



Best International Construction Contractors 2017 & Award for Excellence in Environmental & Corporate Sustainability

Drawing on over 30 years' experience in the construction market, Bayburt Group offers a wide range of services designed to provide the very highest standard of support to its clients. We invited Alim Senturk to tell us more.

Bayburt Group Construction Industry and Trading Co. Inc. started commitment and construction works with title of "Kiyasi Shenturk and Partners" in 1973. Successfully completion of their works, committed, and awarding new works maintained enlargement of commitments through time and establishment of new company with the title of Bayburt Industry and Trade Company Limited in 1987.

Since its establishment, company has successfully achieved all infrastructure works such as land unification, arrangement and constructions of dam, road, tunnel,



railway, metro, ports, irrigation and drainage, bridge and sewerage system and drinking water, tendered by General Directorate of State Water Affairs, General Directorate of Highways, and infrastructure works financed by World Bank and still carrying on to construct.

Alongside this, the company carry out road and metro construction projects financed by Asian Development Bank (ADB). In fulfilment of these commitments the company has been utilizing park of more than 1000 construction machines, tools and supplies and completing its commitments by renewing them in accordance with the needs of the day. It is proud of being assertive in the sector considering sufficient number of park of machine, tools and supplies, technical and professional labour force team. Also, the group owns the biggest modern greenhouse in Turkey. Besides with construction, the company has investments in agriculture, farming, security service, insurance, mining, energy and real estate.

Alongside this vast service offering, what sets the group apart is its dedication to traditional family values and focus on providing clients with the service and solutions they expect, as Alim explains.

"Bayburt Group is a family-owned company, and this makes our company to operate its entire works in amateur spirit, but in a professional way. We also treat our workers like family members, so we are a huge family and they work as this is their own company. These factors and being loyal to our family traditions and values differentiate us from our competitors.

"Overall, our mission is to provide value-added construction services to our customers by creating a successful partnership with them throughout the construction process. Our pledge is to establish lasting relationships with our customers by exceeding their expectations and gaining their trust through exceptional performance by every member of the construction team."

Looking ahead, the group has many exciting plans for future development, as Alim proudly concludes.

"As we know, in recent years, globalization leading to urban transformation has brought forth social, environmental and security challenges against sustainability. Urban transformation becomes the major practice area for the construction market in our country, while it was an important implementation tool for planning. Earthquake is the turning point in the urban transformation process which plays an important role in order to renovate-regenerate the building stock. The new regulations of the Turkey government supported and encouraged urban transformation process in construction. We acknowledge the importance of urban transformation. Today we are getting necessary information about this from the appropriate authorities in order to improve our construction works in this direction.

"Today, railway and metro projects are also very popular in Turkey and in developing countries. As we have many completed many and have ongoing projects in this area, there is a huge potential for railway, metro and other types of passenger and cargo transportation, and Bayburt Group is keen to use this experience to support our clients. Additionally, we are going to expand our energy investment fields. Especially improving new projects on renewable energy like solar, wind and geothermal. Finally, we are keen to launch our company's new branches on construction industry in some neighbouring countries. For the near future, there is an investment plan in defence industry."

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Best for Mobile Internet & Cloud Computing Technologies 2017 & Most Innovative Mobile Application Engagement Platform: Netmera

Netmera is a mobile app engagement platform used by mobile app marketers. We invited Çi dem Ba bakan to tell us more about the firm and the services it offers.

Supporting a wide range of clients including ecommerce, retail, Telco, finance and media verticals such as Akbank, Turkcell, Vodafone, Turk Telekom, Starbucks, N11, Morhipo, Migros, Flo, Yell, Bloomberg, Habertürk and Fanatik, Netmera has to work hard to ensure that its clients receive the support and service they need, as Çi dem explains.

"Here at Netmera, our mission is to enable businesses to touch their customers at the right time, with the right content, at the right place. We first started our journey as a mobile app platform but later realized that our customers' main problem was creating engaged and loyal customers. We listened to every feedback, created solutions that answer tomorrows' needs.

"Now, with our platform, you can collect information about your users from every channel, target them by using every bit of information you have, you can sense their context by listening to their behaviors plus location, and give them right content from their primary channel through push notifications, pop-ups, web push notifications, transactional SMS."

Within the wider mobile technology market there have been many

exciting changes recently. With the recent changes in regulations, SMS and email channels became secondary contact points. Many brands now prefer push notifications as their main contact point. Now, the customer has more power in opt-in and opt-out mechanisms. It is as easy as going to the control center of your mobile phone and pressing a button. With this, targeting became more important. If the customer finds you irrelevant, they opt out.

As such, firms such Netmera have to work hard to ensure that they support their clients and ensure that their message comes across. To achieve this, growth will be the company's core focus as it looks towards the future, as Çi dem concludes.

"Looking ahead, our core aim is to make our brand global. We currently have offices in Istanbul, London and Dubai, and moving forward we want to go further and reach out to new markets."

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