



# MERSIN GROUP

*INTERNATIONAL PHARMACEUTICAL MARKETING*

*Worldwide supplier of high quality pharmaceutical products*

# ... Group Organization

 MERSİN  
İLAÇ ECZA  
DEPOSU



ŞAHİN  
TIBBİ İLAÇ  
LTD

**Mie** MIEVITA  
Vita Supplements

# ● ● ● History

- **1991...** The company was founded in 1991. It has been active in the field of pharmaceutical medicine promotion and marketing in Turkey domestic market.
- **1994...** In 1994, Mersin Ecza Deposu entered the Iraq health market with Turkish medicines. For the first time in the Turkish health sector, a pharmaceutical warehouse was actively involved in international pharmaceutical medicine trade.
- **1996...** In 1996, Mersin Ecza Deposu started to participate in State and Institutional tenders in Turkey. Since 1996, Mersin Ecza Deposu has been continuously providing the pharmaceutical needs of the State Hospitals in the
- **1998...** In 1998, Mersin Ecza Deposu entered the Azerbaijan pharmaceutical market with Turkish Medicines. Since that date , our activities in the region have been continuing.
- **1999...** In 1999, Mersin Ecza Deposu entered the Georgian pharmaceutical market with Turkish Medicines.
- **2000 ...** Sahin Tıbbi Ilac Ltd was founded in Mersin Free Zone. This company has started to transit trading with the authority to sell medicines produced in Europe to 6 countries. These countries are: Azerbaijan, Georgia, Kyrgyzstan, Kazakhstan, Moldova and Iraq.

- **2006...** The quality of service of our company is registered and certified by ISO 9001:2000 standards.
- **2010...** Florences Scientific Bureau founded in Baghdad. This company operates in the fields of medicine registration, marketing and sales in Iraq.
- **2011...** Avita Co.Ltd founded in Kazakhstan by M.E.D and this company operates in the fields of medicine registration, marketing and sales in Kazakhstan.
- **2012...** Mersin Ecza Deposu started to work for the Libyan health market. .
- **2013...** Mersin Ecza Deposu registration Office of Kyrgyztan was opened and started to work on registration processes in that country.
- **2014...** Mersin Ecza Deposu has been elected by the chemical sector members for a board member of The Mediterreanean Chemicals Exporters Association .
- **2014...** Mersin Ecza Deposu has been elected by the health sector members as a councilor of the Mersin Chamber of Commerce.
- **2017...** Mersin Ecza Deposu started to work in Africa market.
- **2020 ...** MED created its own Food Supplement brand. MIEVITA and started production.

# ... About Us

- **Mission:**

*Everyone is entitled to quality health care.*

*We work with our suppliers and partners to promote and deliver our quality products and services to the world's people in the most economical way.*

- **Vision:**

*To be a leading Pharmaceutical Medicine Exporter of our Regions with our innovative and quality products for a healthier World.*

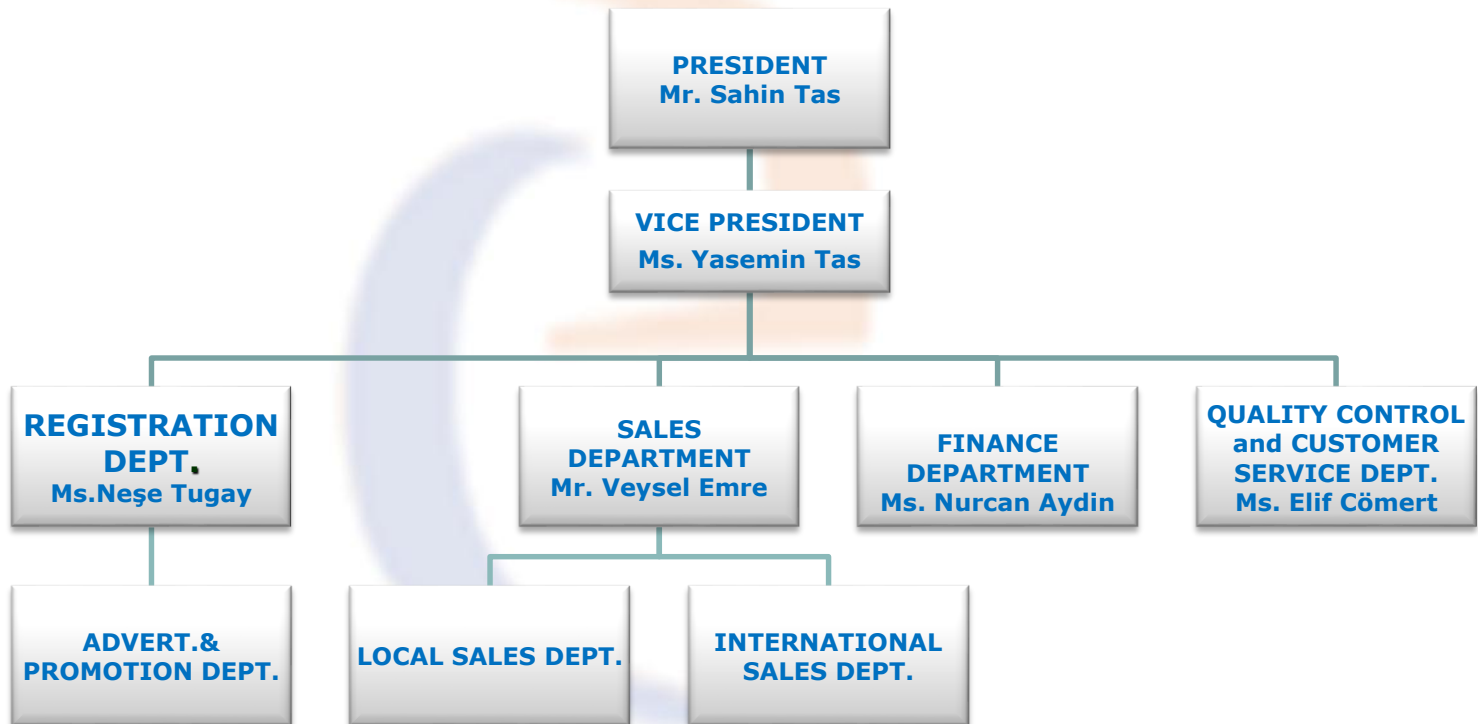
# ● ● ● Values

- **Honesty, reliability and quality.**
- **Customer satisfaction**
- **Respect People, society, different cultures and beliefs.**
- **Giving value to scientific knowledge.**
- **Respect the environment.**
- **Open-minded about innovative ideas. follow-up the innovations in technology.**
- **Motivate the employees and develop their skills.**
- **Follow-up the pharmaceutical industrial developments closely .**
- **Sharing experiences to contribute to the development of the healthcare sector.**
- **To represent the health sector in the best way in key institutions.**

## ● ● ● MERSIN GROUP'S ACTIVITIES

- Mersin İlaç Ecza was established in 1991, as a company to take a part in international marketing and sales activities in a pharmaceutical products which they are very important for human life.
- Mersin İlaç Ecza is one of Pioneer pharmaceutical warehouses in international marketing. Our activities aim to find a valuable market for turkish pharmaceutical products .
- Mersin İlaç Ecza's international activities aim to find high quality products from the world and service to their customers.
- Mersin İlaç Ecza affects directly on human health , so we have ethical values to supply high quality pharmaceutical products from leader manufacturers from the World for international markets.
- Mersin İlaç Ecza provides high quallity, economical, pharmaceutical products and services for eight different countries . We give customers high quality services which respect their cultures. We continue to work to include new countries in our service region.
- Mersin İlaç Ecza is conscious about social concepts and world standards .To step in the international markets, we always seek for high quality products manufactured in Turkey.
- Mersin İlaç Ecza contributes in improving the quality for pharmaceutical products with economical prices to meet the demands of our customers.

# • • • Organization chart



## ● ● ● Registration Activities

- Our regulation and registration department administrated by specialist of registration. The department consists of a pharmacist and two assistants .
- Our highly skilled, professional employees and pharmacists will submit, follow up and make the maximum efforts for attain the registration.
- Mersin Group has regulatory section in each countries. All sections are managed by Mersin Group registration department.
- A history of recorded registrations in the shortest period of time (for complete files)
- Excellent relations and full respect with MOH staff and registration committees in each countries which the Ersin Group works.

## ■ ■ ■ Sales&Marketing Activities

- Mersin Group has highly motivated sales force and marketing department in all regions.
- They are professional in dealing with customers in all markets.
- Experience in using promotion & merchandising to push the marketing and find a demand for the products.
- Effective use of market intelligence to follow-up the swift reactions for the market changes.
- The company's customer services department, whose responsibility is to deal with customer enquiries on a day to day basis and to enhance communications.
- It is also their duty to follow-up customer orders (internally) to create good customer relationship.

# ■ ■ ■ Sales organization in Turkey

## ○ Sales in public sector:

Tender business in Turkey is divided in two parts:

1. Direct invitations
2. MOH Tender Business

M.G has full dedicated team of two pharmacists for tender business. They do marketing researches, starting from purchasing, pricing and preparing all required documents and commercial letters

- Follow-up all the correspondences
- Follow-up all tender steps
- Remarkable relationships with tender committees at MOH

## ○ Sales in private sector

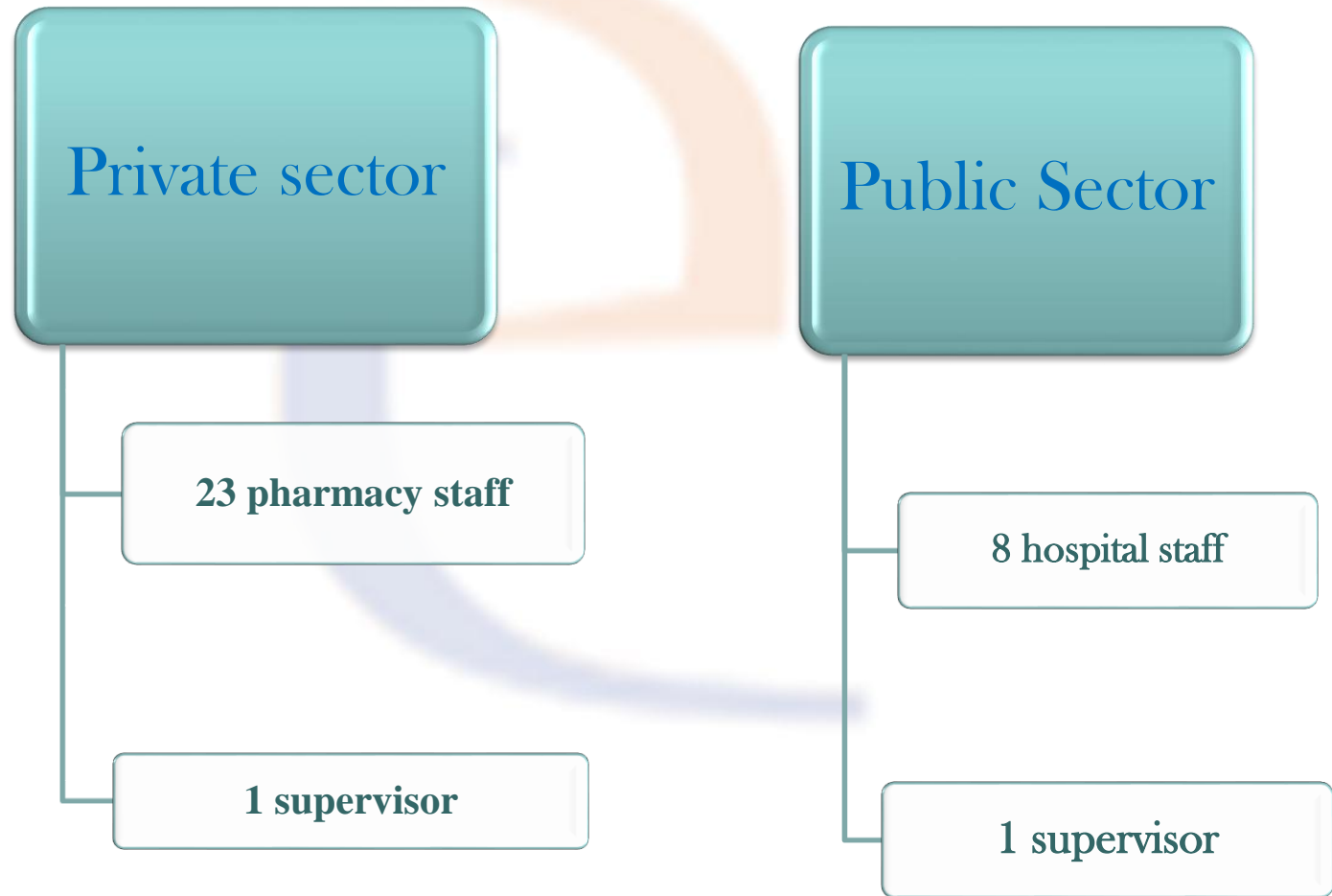
The company's sales representatives are responsible for all sales in the private sector. They make regular visits to private hospitals, pharmacies and wholesalers to facilitate collection of customer orders.

The team is made up of highly trained pharmacists and scientific degrees.

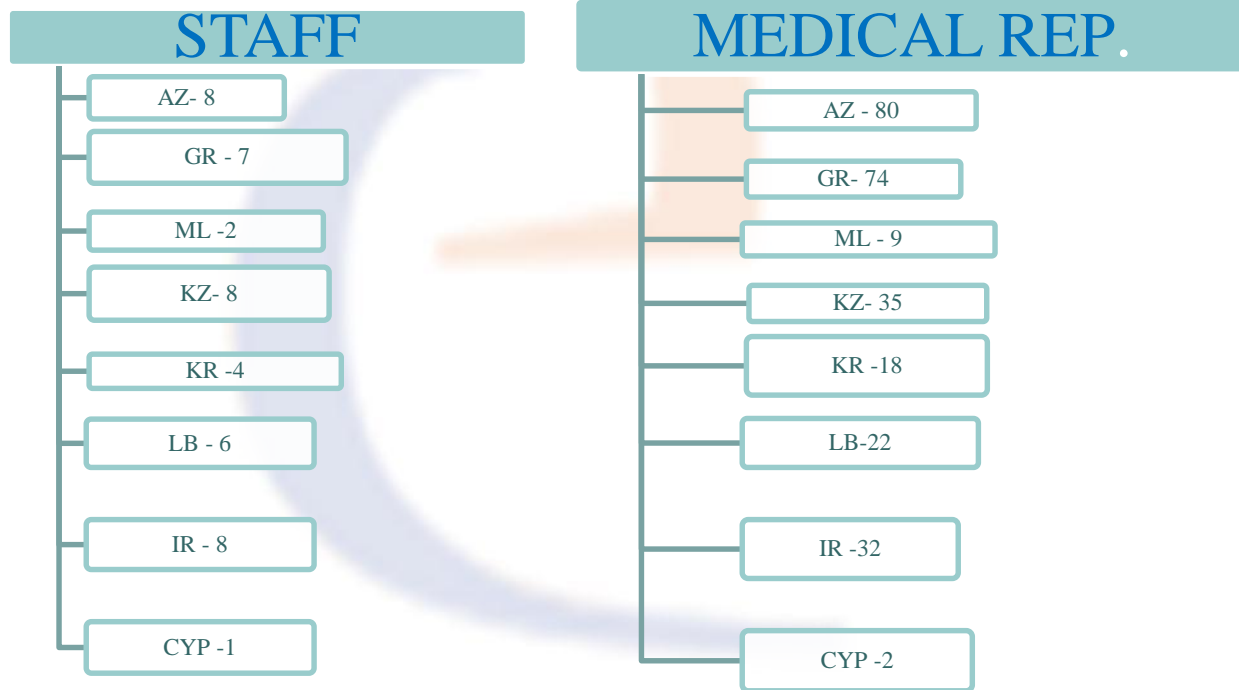
## ● ● ● Sales organization in outside of Turkey

- Mersin Group search all registration processes and investigate marketing, and specify needs and market strategy for target country. As reports of researchs. Mersin Group determine business plan and strategy.
- Mersin Group determine their partner in market after long term sensitive research. Mersin Group support their education of medical team and promotional studies.
- Mersin Group make reseachs for new generation pharmaceuticals and innovative products from the world for their markets.
- Mersin Group participate in exhibition of target markets.
- Mersin Group exists in 8 countries with their partnerships and agencies.

## ... Sales Team in Turkey



## ● ● ● Sales team in all countries



## ■ ■ ■ Promotional Activities

- Mersin Group dedicates or shared marketing product management and field force to promote products to the physicians and pharmacists. The partners also have access to doctors and pharmacies data which maintained by Mersin Group.
- Mersin Group organizes holiday program for doctors each year and gives brief about new products to doctors in same organization.
- Mersin Group participates in important national / international exhibitions and conferences.
- Mersin Group participates in pharmaceutical assistance to poor countries. Mersin Group has high social responsibility..

## ... Turkish Manufacturers

- Koçak İlaç A.Ş
- Bilim İlaç A.Ş
- Polifarma İlaç A.Ş
- Biofarma İlaç A.Ş
- Münir Şahin İlaç A.Ş
- Eczacıbaşı İlaç A.Ş
- Biem İlaç A.S
- Berko İlaç A.Ş

## ■ ■ ■ Partnerships and Agencies

- AVITA LTD - GPC COMPANY- GEORGIA
- PASHA-K FIRM - AZERBAIJAN / REPHARMA FIRM - AZERBAIJAN
- AVITA LTD - MOLDOVIA
- AVITAFARMA LTD - KAZAHSTAN
- NEMAN COMPANY - KIRGZIA / ALCOR COMPANY - KIRGIZIA
- FLORENCE SCIENTIFIC BUREU - IRAQ
- ACTIVE REMEDY CO - IRAQ
- MEDFAR LTD - CYPRUS
- HOZ GROUP - IRAQ

# • • • Groups of pharmaceutical Products

- **Cardiology**
- **Dermatology**
- **Antibiotics**
- **Gynecology**
- **Rheumatology**
- **Urology**
- **Oncology**

## REFERENCES



### MERSİN CHAMBER OF COMMERCE AND INDUSTRY COMMERCIAL ACTIVITY CERTIFICATE

Document :6078  
Department :12.02

Date: 20/03/2014

COMMERCIAL TITLE	MERSİN İLAÇ ECZA DEPOSU TİCARET LİMİTED ŞİRKETİ
TRADE REGISTRY NUMBER	11243
CHAMBER REGISTRY NUMBER	14240
MEMBERSHIP CLASS	Grand Level
OCCUPATIONAL GROUP AND ACTIVITY CODE (NACE Rev.2 Statistical Classification of Economic Activities)	26th Group 46.46.02
REGISTERED CAPITAL	#7,100,000TL#
BUSINESS FIELD	Subjects written in the Articles of Association of the Company.
REGISTERED ADDRESS	Yeni Mahalle 33205.SOKAKŞAHINTAŞ APT. ALTI NO.24/Z7 PK:33050 MEZİTLİ/MERSİN TURKEY
DATE OF CHAMBER REGISTRY	15/05/1991
AUTHORIZED REPRESENTATIVES	ŞAHİN TAŞ (50764084150 ,,,Several) NURCAN AYDIN(41575136282 ,05/06/1976,Several) YASEMİN TAŞ(50689086642 ,,,Several)

Hereby, this certificate has been issued upon request of the company, that the business title is given above, is still a registered active member of our Chamber.

Özlem HOMURLU TANER  
Oda Sicil Müdürlüğü  
Şef

MERSİN CHAMBER OF COMMERCE AND INDUSTRY

NOTICE: Documents holding falsification or erasure are void.

MERSİN TİCARET VE SANAYİ ODASI Atatürk Cd. MTSO Hizmet Binası Kat : 3 - 33070 MERSİN/TÜRKİYE  
Tel:+90 324 2389800 [www.mtsso.org.tr](http://www.mtsso.org.tr) [info@mtsso.org.tr](mailto:info@mtsso.org.tr)

## REFERENCES



**GENERAL SECRETARIAT OF  
MEDITERRANEAN EXPORTER UNIONS  
TURKEY**



**Number:** TIM.AKIB.GSK.PERS.2014/238-3003  
**Subject:** List of Members

Mersin, 20/03/2014

**E-MAIL**

**To Whom It May Concern**

We would like to inform you that the company **MERSİN İLAÇ SAN. VE TİC. LTD. ŞTİ.** is an active member of **the Mediterranean Chemicals and Chemical Products Exporters' Union** since **15.08.1996**, affiliated with our Secretariat General under the registration number **8929**.

**Tuba KIRIŞ**  
**Human Resources & Administrative**  
**Affairs Department**  
**Deputy Head of Department**



General Secretariat of Mediterranean Exporter Unions  
Limontluk Mah. Vali Hüseyin Aksoy Caddesi No:4  
Yenişehir/MERSİN  
Telefon: (0324) 325 37 37 Fax: (0324) 325 41 42  
E-posta: info@akib.org.tr Elektronik Ağı: www.akib.org.tr

Contact Person: Tuba KIRIŞ - Şef



# Pharmaceutical Warehouse License

ECZA DEPOSU ADRESİNİN AYNI İL,  
MEZİTLİ İLÇESİ, YENİ MAH., 33205 SOK.,  
ŞAHİNTAŞ APT. ALTI, NO:24/Z7 OLARAK  
DEĞİŞTİRİLMESİ UYGUN GÖRÜLMÜŞTÜR.

10 Mayıs 2013 Cilt Sayısı: 28 Yaprak Sayısı: 57

ECZACI GÖKÇEN AKTİFİRAN  
Kontrollü Eczacı Yardımcısı

**ECZA DEPOSU RUHSATNAMESİ**

..... tarih ve ..... numaralı eczacı diplomasına haiz  
ve yukarıda fotoğrafı bulunan O.R.T.A.K.L.A.R. A.D.I.N.A.....  
MERSİN İLİ MERKEZ İLÇE MEZİTLİ BELDESİ de YENİ MAH. STADYUM ..... caddede  
No.12..... MERSİN ECZA DEPOSU İ.T.A. Ş.T.İ..... isminde Ecza Deposu  
açmasına müsaade edilmiştir. 07.04.2005

Uzm. Dr. Yılmaz AKOĞROĞLU  
Mülkiyet Yardımcısı

güneş

# Professional and Social Responsibility

*We represent health sector in ;*

Mersin Chamber of Commerce

(Board of Member)

<http://www.mtso.org.tr/en>

AND

Mediterranean Exporters' Associations

(Board of Member)

<http://www.akib.org.tr/en/>

# **Contact Details**

*of Export Department*

- 0090 324 357 32 90 PBX
- 0090 324 357 32 95 FAX
- 0090 533 632 15 65 WHATSUPP
- [info@mersinecza.com.tr](mailto:info@mersinecza.com.tr)
- yasemintas@mersinecza.com.tr