

OGÜN AYDIN, EVYAP MALAYSIA'S SUPPLY CHAIN DEPARTMENT DIRECTOR:

“A LIFE SPENT WITHOUT LEARNING NEW THINGS IS NOT WORTH TO LIVE”

OGÜN AYDIN, EVYAP MALAYSIA'S SUPPLY CHAIN DEPARTMENT DIRECTOR DESCRIBES EVYAP, WHERE HE HAD BEEN SERVING AT FOR 18 YEARS, AS “A FIRM WHERE THERE ARE NO OBSTACLES TO CAREER DEVELOPMENT”. HE HAS BEEN IN MALAYSIA FOR FIVE YEARS, AND CONTINUES HIS CAREER JOURNEY SUCCESSFULLY.

Hello Mr. Aydın. Could you please provide some brief introduction about yourself?

I was born in Istanbul, on 13 November, 1976. I am a graduate of Anadolu University, Department of Business Administration. I am married and I have a seven-and-a-half years old daughter, and a three-years-old son.

When did your path cross with that of Evyap, and how did your career develop since then?

My career at Evyap began in 1999. It has been 18 years now. My first position at Evyap was in the Planning department. Thereafter, I served in all sections of the Supply Chain. I served as a SAP Key User; I took part in S&OP projects... All these were experiences which contributed immensely to my current career. Of course the only thing that developed my career wasn't just the projects I took part in; Evyap is such a special firm that each and every department has truly special management staff, who have climbed all the way through the ranks, who are extremely intelligent and competent, and who are really willing to share and transfer knowledge and teach. I had the chance to work with such special individuals for extended years. I internalized the values and culture of Evyap, thanks to the long years I have put in, as well as the efforts of these special managers I worked with. I should also mention the know-how, technical expertise, perspectives and vision related to

my department, brought in by experienced and bright senior executives who joined Evyap after their career in international corporations. Therefore, if I have to describe who I am, I could say that I am an employee who witnessed a number of distinct periods an established firm like Evyap went through, and who have ventured forth in all these periods, thanks to flexibility, capability to adapt, openness to innovation, willingness to shoulder responsibility, taking initiative, courage, and of course, working tirelessly at all times.

What do you think Evyap means for your business life?

I am extremely happy for the fact that I began my career at Evyap. Evyap is a firm where career routes are open for all. My involvement with Evyap began with a “junior” position in the Planning department. But in time, with the contribution of my determination, will to work, and perhaps my personality and capabilities, but certainly thanks to the ever present recognition the firm and my supervisors had for my efforts, I reached to my current position.

For how long you have been an employee of Evyap Malaysia?

Actually, I volunteered to join Malaysia team five years ago. I cannot understate the support and motivation provided by my wife in this context. It was essentially our will, despite our awareness about the difficulties and uncertainties involved. If you do not push your limits, you do not grow at all. And to me, a life spent without learning new things is not worth to live.

What was your experience like, since your day one in Malaysia?

It all began five years ago, with a pilot plant... When I came here with Evyap Palm Oil Soaps, I was at the helm of the team that made that pilot plant operational. I was the Plant Director back then, and I was also responsible with operational procurement, quality, logistics, planning, and production as well. In coordination with the team Turkey, we engaged in the planning of the lines to be transferred to the actual facility to be built in Malaysia, and the installation planning with the Project Team in Malaysia, for the lines already brought over. At the end of two years, we moved over to the current Evyap Soap Malaysia (ESM) facility. Here, I served as the Production Director and Planning Director for one year, and moved over to the Supply Chain. The departments I am now responsible with are Soap Bar Planning, Customer Services, Logistics and Storage.



What is the future you envisage for yourself at Evyap?

The working principles I believe in and I try to implement to the best of my abilities include sincerity, self-motivation, working with passion and emotional commitment, working hard, taking responsibility and the initiative, a perspective focused on the solutions rather than on putting the blame on someone else, motivating the team, and acting quickly... I always believed that when you try to do your best in line with these principles, the success in career would follow. I believe this will be the case in Malaysia as well. Of course no one is perfect. Work is synonymous with taking risks, and certainly I have my own share of mistakes. But the crucial part is to learn from each and every mistake, and proceed as someone more experienced. As a firm, we have much more to do here, in the Southeast Asia market. We are just taking off. I, in turn, will, as always, try to do my best in this extended endeavor.

When was your last visit to Turkey? What are the things you miss most?

Our last visit was last summer. We try to go two times a year. We miss everything about Turkey! All four seasons, Istanbul, the food, the restaurants, our family and friends...

Which sites of Malaysia impressed you the most? What are the favorite hobbies you have in the city you live in?

The tropical islands are truly beautiful. The islands are pretty numerous. We were able to see just the two of them in our five years here: Tioman and Langkawi... Our favorite site here, on the other hand, was Cameron Highlands. For, a visit there means a break from a tropical season where the temperature is always 32 degrees, with 90 percent humidity levels, to a cool and clean mountain climate of 20 degrees. Offering terrific views, the region filled with tea plantations and strawberry fields put you in awe of misty and unique scenes of nature.

What are the favorite Evyap products you and your family enjoy in your private life?

Currently all we can use is the soap bars, as that is the only product group produced here at the moment. Furthermore, I can find Arko shaving foam at some supermarkets. And my wife brings along Duru Eau de Cologne, on every occasion. We really miss Duru Liquid Soap and Duru's shower gels.

What do you like most as free-time activities for your time off?

Spending time with the kids, playing with them is a great pleasure and a great luxury for me. For, the time simply flies by, and we have so many responsibilities. And they are attending school as well. We have so limited time, unfortunately. That is why I make a point of spending some time with my kids. I also enjoy working in the garden, and getting children join me in that. Of course, we also try to hit the pool whenever we get the chance, as this place is practically summer all year around.



“WORKING IN MALAYSIA HELPED ME GROW IMMENSELY”

Working in Malaysia taught me a lot. Away from the headquarters, the business is actually harder than most people imagine... And it is harder again when you are dealing with such a culturally distant region, full of obstacles and challenges. Culture plays an unbelievable role on shaping how people engage in business. In addition to dealing with the classical difficulties of start-ups, the problems one encounters in communicating with employees and managers from a different culture, and the contrast of the business manners made this five-years a pretty trying one. What did I learn? I learned patience, perseverance, the need for astuteness and strength, the right way to communicate in a multicultural environment, as well as the necessity of belief in oneself at all times and keeping one's hopes. In addition to what I learned on the behavioral front, I also learned much from Malaysia on the technical side of the business as well: As someone with a past in FMCG, I got acquainted with a brand new product group, and had the opportunity to learn about the dynamics in the oleo chemicals (fatty acids) industry, the production process, customer behaviors, and various logistical requirements. How to set up a plant from scratch; I witnessed every step of the process... I also learned the importance of setting up a systematical operating procedure, independent of individuals involved, given the high turnover rates.