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# BIÇAKCILAR MEDALLION

MONTHLY NEWS BULLETIN - NOVEMBER 2018

## OUR VISION

We believe in a world where everybody is taken care of, comfortable and happy, in sickness and in health.

CORPORATE MARKETING

## OUR MISSION

Our compassion for healthy life is leading us to focus on innovative thinking and new technologies in order to provide medical devices that make living easier, more affordable and effective.



## OUR WORLD

### WE MISSED YOU ALREADY!

Get ready to enjoy three amazing days with us in one of a kind  
**Cappadocia!**

Thousands of years ago humans took a cue from Mother Nature and began carving an incredible chamber and tunnel complex into the soft rock and the human hands performed equally incredible works in Cappadocia. The rocky wonderland is honeycombed with a network of human-created caves; living quarters, places of worship, stables, and storehouses all dug into the soft stone. Some still serve as homes and others as hotels, which offer a truly unique hospitality experience.





## OUR WORLD

**Once upon a time, some 30 million years ago, a volcano spewed ash across the land now known as Turkey. So begins the story behind the enchanting fairy chimneys of Cappadocia...**

This magical world is ready to embrace our partners as we talk about “business”.....while also ballooning, golfing, hiking or just simply walking....

**Wait for the details coming shortly...**



# WE CREATED A NEW POWER OF INNOVATION!



# aselsan

Innovation in the medical devices sector is responding to demographical changes (aging population, increase in need for chronic disease management), growth in independent, home and community care, intelligent systems design, the rise of the 'expert patient' who is more informed about medical device options, and economic pressures on costs, supply chain and delivery. It is a very diverse sector, from wellness apps targeting consumers to complex Big Data systems for use in clinical discovery and treatment.

Big data and social listening shape brand stories, customer engagement, and commercial analyses around product uptake, new launches and potential market gaps. The healthcare sector is attracting interest from companies like Apple and Samsung who are bringing both fresh thinking into the sector and a deep understanding of what technology and innovative thinking can bring to the medical devices space.

As Bicakcilar, we have joined forces with Aselsan in Turkey who is a giant company in advanced technologies. They are founded on the defense industry and have some of the most advanced technologies that will make a big difference in the healthcare industry through innovation.

Our expertise and know-how in the sector combined with their exceptional technology background of Aselsan (such as ultra sound and navigational technologies) will create new solutions for cardiac and neuro surgery. We will keep all of you updated as the developments take place and we are excited to start the joint work.

**to learn more about...**

[www.bicakcilar.com](http://www.bicakcilar.com)

[www.aselsan.com.tr](http://www.aselsan.com.tr)

# INTERVIEW

## Bıçakcılar Export Team; an interview with Mehmet Mahmutoglu...



### How many years have you been with Bicakcilar and what is your background?

I have a BA in Business Administration and Management from İstanbul Bilgi University. I started my career right after graduating in 2009. At first, I worked as an export representative in a variety of companies. I got the opportunity to work for Bicakcilar in 2012 as an export sales representative and after three years, I achieved the role of international sales executive responsible for Central Asia, Russia and others.

### What is it you like most about working with Bicakcilar?

Among the things I love working for Bicakcilar is the delight of being part of a company that is well known globally, that takes the lead in the medical device sector and combines 60 year of know-how with exceptional quality standards. To know that in every single action we take, we touch the lives of others, is priceless. Starting my career with a BA in business administration, where else I can have this noble opportunity while gaining experience in global trade.

### Tell us about yourself, your hobbies, interests and what you love in your job?

I feel lucky to work with the export team as the responsibilities I have provide me with the opportunity to work and enjoy what I do at the same time. As a hobby, I have always been thrilled to travel to new destinations and witness the different cultures around the world. With Bicakcilar, I am both traveling across the world while meeting new people every day. In addition, succeeding in my job gives me the feeling of achievement and that makes me proud.



# INTERVIEW

## Bıçakcılar Export Team; an interview with Mehmet Mahmutoglu...

### Can you tell us something about the most challenging task in selling medical devices?

Every medical device is important. As an example, the disposable medical devices, a big part of our product portfolio, are needed on a daily basis, and are used in critical surgeries. Therefore, the production quality, the sterile packaging, the components used are all very crucial. With every device we manufacture, we touch somebody's life anywhere in the world. It is our mission to create awareness with the patients too. After all, patients, these days, are actively involved with choices of treatment. I feel great about serving these patients believing the devices I sell will make a positive difference in their lives.

### Can you tell us one single event that left a strong impression on you during your professional life?

As I mentioned before, the quality of medical devices is crucial in healthcare and to witness incredibly bad conditions during medical procedures in third world countries or seeing people trying to live as best as they can in an environment full of danger, had the strongest effect on me. The idea of providing medical devices that make living easier, more affordable and effective to every person living all around the world is the main motivation for my achievement.

### About the export activities... Reaching out to the world....



**IT IS AN IMPORTANT DAY FOR US!**

Twenty trailers filled with six million Bıçakcılar catheters are on their way to the UK. These are devices that are routinely used 'day-in day-out' medical products.

As Bıçakcılar, it is our ultimate goal to assure all people around the globe get timely quality healthcare and we are proud to contribute to it in the UK.

**BIÇAKCILAR**  
Touching Lives One Device at a Time

# FROM THE EDITOR

## BE INNOVATIVE

The global healthcare sector is undergoing significant changes with far reaching implications for innovation in the medical devices sphere. Historically, the healthcare sector has been dominated by major commercial players working in conjunction with academic research institutes, in-house research and development (R&D) functions or well established manufacturers offering a range of services and products.

With these in mind, we have been joining in on the projects with Academia as well as partners such as Aselsan. In today's very dynamic world, we believe it is important to partner with different segments of the market to come up with solutions that will truly be innovative and last a long time.

We are determined to become a truly global brand and that can only make it better for our business partners such as yourself to succeed even more.

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