



**NOVA**  
**GLOBAL TRADING**

**NovA Global Trading**

Connecting Quality of Turkiye with Global Markets

# WHO WE ARE?

## **NovA Global Trading**

is an Istanbul-based international trading agency based on more than 25 years of experience and large-scale infrastructure of **PARTNER TEKNİK group** of companies.

We specialize in sourcing, managing, producing and delivering consumer goods from Türkiye to international markets — including Russia, CIS countries, the Middle East, Africa and Europe.

**Based on decades of industrial and operational experience,  
we combine strategic thinking with full-cycle trade execution.**

<https://www.partnerteknik.com>

# OUR MISSION & APPROACH

At **NovA Global Trading**,  
we deliver full-scale of trading solutions for fast-moving consumer goods.

Our work is based on market intelligence, logistics expertise  
and deep knowledge of the manufacturing potential of Türkiye.

**We connect our clients with the right suppliers,  
and our suppliers — with high-potential markets.**

**Every project is tailored. Every transaction — fully managed.**



# MAIN PRODUCT CATEGORY

## Coffee & Coffee Products

We offer a curated portfolio of coffee products for diverse B2B needs — retail, HoReCa, distributors, and private-label clients.

### Our range covers:

- Traditional Turkish Coffee
- Flavored Coffee Blends
- Roasted Coffee (Whole Bean & Ground)
- Instant Coffee (Classic, 2-in-1, 3-in-1, and premium blends)
- Capsule Coffee
- Drip Bag Coffee

We select and position coffee products based on in-depth market demand analysis.

### We also work on:

- Private label production
- Tailored product tailored for the market





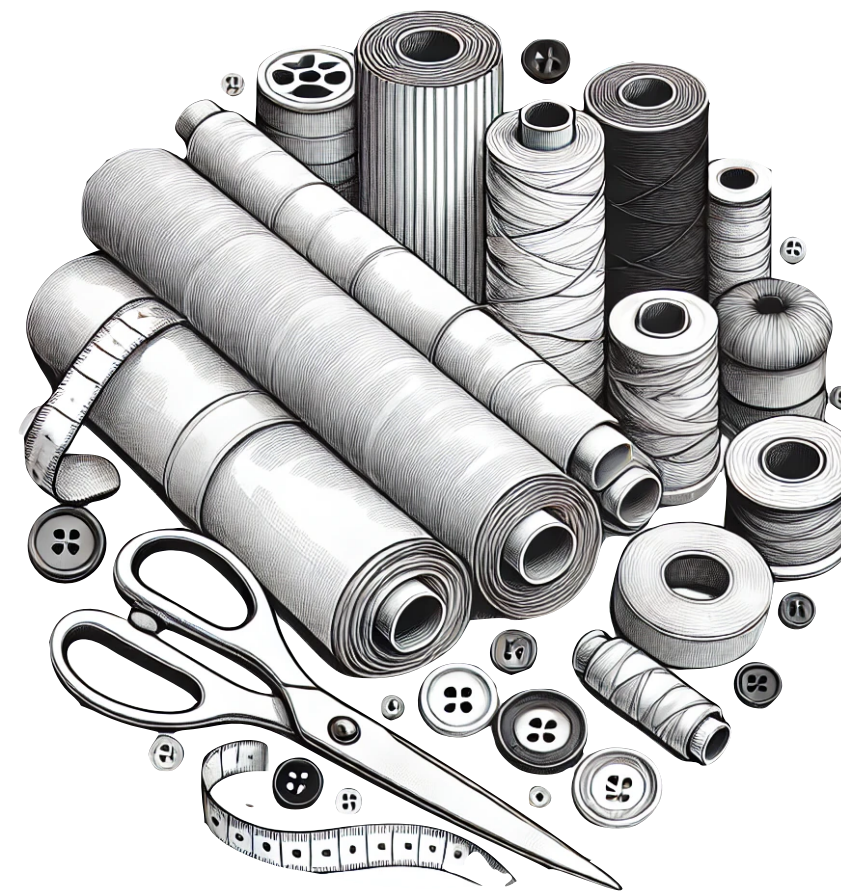
# OTHER PRODUCT CATEGORIES

Our Flexible Assortment is continuously updated and based on target markets.



## **Home Textiles:**

A full range of textile products for home use



## **Fabrics and Accessories for Production:**

Wholesale supplies of fabrics and textile accessories for garment manufacturers



## **Food & Beverages:**

We offer a wide range of high-quality and in-demand fast-moving retail products



## **Apparel and Fashion Products:**

We provide a diverse range of clothing for various target markets



# SERVICES FOR SUPPLIERS

We help producers from Türkiye grow internationally through structured export support:

- **Market access:**  
entry to Russia, CIS, Egypt, Europe and the Middle East markets
- **Channel development:**  
connection with major buyers and local distributors
- **Trade representation:**  
direct negotiations, offer packaging, follow-ups
- **Market positioning:**  
adaptation of catalog, pricing, and communication
- **Logistics & Customs Support**  
providing the most efficient and cost-effective logistics and customs models for each shipment and provide full coordination and support of the export process.





# SERVICES FOR CLIENTS

Our approach is multi-level catalogs of products covering different price segments, formats, and product types to meet the needs of large distributors, as well as medium and small businesses.



● **Product sourcing:**  
selection of reliable Turkish suppliers & factories

● **Procurement management:**  
price negotiation, contracts, factory coordination

● **Market-specific product selection:**  
adapted portfolios for local demand

● **End-to-end logistics:**  
international transportation, customs coordination

● **Strategic support:**  
identifying categories, launching new product directions



# GEOGRAPHY OF PARTNER TEKNIK GROUP

## **Turkiye:**

Head Office.

Industrial and infrastructure facilities.

## **Russia, Libya, Iraq, Saudi Arabia, Cameroon:**

Branch Offices.

Factories, logistics complexes.

## **Egypt and Jordan:**

Partnership with leading companies.

## **We work in four languages:**

Turkish, English, Russian, German and Arabic.





# ADVANTAGES OF NOVA GLOBAL TRADING

## Experience and reliability:

Based on Partner Teknik with over 25 years of experience in international projects.

1

## Global presence:

We work in Turkiye, Russia, Egypt, the CIS, Middle East and African countries.

Preparing to enter the markets of the European Union and the USA.

2

## Integrated approach:

Full range of services: from supply of goods to logistics and legal support.

3

## Individual solutions:

Working with exclusive orders and project according to needs of each client.

4



# CONTACTS

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**We are always open to cooperation  
and ready to discuss your tasks and needs.**



Thank you  
Спасибо  
Teşekkürler  
شكراً لك



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