduce our brand to the buyers we could not meet at the fair area after the fair. Thus, we have increased our brand awareness at affordable prices, and have started negotiations with real buyers through business cards

Rakesh Jaggi  
General Manager

At ANUGA 2017 food fair where we are not exhibiting, we have given an advertisement to Turkish Trade magazine. After the exhibition, a company that contacted us from the UK was our export. How to contact us When asked, we received an answer from the magazine ad during the exhibition visit. Thus he gave to Turkish Trade magazine to ensure the effectiveness of the advertising we have been done.

Altemur Bayhan  
CEO

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**[info@turkishtrade.com.tr](mailto:info@turkishtrade.com.tr)**  
**[info@nokdanismanlik.com](mailto:info@nokdanismanlik.com)**  
**0(212) 934 06 17**

