

Rebuilt, Rebranded, and Ready

Bamboo Connect's Next Chapter



For over a decade, Bamboo Connect quietly supported some of the mobile industry's biggest names - delivering smart fulfilment solutions without ever needing the spotlight. But after a bold rebrand, a major industry award, and the appointment of key talent, the timing couldn't be better for the company to step forward.

Formerly Bamboo Distribution, the business has evolved into a global technology-led partner for insurance logistics, trade-in, and device lifecycle management - now spanning operations across three continents. With a renewed focus on sustainability and smarter systems, Bamboo Connect is aligning its future with the circular economy, and its offering with what tech clients need today: speed, transparency, and trust.

Bamboo Connect joins ITC Malta 2025 for the first time - bringing with it a fresh identity, bold ambitions, and a team ready to shake up expectations. Ahead of the event, we sat down with Managing Director Juney Mistiki to talk reinvention, resilience, and what's coming next.

Recognition that reflects the journey

Following its recent win as Device Distributor of the Year at the Mobile News Awards, Bamboo Connect is gaining the recognition it has long deserved. For Managing Director Juney Mistiki, the moment was more than symbolic.

"Winning that award is a proud milestone for our whole team," he says. "It validates the direction we're moving in - and coming from industry peers, it really matters. It tells us we're on the right track."



"We've always been about solutions, not just stock."

- Juney Mistiki

From startup to global partner

Since its founding in 2009, Bamboo Connect has grown from a specialist distributor to a full-scale global operation. Today, it serves more than 20 countries, with services spanning fulfilment, reverse logistics, trade-in, refurbishment, and bespoke device support.

What's kept them grounded through the scale-up? "The consistency of our team," Mistiki says. "We've always been driven by a clear focus on delivering value - whether through great service, tech-led systems, or just knowing what our partners really need."

Independence in a market of giants

In a landscape increasingly dominated by large players, Bamboo's independence is part of its edge. "We're able to respond fast. We can shape services around the client, not the other way around," Mistiki explains. "Our core values - reputation, trust, collaboration - are more than just words. They drive how we operate."

Sustainability as a business driver

At Bamboo, sustainability is more than a promise - it's built into how the business runs. From WEEE-compliant practices to full-scale refurbishment and recycling, the team has long prioritised reuse over replacement.

"We turn sustainability from a requirement into a value driver by embedding circular economy principles directly into the asset lifecycle - and aligning them with outcomes our customers care about: reduced costs, improved customer experience, and demonstrable ESG performance," Mistiki explains.

New faces, new energy

Bamboo Connect's recent momentum has also been driven by talent. "We've been intentional in bringing in people who expand our capability," Mistiki notes. Recent hires include Leigh Croucher, Shaun Kidd, Sophie Noakes, and Amanda Webb - each bringing deep industry knowledge.

"The team is now over 100 strong," Mistiki adds. "We've stayed aligned by communicating clearly, recognising success across the organisation, and being transparent about what we're building and why. That shared purpose has kept the energy up."

Making the most of ITC Malta

This year marks Bamboo's first appearance at ITC Malta - a decision partly influenced by Head of Procurement, Leigh Croucher, a long-time attendee.

"ITC Malta has always been on our radar," Mistiki says. "Now, we're in a position to contribute something fresh to the conversation. The timing just felt right."

Eyes on Eastern Europe and India

In terms of regional momentum, Eastern Europe and India are high on the company's agenda. "We're seeing infrastructure growth and rising demand for mid-range and premium devices in Eastern Europe," says Mistiki. "And in India, digital adoption and a young population make it an exciting, high-volume market."

Advice for partners in 2025

Asked what retailers and resellers should really be looking for in a distributor, Mistiki doesn't hesitate. "Find someone you trust," he says. "Beyond stock, it's about strategic thinking - who's helping you manage risk and navigate change?"

What's next?

Bamboo Connect's roadmap remains focused on scaling what it does best - while investing in smarter tools like its in-house Optima platform.

"We'll keep investing in tech that makes our partners' lives easier," Mistiki says. "This isn't about chasing growth for the sake of it - it's about building something sustainable, smart, and truly useful."

With a sharpened brand, expanded leadership team, and a renewed commitment to sustainable, tech-enabled fulfilment, Bamboo Connect is charting a course that feels both ambitious and grounded. As it steps confidently into the ITC Malta spotlight, the company's message is clear: the mobile supply chain doesn't just need more distribution - it needs better distribution. And Bamboo Connect is ready to deliver.

Want to learn more?



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