

AVS TAKES FIRM STEPS TOWARDS BEING A GLOBAL BRAND

AVS Global Supply, which has been investing in different areas of the maritime industry for more than 37 years, is taking firm steps forward in achieving its goal of bringing ship supply and management to a global vision with its latest contract.



With a staff of around 400, AVS Global Supply provides services in the field of global ship supply, technical supply and management, on/offshore and commercial ships catering services, software development and satellite communication in the maritime industry. It also operates a maritime school that trains personnel for the industry. The headquarter of AVS is located in Istanbul and it continues global trade in 100 countries and more than 1700 ports.

The company has recently made a strategic power partnership with Nordic Hamburg Company, aiming to create a more visionary synergy in the industry. Nordic Hamburg Company is operating in the German maritime industry since 2006. With this cooperation, strong steps have been taken to transform into an international value the value-added services that will be created by the new business plans determined by the two companies. The primary target of these partners in the German and Turkish maritime industry is to make more deep-rooted investments in the industry and to increase its share in the world market. Especially, this investment in

AVS, considering the ships in the Nordic Hamburg pool, will increase the number of ships served by the company and will provide a serious acceleration in terms of purchasing volume, logistics capabilities and financial strength. In this regard, AVS has taken a serious step towards its goal of becoming a global brand.

Another purpose of the partnership is to generate jobs in the world's waters for the sailors of our country, which is particularly rich in young population, so that they can take a greater place in the market. In particular, projects are being developed to employ current maritime students studying at our universities and seafarers of tomorrow, as personnel trained in the world maritime industry, at Ekol Maritime Training Center, which is one of the investments of AVS. It is expected that the local vision of Ekol will be renewed with an international vision, its staff will become professional and its infrastructure will be strengthened. At the same time, Turkish seafarers will be able to take more place in the world maritime market. Another target is to ensure staffing primarily in India, China, Japan and the Middle East in addition to its organizations ready in Singapore, Greece, and Germany, beyond its headquarters in Istanbul. The plan of being close to suppliers and customers in these regions is being managed in parallel with the business plans.

ŞİMŞEK: DIGITAL TRANSFORMATION AND CLIMATE CHANGE AT THE CORE OF THE FAIR

Another issue within the scope of AVS's planning is to create new business areas for the industry through project partnerships. Among other project partners of AVS, 365 Teknoloji meets the needs of the industry in the field of

digitalization and it has declared 2022 as the year of digitization of all the companies it serves to. Working with its supplier network spread all over the world as well as the customer side, AVS will take into account the demands of both customers and suppliers in the platforms to be developed. In order to achieve these developments, the 365 Technology team lives in these operations and determines the needs with all its technical staff.

The company supports sustainability projects with the same motive. As the last initiative, the firm has recently transferred business cards to the digital environment in order to establish environmentally-friendly offices with the project it has completed.

Abdülvahit Şimşek, Chairman of the Board of Directors of AVS Global Supply, told the developments within their organization and evaluated the SMM Hamburg. "We are making a special effort to participate in fairs organized both inside and outside Türkiye where we have access to customers and we have a density of customers and suppliers. Although the distances are close through digital channels, we must accept that such events are high-performance meetings in order to develop contacts and bilateral relations and to keep up with the industry.

Especially after the pandemic, this has become even more valuable. Nowadays, we talk about digital transformation and climate change frequently, and I believe that putting these issues at the center of SMM Hamburg will be effective in the awareness of all of us after the fair," he said.