



TÜRKİYE ODALAR VE BORSALAR BİRLİĞİ



Dumlupınar Bulvarı No:252 (Eskişehir Yolu 9. Km.) 06530 /ANKARA

www.tobb.org.tr - tobb@hs01.kep.tr

Sayı : E-34221550-720-8564

Tarih: 26.08.2022

Konu : Isource. Reserve Elektronik Platformu

TÜM ODA VE BORSALARA
(Genel Sekreterlik)

İlgi : Ticaret Bakanlığı'nın 23.08.2022 tarih ve 77528300 sayılı yazısı.

İlgi yazıda, Dışişleri Bakanlığı'nın yazısına atfen, Rusya'nın **Isource.Reserve** isimli elektronik platformun (reserve.isource.ru), Türk tedarikçiler ile artan sayıda Rus tüketiciyi bir araya getirme potansiyeli vurgulanarak, Platforma ilişkin ekte sunulan bilgi gönderilmiştir.

Bilgilerini ve konunun ilgili üyelerinize duyurulmasını rica ederim.

Saygılarımla,

*e-imza*Ali Emre YURDAKUL
Genel Sekreter Yardımcısı

EK: Isource Reserve Sunum (7 sayfa)

Bu belge, 5070 sayılı Elektronik İmza Kanununa göre Güvenli Elektronik İmza ile imzalanmıştır.

Evrakı Doğrulamak İçin : <https://belgedogrula.tobb.org.tr/belgedogrulama.aspx?eD=BSABKRB7PC>

Tel : +90 (312) 218 20 00 (PBX) - Faks : +90 (312) 219 40 90 -91 -92... - E-Posta : info@tobb.org.tr

Bilgi İçin: Kaan GAFFAROĞLU - Tel : 03122182220 - E-Posta : kaan.gaffaroglu@tobb.org.tr

MERCHANT customer journey

CONTACTS

For relations and government

Deputy Head of the Department of
Procurement of Goods

Moskvitina Irina

+7 (921) 181-03-20

Moskvitina.IV@gazprom-neft.ru

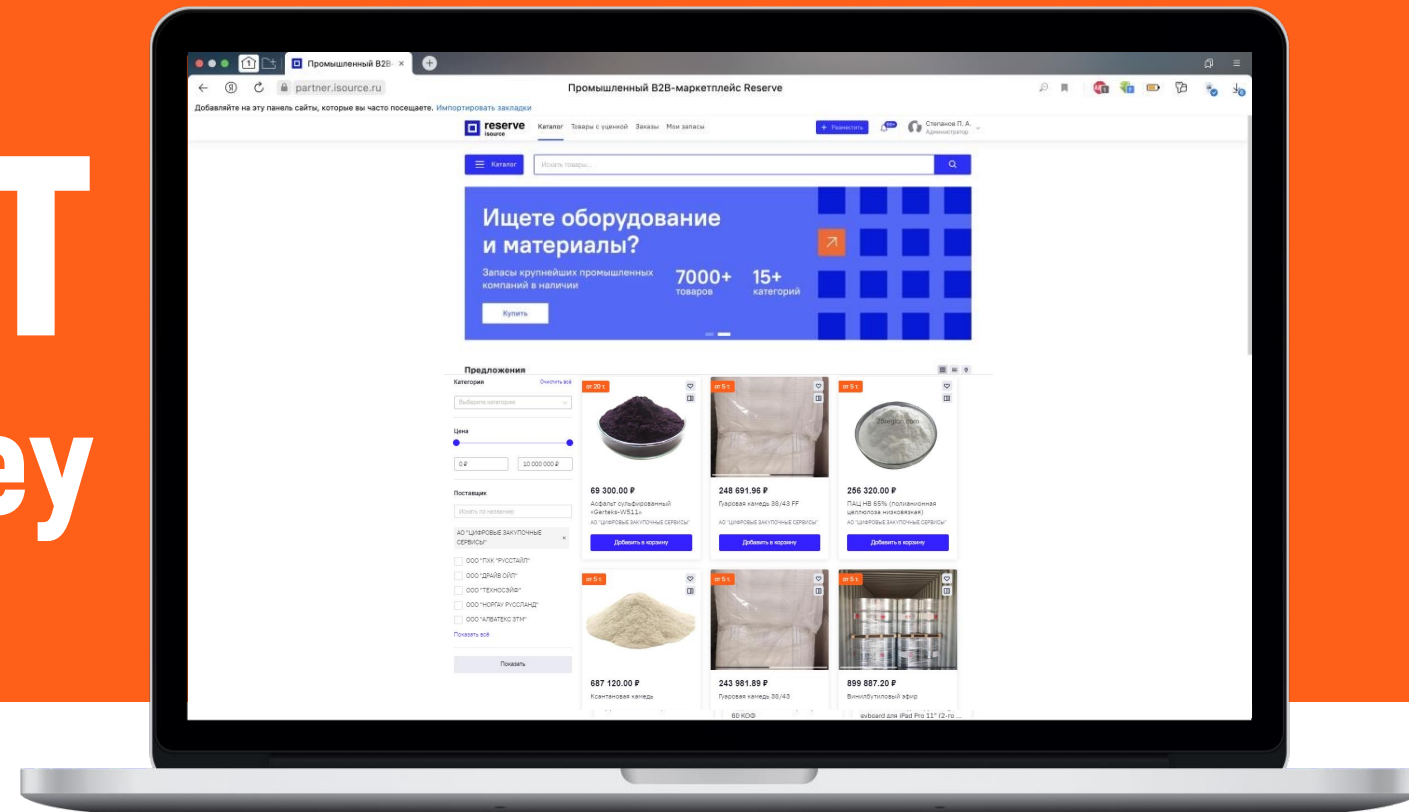
For suppliers/manufacturers

Coordinator of the client service of the
platform RESERVE

Mezeshi Daniel

+7 (911) 739-27-93 / 8 (800) 555-08-80

Mezeshi.D@gazprom-neft.ru



→ Seller of technological equipment, spares and components that have no analogues in Russian Federation 1

- Pass a technical audit and gets the opportunity to place their goods (or equipment) on Reserve platform

SUNRESIN NEW MATERIALS CO., LTD
Shaanxi

15 лет Опыт производства
1060 Сотрудников

25 Категорий смол
200 Типов смол
50 Свойств производства в год

Тип аудита: Технический

ЗАКАЗЧИК: ООО «Газпромнефть-Снабжение» |

ПРОВЕРЯЕМАЯ КОМПАНИЯ: Sunresin New Materials Co., Ltd
Юридический адрес: No.135, Jinye Rd (Sunresin park), Xi'an Hi-tech Industrial Development Zone, Shaar 710076, Китай

МЕСТО ПРОВЕДЕНИЯ АУДИТА: Sunresin New Materials Co., Ltd.
Юридический адрес: No.135, Jinye Rd (Sunresin park), Xi'an Hi-tech Industrial Development Zone, Shaar 710076, Китай |

КОНТАКТНОЕ ЛИЦО: Гэри Чжан
Должность: Директор по зарубежным клиентам

ИСПОЛНИТЕЛЬ: ООО TUV Thüringen Promservice |
Аудиторы: Перри Ян

→ Isource.Reserve's Back office in Turkey 2

- Concludes a contract for the provision of services for the sale of goods through the Reserve

КОНТРАКТ № 172000005 | **CONTRACT № 172000005**

КОНТРАКТ № 172000006 | **CONTRACT № 172000006**

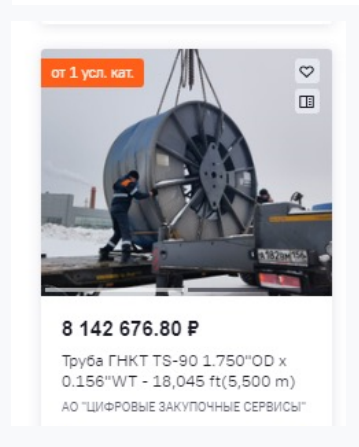
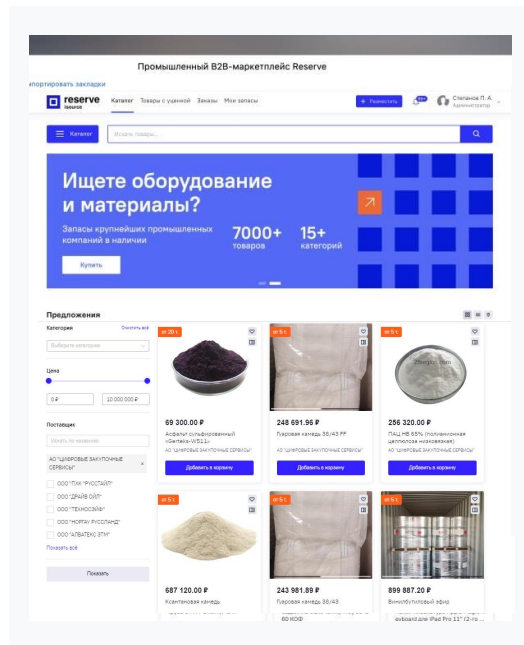
Ищите оборудование и материалы? 7000+ товаров | 15+ поставщиков

→ **Seller**

Visit Reserve platform, in which

◎ **45 000+** unique product positions by category

- Pipes
- Instruments
- Chemical products
- Valves
- IT equipment
- Transport
- Cable products
- ...



3

◎ **3 500+** buyers - Russian industrial companies



→ Seller/Isource.Reserve's Back office in Turkey 4

Places information about the product in their personal account

- Product name
- Technical description of goods
- Location of goods
- Quantity
- Price
- Photos

The screenshot displays a product listing interface with the following sections:

- Характеристики:** Труба ГНКТ TS-90 1.750"OD x 0.156"WT - 18,045 ft(5,500 m)
- Общая информация:** Труба ГНКТ TS-90 1.750"OD x 0.156"WT - 18,045 ft(5,500 m)
- Владельцы и местонахождение:** Екатеринбург ул. Адмирала Макарова, д.20
- Поставщик:** АО "ЦИФР"
- Документы и состояние:** ДД, ИК, СТТ
- Дополнительная информация:** 1, 1200, 96, 96, 20%

The product photo shows a large metal spool being lifted by a crane. Text overlays include:

- от 1 усл. кат.
- 8 142 676.80 Р
- Труба ГНКТ TS-90 1.750"OD x 0.156"WT - 18,045 ft(5,500 m)
- АО "ЦИФРОВЫЕ ЗАКУПОЧНЫЕ СЕРВИСЫ"

→ Seller 5

In personal account has the opportunity by himself or with Turkey back office:

- Place goods
- Update product information
- View sales analytics

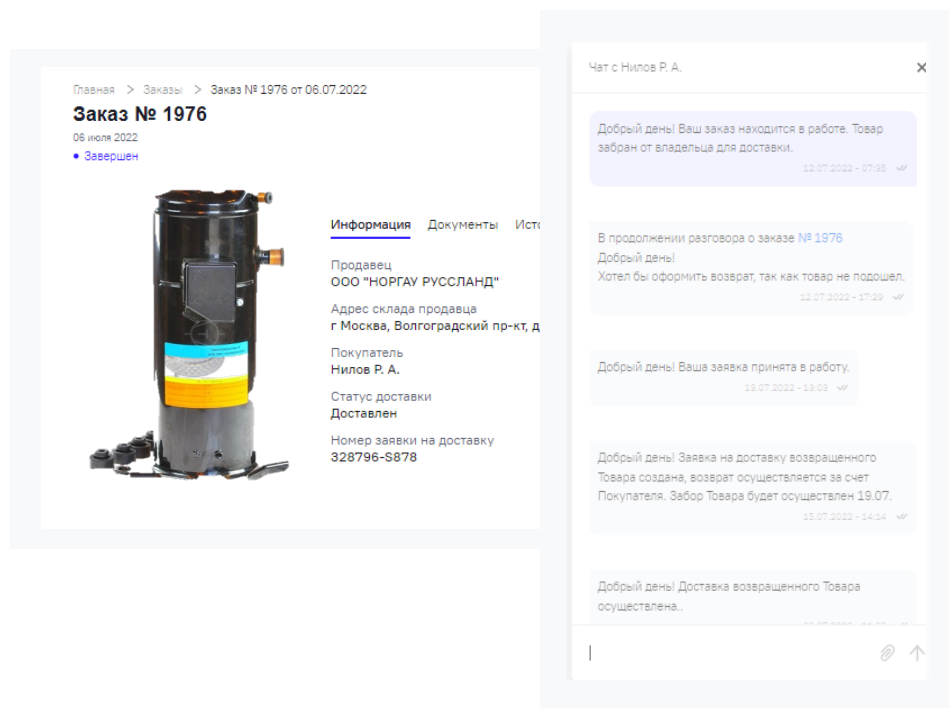
The screenshot shows two main sections of the Seller's account:

- Создание процедуры (Procedure Creation):**
 - Свойства процедуры: SAUTIMAN 0201 PR60-80
 - Публикации процедуры: 1
 - Синхронизация цен реализации: Line chart showing price synchronization from 09/08/2022 to 09/09/2022.
- Заказ № 2042 (Order #2042):**
 - Общая стоимость с НДС: 36 040 674.60 Р
 - 267 упак
 - 134 983.80 рулик
 - Timeline:
 - Создан: 28 июл. 2022 в 15:05
 - Подтвержден покупателем: 28 июл. 2022 в 15:19
 - Подтвержден продавцом: 28 июл. 2022 в 15:18
 - Ожидает оплаты: 28 июл. 2022 в 15:16
 - Оплачен: 28 июл. 2022 в 15:47
 - Завершен

→ **Isource.Reserve's Back office in Turkey**

6

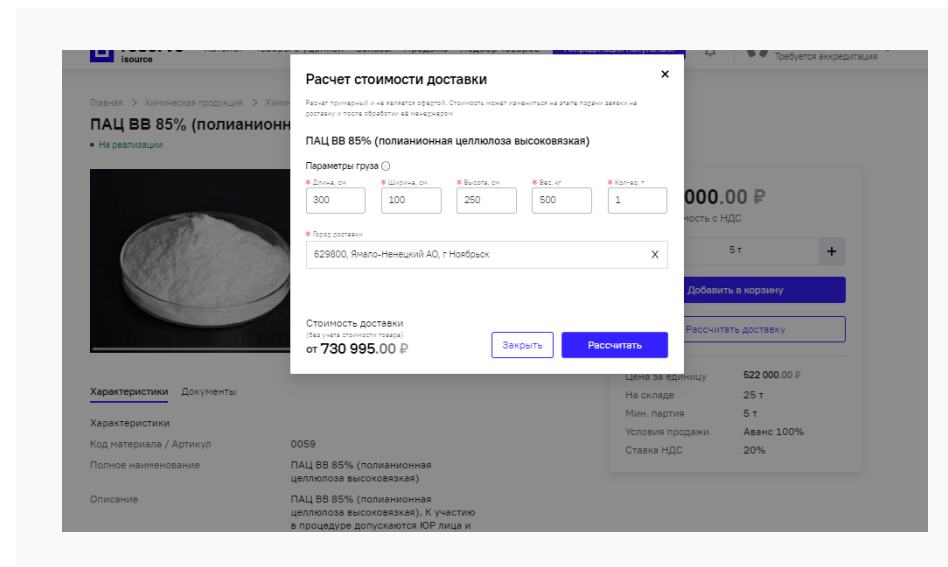
- Interacts with the buyers on all issues related to the purchase of goods



→ **Seller**

7

- In Reserve gets the opportunity to deliver the goods to the buyers in Russian Federation



→ Isource.Reserve's Back office in Turkey

8

- Provides customer support
 - 24/7 in Turkey
 - All communications with the Russian buyers
 - Complete documentary support of selling goods

The image shows three overlapping screenshots. The top one is a funnel chart titled 'Целевая аудитория' (Target Audience) with five steps:

- ШАГ 1: 851 488 ЧЕЛОВЕК (Интересующихся категориями)
- ШАГ 2: 50 000 ЧЕЛОВЕК (Трафик баннера сайта)
- ШАГ 3: 10% (Коробка конверсии)
- ШАГ 4: 5000 ЧЕЛОВЕК (Оставшихся вопросов и контактов)
- ШАГ 5: 500 ЧЕЛОВЕК (Купивших категорию)

The middle screenshot shows the Isource.Reserve website interface with a search bar and product listings. The bottom screenshot shows a Yandex search result for 'ксантановая камедь заказать' (xanthan gum order) with details about a supplier and contact information.

→ Isource.Reserve's Back office in Turkey

9

- After the sale of the goods to the buyer provides the necessary bank transactions of Ziraat Bank

The image shows two devices displaying the Ziraat Bank website. The laptop screen shows the 'Промышленный B2B-маркетплейс Reserve' (Industrial B2B marketplace Reserve) with a search bar and a button 'Ищете оборудование и материалы?' (Looking for equipment and materials?). The tablet screen shows the Ziraat Bank homepage with a world map and the slogan 'Зираат всегда с вами во всем мире!' (Ziraat is always with you in the whole world!).

CONTACTS

For relations and government

MOSKVITINA IRINA

Deputy Head of the Department of Procurement of Goods



+7 (921) 181-03-20



Moskvitina.IV@gazprom-neft.ru

For suppliers/manufacturers

MEZESHI DANIEL

Coordinator of the client service of the platform RESERVE



+7 (911) 739-27-93 / 8 (800) 555-08-80



Mezeshi.D@gazprom-neft.ru

