



 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



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Official Corporate Profile

Our company is legally registered in Istanbul, Turkey. Please find further details below:

Corporate Tax Law Information

Legal Entity Name in Turkish Language: İstanbul Afrika Ticaret

Acting General Manager: Burak Ünal, Republic of Turkey

Tax Registration Number: 9070222237

Affiliated Tax Office: Beyoglu Corporate Tax Office, Istanbul

Istanbul Chamber of Commerce Registration: 235779-5

DHL Corporate Client ID: 310056692

Company Bank Accounts

Bank Name: Garanti BBVA Bank (<https://www.garantibbva.com.tr>)

International Swift Code: TGBATRISXXX

USD Bank Account: TR12 0006 2001 3250 0009 0926 74

EUR Bank Account: TR33 0006 2001 3250 0009 0933 63

GBP Bank Account: TR89 0006 2000 4010 0009 0566 23

CHF Bank Account: TR19 0006 2000 4010 0009 0566 22

TRY Bank Account: TR30 0006 2000 4010 0006 6516 00

Online Company Verification in Turkey

1. Visit the website of The Union of Chambers and Commodity Exchanges of Turkey: www.ticaretbicil.gov.tr/view/hizlierisim/unvansorgulama.php
2. Choose English.
3. Type «Burak Ünal İstanbul Afrika Ticaret». Please copy and paste this text due to the special Turkish character ü-Ü.
4. Type the security code and search.
5. Our entity name, trade registration number and affiliated chamber of commerce will appear.

General Sales Director



burak.unal@istanbulafrica.com



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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 3rd largest clothing supplier in Europe and 6th 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

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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	\$16.75
TAFFY PREMIUM CARE ECO	42-38-34-30-24	5	\$14.80
TAFFY PREMIUM CARE JUMBO	62-52-42-30	5	\$20.95
TAFFY PREMIUM CARE MEGA	78-66-58-42	5	\$27.95

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	\$15.30
GIZMO ECO	42-38-34-30-24	5	\$13.50
GIZMO JUMBO	62-52-42-30	5	\$19.10
GIZMO MEGA	78-66-58-42	5	\$25.35

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	\$8.25
AMIGO MEGA	70-60-50-40	5	\$20.05

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	\$23.65
DR.PEDICAL LARGE	14	4	\$15.30
DR.PEDICAL LARGE	30	4	\$32.15
DR.PEDICAL MEDIUM	8	12	\$23.66
DR.PEDICAL MEDIUM	16	4	\$15.30
DR.PEDICAL MEDIUM	30	4	\$28.65
DR.PEDICAL UNDERPAD	30	4	\$15.20

All prices are EXW.

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	\$20.65
NICELADY ULTRA LONG	7	48	\$20.65
NICELADY ULTRA NORMAL	8	48	\$20.65
NICELADY ULTRA NIGHT	20	16	\$21.95
NICELADY ULTRA LONG	22	16	\$21.95
NICELADY ULTRA NORMAL	28	16	\$21.95

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	\$16.55
NICELADY DAILY CARE SOFT	20	24	\$16.55

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	\$6.20
NICELADY CLASIC WINGS LONG	8	24	\$6.20
NICELADY CLASIC WINGS LONG	10	24	\$7.45

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	\$5.75
GIZLADY CLASIC WINGS LONG	8	24	\$5.75

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.

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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	\$16.75
TAFFY WET WIPES 72*12 WITH CLOSURE (BABY)	72	12	\$4.90
TAFFY WET WIPES 90*12 WITH CLOSURE (ROSE)	90	12	\$5.75
TAFFY WET WIPES 120*12 WITH CLOSURE (LEAF)	120	12	\$7.10

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 m² and a closed area of 40,000 m². 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	\$ 2.30
PEROS POWDER DETERGENT MANUEL / HIGH FOAM BAG 12 A	4 Kg	\$ 2.95
PEROS POWDER DETERGENT MANUEL / HIGH FOAM BAG 15 A	4 Kg	\$ 3.20

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

High quality pasta



Sunflower and Olive Oil

Edible oil for African consumers



Spice Varieties

All types of spices in various package size



Other Packaged Food

Other products for your needs



Price List – Packaged Food



Name	Brand	Package	FOB Price (USD)
CANNED GREEN PEAS	Burcu	830gr	0.85
CANNED WHITE BEANS	Burcu	800gr	1.08
CANNED GREEN BEANS	Burcu	800gr	0.85
CANNED MEXICAN BEANS	Burcu	400gr	0.94
MIXED VEGETABLES IN GLASS	Burcu	570gr	1.85
WHOLE MUSROOM IN GLASS	Burcu	560gr	0.95

Price List – Packaged Food



Name	Brand	Package	FOB Price (USD)
Olive Oil (Riviera)	Kristal	500ml Glass	2.40
Olive Oil (Riviera)	Kristal	1lt Glass	4.20
Olive Oil (Riviera)	Kristal	2lt Tin	7.90
Olive Oil (Extra Virgin)	Kristal	500ml Glass	3.15
Olive Oil (Extra Virgin)	Kristal	1lt Glass	5.70
Olive Oil (Extra Virgin)	Kristal	2lt Tin	10.90

Price List – Packaged Food



Name	Brand	Package	FOB Price (USD)
Flour for Bread (Low)	Misun	1kg	0.39
Flour for Bread (Regular Arabic Bread)	Misun	1kg	0.41
Flour for All Purpose	Misun	1kg	0.42
Flour for French Baugette	Misun	1kg	0.43
Flour for General Purpose (Sugar Bread)	Misun	1kg	0.45

Price List – Packaged Food



Name	Brand	Package	FOB Price (USD)
BEEF STOCK	Knorr	24x10gr	1.20
CHICKEN STOCK	Knorr	24x10gr	1.20
BLACK SEEDS	Tadalim Baharat	1kg	3.10
BREAD CRUMBS	Erdiñç	400gr	0.55
COCONUT COPRA PLANNED	Tadalim Baharat	1kg	3.90

Price List – Packaged Food



Name	Brand	Package	FOB Price (USD)
Hazelnut Cream with Cacao (NUTELLA type)	Ergül	350gr	0.90
GOLDEN RAISINS(DRIED)	Manufacturer	5kg	13.10
Golden PEACH DRIED	Manufacturer	5kg	18.15

Price List – Packaged Food



Name	Brand	Package	FOB Price (USD)
PASTA (ROTINI)	Oba	500gr	0.40
PASTA (PENNE)	Oba	500gr	0.40
PASTA (FARFALLE)	Oba	500gr	0.40
PASTA (SPAGHETI)	Oba	500gr	0.40
PASTA (RISONI)	Oba	500gr	0.40

Price List – Packaged Food



Name	Brand	Package	FOB Price (USD)
GHERKIN PICKLES CUCUMBER	Aysan	1600gr	1.68
MIXED VEGETABLE TURSUSU	Aysan	1600gr	1.45
RED LENTILS	Private Labelled	1kg	0.95
GREEN LENTILS	Son Osmanlı	1kg	0.95
MINT POWDER	Tadalım Baharat	1kg	3.20

Price List – Packaged Food



Name	Brand	Package	FOB Price (USD)
STARCH (FARINA ,AMYL)	Cargill	25kg (corn)	16.75
BISCUIT (PETIT BEURRE)	Aytaç	700gr	0.85
RED PEPPER FLAKES	Tadalım Baharat	1kg	3.35
TOMATO PASTE	Tukaş	830gr	1.45
VERMICELLI	Oba	500gr	0.40

Price List – Packaged Food



Name	Brand	Package	FOB Price (USD)
TUNA FISH(SUNFLOWER OIL)	Dardanel Ton	3x160gr	4.35
THYME	Tadalım Baharat	1kg	3.15
SUMAC	Tadalım Baharat	1kg	3.15
BLACK OLIVE	Tariş	500gr	1.55

Price List – Packaged Food



Name	Brand	Package	FOB Price (USD)
SEMOLINA (Farina)	Nuhun Ankara	500gr	0.45
COFFE MATE	Nestle Coffee Mate	500gr	2.85
NESCAFE GOLD	Nescafe Gold	200gr	5.65
Bulghur WHEAT (CRACKED WHEAT GRAIN) SMALL	Son Osmanli	1kg	0.75

Price List – Packaged Food



Name	Brand	Package	FOB Price (USD)
Bulghur WHEAT (CRACKED WHEAT GRAIN) LARGE	Son Osmanlı	1kg	0.75
HALVAH WITH CACAO 350 GRM	Ertuğrul	350gr	1.25
SWEET KERNEL CORN IN BRINE - EASY OPEN CANNED	Tukaş	3x220gr	1.38
CHICK PEAS CANNED	Tukaş	800gr	1.10

Price List – Packaged Food



Name	Brand	Package	FOB Price (USD)
LEMON JUICE	Nazlim	500gr	0.30
RED CHILLI POWDER	Tadalim Baharat	1kg	3.15
CUMIN POWDER	Tadalim Baharat	1kg	2.25
CINNAMON POWDER	Tadalim Baharat	1kg	4.30
TURMERIC POWDER	Tadalim Baharat	1kg	5.95
BLACK PEPPER POWDER	Tadalim Baharat	1kg	3.25



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



Contact Us



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