



TSARA GROUP

Company Profile 2026

Building Trusted Bridges Between People, Markets & Technology

A Türkiye & Switzerland-based premium execution ecosystem across Digital Infrastructure & Data Centres, AI, Healthcare, Energy, Natural Resources, Maritime & Trade.

Serdal Şahin — Founder & CEO · İstanbul, Türkiye

30+

YEARS INTL TRADE

40+

COUNTRY NETWORK

7

CORE SECTORS

20+

PRODUCTS & VENTURES

2

HQ · TR & CH

1

CONNECTED GROUP

SHORT PROFILE

TSARA Group is a multi-sector execution ecosystem combining human concierge support with AI, trade and a cross-border partner network. We connect corporations, investors and governments across Türkiye, Switzerland, the Gulf, Europe, Asia, Africa and the Americas.

FOCUS

Trusted partnerships, market access and digital execution infrastructure for governments, investors, healthcare providers and international businesses entering emerging markets.

SIGNATURE · NATURAL RESOURCES & EXPLORATION



TSARA GEO — Exploration Intelligence Before Major Investment

Opportunity screening, independent technical due-diligence and staged validation for mining, energy, geothermal and oil & gas — supporting national companies and governments.

◆ Markets: Madagascar · Africa · Indonesia · Bangladesh · Türkiye · geo.tsara.care

FLAGSHIP · AI & PUBLIC SAFETY



BEKÇİ AI — See More · Lose Less · Operate Smarter

A live, Türkiye-built platform that turns existing security cameras into an operational brain for retail, industry and public safety — detecting people, vehicles and restricted-zone breaches in real time.

✓ Uses existing CCTV ✓ No new hardware ✓ Six-module scene understanding ✓ v0.6 in pilot

Team & Contact

FOUNDER & CEO



Serdal Şahin

TSARA Group · İstanbul, Türkiye · Swiss-Turkish

30+ years in international trade, logistics & medical coordination. Leads TSARA's international project coordination and government-facing engagements.

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Talat Kıyar — Co-Founder · Coffee & Kahveci-Grup

Ramazan Gümüş — Sales Director · Europe

Muammer (Max) — Sales Director · Americas

Cihan Büyükkara — AI Engineering Lead · BEKÇİ AI



TSARA GROUP

The Ecosystem · Divisions, Brands & Services

Seven Core Sectors

 Data Centres Turnkey data-centre & cloud — coordinated with Tier-III certified partners.	 Healthcare Medical journeys, wellness & preventive care.	 AI & Safety BEKÇİ AI, TurnkeyAI, TSARA AI.	 Energy Renewables & off-grid infrastructure.	 Resources TSARA GEO — exploration intelligence.	 Maritime Ship engineering & fleet support (SGB).	 Trade Global sourcing & corridors.
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The Ecosystem

AI & Digital Intelligence



BEKÇİ AI Retail & security operational intelligence — live (v0.6) · [bekci.ai](#)



TSARA AI AI assistants — multilingual voice & chat · [ai.tsara.care](#)



TurnkeyAI Cross-border trade engine — supplier scoring, lead enrichment · [turnkey.tsara.care](#)



HealthKind Online blood test + AI-explained results · [healthkind.app](#)

Healthcare & Wellness



TSARA Medical Medical journeys into Türkiye — 6 languages · [medical.tsara.care](#)



TSARA Travel Premium travel & wellness experiences · [travel.tsara.care](#)



TSARA Health Wellness, supplements, preventive programmes · [health.tsara.care](#)

Energy, Maritime & Strategic Projects



TSARA Energy Renewable energy & infrastructure projects · [energy.tsara.care](#)



Maritime & Naval Ship engineering & fleet support — partner SGB Babil & Sümer

Trade & Sourcing



Coffee · Kahveci-Grup Specialty coffee origins — partner · [kahveci-grup.com](#)



CocoPeat / Coco Coconut growing media & fibre · [cocopeat.tsara.care](#)

Charcoal Premium coconut charcoal · [charcoal.tsara.care](#)



Vanilla Madagascar A-grade gourmet vanilla · [vanilla.tsara.care](#)



ASTOR GardenLine Glass planter partition systems · [astor.tsara.care](#)

Palm Oil · Sulphur Industrial commodities (FOB) · [trade.tsara.care](#)

Partners & Community



Coach Şahin Executive & business coaching · [coach.tsara.care](#)



ZAHRA Turkish ice cream & deli — Indonesia · [zahraice.com](#)

VICANA Human-development initiative · [vicana.net](#)

STRATEGIC CORRIDORS

Türkiye · Switzerland & Europe · Gulf · Southeast Asia · Central Asia · Africa (incl. Madagascar) · the Americas

One trusted partner · Multiple industries · Global execution.

Why TSARA: ✓ Cross-border expertise ✓ Trusted partner network ✓ AI-powered execution ✓ Human concierge support ✓ One connected ecosystem
✓ Government & enterprise ready