

‘Data supplies equipment to all vessels on sea’

Cem Hüroğlu, the marketing director Data Hidrolik, one of Turkey's leading marine equipment manufacturers, has shared his opinions on the developments in the shipping industry and shared information on Data's planned targets and projects.

Data began in 1945, manufacturing various machinery parts for fishing vessels in Istanbul, and later built on its expertise by manufacturing mechanical concepts, various cranes, and steering gear. In 1979, the company started manufacturing electrohydraulic steering systems, hydraulic/electric anchor windlasses and mooring capstans and started manufacturing tugger winches and anchor winches in 1995. Data Hidrolik has been continuing its manufacturing operations in Tuzla Shipyards Region, near Istanbul since 2008 in its new facility built on a 8,000 square meter area, 5000 square-meters of which is occupied by the manufacturing

plant building and 3000 square meters of open-space.

Over the years, Data Hidrolik has become established a corporate identity, but the company has held on to its character as a family company. Hüroğlu told Data's story: "The target of our company, which was founded in 1945 by my grandfather Mehmet Hüroğlu, is to become an international brand that supplies its products at a competitive quality and a competitive price to the world market. We have gone a long way in this regard over the past few years. We are manufacturing quality products and offering quality service, but at the same time we are trying not to lose our amateur spirit."

He further noted: "We are active in almost every segment including yachts, boats, tugboats, work boats and even military projects for domestic and international clients. In spite of all the challenges of 2016, we have achieved a 25 percent in-



Cem Hüroğlu

crease in sales in comparison with the previous year. In 2017, we want to focus on selling products abroad and bring the share of exports in our turnover to 50 percent."

Hüroğlu said: "We have representative offices in more than 20 countries. Additionally, we can direct our factory service directly to locations abroad. We have a good name in the industry and the clients who use our products are very satisfied.

To date, we have conducted efforts to improve our products, rather than start manufacturing new products and we are company that has grown vertically. This is how we were able to secure a very serious level of market share at home."

‘Our target is to become a global brand’

Data, which has become a significant brand in hydraulic steering systems and deck machinery, offers modifications and improvements to its products based on the individual needs of its clients, Hüroğlu said. "We work at global standards and we are not a low-cost brand, we are the best quality, we offer top quality service," he said, emphasizing the pride the company takes in its product quality.

"Our after-sales services provided by our expert teams and our products that have been produced using top quality materials are our best advantage both domestically and internationally.

Yacht machinery, the field in which we started out, continues to yield the highest turnover for us. Revenues from anchor windlasses and capstans for yachts is rather high, and we manufacture between 1500 to 1600 sets of steering systems annually. About 55-60 percent of this is exported abroad. Our annual manufacturing figures in windlass and capstans is more than 500 units, sometimes more than 700. We have an extensive assortment of products for fishing boats and commercial vessels. We have also achieved good sales figures in military ships.

Our history of work in military projects, which are very important to us, dates back to projects carried out for the Coast Guard in the 1980s at Gölcük Yard. We have participated in almost every ship built as part of the National Ship (MİLGEM) project of the Undersecretariat for Defense Industries (SSM). Milgem has been an important milestone in this regard. We are currently having meetings to ensure our participation in large military projects planned in the period ahead. The highest-profile jobs we have carried out in the naval projects that began with

the Milgem Project have included New Type Police Craft (YTKB) projects, coast guard vessels manufactured by the RMK, landing ships (LST) by Anadolu Shipyard and Istanbul Shipyard's submarine rescue and intervention ships."

Hüroğlu said most of the projects to which Data supplies equipment usually require swift response, as they are generally projects unfit to be docked at a terminal for a long time. "As such, we are very sensitive about service and spare parts. We always work with stock when it comes to crucial equipment and we have greatly improved our warehousing department in the past few years."

‘Turkish shipowners should support new products’

Data Hidrolik has been able to consistently increase its sales volume by boosting its sales abroad, due to frequent ups and downs in the domestic market, Cem Hüroğlu said.

"We have nothing short of any international machinery and equipment supplier in terms of our after-sale support. This is why we are working hard to grow the share of exports in our sales. We export products to countries that are advanced in shipping; such as Germany, France, Italy and Greece. We supply steering systems to several yacht projects in the Netherlands. We have also taken orders for new projects in countries such as Croatia, Romania, Poland and Russia. Europe as a market has mostly stabilized, it doesn't experience many shifts. There are more swings in the Near East and the Far East. We are also taking steps to establish a presence in the South American and North African markets. Our aim is to be able to supply our products at a larger number of locations in the world, increase the recognition for our brand and expand our international network. We can confidently compete with other companies abroad in terms of technical capabilities and certifications, but our competitors are unable to offer the same price and logistics advantages that we provide. As we explain this to clients abroad and as we increasingly prove our edge in various projects, our client base also expands.

To reach our goals, we are also improving our human capital understructure and our machinery and quality control infrastructure, making continuous updates to the manufacturing processes and keep client satisfaction at the highest level. Recent R&D investments have enabled us to expand our product assortment. We aim to create a diverse assortment that will enable us to reach a larger market and a wider client base."

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