A total of 67 institutions and organizations from Turkey and 10 from Qatar opened stands at the event, which was held concurrently with the International Business Forum (IBF). Within the scope of the IBF, a number of panels were organized with particular focus on defence and aerospace. Both events were followed by a large number of press members from Turkey.

The opening ceremony of IBF and High-Tech Port by MÜSİAD Qatar was carried out with the participation of Sheikh Abdullah bin Nasser bin Khalifa Al Thani, the Prime Minister of Qatar; Major General Hamad bin Ali Al Attiyah, the Qatari Minister of Defence; Vecdi Gönlül, the Turkish Minister of National Defence; Ahmed bin Jassim Al Thani, the Qatari Minister of Economy and Trade; along with many other high-ranking guests.

Speaking at the ceremony, Nail Olpak, the Chairman of MÜSİAD, emphasised that the event represented for Qatar the integration of its rising economic power with advanced technology, adding: “This is not just an exhibition, it is also a project to form a civilization of progress and development. Technological knowledge and experience should be shared with friendly and allied nations. The need for technology sharing between members of the Organisation of Islamic Cooperation (OIC) has made this event an utmost necessity ... Our next goal is to begin organizing this event in Saudi Arabia, Kuwait and Pakistan.”

Qatari Minister of Defence Major General Hamad bin Ali Al Attiyah also gave a speech during the event, expressing his confidence that High-Tech Port by MÜSİAD Qatar will help to establish deeper relations between Qatar and Turkey and develop further the current mutual trade relations.

The final speech of the ceremony was given by Minister of National Defence Gönlül, who said that Turkey is working to become a country that creates its own product families and which fashions its own technology rather than following the technologies of others, noting that this event is an indication of such efforts. “We are witnessing a historical moment. High-Tech Port is paving the way for new cooperations between Turkey and Qatar in the area of advanced technology,” said Minister Gönlül, emphasising the importance of the event.

Minister Gönlül also gave a speech in the panel held on October 7, highlighting that, “If you have a scientist who says ‘science for the sake of science,’ then you won’t make much progress; but if you want to use science for life, for daily applications and for production, then you will also need technology ... Wars are won not by human strength, but by technology, and the most advanced technologies are those used by the armed forces” said Minister Gönlül. Minister Gönlül also underscored the importance of the concept of offset. Speaking during the same panel, Dr. Celal Sami Tufekci, Deputy Undersecretary for Defence Industries, gave emphasis to the subject of human resources, describing the Researcher Training Programme for the Defence Industry (SAYP). Dr. Tufekci confirmed that Turkey and Qatar could conduct joint development programmes to reduce their external dependence.

High-Tech Port by MÜSİAD Qatar Brings a Breath of Fresh Air to the Sector

As the Turkish defence and aerospace sector’s first event in another country, High-Tech Port by MÜSİAD Qatar was organised by MÜSİAD on October 6-8 in Doha, the capital of Qatar, under the auspices of Turkish President Recep Tayyip Erdogan and the Emir of Qatar Sheikh Tamim bin Hamad bin Khalifa Al-Thani. With its new format, the event brought a breath of fresh air to the sector and raised expectations for increased cooperation between Turkey and Qatar.
Cooperation between Turkey and Qatar Gains Pace
A press bulletin released by the event’s organizers on October 9 described the primary outcomes of the High-Tech Port by MÜSİAD Qatar event:

- Turkish companies engaged in nearly 600 business meetings over the course of the three days. Nearly 500 of these meetings were held with commercial organisations, and nearly 100 with state institutions in Qatar. These talks involved a business volume of nearly $500 million.
- THY Technic and its subsidiary Turkish Cabin Interior (TCI) held meetings with Qatar Airways concerning the installation of TCI-produced galleys in the aircraft of the latter. These talks are expected to result in a business volume equating to $50 million over the following 5 years.
- Meetings held between ROKETSAN, STM and the defence ministers of both countries involved discussions on potential projects with a short-term business volume of $200 million.
- Meetings held during the event also signalled a potential business volume of $200 million with Turkey in the short-term in areas such as cyber security and smart city applications. The main companies involved in these meetings were ASELSAN, STM and Vendeka.
- Concerning the Qatar Navy Training Centre Simulation Project that Meteksan Defence had been keeping track of for some time, officials from Meteksan Defence held lengthy meetings with officials from the Qatari Navy. This project – whose talks are nearing conclusion – will contribute an added value of $20 million to Turkey.
- The leading star of this event was BMC. BMC, which is working in partnership with the Qatari Armed Forces Industry Committee, held over 50 business meetings during the exhibition. BMC will soon complete the delivery of 30 KIRPI vehicles to Qatar, and the company is in the process of signing contracts for the supply of vehicles to Tunisia and Turkmenistan.

Hakan Kurt, the General Coordinator of High-Tech Port, described the event as very successful, and emphasised the potential of relations between Turkey and Qatar. “Those with good business models and patience will certainly gain much in Qatar. For players having difficulties in adapting to the business system in Qatar, it would be better for them to venture, without delay, into other markets,” said Kurt.

The next High-Tech Port by MÜSİAD event is planned to be organized next year in Istanbul between November 9 and 13, with the participation of the Saudi Ministry of Defence and Aviation and Pakistan Armed Forces.

In the following pages, we present our readers with news concerning this event, which we, as MSI Turkish Defence Review, followed closely on-site.
MÜSİAD Pursues its Mission with High-Tech Port

During the High-Tech Port event, we had the opportunity to speak to Nail Olpak, the President of MÜSİAD, who explained how the idea for High-Tech Port by MÜSİAD came about, and the plans for the future.

Birol TEKİNCE: How did the idea for High-Tech Port MÜSİAD Qatar come about?

Nail OLPAK: MÜSİAD has been active for 25 years, and we have been arranging international exhibitions in Turkey for the past 15 years, as well as a number of regional exhibitions that we carry out with partner countries. High-Tech Port by MÜSİAD was developed last year after an internal restructuring of the MÜSİAD organization. Until now, we tended to follow a “positive discrimination” approach in our exhibitions, featuring mainly the products of our members - even though everyone is invited and is accepted as a visitor. One day, when making an assessment of our approach, we noted that Turkey’s leading organizations - those considered to be the “apple of Turkey’s eye” - were operating mainly in the areas of advanced technology and defence. Of course, not all of these organizations are MÜSİAD members, and some are actually prohibited from becoming members. For example, it would be inappropriate for companies affiliated with the Turkish Armed Forces Foundation (TSKV) to become members to MÜSİAD, an association of businessmen. So we mulled over how we could develop our cooperation with such organizations, and came up with a new definition and solution: We decided that companies meeting the preconditions of being established in Turkey and engaged in the area of advanced technology would, henceforth, be brought under the umbrella of “High-Tech Port by MÜSİAD”, and given the opportunity to gather in a separate hall during our events. At last year’s event, we allocated a single hall for such organizations, however this proved to be insufficient.

In the defence sector you cannot ensure sustainability solely by meeting the requirements of your own country; you need to open to foreign markets. When it comes to the defence sector and advanced technologies, cooperation between countries is of primary importance, in that decisions to sell products containing certain technologies are not taken only by the companies themselves. Taking these considerations into account, we deliberated on potential countries for cooperation. Qatar is not only a country with which Turkey has good political relations, but also one that has distinguished itself in the region in recent years. Qatar has a number of requirements in the area of defence, and is open to cooperation. After consulting with our President, our Prime Minister and our Minister of National Defence, we forwarded our proposal to Qatar, and after receiving the green light from Qatar, began drawing up plans.

Birol TEKİNCE: Could you share with us your thoughts on how the event was received?

Nail OLPAK: As you may already know, the Prime Minister of Qatar attended the opening of the event. Our Prime Minister was unable to attend the event, and so under normal circumstances, and within the frame of bilateral relations, the Prime Minister of Qatar could very well have declined our invitation, although none of us would have commented on this or interpreted it negatively. To our satisfaction, the Prime Minister of Qatar chose to be present at the event, which was a sign of his cordial and positive approach towards us. I believe that this is an important detail that needs to be emphasized, and in addition, we were happy to see representatives of all diplomatic missions at the opening. I also would like to comment on the
level of media participation. There was literally an “army of journalists” at the event; and I don’t know of any other Turkish event organized abroad in recent years that attracted such a large crowd from the press. In summary, I think that the event was very successful in every aspect.

Birol TEKİNCE: How should these types of events that focus on a single country, be organized? What kind of changes would you like to see?

Nail OLPAK: In the future, we will need larger exhibition rooms, in that considering Turkey’s current level of progress and achievements, a single hall is not enough. It can even be said that the facilities in Turkey are no longer sufficient, as when we organise an exhibition in Istanbul, we fill up all of the available halls. One solution to this problem may be the use of exhibition tents, which would allow more companies to display more products. One of the biggest problems we face in such events is the difficulty in getting confirmation from both parties when trying to arrange bilateral meetings, however High-Tech Port by MÜSİAD is different in this respect as we have been able to get all the necessary confirmations beforehand, which is a very good development. We may go even further next time and try to organize preliminary contacts and meetings before the main meetings at the event take place. This will allow the meetings during the actual event to focus more on achieving results. For such events, you need to always formulate your business model in advance. Patience is also an important prerequisite when in the business of organizing exhibitions. They cannot be arranged with only one or two meetings.

Birol TEKİNCE: For next year, you plan to hold the High-Tech Port by MÜSİAD event in Istanbul, and to base its theme on Saudi Arabia and Pakistan. Is there a risk that this event may fail to draw a sufficient number of high-ranking officials and decision-makers from the target countries?

Nail OLPAK: I don’t see any such risk. Our international exhibition last year attracted 7,250 participants from 153 countries. The logistics required in coordinating 7,250 people is no small task, involving significant expenses. Only 350 were accommodated with the support of the Ministry of Economy; all other participants covered their own expenses. In addition to this, most of the foreign participants of High-Tech Port by MÜSİAD come from state institutions, and based on all these considerations, it is apparent that there are no concerns regarding the level of participation.

Birol TEKİNCE: Is there anything else you would like to add or mention?

Nail OLPAK: Just as we have chosen a challenging and different area of business, you, as MSI Turkish Defence Review, have chosen a challenging and different area of your own. You have been successfully conducting your activities with your own characteristic style for over 10 years, which I believe is very significant. I would therefore like to thank you for your work and contribution. There is, of course, a commercial aspect to every task we undertake; but certain activities also require us to put our hearts into them, as failing to do so will leave you falling short of achieving all the things you have set out as goals. In this regard, I would like to congratulate you on making the right choices and for the decisions you have made.

On behalf of our readers, we would like to thank Nail Olpak, the President of MÜSİAD, for taking the time to answer our questions and for providing us with such valuable information.
Altınay Aviation Aims to Carry its Success Abroad

At the event, the Altınay Group of companies, including Altınay Aviation and Advanced Technologies (Altınay Aviation) and Altınay Modification Centre showcased their capabilities to the guests. Mert Uygun, the Operating Manager of Altınay Modification Centre, said that while Altınay Aviation was established only a year ago, the Altınay Group has been engaged in the areas of defence and aerospace since 2008. The company’s areas of activity include unmanned aerial and land systems, mobile platforms with seven degrees of freedom, release-termination systems, battery and battery management technologies, special actuators and testing systems. The company has to date delivered a variety unmanned systems to various institutions in Turkey. Altınay Aviation is also in the process of signing a contract concerning unmanned aerial vehicles with a domestic company, while also working on an entirely new system, of which 40 units will be delivered to the end user. In the area of multiple-propeller unmanned vehicles, Altınay Aviation designs vehicles tailored to customer requirements. All design activities related to the vehicles are carried out by Altınay Aviation, which also develops its own software. All hardware, other than the engine, is developed by either the company or by one of its domestic sub-contractors. Uygun describes their advantages over their competitors as follows: "In the area of multiple-propeller unmanned aerial vehicles (UAVs), there is no other company in Turkey that is as integrated as us, or which works as comprehensively as we do. We are hence unrivalled in our area. There are a number of companies that carry out modifications to imported products; however, we are the only company that can deliver tailored and qualified products.

BMC among the Hosts in Qatar

As a partner of the Qatari Armed Forces Industry Committee, BMC was one of the hosts in Qatar, and featured a large stand near the entrance to the exhibition showroom, which drew considerable attention from visitors. Ethem Sancak, the Chairman of the Board of BMC, organized a press meeting during the event, during which he said: "This is a very important day for Turkey. This exhibition, held under MÜSİAD's lead, represents a further step in this highly important strategic cooperation between the governments of Turkey and of the friendly nation of Qatar. As you may have already seen, BMC is showcasing all of its products at this event, and is using this opportunity to introduce itself. Before we acquired the company, BMC's recent past had not been very bright. We entered the tender for the purchase of BMC and acquired the company after preparing ourselves to face many challenges and difficulties. By combining forces with its workers, suppliers and customers, BMC was able to recover and get back on its feet within a very short period of time. With 1,400 workers, the company conducts extensive production activities, sometimes working three shifts a day."

Concerning BMC’s products and export-related activities, Sancak said: "The Qatari Armed Forces is a strategic partner for us. We don’t have objectives in Qatar; we have joint objectives with Qatar ... Over the past year, nearly 60 KIRPI vehicles have been attacked, and none of these attacks have resulted in the death of personnel, meaning that KIRPI has proved its worth. Other countries also placed orders for the KIRPI, which we have met promptly. Tunisia, for instance, made an initial purchase of 40 KIRPI vehicles from us, and one of these vehicles was attacked in its first week after delivery, yet the attack did not result in any casualties. Subsequently, Tunisia made an additional order of 100 more vehicles, and a number of friendly and allied nations are also placing orders. Qatar has decided to purchase KIRPI, and we will soon be signing a contract with Turkmenistan. Furthermore, there is also BMC’s VURAN vehicle. With such brands, we are working to develop products that can meet the specific requirements of armed forces.”
New Signings for ASELSAN and ARES in Qatar

The only deal signed at the event was a new contract between ASELSAN and ARES Shipyard. Pursuant to the contract signed during the DIMDEX 2014 exhibition, ARES shipyard opted for ASELSAN’s MUHAFIZ 30 mm and STAMP 12.7 mm remote-controlled stabilised weapon systems for the 17 boats of different types that are currently under construction for the Qatari Coast Guard. The memorandum of understanding concerning the procurement of these systems was signed on October 7 by Assoc. Prof. Dr. Sedat Nazlıbilek, Member of the Board at ASELSAN; Dr. Faik Eken, the General Manager of ASELSAN; and Kerim Kalafatoğlu, the Chairman of the Board at ARES Shipyard, at a ceremony attended by Dr. Celal Sami Tüfekçi, Deputy Undersecretary for Defence Industries, and Asuman Vangölü, Head of the International Cooperation Department. Speaking at the ceremony, Dr. Eken said: “By joining our forces, we will work to develop better technological solutions for Qatari users. ASELSAN’s stabilized weapons systems are already in wide use in many countries in the Gulf region, including Qatar. This project will increase the number of ASELSAN systems being used in Qatar, and will see the Qatari Coast Guard added to our list of users.” Kalafatoğlu, on the other hand, said: “We take pride in working with a national supplier. Production activities in the project have already begun. A minimum of three boats will be delivered in 2016, and all remaining boats shall be delivered within a four-year period. We will train 275 personnel in Qatar, and we will also offer our Qatari customers a very comprehensive integrated logistic support package.” Giving the last speech at the ceremony, Dr. Tüfekçi expressed his thoughts by saying, “ASELSAN’s weapon systems are among the world’s most developed, just as ARES Shipyard’s boats are platforms that have proven themselves, and which are in demand all around the world.”
As a company with prior experience in working with Qatar, CTECH attended the event with new expectations for the future. Dr. Cüneyd Fırat, the General Manager of CTECH, shared the following thoughts concerning the event: "This is our sixth time in Qatar, a country with which we are well acquainted, as we have previously made sales of our 3G live broadcast devices to Qatar. Our expectations are not so much about the level of participation at the event, but rather how 'focused' this participation will be. This event is unlike routine exhibitions, in that there is heavier emphasis on one-to-one meetings. It is being held to discover and to come up with new ideas for joint investments and projects, and so it is an event to which we attach great importance. So far, there are a number of developments that we consider to be of interest. Are things exactly the way we would have hoped for? Not 100 percent; but we realise that this is going to take some time. From the beginning, we did not keep our expectations very high, but we came here with the aim of engaging in joint investments, and/or finding partial investments for our company. Nevertheless, we do not expect any concrete outputs for now, but we will continue to hold meetings after the exhibition."

Dr. Fırat also shared his thoughts regarding the different and novel nature of the event: "Periodical events such as IDEF, IDEX and CEBIT are of a more general nature; the types of events we lack - and which we hope become more common in the future - are 'focused' events. CTECH focuses in certain specific areas, and it would be far more beneficial for us if specific events were organized for these areas. The three areas in which we are working are communications, information security and simulation. If small-scale events with special agendas were organised around these topics, we would be better able to identify potential partners and customers, and meetings held during such events would be more effective and to the point. This exhibition might be of a more general nature; but I believe that it is employing the right concept. That said, it would be better if these types of events are continued, as it would give us the opportunity to gain practical experience of them. We would like to see some improvements, for instance, if the event agenda had been announced earlier, we would have been able to get prepared better."

HAVELSAN chose to feature its cyber security solutions during the event. Commenting on the company’s participation, Ahmet Hamdi Atalay, General Manager of HAVELSAN, described that cyber security requires a significantly different approach to traditional security methods, and that it can only be achieved through domestic solutions. "With traditional defence systems, if you purchase a cannon or a rifle, even from an enemy, you know for certain that the weapon is now yours, and that it will serve you exclusively; but this is not the case with cyber security. While you can always purchase a system and start using it, you can never know for certain whom it is actually serving. That’s the kind of reality we have to face in the world of cyber security, and for this reason it is essential that we use and rely only on national solutions in the area of cyber security," Atalay said. Based on HAVELSAN’s assessment of cyber security as a strategic area, Atalay said that the company has, over the past two years, formed a cyber security ecosystem comprising elements of their own company and those of other companies of various sizes operating in the area, with the primary aim to develop national cyber security solutions for Turkey. Atalay claims that within one or two years, Turkey will become one of the few countries in the world capable of developing its own cyber security solutions, and says that HAVELSAN has become one of the driving forces of this process: "We have made sales in Qatar valued at nearly $50 million, nearly all of which consist of software-based projects. We sell software-based security and defence solutions to many different countries, and have already reached a certain point with these solutions. As a company that develops software-intensive solutions, HAVELSAN can work on all types of software; ranging from embedded to application software."
ÖSEDAĞ Tel Örme ve Çit Inc., which has been active in the area of perimeter security since 1978, has already established a presence in Qatar supplying fences for many roads around Doha, but is seeking to increase its foothold in the country through security solutions based on innovative designs. These solutions include designs that prevent fences from being removed through external force; fence posts with LED illumination that operate using solar energy; and electronic security systems that can pinpoint the exact location of a breach in a perimeter border fence. KÖSEDAĞ’s objectives for the upcoming period are to enter in projects pertaining to Qatar’s border security. In this context, the company held meetings during the event with the Qatari Minister of Defence and Chief of General Staff of Qatar.

Ali Kösedağ, the Chairman of the Board of KÖSEDAĞ, described that the company exports 65 percent of its products, and that their exports reach over 70 countries. Kösedağ also noted that they will increase their production capacity in their new facilities and growing factories with fully-automated machinery, and thereby strive to reach more locations around the globe.

Meteksan Defence to Sign New Contracts

At the event, Meteksan Defence showcased the damage control training simulator solution it has developed and delivered to the Oman Navy, which continues to serve outstandingly; and the fire and damage control training simulator developed for the Turkish Naval Forces (TNF). Another product featured by the company was the RETINAR Personnel Detection Radar (PDR), a solution aimed at meeting the security requirements of the region. We had the opportunity to speak to Murat Erciyes, the General Manager of Meteksan, about Meteksan Defence’s participation at the event: “This exhibition in Qatar is both important and valuable in that it is the first exhibition in the Turkish defence sector’s history to be organized exclusively for Turkish companies in a foreign country. Nothing like this has ever been done before, and the event drew significant interest and participation from official Qatari bodies. Obviously, Qatar’s defence market and requirements are incomparably smaller than Turkey’s, therefore we are not seeing here the size of crowds that we are used to be seeing in Turkey. In Qatar, we are currently engaged in activities not only with our fire and damage control training systems, but also with our simulators, and we are seeing that our 1.5 years of effort in these fields in the country are coming closer to yielding results. At this exhibition we have continued our meetings with the relevant parties.”

Erciyes went on to express his views about similar events that are to be organized in the future: “The importance of this event is evident. From now on, to be able to get more outputs and better results from similar events, we must begin preparing for them maybe six or eight months in advance; should conduct activities towards joint objectives by ensuring, as members of the sector, the involvement of the relevant state institution and of diplomatic missions; should exchange documentation with the authorities of the relevant countries; prepare contracts in advance; and focus on signing certain contracts during the exhibition. In similar events held in the future, we, as the sector, will be doing our best to ensure that the expected results can be achieved.”

KÖSEDAĞ Emphasises Border Security

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MD-2 Invests in the Future

MD-2 was participating at its first foreign event at High-Tech Port by MÜSİAD Qatar after being established in the Middle East Technical University (METU) Teknokent in 2005 to carry out studies into recycling. The company employs a number of personnel who previously worked at ROKETSAN. MD-2 has been involved in a number of projects pertaining to ammunition disposal, and has already established ammunition disposal plants in Italy and Jordan for NATO. The equipment used by these facilities has been designed by MD-2, manufactured in Turkey and then transferred to the relevant countries. In another project, MD-2 established a facility in Uzbekistan for the recycling of the oxidized melange used in liquid fuel rockets into fertilizer, using a system that was designed by the company.

MD-2 also works on designing special testing equipment for the defence sector, including special devices that measure torque during the ignition of a solid-fuel rocket, and devices that measure the centre of gravity of ammunition and vehicles. The company will soon begin working with FNSS in the area of testing equipment.

Azra Timur, Business Development Manager at MD-2, noted that the event was the first exhibition in which they had participated, and said: “There is growing demand at an international level for the disposal of ammunition. There will soon be new tenders in this field, and we would like to take part in them. We don’t have many competitors. For example in the field of melange disposal, we are one of only two companies in the world. There has yet to be a comprehensive ammunition disposal project in the Middle East, and so we believe that demand exists, and are working hard to introduce and promote ourselves. There are currently no ongoing projects on the table, but we believe that they will begin to emerge in three to five years’ time.”

MilSOFT Sees Qatar within a Broader Framework

Keeping track of a number of potential projects in Qatar, MilSOFT used the event as an opportunity to put forward its proposal to supply the command and control system of the boats to be delivered to the Qatari Coast Guard by ARES. The company also promoted its electronic warfare and training system solutions in Qatar. During the exhibition, we met with Tolga Çelik, Marketing and Business Development Manager at MilSOFT, who shared his thoughts about the event: “This is a highly significant exhibition in terms of the messages it gives, illustrating the solidarity that exists between the two countries. Qatar’s means and capabilities are probably not yet at the stage where there will be business opportunities for each and every company present here, and so we should also consider different approaches. Investors coming to Qatar should think about potential cooperative activities that would open doors to other countries, and a capital-oriented exhibition in the future could be a good idea in this regard.”

Öztiryakiler Reaches out to Both Military and Civil Sectors

In Qatar, Öztiryakiler met with officials from both military and civilian institutions, acquiring information about Qatar’s requirements and potential areas of investment, and presenting both its container- and trailer-based solutions. On the civil side, the company emphasised also its industrial-type kitchen products. Sait Karabayır, Military Products Sales Manager at Öztiryakiler, speaking about the company’s participation at the event, said: “We came to Qatar primarily to present our defence industry logistic support systems, to create awareness among both the Turkish and Qatari participants; and to leave our mark as Öztiryakiler-OZTİ on the corporate memory of the defence sector. We believe that we have already taken some significantly important steps in this regard.” Karabayır also shared his comments about the organization of the event: “We, as the event’s participants, need to carry out an immediate post-event evaluation to identify both its positive and negative aspects, and to draw from these the necessary lessons. Our companies and the Turkish economy as a whole would benefit greatly from this.”
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The Address for Qatar’s Needs in the Battlefield of the Future: ROKETSAN

ROKETSAN held important meetings with high-ranking officials in Qatar, and is now preparing to sign a number of new important projects. Despite his busy schedule, Selçuk Yaşar, the General Manager of ROKETSAN, took the time to speak with MSI Turkish Defence Review, summarizing their activities in Qatar as follows: ‘We come to Qatar regularly, and often take part in the DIMDEX exhibition. The Turkish Deputy Minister of National Defence headed our last visit to the country, while our Marketing Director held high level meetings with Qatari officials. During this visit we witnessed considerable interest in our company and products. Looking at the conjuncture in the Gulf Region, I think that organizing this exhibition was the right decision. The exhibition gave us the opportunity to hold a one-to-one meeting with the Qatari Minister of Defence, and we are now in the process of preparing special offer packages for our products that we believe Qatar may find interesting. The five or six special packages for Qatar cover a wide spectrum of products, from the pedestal-mounted CİRİT to 120 km-range guided artillery missiles, and involves different technical content and financial costs. I believe our hosts were quite interested in them. We noted previously that Qatar has some urgent requirements due to the current conjuncture, and they want deliveries as soon as possible, often asking ‘could you deliver these in a few months?’ We always respond positively to such requests. We think that some of the steps taken during this exhibition will materialize into new projects; but to ensure the continuity of these talks we will prepare our offers very rapidly, will visit Qatar frequently for meetings and will invite our customers to our facilities where we can better explain certain critical aspects. Our Qatari hosts have responded favourably to these suggestions. Our expectation is that we will be able to transform a number of their requirements into tangible contracts within a period of three to nine months.’

Yaşar explained how ROKETSAN’s characteristic approach to customer satisfaction had been a positive element in their discussions: ‘An important advantage ROKETSAN has is its ability to produce different solutions according to the demands and requirements of its customers, which is something that has resulted in much positive feedback, although we can certainly provide our standard products as well. However, when a customer asks; ‘Can we modify this system in this way? Could it fire 80 instead of 40?’ we can easily respond to such requests, since we are both the designer and producer of our products. This flexibility has proven to be advantageous for us in another country in the region, especially as the world’s largest manufacturers have been unable to provide such flexibility. We understand that Qatar also has a number of special requests, and we have informed them that we are ready to help. They were very pleased by this.’

Sharing his thoughts about the event, Yaşar said: ‘Before coming to such exhibitions, it is important to engage in preliminary talks with the relevant country. The exhibition shouldn’t be the first time and occasion the customer sees us. You should first visit the country in question together with a representative of the state to establish preliminary contacts, and then focus on signing contracts at the exhibition. Signatures are what crowns exhibitions. Although there are yet to be any deals signed at this event, we are getting close.’

Yaşar concluded our discussion with the following assessment: ‘As long as we are able to meet the Turkish Armed Forces’ (TAF’s) requirements domestically, we believe that we will be able to continue making sales in this region for many years to come. The confidence of TAF and the Turkish Ministry of National Defence in companies like ROKETSAN, as well as their support for our product development activities, gives us the strength to make bolder steps in the future. Providing 100 to 200 units of a certain product to meet a TAF requirement creates the opportunity to export nearly 10 times this amount, and we are working to meet the requirements of friendly and allied nations with our products. Our efforts will continue and increase in the future, and we are hopeful that we will achieve the objectives of both ROKETSAN and Turkey for 2023.’
Ülkemizin Savunması için Türk Silahlı Kuvvetlerimizle Beraber

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