

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 VISION

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

OUR WORLD

Innovation

“Knowing is not enough; We must apply. Willing is not enough; we must do.” *Goethe*

Advances in patient care often germinate from keen clinical insights and a needs-based approach to innovation. Although there is an important role for incremental improvements to existing solutions, transformational innovation is what truly drives real shifts in clinical outcomes and subsequently patient satisfaction, market access, and economic value.

At Biçakçılar, one of our top targets for Strategy 2020 is getting ready for innovation. We started initiation sessions comprising all units within our company and we know that we have to take faster steps to reach a point where we can serve you with, first, enhanced products and then solutions that represent unmet needs in our sector. As we gain the momentum, we will be sharing our findings and thus the new road map to innovation. With patient in mind, we care about you serving your customers well and efficiently and grow on a sustainable platform.

Here are the export sales and customer support team smiles for you!



And... Arterial Communication

With Medallion, we would like to create a communication web of different arteries and invite you into our world filled with different topics, news and people by extending this web to you as part of Medallion, not just a reader but also as a contributor. Let us hear your stories, news and many more so that we can share with everyone else as well as your comments, suggestions so that we can shift our course more in your direction.

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AEO Accreditation

We Have Further Enhanced Our Logistics Service

We are pleased to announce to have received AEO accreditation. **We are the first company to receive this certificate within our sector in Turkey.**

The AEO, (Authorized Economic Operator) program is globally acknowledged as a key driver for a solid Customs-Business Partnership; secure, transparent and predictable trading environment; and in a wider context, enhanced economic prosperity.

Internationally recognized as a mark of quality, an AEO certificate effectively demonstrates that our role within the international supply chain is secure, and that our customs controls and procedures are efficient and compliant.

The AEO concept is based on the Customs-to-Business partnership introduced by the World Customs Organization (WCO). Traders who voluntarily meet a wide range of criteria work in close cooperation with customs authorities to assure the common objective of supply chain security and are entitled to enjoy benefits throughout the EU.



Our colleague, Bülent Edindik, Manager of Export Operations and Logistics, is receiving our certificate after a long and hard work and commitment.



What are the benefits of Mutual Recognition?

The specific benefits are contained in each individual Mutual Recognition Agreement (MRA), but in general the benefits include the following core elements:

- Fewer security and safety related controls
- Recognition of business partners during the application process
- Priority treatment at customs clearance
- Business continuity mechanism.



Accreditation

Company Name:

BIÇAKCILAR A.Ş.

Certificate:

AEO

Accreditation Date:

July 16th, 2018

INTERVIEW

Bıçakçılar R&D

An Interview with Mr. Emre Tokmak, R&D Manager

How many years have you been with Bıçakçılar?

I graduated from Yıldız Technical University with a degree in Mechanical Engineering in 1989 and also received my post graduate degree from the same University in 1992. My professional life started in 1989 and after working in various sectors, I joined Bıçakçılar 18 years ago. Presently, I am leading the R&D team focused on engineering activities of the design and production of outpatient and operating room devices. In 2013, Bıçakçılar R&D Center started the accreditation of the center. As a result, we had another first in Turkey- receiving the first accreditation of the R&D Center in our specific sector.

Tell us about your R&D team please. What is their specialty and how many you work with?

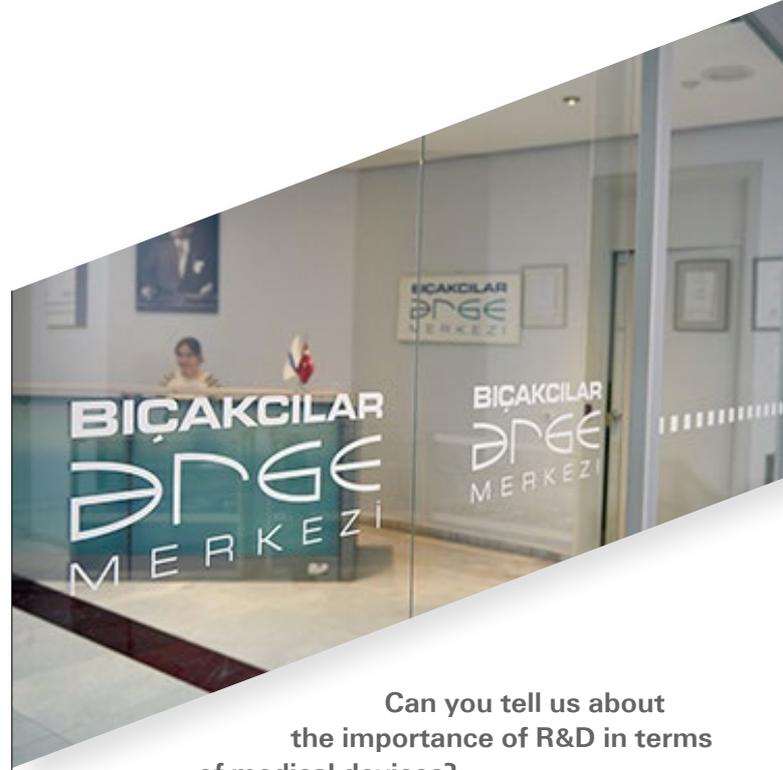
We have a team of 8 people conducting projects related to medical devices within the R&D Center. In this department, we have mechanical engineers, electronics engineers, design specialists, test engineers, graphic design and documentation specialist. This team is working with an intensive speed to implement product designs in accordance with international standards and on the new regulation (MDR) released last year. The team's focus is to create a value that will lead to innovation.

**Name:**

Mr. Emre Tokmak

Title:

R&D Manager

**Can you tell us about the importance of R&D in terms of medical devices?**

Innovation and R&D are concepts that involve uncertainty. Strategic product management and technology management have to focus on innovation because the market is very dynamic and the needs of the patients also change constantly. Bıçakçılar is one of the best companies in terms of R&D activities. First, our senior management has determined the strategic objectives of our company providing a road map for us. Our tactics are determined accordingly. Project lists are created and priorities are assigned.

What are your prioritized plans for strategy 2020?

As the R&D division, we have determined our short-term objectives, in relation to Strategy 2020, should increase the awareness of our brand globally as well as comply with our growth strategy in export markets. It has been a great opportunity for us to have our products enter the markets such as USA and Canada which have different regulatory requirements. I can say that the patient safety standards in our products have risen to another level by working on the UL certification.

What is the most important event you remember during your time at Bıçakçılar?

One of the most exciting stories for me was developing the first eye surgery table in Turkey. The other one is about the Surgiline 3000 operating table. In 2009, Bıçakçılar decided to produce an operating table completely based on their own know-how. While the budget ended up to be very large, the project came to life. Today, Bıçakçılar's Surgiline 3000 is a success story and ready to compete in the US market.

FROM THE EDITOR

Voice of the Patient

Tomorrow's patients are in charge. Like the change in consumers, today's and tomorrow's patients are more knowledgeable. So the healthcare is changing.

So we are also changing with our vision and mission fully focused on the patient.

The world is on the verge of new breakthroughs and new possibilities. With the patients constantly raising the bar, the whole chain of healthcare is also changing.

And they're ready to test – **and challenge** – innovation in healthcare. With the digital world of immense information, the patient is at the center and is trying to find out what and why of every procedure.

As Bıçakcılar, we already started the projects for leading us to innovation in 2020. Furthermore, we are

also planning partnerships to enhance our portfolio. Our goal is to keep enhancing our portfolio which includes devices and equipment that will stay in need but with added smartness.

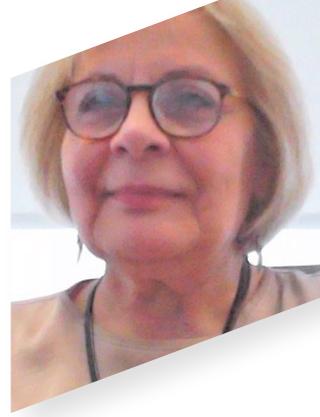
The goal for everyone involved in healthcare is high quality care for all. But only by understanding what the patient wants can we

properly reflect and adapt services to better suit them and deliver a service that is **truly patient-centered**. The more we understand the patient's expectations the better products and services we can cater to the medical staff.

Thank You...

Gülderen Somar

Director of Corporate Marketing



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Touching Lives One Device at a Time

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Contact Us!

If you have any specific area that you need information on, please contact Corporate Marketing.

