



Svet Foreign Trade Ltd.

NEW COMPANY FOUNDATION
ANNOUNCEMENT

Company Info

SVET DIŐ TİCARET LİMİTED ŐİRKETİ
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Registration No: 356323-5
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Story

- General manager & partner of GBL Gul Biyoloji Lab.
- Responsible for import operations since 2004.
- Started export 2015. Reached 30 countries within 7 years. Established long-term repetitive-order distributor relations with our distributors.
- Founded Svet Foreign Trade 2022 in order to expand our product portfolio, decrease our raw materials cost by direct import of chemicals, participate more international exhibitions and develop closer business relations with our distributors, thus to increase sales and our profit margins in high inflation period.

Focus

International trade of;

- medical consumables,
- laboratory consumables,
- chemical raw materials





Philosophy

Some quotes to summarize my business philosophy;

- People buy...from the people they trust
- Customers don't expect you to be perfect. They do expect you to fix things when they go wrong.

Important Dates

Some milestones during our foreign trade journey.

- First import: 2004
- First export: 2015
- First exhibition abroad: Arab Health 2015
- 30 countries within 7 years.
- 7 digit number USD export sales figures.



Product Groups



BIOCIDAL PRODUCTS



MEDICAL DEVICE
DISINFECTANTS



LABORATORY PRODUCTS

Product Sub-Groups

Biocidal Products	Dialysis Machine Disinfectants	Medical Device Disinfectants	Laboratory Products
Skin and hand disinfectants	Hemodialysis machine disinfectants	Medico-surgical instruments high level disinfectants and maintenance products	Microbiology: Culture media in Petri Dishes, tube, bottles
Floor and surface disinfectants	Hemodialysis Solutions (to be launched 2023)	Medico-surgical instruments maintenance products	Pathology / Cytology / Hematology / Andrology <ul style="list-style-type: none"> i. Reagents, stains, staining kits ii. Fixatives iii. Mounting media iv. Solvents
Animal health disinfectants (to be launched 2022 last quarter)	Tablet salts, cartridges, bibags (to be launched 2023)	Test strips for disinfectants	Special OEM / PL reagents for lab devices; Blood grouping reagents, Urine chemistry analysis machine reagents, Haematology analyser reagents

Svet Foreign Trade and GBL comparison

SVET

- Foreign trade company: exclusive export rights for GBL Product worldwide
- Limited liability
- Owner: Mustafa Özbudun 100 %
- Foundation: 2022
- Frequent exhibitor
- E-Commerce web site (B2B) (to be announced soon)
- Flexible and more economic price strategy
- Diversified product portfolio from different suppliers

GBL

- Manufacturer company
- Incorporated company
- Owners: Mustafa Çetin Özbudun 65 %, Arzu Özbudun 35 %
- Foundation: 1990
- Does not exhibit
- Web site without e-commerce
- More rigid pricing and relatively high prices.
- Stable portfolio due to the strict registration procedures.



Our teammates

BIRTHDAY CELEBRATION OF OUR
STAFF MEMBER



Our teammates

Another gathering to celebrate our move to our new Office building



Our teammates

- Svet Foreign Trade: 5 people (1 Managing Partner, 2 Trade experts, 1 accountant, 1 Secretary)
- GBL Gul Biyoloji Lab: 32 people (2 Managing Partners, 1 assistant GM, 4 Chemists in quality department, 2 biologists and 1 chemist in production, 2 as accountants, 3 warehouse and delivery, 2 in Sales, 1 Secretary, 16 workers.)

BUSINESS PLAN

2022	2023	2024
Exhibitions planned: Fime (USA), Medica (Germany), Zdravo Expo (Russia)	Exhibitions planned: Arab Health (UAE), Hospitalar (Brazil), Fime (USA), Medica (Germany), Zdravo Expo (Russia)	Exhibitions planned: Arab Health (UAE), Hospitalar (Brazil), Fime (USA), Medica (Germany), Zdravo Expo (Russia)
New export countries: 1 EU member, 1 Latin America, 1 Russian speaking, 1 GCC, 1 West Africa country.	New export countries: USA, 1 EU member, 1 Latin America, Russia, 1 GCC, 1 West Africa country.	New export countries: North America, 3 EU member, 1 Latin America, Russia and neighbours, 1 GCC, 1 West Africa country.
New products to be launched: 2	New products to be launched: 2	New products to be launched: 5
E-commerce web site (B2B) will launched.	Web site to be prepared in 5 different languages.	Sub-domains will be launched for each Product group.

Target for 2025

AT LEAST 50
COUNTRIES WITH MIN
ONE-TIME ORDER AND
30 REPETITIVE-ORDER
DISTRUBUTORS

REGULAR
PARTICIPATION TO
MIN. 5 EXHIBITIONS
EVERY YEAR: MEDICA,
ARAB HEALTH,
HOSPITALAR, FIME

TO BE ABLE TO OFFER
MORE COMPETITIVE
PRICES BECAUSE OF
INCREASED SALES
QUANTITY MASS-
PRODUCTION

IMPROVING AND
COMPLETING OUR
CURRENT PRODUCT
PORTFOLIO TO
BETTER MATCH
CUSTOMER NEEDS

Summary

SVET FOREIGN TRADE IS A BABY COMPANY WITH EXPERIENCE; A) 22 YEARS BUSINESS LIFE B) 18 YEARS IMPORT C) 7 YEARS EXPORT EXPERIENCE WITH FULL SUPPORT OF GBL GUL BIOLOGY LAB. PLEASE TAKE YOUR SEATS: WE ARE READY TO TAKE OFF!





We expect from our current distributors to ask quotations from Svet Foreign Limited, order to Svet Foreign Limited and manage all import operations and transactions with Svet Foreign Limited. This will speed our process to reach our business targets sooner.

Thank you!

QUESTIONS? PLEASE E-MAIL ME: INFO@SVET.COM.TR