

DATA Hidrolik going for 45 percent exports target in its 40th year

DATA Hidrolik, a manufacturer of subsidiary products for the shipbuilding industry including steering gears, anchor windlasses, mooring capstans and towing hooks, has announced plans to export 45 of its production in 2019.

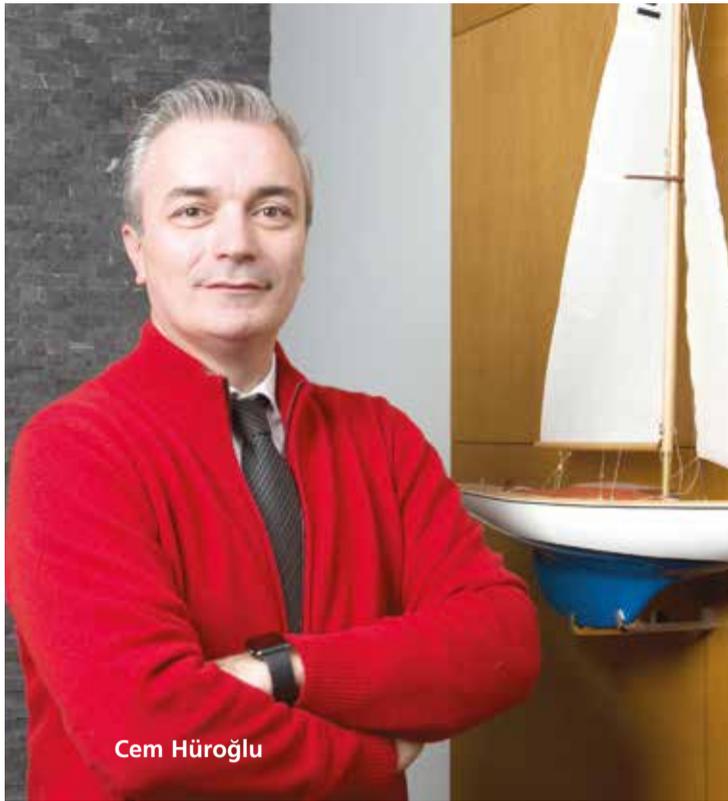
Speaking with MarineDeal News in an exclusive interview, DATA Hidrolik Sales and Marketing Director Cem Hüroğlu, who is also a member of the company's board of directors, said 2019 marks the 40th anniversary of the company in the segment, adding that their target is increasing their export percentage to 45 this year, from 40 percent in 2018.

Explaining the background to their exports success, Hüroğlu said, "I joined Data HİDROLİK in 2001. At that time, our exports volume amounted to 5 percent of our production, and now it has risen to 40 percent and continuously increasing. Quality products -- which are an imperative for our business -- and good marketing, contacting good people and conducting good dealership activity and expand the client chain along these lines compliment the quality that we offer."

Hüroğlu said the company's exports volume in 2018 was USD 3.5 million, adding that the company plans to reach 5 million dollars in exports in 2019.

"Strongly accelerating trend in foreign markets"

Stating that a significant acceleration has occurred in the yacht building segment, Hüroğlu said this has reflected positively on the company's product figures and sales revenues. "There are leading yards in yacht building in Europe. We have been in the Dutch market for about six years, we have a strong representative there and we are gradually becoming a



Cem Hüroğlu

more preferred company for yacht builders in the Netherlands."

Stating that they have achieved an increasing trend in foreign markets, Hüroğlu said the company currently exports to 21 countries, expanding its marketing and sales networks around the world. "In Europe, we work with partners in Bulgaria, Greece, Germany, the Netherlands, France, Italy, Spain, Portugal, Poland, Croatia, the UK and others. We have representatives in these countries. Outside Europe we work with Tunisia in North Africa, we have representatives in Dubai. In the Far East, we have representatives in countries like India, China, Singapore, the Maldives and Indonesia. Additionally, our partnerships and cavities in Russia and Estonia through our representatives in those countries are

increasing in an accelerating trend."

"We have completed proposals for yacht projects"

Hüroğlu said that the negotiations for the supplying products to yachts and mega yachts for 2019 were still underway. "Currently there is serious consumption in the yacht market. While the construction of a 100-m yacht was unthinkable in the past, today yachts of up to 160-170 meters are under construction. We are currently in talks regarding major projects in Italy. We are speaking about projects of yachts that are 50 and 70 meters in size. Similarly, among the prestigious projects we are pursuing, we are engaged in talks in Germany and the Netherlands for yachts above 100 meters. We have

made our proposals and now things are moving towards the contract phase," he said.

Work on Turkish Navy projects

Speaking of partnerships with the Turkish Navy, Hüroğlu noted "We have taken part in all the projects of the Naval Forces since the 1980s." For us, the National Shipp Project (MİLGEM) was a milestone, and our production has grown to a different level with MİLGEM. In 2007, we were included in the first MİLGEM project. After that, in all we participated in work on all MİLGEM series; on LCT Landing ships, Search and Rescue ships, New Type Patrol boats, Amphibious ships, Logistics Support ships and Rescue Backup ships. In all of these we supplied products designed and developed by DATA Hidrolik. MİLGEM is a source of pride for our company, and a similar success will certainly be achieved with our country's National Submarine project."

"We also have projects with navies abroad"

Hüroğlu continues, "We are also part of several nava projects abroad. We participated in a tanker project for Pakistan Navy. We have been a supplier of equipment to the Qatar Coast Guard. We also supplied equipment to coast guard and support boats in Turkmenistan. Also, we delivered equipment for the Coast Guard Boats in Bahrain." He added that DATA Hidrolik is currently an equipment supplier for several offshore vessels and coast guard vessels in Europe, particularly in France and North Europe."

"We try to use standard equipment in production"

Hüroğlu pointed out that the com-

pany always tried to employ standard equipment that can be acquired easily in all parts of the world rather than products unique to the company. "To achieve this, we always keep critical materials in stock. We are shipping spare parts in many parts of the world, but in case of a very urgent situation, ship personnel have the chance to go to the harbor and find that particular product anywhere in the world. This is something we pay attention to this in our designs. I think this is one of the important advantages our products offer," he said.

"We don't take a step before having full confidence in ourselves"

Noting that the company always preferred to ensure full confidence in a project before starting the production of the next higher segment in product choices, Hüroğlu said, "We are a company that makes sure of everything before taking any step. This has always been the case, and it will continue like that. At present, we manufacture cranes of up to a capacity of lifting 80-tons. In addition to hydraulic, we have electric models. We used to produce steering gear of 660 kilonewton meters. Most recently we made a proposal to one of the most important yards in the country for two 880 kilonewton meter torque systems that work in tandem electronically. We have produced the design and completed this. Since all our models to date have worked without any problems, we have gone on to manufacturing the next upgraded model in all of them."

"More affordable prices than in Europe"

Hüroğlu said that both Turkish shipyards and other industry suppliers in the country offer more advantageous prices compared to the suppliers in Europe.

Stating that their products have the quality to meet the needs of every high-class company, Hüroğlu said, "We make our designs in line with global standards. After the initial design phase, we ask ourselves the question how we can speed up the manufacturing. We improve our quality control department constantly both in terms of staff and equipment. We constantly try to strengthen quality control at all phases of production, because both domestic and foreign yards that we work with attach great importance to this. The better you are at quality control, the more preferred you will be."

"Brand awareness and promotional activities affect growth"

Stating that companies' promotional activities to increase awareness of the establishment are important, Hüroğlu said, "Awareness is among the factors that affects growth. That is why we attend six-seven international fairs every year and visits at least as much fairs abroad. We make customer visits abroad once a month to keep our relations strong."