



 Istanbul Africa  
Trade Company



# Product Catalogue

## FMCG

### Consumer Goods

#### 2020



## About Istanbul Africa Trade Company

Istanbul Africa Trade Company improves economic and commercial relations between Turkey and African countries, through professional and effective trade services.

We offer trade consulting for businesses which are interested in importing Turkish and European products.

Moreover, our professional team works with companies in order to increase their presence in the African markets.



Headquartered in **Istanbul, Turkey.**



Regional company partners in **Ghana** and **Zimbabwe.**



Distribution agreement with **15+ Turkish Corporations.**



Partner companies have more than **150,000 square-meters manufacturing area** and **1,500+ employees combined.**



[info@istanbulafrica.com](mailto:info@istanbulafrica.com)



+90 539 415 3139

## General Sales Director



[burak.unal@istanbulafrica.com](mailto:burak.unal@istanbulafrica.com)



+44 78 4012 7219

### Burak Unal, Director of African Markets

Burak Unal is the Director of African Markets and Relations of Istanbul Africa Trade Company. In this role, he is responsible for leading the company's global trade initiatives and client relations. Burak is responsible for managing relations with national business councils and businessmen.

Prior to Istanbul Africa Trade Company, Burak Unal worked at Oliver Wyman, New York based management consulting firm, as a Financial Services Consultant. In his career at Oliver Wyman, he had several banking projects in Turkey, Italy and Greece. He also took part in business development activities in the Middle East region, including the United Arab Emirates, Saudi Arabia and Lebanon.

Burak holds a master's degree in finance from London School of Economics, a bachelor's degree in management from Bogazici University. He is a Chevening Scholarship holder.

**Academic Thesis:** Development of the Textile Industry in Kenya and Its Impact on the Balance of Trade (London School of Economics, MSc Finance)

## Import from Turkey

According to current GDP figures, Turkey ranks as the 18th largest economy in the World and 7th in Europe. Economic size of Turkey is larger than the combination of Nigeria and South Africa.

Turkish companies are specialized in construction, machinery, textiles, furniture, chemical industry and metal production.

### Key Facts in Focused Industries



#### Chemicals

Turkey is the 2nd largest producer of plastics in Europe and 7th largest producer globally. In the paint industry Turkey ranks as the 5th largest paint producer in Europe.



#### Metal Production

Crude steel production in Turkey rose to 37.5 million tons in 2017. Turkey's crude steel exports also increased in volume by 8.4 percent from 2016 and reached 18.3 million tons in 2017.



#### Construction

In the period between 1972-2018 Turkish contractors have undertaken 9300 projects in 120 countries, with a total value of 360 billion USD.



#### Textile

Turkey is the 3<sup>rd</sup> largest clothing supplier in Europe and 6<sup>th</sup> in the world



#### Machinery

Total export value of the machinery industry reached USD 13.4 billion in 2016, up from USD 5.2 billion in 2005.

## **Istanbul: The Business Center of Turkey**

### **Organized Industrial Zones in Istanbul**

Istanbul and neighboring cities (Kocaeli, Tekirdag and Sakarya) are the main body of Turkish industry. 38 of 271 organized industrial zones in Turkey are located in these cities..

### **Headquarter of the largest corporations**

Most of the firms in Turkey are headquartered in Istanbul. Also, many international firms manage their Middle East, Central Asia and Eastern Europe operations from Istanbul.



### **Presence of international companies**

Major international firms have Foreign Direct Investment and management office in Istanbul region. Some of these companies are Toyota, Mercedes-Benz, Nestle, McKinsey and Citibank.

### **International conferences and business forums**

Istanbul hosts leading business conferences and business forums in many sector. There are specific conferences for Africa-Turkey relations such as International Turkish-African Congress and Turkey-Africa Economic Forum

## Content

### Baby Diapers



### Sanitary Pads



### Wet Wipes



## Content

### Detergent



### Packaged Food



### LED Bulbs



## About Manufacturer of Baby Diapers

Istanbul Africa Trade Company is the distributor of Halk Hygienic in the Sub-Saharan African countries. Halk Hygienic manufactures baby diapers, women peds, wet wipes and adult diapers in Turkey.

Halk Hygienic is one of the leading FMCG companies in Turkey. The company employs more than 200 people in its 28,500 square-meters modern production facility. All of the production processes are compatible with ISO 9001 quality standards. The company has an annual capacity of 1,192,680,000 pieces of baby diapers and 449,280,000 pieces of sanitary napkins production.

The products of Halk Hygienic are baby diapers, daily pads, adult diapers and wet wipes. Taffy and Gizmo brands have already been exported to major markets, including France.

### **Taffy Diaper**

Very high quality diapers for upper income segment



### **Gizmo Diaper**

High quality diapers for middle income segment



### **Amigo Diaper**

High quality diapers for lower income segment



## Price List – Baby Diapers



DESCRIPTION	QTY OF PER UNIT PACK	QTY OF BOX/BALE	PRICE OF BOX/BALE
TAFFY PREMIUM CARE SUPER STANDART	10-9-8-7	20	\$16.15
TAFFY PREMIUM CARE ECO	42-38-34-30-24	5	\$14.25
TAFFY PREMIUM CARE JUMBO	62-52-42-30	5	\$20.15
TAFFY PREMIUM CARE MEGA	78-66-58-42	5	\$26.95

All prices are EXW.

## Price List – Baby Diapers



DESCRIPTION	QTY OF PER UNIT PACK	QTY OF BOX/BALE	PRICE OF BOX/BALE
GIZMO SUPER STANDART	10-9-8-7	20	\$14.70
GIZMO ECO	42-38-34-30-24	5	\$12.95
GIZMO JUMBO	62-52-42-30	5	\$18.35
GIZMO MEGA	78-66-58-42	5	\$24.35

All prices are EXW.

## Price List – Baby Diapers



DESCRIPTION	QTY OF PER UNIT PACK	QTY OF BOX/BALE	PRICE OF BOX/BALE
AMIGOS NE	32-28-24-18	5	\$7.95
AMIGO MEGA	70-60-50-40	5	\$19.30

All prices are EXW.

## Price List – Adult Diapers

**Dr.  
Pedical**  
Adult Diaper



DESCRIPTION	QTY OF PER UNIT PACK	QTY OF BOX/BALE	PRICE OF BOX/BALE
DR.PEDICAL LARGE	7	12	\$22.75
DR.PEDICAL LARGE	14	4	\$14.75
DR.PEDICAL LARGE	30	4	\$30.95
DR.PEDICAL MEDIUM	8	12	\$22.75
DR.PEDICAL MEDIUM	16	4	\$14.65
DR.PEDICAL MEDIUM	30	4	\$27.55
DR.PEDICAL UNDERPAD	30	4	\$14.60

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## About Manufacturer of Sanitary Pads

Istanbul Africa Trade Company is the distributor of Halk Hygienic in the Sub-Saharan African countries. Halk Hygienic manufactures baby diapers, women peds, wet wipes and adult diapers in Turkey.

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### Ultra

All day comfort and freedom of movement ultra quality pad



### Daily Care

Comfortable and cotton-soft surface daily pad



### Standars

Skin friendly high quality standard pad



## Price List – Daily and Hygienic Pad



DESCRIPTION	QTY OF PER UNIT PACK	QTY OF BOX/BALE	PRICE OF BOX/BALE
NICELADY ULTRA NIGHT	6	48	\$19.80
NICELADY ULTRA LONG	7	48	\$19.80
NICELADY ULTRA NORMAL	8	48	\$19.80
NICELADY ULTRA NIGHT	20	16	\$21.15
NICELADY ULTRA LONG	22	16	\$21.15
NICELADY ULTRA NORMAL	28	16	\$21.15

All prices are EXW.

## Price List – Daily and Hygienic Pad



DESCRIPTION	QTY OF PER UNIT PACK	QTY OF BOX/BALE	PRICE OF BOX/BALE
NICELADY DAILY CARE FRESH	20	24	\$15.90
NICELADY DAILY CARE SOFT	20	24	\$15.90

All prices are EXW.

## Price List – Daily and Hygienic Pad



DESCRIPTION	QTY OF PER UNIT PACK	QTY OF BOX/BALE	PRICE OF BOX/BALE
NICELADY CLASIC WINGS SHORT	10	24	\$5.95
NICELADY CLASIC WINGS LONG	8	24	\$5.95
NICELADY CLASIC WINGS LONG	10	24	\$7.15

All prices are EXW.

## Price List – Daily and Hygienic Pad



DESCRIPTION	QTY OF PER UNIT PACK	QTY OF BOX/BALE	PRICE OF BOX/BALE
GIZLADY CLASIC WINGS SHORT	10	24	\$5.55
GIZLADY CLASIC WINGS LONG	8	24	\$5.55

All prices are EXW.

## About Manufacturer of Wet Wipes

Istanbul Africa Trade Company is the distributor of Halk Hygienic in the Sub-Saharan African countries. Halk Hygienic manufactures baby diapers, women peds, wet wipes and adult diapers in Turkey.

Halk Hygienic is one of the leading FMCG companies in Turkey. The company employs more than 200 people in its 28,500 square-meters modern production facility. All of the production processes are compatible with ISO 9001 quality standards. The company has an annual capacity of 1,192,680,000 pieces of baby diapers and 449,280,000 pieces of sanitary napkins production.

The products of Halk Hygienic are baby diapers, daily pads, adult diapers and wet wipes. Taffy and Gizmo brands have already been exported to major markets, including France.

### **Wet wipe**

Alcohol and paraben-free, hygienic wet wipes



## Price List – Wet Wipes



DESCRIPTION	QTY OF PER UNIT PACK	QTY OF BOX/BALE	PRICE OF BOX/BALE
TAFFY WET WIPES 40*50 WITH CLOSURE (P.C)	40	50	\$16.15
TAFFY WET WIPES 72*12 WITH CLOSURE (BABY)	72	12	\$4.75
TAFFY WET WIPES 90*12 WITH CLOSURE (ROSE)	90	12	\$5.55
TAFFY WET WIPES 120*12 WITH CLOSURE (LEAF)	120	12	\$6.85

All prices are EXW.

## About Manufacturer of Detergent

Founded in 2005, Beyaz Kagit Ltd has a production facility established on an open area of 56,000 m<sup>2</sup> and a closed area of 40,000 m<sup>2</sup>. Following detergent and hygienic products are produced in our factory: Powder Detergent (Matik & Hand), Liquid Detergent, Softener, Anti-Lime, Liquid and Gel Dish Detergent, Bleach, General Purpose Cleaners, Liquid Soap, Room Spray, as well as Cosmetic products such as raw material production facility.

The factory is one of the leading factories in Turkey, with a production capacity of about 1,500 tons of detergent per day. The company, which offers quality products with more than 550 talented, expert and qualified personnel, has Quality Management Certificates (ISO 9001: 2008, GMP, TSE).

**Detergant for washing machine**  
High quality detergent with active agents



**Detergant for hand wash**  
Our hand-wash detergent offers best results



## Price List – Detergent



DESCRIPTION	Package Size	Price
PEROS POWDER DETERGENT MATIC BAG	3 Kg	\$ 2.18
PEROS POWDER DETERGENT MANUEL / HIGH FOAM BAG 12 A	4 Kg	\$ 2.80
PEROS POWDER DETERGENT MANUEL / HIGH FOAM BAG 15 A	4 Kg	\$ 2.95

All prices are EXW.

## About Manufacturers of Packaged Food

Istanbul Africa Trade Company is the distributor of major packaged food brands. We provide all types of packaged food products from reliable suppliers.

We aggregate your orders and ship products in one container. This provides cost advantage to our clients. For example, we provide cooking oil from a specialized company and canned food from another specialized canning factory. This ensures that we give the best offers to our clients.

### Pasta

Very high quality diapers for upper income segment



### Sunflower and Olive Oil

High quality diapers for middle income segment



### Spice Varieties

High quality diapers for lower income segment



### Other Packaged Food

High quality diapers for lower income segment



## Price List – Packaged Food



Name	Brand	Package	FOB Price (USD)
BEEF STOCK	Knorr	24x10gr	1.14
CHICKEN STOCK	Knorr	24x10gr	1.14
BLACK SEEDS	Tadalim Baharat	1kg	2.9
BREAD CRUMBS	Erdinç	400gr	0.50
COCONUT COPRA PLANNED	Tadalim Baharat	1kg	3.76

## Price List – Packaged Food



Name	Brand	Package	FOB Price (USD)
Hazelnut Cream with Cacao (NUTELLA type)	Ergül	350gr	0.75
GOLDEN RAISINS(DRIED)	Manufacturer	5kg	12.76
Golden PEACH DRIED	Manufacturer	5kg	17.6

## Price List – Packaged Food



Name	Brand	Package	FOB Price (USD)
PASTA (ROTINI)	Oba	500gr	0.32
PASTA (PENNE)	Oba	500gr	0.32
PASTA (FARFALLE)	Oba	500gr	0.32
PASTA (SPAGHETI)	Oba	500gr	0.32
PASTA (RISONI)	Oba	500gr	0.32

## Price List – Packaged Food



Name	Brand	Package	FOB Price (USD)
GHERKIN PICKLES CUCUMBER MIXED	Aysan	1600gr	1.61
VEGETABLE TURSUSU	Aysan	1600gr	1.39
RED LENTILS	Private Labelled	1kg	0.9
GREEN LENTILS	Son Osmanlı	1kg	0.95
MINT POWDER	Tadalım Baharat	1kg	2.95

## Price List – Packaged Food



Name	Brand	Package	FOB Price (USD)
STARCH (FARINA ,AMYL)	Cargill	25kg (corn)	16
BISCUIT (PETIT BEURRE)	Aytaç	700gr	0.79
RED PEPPER FLAKES	Tadalım Baharat	1kg	3.24
TOMATO PASTE	Tukaş	830gr	1.35
VERMICELLI	Oba	500gr	0.32

## Price List – Packaged Food



Name	Brand	Package	FOB Price (USD)
TUNA FISH(SUNFLOWER OIL)	Dardanel Ton	3x160gr	4.18
OLIVE OIL 1LTR	Tariş	750ml (Glass)	3.93
THYME	Tadalım Baharat	1kg	2.94
SUMAC	Tadalım Baharat	1kg	2.94
BLACK OLIVE	Tariş	500gr	1.42

## Price List – Packaged Food



Name	Brand	Package	FOB Price (USD)
SEMOLINA (Farina)	Nuhun Ankara	500gr	0.40
COFFE MATE	Nestle Coffee Mate	500gr	2.71
NESCAFE GOLD	Nescafe Gold	200gr	5.39
Bulghur WHEAT (CRACKED WHEAT GRAIN) SMALL	Son Osmanlı	1kg	0.70

## Price List – Packaged Food



Name	Brand	Package	FOB Price (USD)
Bulghur WHEAT (CRACKED WHEAT GRAIN) LARGE	Son Osmanlı	1kg	0.70
HALVAH WITH CACAO 350 GRM	Ertugrul	350gr	1.2
SWEET KERNEL CORN IN BRINE - EASY OPEN CANNED	Tukaş	3x220gr	1.32
CHICK PEAS CANNED	Tukaş	800gr	1.05

## Price List – Packaged Food



Name	Brand	Package	FOB Price (USD)
LEMON JUICE	Nazlim	500gr	0.27
RED CHILLI POWDER	Tadalim Baharat	1kg	3.04
CUMIN POWDER	Tadalim Baharat	1kg	2.10
CINNAMON POWDER	Tadalim Baharat	1kg	4.20
TURMERIC POWDER	Tadalim Baharat	1kg	5.89
BLACK PEPPER POWDER	Tadalim Baharat	1kg	3.14

## About Manufacturer of LED Bulb

Istanbul Africa Trade Company is the distributor of Yu-Ma-Tu in the Sub-Saharan African countries. Yu-Ma-Tu manufactures LED TVs, Led Bulbs and TV Receivers in Turkey.

With its 55 years of experience, Yu-Ma-Tu produces in the categories of led television, led bulb and satellite receiver. Yu-Ma-Tu operates in the state-of-the-art production facilities. YU-MA-TU produces environment-friendly lead-free (RoHS) products in European standards. And their products are used in European countries.

Yu-Ma-Tu is one of the leading electronic companies in Turkey. The company has 26,000 square-meters modern production facility in Istanbul, Turkey. All of the production processes are compatible with Turkish and European quality standards.

### Since 1964 to present



Yu-Ma-Tu Cassette  
Player



Tube Television



Modern LED TVs

## Price List – Led Bulb



- CE Certificate Energy Saving: A+
- Voltage: 180V-240V AC
- 3000K-6400K, 50760HZ
- Made in Turkey

DESCRIPTION	Lumen	Pieces per box	Unit Price
5W E27 Led Bulb	475	240	\$0.50
7W E27 Led Bulb	710	240	\$0.53
9W E27 Led Bulb	920	240	\$0.55
10W E27 Led Bulb	920	240	\$0.57
20W E27 Led Bulb	2,200	54	\$1.45
30W E27 Led Bulb	3,300	54	\$2.54
50W E27 Led Bulb	4,150	54	\$2.90
6W E14 Led Bulb	450	650	\$0.42
8W E27 Emergency Led Bulb (Battery)	850	200	\$3.05

All prices are EXW.



**In the right place at the right time.**  
Your international trade operations are in safe hands.



## Contact Us



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+90 539 415 3139



Ucaksavar Sitesi Goksin Apt No 11 Etiler Istanbul,  
34342, Turkey