

“Technical service right on the spot”

Since 2014 Harro Höfliger has a branch office in Istanbul. Sales Manager Baykal Karadeniz tells us what makes this Turkish location special.

What distinguishes your site from other branch offices?

We are the first branch office worldwide that represents all companies of the Excellence United Alliance! Until 2014, local distributors were responsible for this market. As demand increased, we established this joint office. The alliance's Managing Director Fikret Uslu represents Glatt, Fette Compacting and Bausch+Ströbel. I am responsible for Uhlmann and Harro Höfliger as Sales Manager. Our focus is on the sale of new machines as well as after-sales service, which includes technical support by our three in-house and well-trained technicians. Local service is very important to our customers because it enables us to provide quick assistance at a reasonable price. Our technicians go to our customers on the day of the call or the following day.

What are the distinctive characteristics of the Turkish market?

So far, the Turkish pharmaceutical industry has mainly produced generics in large quantities at a very low price level. In addition, the medical sector imports many products from other countries, mainly

from Southeast Asia. Gradually, however, the market is changing, medical technology is gaining in importance and pharma production is increasing. This is mainly due to a new law passed by the Turkish Ministry of Health, which promotes the local production of medicines and makes imports more expensive. Initially, this means that several international companies are relocating their production to Turkey by commissioning contract manufacturers. In the future, they will intensify their local investments. As a result, we are receiving an increasing number of inquiries for machines that are capable of producing medicines and medical technology.

In which areas do you see the largest growth opportunities?

I see the largest potential in the production of dry powder inhalers. We offer DPI machines for the filling of blisters and the assembly of inhalers – as part of our portfolio for Medical & Pharmaceutical Device Assembly – as well as capsule filling machines. This sector is particularly supported by the government. I also see growth opportunities in the automation of suture production where many pro-

cesses are still done by hand. But transdermal and oral delivery systems, wound care products and new drug delivery systems are also becoming increasingly



Sales Manager Baykal Karadeniz sees the greatest potential for growth in the production of dry powder inhalers.

important. My goal is to find a key customer who will successfully automate the manufacture of their products. Such a positive example will convince other companies. ■

