

Ertum Consulting

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Ertüm Consulting is a family-owned enterprise set up by Esin Ertüm in 1991 to provide business support services to local small and medium enterprises during their internationalization.

Since its foundation, we assisted a large number of Turkish SMEs to improve their operational competencies and business performances in global markets and conduct international partnerships in a wide range of industries including Poultry Breeding & Further Processing, Genetics and Livestock (Broiler & Layer), Feed & Nutrition, Veterinary Medicine, Chemical, Industrial Machinery/Equipment/ Spare Parts, Heating & Cooling, Automotive, Marine & Boating, Forestry, Paper & Printing, Engineering Plastics, Construction & Architecture, Packaging.

Through the years of sector experience and with broad knowledge of the local market conditions, our scope of services are focused primarily on industrial marketing and promotion of foreign exports in Turkey. In 1998, we started offering marketing services to international companies with specialization in biotechnology, pharma and agro-food industries including sectors Food, Feed, Health Ingredients & Additives, Grains & Oil Seeds, Food & Agriculture (Fertilizers, Soil Treatment, Plant Health), Pharmaceutical (OTC & Prescription) Animal Husbandry, Genetics & Livestock (Poultry & Bovine), Aquaculture, Safety & Quality Infrastructure, Environmental Management, Agricultural Waste Treatment & Renewable Energy.

Since 2000, we have been the exclusive representative of Daesang Corporation, the worldwide biotechnology company from South Korea founded in 1956 with overseas branches in Europe, USA, Southeast Asia, Japan and China and managing sales and marketing activities for the company's global brand products ; Nucleotides, L-Amino Acids and Algae-based Nutraceuticals. We have been the first to introduce nucleotides to the Turkish market. We started promotional activities for nucleotides in the year 2000 and achieved great success more than 90 % market share within one year based on customer satisfaction oriented marketing.

Ertüm's further activities include production and organization of seminars and workshops on innovation, product development, manufacturing, safety and quality assurance and partnering with foreign trade associations & chambers for conferences and international cooperation projects in and outside Turkey.

On June 5-6, 2012, as "Global Media Partner", we partnered with the Moscow Entrepreneurs Association and event organizing committee including Chamber of Commerce and Industry of the Russian Federation - Russian Union of Industrialists and Entrepreneurs - Bank for Development and Foreign Economic Affairs - Russian Technology Transfer Network - Department of Science, Industrial Policy and Entrepreneurship of Moscow Government - Department of SMEs Development of the Ministry of Economic Development of the RF - Association of Russian Banks - Russian Bank for Small and Medium Enterprises Support - Finance-Banking Board of the CIS - Delovaya Russia - Federal Antimonopoly Service of the RF for the **"V-th Annual International Business Partnership Matchmaking Forum «Russia-Europe»"** held at the premises of the Moscow City Government.

June 20 through to June 23, 2011, as “Media Partner”, we partnered with the American Oil Chemists' Society (AOCS) for the **“World Conference on Oilseed Processing, Fats & Oils Processing, Biofuels & Applications”** in Izmir, Turkey.

In 2009, we partnered with the Luxembourg Chamber of Commerce and Handwerk International Baden - Württemberg of Germany (a business division of the Stuttgart Chamber of Craftsmen) for the **“b2fair-Business to Fair”**, a joint project of thirty European partner organisations.

“b2fair - business to fairs” was initialised as a joint project of thirty partner organizations from European countries together with the Enterprise Europe Network to support the initiation of successful business contacts. We support “b2fair” to offer companies a quick and easy way to meet international business partners and customers in and outside Europe.

More About the Founder

Prior consulting, Esin Ertüm's position included banking assignment at the Yapi Kredi Bank A.S, Turkey. As the vice supervisor at the international division, she has been in charge of overseas transactions (documentary credit issuance, collection payments), marketing of banking products such as export/import credits, credit insurance, forfaiting, factoring, leasing and relationship management with corresponding banks, Central Bank of Turkey and customers.

Ertüm's lines of experience include :

- ✚ Global trade management, international relations, trade lobbying and marketing
- ✚ Export competitiveness, strategic business development,
- ✚ Typical needs, problem areas and management gaps facing SMEs during internationalization
- ✚ Identification of global investment/partnership/market opportunities in agro-food industry
- ✚ Teaching & training



Esin Ertüm, delivering opening remarks at the “International Dairy Workshop and Exhibition”, Izmir, April 28-29, 2008

Services for International Companies

- ✚ Trade representation & facilitation.
- ✚ Consultation on Turkish trade policies, import/export legislations.
- ✚ Advice on market demands and consumer trends.
- ✚ Export promotion, competitiveness support.
- ✚ Market entry, positioning, constant marketing support during pre and post launch period.
- ✚ Management of promotional activities and client contacts in trade fairs.
- ✚ Identification of business partners ; importer, distributor, joint venture, related contract negotiations.
- ✚ Coordination of sales activities, customer relations and commercial procedures.
- ✚ Product sourcing, location of suppliers.
- ✚ Guidance of investment procedures, project support, coordination of bureaucratic arrangements, business start up, trade structuring and execution
- ✚ Relationship management with government institutions and regulatory authorities.

Services for Local SMEs

- ✚ Business mentoring/coaching.
- ✚ International trade structuring and execution.
- ✚ Export marketing management, identification of foreign markets.
- ✚ Consultation on international trade policies. Contract management.
- ✚ Management of trade finance. Foreign exchange solutions.
- ✚ Import management, licensing, bureaucratic arrangements in regulatory authorities.
- ✚ Outsourced trade operations, back-office and logistic supports, overseas transactions, documentation.
- ✚ Coordination of trade relations with foreign partners until SMEs become large organizations and set up their own international departments.

Our Current/Past International Partners & Clients

- ✚ Daesang Corporation, South Korea
- ✚ Westmark Trade Services, Inc. USA
- ✚ Gerson Lehrman Group, USA
- ✚ AHP GmbH & Co. Germany
- ✚ Lifestyle International, Austria
- ✚ Tanin Sevnica DD, Slovenia
- ✚ SojaProtein Processing Co, Serbia
- ✚ And above mentioned foreign trade associations & chambers

Some Turkish Clients

- ✚ Keskinoglu Poultry Group
- ✚ Fem Chemical Import & Export Ltd.
- ✚ Ege Air Conditioning Industry Inc.(Safkar)
- ✚ Yekpar Forestry Products Ltd.
- ✚ Seckin Poultry Breeding Inc.
- ✚ Tellioglu Feed Industry Inc.
- ✚ Ege-Tav Poultry and Agriculture Inc.
- ✚ Yelda Poultry Industry Inc.
- ✚ Izmir Poultry Inc.

- ✚ Mariner Machine Industries and Trading Ltd.
- ✚ Com Technical Services & Trading Ltd.
- ✚ PMS Polyethylene Industries Ltd.
- ✚ Cozum Industrial Kitchen Equipments Inc.
- ✚ Altinok Forestry Products Industry Inc.
- ✚ Natural Therapy Ltd.
- ✚ Ustunkarlı Machinery Industry Ltd.
- ✚ Ileri Wood Machinery Ltd.
- ✚ Olgun Agricultural Products Ltd.
- ✚ Dekim Architecture Ltd.

Seminar & Workshops Independently Produced by Ertum

“ International Dairy Workshop & Exhibition”

Tepekule Congress and Exhibition Centre - Izmir/Turkey, April 28-29 2008

Interactive workshop and exhibition directed at marketing and sales, production and R&D staff, legal councils, industry representatives, exporters/importers of dairy cattle & milk industry.

Workshop Program: Cattle breeding, health and nutrition, dairy processing. Scientifically supported by the Aegean University, Faculty of Agriculture, Ministry of Agriculture and Rural Affairs, Veterinary Control & Research Institute of Bornova, University of Adnan Menderes Aydın, Faculty of Veterinary Medicine, Veterinary Medical Chamber of Izmir.



From the exhibit area, “International Dairy Workshop and Exhibition”



Product presentation by the exhibitor, “International Dairy Workshop and Exhibition”



From the exhibitor stand, “International Dairy Workshop and Exhibition”



Workshop session “SME Competitiveness on Global Dairy Market ”

Exhibitors have been offered the opportunity to hold 30-minute product presentation sessions on their latest products and services.

“Scientific Studies in Food Industry”

EBSO-Aegean Region Chamber of Industry, Turkey, 06 November 2006

Seminar to strengthen Turkish processors' technical skills to fill the gaps during Turkey's accession negotiations with the EU. Directed at marketing and sales, production and R&D staff of agro-food industry, representatives from the Ministry of Agriculture, Ministry of Health, Municipality of Izmir and Turkish Technology Institute.

Scientifically supported by the Aegean University, Faculty of Engineering of Turkey and the Veterinary Medical Chamber of Izmir, Turkey

Seminar Program : Overview on Turkish Agro-food industry, Developments in Functional Products, Nutritional Standards, & Health Related Issues, Certification in Organic Agriculture, Avian Influenza & Risk Management



From the seminar “Scientific Studies in Food Industry”, November 6, 2006