

Young but with an Extensive Innovative Expertise Pool - HWP Istanbul

By opening the Turkish subsidiary HWP Istanbul, the Germany based HWP Planungsgesellschaft mbH (HWP) seeks to establish itself within the Turkish market by working closely with Turkish suppliers and subcontractors, thereby creating a mutual benefit. The Turkish market is one of HWP's starting points for further market developments within the economic regions of the Middle East and North Africa. MENA Health World (MHW) magazine took the opportunity of talking to HWP Istanbul's Board of Management: Dipl.-Ing. Architect Tuerker Koeksal, Senior Leading Architect of HWP Group and Management Director of HWP Istanbul, who studied at the University of Stuttgart/ Germany after achieving his High School diploma in the USA and has been working from abroad his entire professional life, and Dr.-Ing. Dipl.-Kfm. Norbert Leopold who holds the position of Management Director of the HWP Planungsgesellschaft mbH as well as of HWP Istanbul.

Mr. Leopold, could you please summarize your company's profile briefly for our readers. Specifically what is the HWP's Group and HWP Istanbul's portfolio

Mr. Leopold: For 40 years, HWP has been planning and creating complex architectural and development projects in many different sectors - including healthcare, education, scientific research and high-tech industry. Referring to our strategic focus on complex and future industries, HWP helps to realise high-class special clinics, general hospitals, research centres, universities, production plants and even efficient production systems for pharmaceuticals and biotechnology companies. As a young Turkish company with German roots and direct linkage to the HWP Group, HWP Istanbul has the means to successfully contribute to viable solutions in the Turkish and Middle East Northern African market by having open access to HWP's knowledge pool, competencies and resources. In contrast to other start-ups, HWP Istanbul is able to offer a matured, integrated portfolio adapted to the Turkish special requirements as well as 40 years of best practise "Made in Germany" by working closely together with the German based HWP Planungsgesellschaft mbH.

As you have mentioned, HWP has a primary focus on "Healthcare Architecture", "Higher Education Complexes" and "Pharmaceutical Production Plants". You are celebrating the 40 years of HWP's establishment this year. Led by this event, do you plan a shift in the focus sectors or an additional specialization niche?

Mr. Leopold: As to our long-term



MR. Tuerker Koeksal



MR. Norbert Leopold

market analysis and to our prospects for future market developments we are deeply convinced by the huge dynamics and impressive potentials offered by the healthcare, the higher education and research sector in Turkey and throughout the region. HWP is one of the leading companies in consulting, planning, engineering and architecture for health care facilities, universities and the high-tech industry. This is the reason why we are not planning to change our well-defined portfolio strategy. According to the profound technological developments in the medical age we see further business development in the linkage between medical and laboratory engineering and latest news in information technology.

Since HWP designs in knowledge and expertise based areas, what is your strategy to keep the level of quality while you work via your branch offices? What is the quality control mechanism?

Mr. Leopold: Our philosophy is highly driven by a multidisciplinary approach outlined by our mission statement: "The whole is more than the sum of its parts". Our people are learning in real-life projects to develop new competencies. Having an extensive high-level of professional employees at our head office in Germany our new professionals gain deeper insight within experienced project teams in Germany. Thereby, we offer specific trainings and interdisciplinary workshops to create an environment of shared knowledge. Moreover, we have been certified in quality management for many years.

Do you have plans to open up a new office in another location? Since your company is active also in China.

Mr. Leopold: Different markets mean different requirements in the selection of the globalization strategy. We decided to enter the Chinese market through a long-term local



partnership whereas we opened offices within Egypt, Libya and in Turkey. We aspire to the development of further regional markets, however the basis of our strategic development is a thorough investigation.

As an International Architectural Design Company, what was the main driving reason for you to invest in Turkey?

Mr. Leopold: We have been having a close look at Turkey for quite a long time, last but not last driven by the strong personal commitment through Mr. Koeksal and other Turkish colleagues. The positive developments regarding the integration with European Union have been a supporting factor for us. Turkey has a population of 80 million. Huge investments are being released into the industry as well as healthcare sector. We know that, Turkey is on the edge of a change in healthcare services. We were aware of the transformation program of Ministry of Health. We also hope that the private healthcare sectors will also ramp up again. We feel minor

adjustments in the procedures have to be aligned to support the private hospital investors. Besides having a huge potential, the mechanisms of procedural planning and implementation tend to work more constructively and successfully when in line with international standards. This is an advantage for international companies like us.

During the time, you realized your investment in Turkey, economic crisis was shaking the whole world. What was the effect in general to your company and to the young office?

Mr. Koeksal: Macro economic data show that Turkey was the country the most affected by the worldwide crises caused by its high service oriented industries. For our new established office this meant a slackening of speed according to market entry and market penetration. Nevertheless, recent economic developments are supporting our deep believe of further market growth in the health care sector, in higher education and research as well as in high-tech industries.

Mr. Koeksal, what are your expectations regarding HWP Istanbul for the long term?

Mr. Koeksal: As I have mentioned earlier, HWP Istanbul is an operative office. It is planned and structured accordingly. Our vision is the creation of ambitious health care facilities for Turkey. In addition, we target to serve the Turkmen States and Middle East via Istanbul office. This you can only do with qualified staff members. With the close-working structure of Stuttgart and Istanbul offices, our local architects gain international experience. Our newest staff member has completed one year already. We plan to create a core team, fully integrated to our Head Office with high-level skills. We have to date been very successful in our endeavors and we are open of course to experienced healthcare architects. Istanbul office is a strong base for us and with the new projects in Istanbul and in the near future, we will create the strong standing we had planned for. ■

Contact:
Bahar Biberoglu, Architect / MBA, Office Responsible
b.biberoglu@hwp-planung.de

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