

TRADE BLAU

Company profile

WHO ARE WE?

Half Spanish and Half Turkish company with a consolidated 17 years of expertise in Import, Export, and Distribution services.



OUR STORY



Starting our business 17 years ago as Traders by doing our productions in Asia mainly and having a solid position with a growing trajectory as a European Trading company in China. With solid partners, only working with reliable factories we started developing products from the prototypes or sampling to the mass production. Our customer's portfolio englobed from Chemical companies, Pharmaceuticals, Food Producers, Industrial companies, Press publishing, and retail companies amongst others, some of them are well known international companies supplying their goods all around Europe.

Turkey Business Line

Seeing that Turkey was taking the advantage of having good quality products at a slightly higher price but with a very short lead time and good service and by being Trade Blau a Half Turkish company we opened this new line, believing in Turkish expertise and talent. This was followed by offering distribution and import and export services, helping Turkish companies enter into the European Markets.



WHY US?

Thanks to its owners, Özgür Özdemircili (Turkish) and Yolanda de Castro (Half Spanish, Half English), with the knowledge and expertise we both have of our own countries of origin, we are offering solidity, confidence, and experience to all our current and potential customers. Customers that may have a lack of market understanding or even have tried to enter directly into the EU without success, or even don't know where to start from as they are not familiar with these countries.

We are currently members of the Hispano-Turca Chamber of Commerce, have the support of the Turkish Embassy in Barcelona, and are in direct contact with the Commercial Office of Turkey in Barcelona. Also cooperating closely with the Spanish Chamber of Commerce in several different areas, always seeking to be linked and give the best support to our customers. Trade Blau is also a member of the Köprü Association, born in Barcelona with the aim of connecting Spanish and Turkish Businessmen and entrepreneurs that are willing to create new synergies.



At last, also been named emissaries of the Chamber of Commerce in Barcelona all over Turkey and also provide the Chamber with Consultancy Services for the Turkish Market.

Import and Export Services



Our success key in the market is based on our main aim as a company, by seeking for long-term partnerships, working with reliable and trustable companies and factories, with close and daily communication, the best customer service, and by studying carefully each project in detail and finding the best way to increase our customers business or profits in the most professional manner. Taking care personally of each process, with a daily track so customers can rely on and be confident that we are following with care each step since they confirm the order till delivered in their warehouse.

Distribution & Representative services from Turkey to Spain and Other EU countries.

Thanks to our contacts, partner companies, and expertise, we can guide and help Turkish companies to introduce their products in Spain, developing specific marketing campaigns that will work in our markets, supporting by participating in the strategic exhibitions, visiting potential customers and doing market studies to find the perfect customers plus knowing how to face competitors, makes become a winner and most important as we are in the country and can move on fast, get good results in a short time period which ends up being very cost-effective for them. Adding that by having us as your representatives in Spain or other EU countries means that your new customers will have someone closer to contact and can give them the best service.



Our location in Barcelona is totally strategic as it becomes the door to Europe, we can send goods to anywhere from Spain and will be delivered in the EU in not more than 48 hours, so the market is huge.

We are customer orientated, always wanting to learn about our new customers' plans to enter into new markets, not having a strict agreement term system by giving the opportunity to the customer to explain to us how we can help them and what is their goal by also explaining to us which would be the best way to cooperate together and feel more comfortable with.



Production services from A-Z

Helping you find the best product at the best price and quality service, developing the design with your corporate image if necessary. Supervising from the design of the prototype and sampling to the mass production. Coordinating and tracking all the production processes with the support of our team, supervising the QC controls and certifications if requested, and taking care of the shipment of your goods till delivered to your warehouse. Always guaranteeing production by working only with solid factories and partners that will provide perfect production in high-quality standards at the best price.



YOLANDA DE CASTRO TRADE BLAU'S CEO

Growing up with two different cultures, Spanish and British taught me since the beginning to be a multicultural and open-minded person.

With Marketing and PR degree studies in the early 90's I started my first job as an Export Assistant in a Textile Company. I was young but with a lot of learning expectations and with the aim of building up a great professional career, working hard, and being reliable and honest. Just a few months after being in the company, I started to travel to sign out the Yearly Production Contract Agreement between my company and Reebok Asia or Adidas in between others.



After this first incursion into the International Markets, I joined a Fibre Optic Cable for data Transmission company. They had just started to export, but it was the ideal moment to expand to other countries, so the project was a real challenge. I ended up building a consistent Export team and becoming the Export Manager. This involved traveling up to 70% of my time to European and non-European countries. Being in charge of the department, I was also seeking the ideal distributor in each country, negotiating contracts and training their staff, or being directly involved in global projects developed for companies such as Siemens, Alcatel, Nokia, or even in Windmills.



By reaching my top position in the company I had to decide sadly to leave the company seeking for new opportunities and started to work in a nonwoven factory in the same position as previous but with higher responsibilities managing top branded accounts such as Kimberly Clark worldwide.

Built to succeed thanks to our background and loving each single part of what we are doing. Fighting the best for our customers, involving ourselves in each part of the business offering the best global service and most important in the best professional way.

After this and thanks to all the experience received, that taught me to be learning about products every day, to be always updated, having knowledge of every detail of the manufacturing process, even being involved in technical, financial or quality, and logistic aspects with 27 years experience in import, export, and distribution made us built up Trade Blau.



ÖZGÜR ÖZDEMİRCİLİ TRADE BLAU'S CHAIRMAN

With an experience of more than 25 years in the IT sector, including in 7 different verticals such as Military, Tourism, Pharma, Fashion & banking, and in companies such as the United States Air Force, Thomson Reuters, Roche, Banco Sabadell, and Head of Enterprise Support in Amazon Web Services.

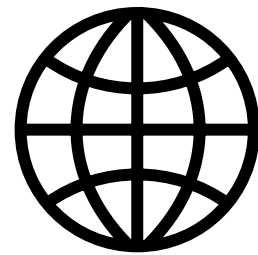


Currently, he is Customer Success Director at Microsoft with experience and business acknowledge to confront, assist, support, and comprehend customers.





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