



## TURKEY ON CROSSROADS

▶ VEGA is present in the Turkish market since 1993 when it started to work for Ulusoy as Volvo importer and for Mercedes Benz in Import of trucks and in Export of buses. Today VEGA, whose HQ is in Salzburg Austria has its sister company VEGA Lojistik A.S. in Orhanlı/Istanbul and operates a large compound for commercial vehicles including PDI service center. The import and export of new commercial vehicles is the base for VEGA's business activities in Turkey, but in the last couple of years the importance of Turkey as a multimodal hub for the whole Middle East has grown significantly in the business portfolio of VEGA A.S.

In the year 2009, VEGA A.S. signed up an order to move new Scania trucks from Zwolle/NL and Anger/Fr to Tehran/Iran. The multimodal and speed solution developed by VEGA via Trieste/Pendik and then with the Turkish registered own fleet of truck carriers from Pendik to Tehran made it possible to deliver even big quantity with a short lead time of 14-16 days. As the customer in Iran was really satisfied, VEGA achieved to move more than one thousand units of Scania trucks to Iran within a period of 6 months. Currently VEGA A.S. operates the most modern fleet of 30 truck carriers all of which are registered in Turkey and beside its domestic

business with the pre-carriage from the Mercedes factory in Aksaray to the ports of exit, it mainly operates the fleet from the ports of Pendik, İzmir and Mersin to various destinations in the Middle East, like Azerbaijan, Turkmenistan, Kazakhstan, Iran, Iraq and the Emirates as well as to Russia and Ukraine. Urgent deliveries of test vehicles or other commercial vehicles under tight contract terms with penalties have become a second important feature of VEGA's truck carrier fleet based in Orhanlı/Istanbul. In 2012, the Dutch bus manufacturer VDL won the bus tender in Dubai, but in order to sign a contract it

*VEGA offers tailor-made solutions for challenging situations and Turkey plays a strategic role in VEGA's operations to supply the urgent needs of their clients.*

needed to bring the first test buses within 18 days to Dubai, which was impossible to succeed with a conventional shipment operation from Antwerp in such a short delivery notice. VDL therefore asked VEGA to provide a reliable solution for this urgent cargo. The bus was shipped from Trieste to Mersin and continued from there with a truck carrier to Bandar Abbas, from where it was shipped over to Dubai. The whole transit time from factory near Eindhoven in the Netherlands to Dubai was only 15 days and VDL finally succeeded to sign the contract for a total of 300 buses. In January 2014, Zoeller group had a similar problem. They needed

to deliver 50 waste collecting trucks until a fixed deadline of 14th January 2014 to Abu Dhabi and due to a long order book, the production was delayed and they could hand over only half of the trucks on 25th December 2013, which was too late to reach Abu Dhabi by one of the big RO-RO vessels from Ports of Hamburg or Antwerp. And again VEGA turned to be the solution for this slippery business, which was under the risk of a huge conventional fine if the goods would not arrived in time. VEGA brought the 25 units to Trieste, where just-in-time shipment to Pendik and Mersin was agreed with the long term partner UN

RO-RO. Everything was prepared by VEGA team in Turkey to continue the trip via Bandar Abbas to Abu Dhabi where the whole lot arrived perfectly in time on 12th January 2014. The strong partnership with UN RO-RO as well as a perfect planning of this intermodal chain made another customer of VEGA satisfied as they succeeded to deliver all the units without having to pay fine despite the delayed production. It proves once again that tailor-made solutions are the key to success in the intermodal logistics world and VEGA is well in line with its philosophy "Excellence is our driver". ■