

Koc Consulting Provides a Consultancy Service about Aerospace and Defence

Koç Consulting is Turkey's first consulting firm in defence, aviation and space technologies with its offices in Turkey and Germany.

Mr. Aydogan Koc , CEO Koc Consulting furnished us about the main services that Koç Consulting provides to the Aerospace and Defence Industry, activities carried out with Turkish and Global Defence Companies, ongoing programmes and projects, strategies and plans to strengthen the collaboration with Turkish Authorities and Turkish Defence Industry.



Defence Turkey - Firstly, could you please enlighten us about the general structure of Koç Consulting and its growth process since its formation in 2004 in Munich and in 2006 in Turkey?

“Koç Consulting” was established in 2004 in Munich/Germany to provide consultancy services in the fields of aerospace and defence. At the first stage, Koç Consulting started its consulting activities for European aerospace and defence companies in management, engineering and international cooperations.

In 2006, we decided to establish “Koç Consulting Ltd.” in Bilkent Cyberpark in Ankara as a result of the interest of Turkish aerospace and defence

companies and authorities for consultancy services.

In both consulting companies we have highly experienced personnel having worked over many years in outstanding European aerospace and defence companies. Our consulting team provides unique consulting services for European and Turkish companies.

We are always striving to meet our customers' demands by forming a mixed working team with dedicated specialists from our consulting offices. By realizing the optimum synergy from our Turkish and international consultants, we can produce unique solutions to our customers without compromising quality.

In order to meet the consultancy

demands since 2004, our qualified and experienced staff has reached the number of 40 consultants and keeps growing. If we take the developments in the defence markets in Turkey and Europe into consideration, this number will increase considerably in the following years.

Defence Turkey -It is known that Koç Consulting is Turkey's first consulting firm in defence, aviation and space technologies. What are the main services that Koç Consulting provides to the Aerospace and Defence Industry?

Before answering this question, I would like to describe the main objective of aerospace and defence consulting. A consulting company does not just deliver



Ayşe AKALIN, Publisher, Defence Turkey Magazine(L); Aydoğan Koc , CEO Koc Consulting (R)



a consultancy service to its customers. The most important assets are objectivity and neutrality. To provide professional and high-quality consultancy to customers, you need to understand the status and trends of technology activities in aerospace and defence worldwide. This can only be achieved by consultants being experienced and dedicated to different fields of aerospace and defence technologies.

It is well-known that mastering key technologies, international cooperation is the key driver for aerospace and defence companies worldwide. To name just one example, the International Space Station (ISS) has been built using the know-how and technology of different countries. You can find many examples within other aerospace

projects of the European Space Agency (ESA) and NASA.

Coming now to your question regarding the main services, Koç Consulting provides to the aerospace and defence industry in Turkey. Our “High-Tech” consultancy services are focused on four areas in the Aerospace and Defence business:

First, aerospace & defence management, where we support our customers in executive management, project management, risk management, development of industrial strategies and technology roadmaps.

Second, our aerospace & defence engineering practice comprises system engineering, development of new

technologies, know-how & technology transfer, technical training and workshops.

In International Cooperation Consulting we provide services for European and Turkish customers international market analyses, market entry strategies, business development & sales, international cooperations, strategic alliances & joint ventures, offset management, outsourcing and intercultural trainings.

Last, but not least, in the area of Information Technologies, we provide conception and analysis of software tasks, IT development, IT outsourcing and our product MOS - Manufacturing Organization System.

It is our core competence to consult



European and Turkish costumers to improve their competitiveness in a very challenging aerospace and defence market.

Defence Turkey -Could you please inform us about your activities that you carry out with Turkish and Global Defence Companies?

Our consulting activities for Turkish companies are mainly concentrated on engineering support, where we support Turkish companies with our experienced consultants to design, develop and produce high-tech aerospace and defence products and systems.

For global defence companies our main consulting services are concentrated on market analysis, market entry strategies, business development, cooperations,

strategic alliances and offset management for Turkey.

Defence Turkey -You have already worked with prominent firms in Europe. Within the light of your comprehensive business network that you have established, do you provide a service focusing on investment, joint production, and technology transfer in order to strengthen the cooperation between Turkish and German Defence Companies?

The Turkish aerospace and defence companies are in the position to develop and produce aerospace systems and subsystems. This is also a great opportunity for German defence companies to manufacture and produce parts in Turkey with acceptable cost and

quality. For these activities, we provide services for outsourcing and joint production.

I think that German Aerospace and Defence companies should invest and cooperate much more in Turkey due to the low production cost. We can see the same approach in the automobile industry. Turkey is today a big automobile and parts producer in the world with high growth rates. International car producers have invested in Turkey and Turkish automobile companies are now successfully producing cars for the Turkish, European and the international market.

Defence Turkey -As you are aware the Turkish Defence Industry has taken significant steps in recent years and became one of the team players of the reputable Defence companies in international platforms. Will Turkish companies be a team player of German companies which aim to extend their export activities in regions such as Middle East, CIS?

It is true that in recent years we have observed a considerable increase in the number of Turkish companies capable of competing in international markets. This has been achieved by the dedicated efforts of the Undersecretariat of Defence Industry (SSM) and persistent endeavors of our defence companies.

For instance, now we hear the names of companies such as ASELSAN, HAVELSAN, ROKETSAN, TEI and TAI more often in Europe. I also deem this situation very positive as a Turk working also in Europe. I am very proud of mentioning Turkish companies' names at our meetings with outstanding and reputable European companies.

As I highlighted above, one of the main objectives of Koç Consulting within the context of consultancy services is to give support to Turkish companies for the successful entry into the European market. Also, in this respect, we utilize the knowledge that I have gained when working for EADS for more than 18 years, one of the most important global players in the defence sector.

Within our consultancy services for Turkish companies, we prepare them for the successful entry into the highly competitive European market while keeping their advantageous position.

Within these consulting services, we develop cooperation networks by creating suitable models for both parties following the evaluation of the best cooperation conditions for Turkish and German companies. Factors like product development and production at international standards, technological infrastructure and a qualified workforce with lower labor cost than in European

countries put Turkish companies into an advantageous position.

These types of cooperation provide opportunities for our defence companies to enter also Middle East, Asia and other international markets through Europe and their cooperation partners.

It is my strong believe that our consulting services are crucial for our country. As I stated earlier, we have a strong infrastructure and cooperation network and will continue to use these opportunities for Turkey. Turkish companies have knowledge about the entry into foreign markets; however, they have to enhance and develop this knowledge in order to survive under current and future market conditions. I strongly advise that they evaluate cooperation possibilities with European companies and take support from experienced experts and consulting companies for that purpose. This is one of the ways, how Turkish defence companies can be more successful in the future.

Defence Turkey - In line with Turkish government Defence Industry policy, the Turkish Defence Industry has put more emphasis on R&D studies in recent years. What kind of services do you provide to Turkish companies in this respect?

When assessing highly-developed countries, you observe that the only way to gain and develop high technology is to prioritize R&D studies. It is not possible for countries to gain and develop high technology unless they invest in R&D. If we analyze the history of highly-developed countries, we see that they reach and keep their existing technological level and technological leadership through R&D. Therefore, R&D is a crucial factor in developing a technological infrastructure. It is very important to initiate new and more R&D projects in Turkey and to achieve positive results from these projects in long and mid-term. Within the context of our consultancy support, there are

“Why doesn't the sky fall on our heads?”

Author: Aydoğın Koç

Providing easy and comprehensible answers to questions about aviation and space, aerospace engineer Aydoğın Koç's book, “Why doesn't the sky fall on our heads?”, published by Koc Consulting Yayınları, topped best-seller lists in Germany in 2005 and was published in Turkish language in 2007.

Does a satellite need more energy to fall on the sun than to escape from the solar system? The answer will surprise most of the readers: To fall on the sun requires much more energy for the satellite.

Even though aerospace has become part of every day's life, this subject often raises questions that one would like to get easy answers for. You probably also want to know, how an air hole looks like,

even though that holes do not really exist. The aerospace engineer Aydoğın Koç has given easy answers for many questions from the world of flying inside and above the earth atmosphere in his book “Why doesn't the sky fall on our heads?”.

Thereby he is explaining phenomena of flight mechanics, aerodynamics, atmosphere, aviation and space flights. He also gives a view how the maple seeds are using the rotating principle of a boomerang to glide and about flying snakes.

If you want to know more about the mysteries and phenomena of flying animals, birds, aircraft and space, we strongly recommend reading this book.



important issues like system engineering, know-how and technology transfer. Our consultants participate in R&D projects and transfer their knowledge and experience of many years to these projects. Thus we are contributing to the formation and development of technological infrastructure in Turkey. We have given this consultancy support to major companies that assume important missions in the Turkish Defence industry and carry on their activities in this field.

Defence Turkey - What are your short and long term objectives regarding in order to strengthen the collaboration the Turkish and German Defence Industry?

Providing technical support for major procurement projects is the main short and long-term objective of Koç Consulting. Some major projects to meet the Turkish Armed Forces' needs, especially in the fields of fighter aircraft, satellites and missiles have been initiated in the preceding period or some of them are about to be initiated.

Due to the fact that the first phases of these procurement projects are the most critical ones, consulting support is first of all necessary in these phases. In the short term, we would like to give consultancy support to these kinds of projects. Our medium and long term objectives consist of supporting R&D studies in Turkey, guiding Turkish companies into the European market and developing cooperation opportunities with European companies.

Actually, we are providing consultancy services to German companies for the Turkish market, which are major

players in the European Defence industry. With a similar approach, we are going to provide these consultancy services to Turkish companies for the European defence market.

Defence Turkey - Would you like to give a message to our readers? It would be my pleasure. As you know, aerospace and defence projects require high development and production investments, which can only be realized with common efforts on international level. Therefore global defence companies should conduct more projects with Turkish companies. But Turkish companies have to increase also their efforts and activities to become an attractive partner for international cooperations.

It is known that in the rapidly changing environment of today's technological progress and development is very crucial for a country to progress and secure its future. I have to point out that we, as Koç Consulting, are ready to provide our services and capabilities especially to the Turkish defence industry. It could be seen that consultancy support from specialized aerospace and defence consulting companies has improved the results of activities of defence industry companies enormously.

Last but not least, I would like to thank you for giving us this opportunity on behalf of myself and our "Koç Consulting" team. I hope I have managed to explain the objectives of our consulting company to the outstanding and pre-eminent personnel of the defence industry who is reading this magazine. ■

About Aydoğın Koç

Aydoğın Koç, born in Zonguldak/Turkey studied aerospace and mechanical engineering at the universities of Stuttgart and Darmstadt and launched his professional career at the EADS company (former MBB/DASA) as development engineer in the advanced design office of military aircraft until his last position as senior manager in EADS Space.

During his professional career at EADS, he has been responsible in numerous aviation and space projects. In the early 1990s, he worked as technical director of the Hermes project developed by the member states of the European Space Agency (ESA). Later on he was appointed as EADS Reentry Program Manager responsible for all space reentry projects such as the European Atmospheric Reentry Demonstrator (ARD), European Crew Transport Vehicle (CTV), NASA Crew Rescue Vehicle (CRV) and NASA X-38. Thereafter he was responsible within the Eurofighter Consortium for the series production of the most important Fighter Aircraft Program in Europe.

During his professional career of more than 18 years at EADS and Eurofighter, he was also involved in business development, acquisition and realization of international aerospace projects and cooperations in the aerospace industry as integrator and entrepreneur.

Due to the globalization and internationalization of the aerospace and defence market and the need of excellent consulting services, he founded the Koç Consulting companies in Munich (2004) and Ankara (2006).

Describing his work in the fields of aviation and space as his life's passion rather than a profession, Koç believes, that there is still a lot to do in order to support the aerospace and defence industry in Turkey.

Aydoğın Koç is married and has one son. He is author and publisher of five aerospace books and is an enthusiastic private pilot (PPL).