



Alpha Dane
mobile, tablets and beyond

Two Decades In - Still Getting Started


**Celebrating 20 years of Alpha Dane
with insight from Mohammad
Akbari and Steven Lau**

In this industry, longevity is rare. Companies emerge, hustle hard, and often fade just as quickly. But Alpha Dane Ltd, a trusted UK-based B2B mobile and electronics wholesaler, has quietly defied that rhythm - steadily building a reputation on something far stronger than flash deals or fleeting margins: trust.

Founded in 2005, Alpha Dane is about to mark its 20th year in business. And while the market around them has morphed - brands have come and gone, margins have tightened, and supply chains have bent under pressure - the company's core has stayed remarkably steady.

At the centre of it all? Founder Mohammad Akbari, and Steven Lau, Director of Sales & Purchasing (and Alpha Dane's first-ever customer, no less), who now steers the team alongside him.

We caught up with both ahead of ITC Malta 2025 to talk about what's shaped the business, what keeps it agile, and why - after two decades - they're still only just getting started.



**“Your team is
the heart of your
company. Once
their heart is in
it, any milestone
becomes
achievable.”**

- Mohammad Akbari
Founder, Alpha Dane

FROM "ONE-MAN BAND" TO GLOBAL OPERATION

"When I first started Alpha Dane," Mohammad recalls, "I was doing it all – buyer, seller, accountant, warehouse operative. Everything." Like many self-starters in the trade world, those early days of wearing every hat are a badge of honour.

"These are my proudest memories," he says. "Now, my team can focus on their roles – I never had that." The turning point came when he realised growth demanded more than just drive; it needed a team built on shared values. "I can do anything," he says, "but not everything – not alone."

A BUSINESS BUILT ON PEOPLE, NOT JUST PRODUCTS

Steven, who brings over 20 years of trading experience, explains what drew him in: "Building a team with Mohammad – someone I've known for years – was the challenge that excited me. My roots are in buying and selling, but lately, it's been about keeping a team happy. That's just as vital."

Now heading operations, Steven focuses on a people-first approach. "A happy, motivated team is a successful one," he says. "I've gone from trader to team builder, now to strategist."

The culture seems to work. "Most of our team has 15–20 years of experience," he says. "And we're proud of fresh talent too – one colleague joined with zero experience 14 months ago. Now she's a star."

ADAPTABILITY AT SPEED

What sets Alpha Dane apart? Without hesitation: relationships. "We've spent over two decades building industry trust," Steven says. "If there's trust, business follows."

But that doesn't slow them down. Quite the opposite. "We're known for speed," says Mohammad. "We've taken ideas from 2am chats to 9am execution. That's how we stay ahead."

A GLOBAL OUTLOOK, GROUNDED IN STRATEGY

Trading across Europe, the Middle East, Asia, and the US, Alpha Dane's reach is wide – but it's strategy that drives results. "Every region has demand," Steven explains. "The skill is knowing where our products will deliver the best return. Right now, that's Central and Eastern Europe."

Their logistics model supports this agility, with streamlined courier partnerships delivering in 1–2 working days – something clients have come to expect.

WHY ITC MALTA MATTERS

Alpha Dane has become a familiar face at ITC Malta – and with good reason.

"For the cost of a ticket, we've gained new customers, suppliers – even ideas that brought real returns," says Mohammad. "The event played a role in two major growth milestones."

Steven agrees. "The relaxed atmosphere and friendly people make it easy to build genuine relationships – with partners from all over the world."

24/7 SERVICE - BECAUSE PEOPLE MATTER

Spend five minutes with either of them, and it's clear: this isn't a 9-to-5 operation.

"When someone reaches out – day or night – we answer," says Mohammad. "That's how trust is built."

Steven grins, recalling a line from his email signature: "AVAILABLE 365 DAYS A YEAR, 86,400 SECONDS A DAY."

That pretty much sums it up.

WHAT'S NEXT?

While expansion plans remain under wraps, the ambition is still full throttle. "Ask us again in ten years," Steven laughs. "Let's see how 2025 played out."

Whatever comes next, Alpha Dane's future looks set to follow the same formula: solid leadership, fast execution, and relationships that last.

