

# Albatrans to have a say in the Far East sea transports

Being one of the "national stars" in the air cargo sector of Turkey, Albatrans will increase its growing frequency with its new services in the Far East having 38% share in the import transports, and 11% share in the export transports. A. Bahadır Gümüşhan, the General Manager of Albatrans, points out that they will start partial delivery services also by sea, first at Ningbo, Shenzhen and Busan ports in the region, where they are powerful in the field of air cargo during this year.



A. Bahadır Gümüşhan

**E**stablished in early 1999 as a company that is 100% financed by the Turkish investors, Albatrans keeps growing with its expanded range of services as well as new investments. Reinforcing its air cargo services, in other words its flagship, with sea transport and project transport, the company makes the best use of new opportunities. Holding Far East and Africa under the microscope, Albatrans aims to strengthen its position with new services to be commenced and new cooperation to be established. Stating that Far East is an indispensable market for them, Albatrans' General Manager A. Bahadır Gümüşhan says that the region's share in the import transports is 38%, while it is 11% in

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the export transports. Announcing that they will increase their frequency both in the sea and air with the services they provide in the region, Gümüşhan says: "We will increase the current and ongoing air cargo consolidations in the region from 2 to 3 per week. We are planning to increase BSA contract tonnages by 100% on weekly basis in accordance with the customer demands. On the other hand, when it comes to sea transport, we will start providing partial (LCL) delivery services from Ningbo, Shenzhen and Busan

ports with an agreement to be signed in March this year. For this reason, we are planning to make the agreements effective in 2014, which were put into effect with the agencies by the end of 2013".

## SEA TRANSPORT NOW IN ITS RANGE OF SERVICES

**Albatrans made important investments in the last two years. Could you inform us about your gains within this scope? What do you have on your agenda this year?**

Crowning the investments in 2013, which we made in 2012, we have started to provide services for our customers and agencies also in the field of sea transport, in addition to air transport. The sea transport, which we revised and structured in parallel with the national objectives and vision, ensured approximately additional USD 14 million of turnover within 2013. We foresee that we will exceed the figures of 2013 and achieve our goals with the annual contracts signed in early 2014.

Having ranked 6th in the current IATA Turkey list on monthly basis within the field of air cargo, Albatrans is a national company that is averagely on 12th rank in export and maintains its stable growth without any global supports and purchases/mergers. Furthermore, we have been in the top 10 for the last 5



years with our business volume, provided that non-CASS and off-area departures are included in the total. We set our goals for 2014, and we aim to have a constant rank in top 10 in the export IATA list. Moreover, we are getting prepared for the office investments in South Africa Cape Town and Ghana Accra. We will start providing services with these offices soon. In addition to our present investments in 2014, we are still negotiating with a foreign company. We are planning to provide air cargo taxi service between two points determined with the purchase of a "short-haul" cargo aircraft within the framework of our aggressive growth strategy. We are aiming to complete necessary permits and required field survey in the first half of 2014, and start serving in the last quarter of the year.

### Which markets and sectors does Albatrans focus on?

While Far East constitutes 38% of our import transports, the European and African markets constitute 80% of our export transports. The African market has a significant share in our project transports as well as sea transport. Being Turkey's export leader with approximately USD 17 billion of business volume, automotive industry, also textile and food companies are the main sectors that we provide services for.

We summarize our delivery capacity in the field of air cargo with the following sentence for our customers, "We deliver from and to every destination as long as there is an airport". We formulate this for our sea transport services that started to have a significant share in our business volume as follows: "We deliver from and

to every destination as long as there is a seaport". For air cargo, we have a powerful agency network with WFN (World Freight Network) of which we have been a member since 2009. Participating in the annual meetings of WFN, we continue to increase and reinforce our cooperation with the agencies.

### TO GROW IN THE AFRICAN MARKET

**What is the percentage distribution of the transport modes that you provide in your business volume? Would you tell us about the regions you focus on within the field of air cargo, which is your flagship? In which countries do you plan to increase your capacity in 2014?**

The share of air cargo is around 65% in terms of our corporate turnover and business conducted. 35% of our activities consist of our sea and project transports. We are expecting this to have a 50%-50% balance in parallel with our growth target within the field of sea and project transport. As Albatrans, we serve in 116 countries around the world with the import and export transports we carry out in the field of air cargo. We are aware that there are destinations we have not been to or could not reach; however, we aim to increase our growth rate by 10% each year, and want to ensure that there won't be any country that is lack of our service within the next 5 years.

As Albatrans, we desire and aim to make a great deal of contribution to Turkey's \$500 billion worth export target for 2023 within the field of logistics activities.

We, as Albatrans, provide our customers with high quality services in the fields we operate, we also offer them cost advantage and customer oriented solutions. In order to ensure the sustainability of this structure, we continuously train our employees with in-house and other kinds of training programmes. Our short and medium term target is to grow in West Africa and South Africa hinterland with the office and storage investments we make. Following such port offices, we are planning to focus on the Central African market by establishing an inland transport and distribution network.

**You claimed that Far East's share in your import transports is 38%. What kind of structuring do you have in this market, what are your targets?**

You cannot ignore a market like Far East that grows by 6% annually. In this sense, Far East is an indispensable market for us. We track the cargos regularly and continuously with the "web based" infrastructure (ALBATECH) steps we take with the present agencies. With our inland transport and delivery infrastructure that has spread all around the region, we serve our customers and agencies, and make an effort increase our quality every day. We try to reduce our purchasing costs and maximize our profitability with the Block Space Agreement (BSA) we made with the air carriers as well as global contracts we signed in the field of sea transport. We want to share our gains with our customers and agencies as the stability of present structure and quality increase in the long term.

### WE WILL BE THE "NATIONAL STAR" OF THE SECTOR

**Could you inform us about your forecasts related to Turkey's air cargo market? What are the medium and long term goals of Albatrans?**

The goals set for 2013 are quite important both for our company and our country. We foresee that the developments and improvements to be experienced along with the government aids given to achieve major economic goals as well as the elimination of the barriers standing in the way of the sector (synchronizing the infrastructure to the electronic media and e-freight applications) will clear the informalities, and so the companies, which have completed their infrastructure investments, will keep up with the present growth. Albatrans to celebrate its 25th year in the sector within 2023 is aiming to become the most important "national star" of the sector in parallel with its goals.

## ALBATRANS, UZAKDOĞU'DA "DENİZDE DE VARIM" DİYECEK

1999 yılı başında %100 Türk sermayeli bir şirket olarak kurulan Albatrans, genişlettiği hizmet yelpazesi ve devreye aldığı yeni yatırımlarla büyümeye devam ediyor. Amiral gemisi olan hava kargo hizmetlerini denizyolu ve proje taşımacılığı ile güçlendiren şirket, yeni fırsatları da en etkin şekilde değerlendiriyor. Uzakdoğu ve Afrika'yı mercek altına alan Albatrans, bu bölgelerde açacağı yeni ofisler, başlatacağı yeni servisler ve gerçekleştireceği yeni işbirlikleriyle konumunu güçlendirmeyi hedefliyor. Uzakdoğu'nun kendileri için olmazsa olmaz bir pazar olduğunu belirten Albatrans Genel Müdürü A. Bahadır Gümüşhan, bölgenin yaptıkları ithalat taşımalarında %38, ihracat taşımalarında ise %11 pay aldığını söylüyor. Bölgeye yönelik verdikleri hizmetlerde hem deniz hem de havada frekans artıracaklarının müjdesini veren Gümüşhan, şunları aktarıyor: "Uzakdoğu'ya yönelik hava kargoda mevcut ve süregelen haftalık konsolidasyonlarını haftada 2'den 3'e yükselteceğiz. BSA kontrat tonajlarını ise müşteri talepleri doğrultusunda haftalık bazda %100 arttırmayı planlıyoruz. Denizyolunda ise bu yılın Mart ayında imzalanacak bir anlaşma ile ilk etapta Ningbo, Shenzhen ve Busan limanlarından parsiyel (LCL) servis hizmeti vermeye başlayacağız. Bunun için acenteler ile 2013 yılı sonunda devreye sokulan anlaşmaları 2014'te efektif bir hale getirmeyi planlıyoruz."