



Powering Trade, Personally

einsAmobile on Growth, Trust and Staying Agile in 2025

Over 15 years, einsAmobile has grown from a specialist distributor into a trusted partner across four continents - without ever losing its personal touch. Known for fast delivery and steady service, the company's reputation is built not just on stock - but on strong relationships.

As a long-time attendee of ITC Malta, they continue to show up not for visibility, but to strengthen the partnerships that power their growth. We caught up with Sokol Kapaj, International Sales and Purchasing Manager, to explore how the company is adapting in a changing market - and what to expect next.

Kapaj credits ITC Malta's "amazing organisation" and unique networking environment as key reasons they keep returning. "It connects us with both new and existing partners," he says. "We also gain fresh market insight that helps shape our long-term direction."

einsAmobile's strength lies in combining scale with service. "We've grown our team and invested in restructuring," Kapaj explains. "But growth only works if you maintain dedicated support, fast problem-solving, and clear, respectful communication."

Based near Frankfurt, the company is ideally placed for fast, efficient logistics - but its people are the real differentiator. A multilingual, agile team ensures partners across regions get the kind of support that builds confidence, not just transactions.

Like the rest of the industry, einsAmobile is seeing a shift in product demand. "There's growing interest in mid-range devices and high-quality second-hand models, especially premium brands," says Kapaj. "Consumers want flagship features without the flagship price."

In response, the company has made key strategic moves - expanding its e-commerce capabilities and transitioning from a traditional trading model to becoming a stockholder, with direct relationships with manufacturers. "It gives us more control and long-term visibility," Kapaj says.

Operating in both B2B and B2C has also provided valuable perspective. "The long-term focus of B2B, combined with the multi-channel thinking from B2C, gives us an edge," he notes. "It's helped refine how we communicate and support our partners."

Looking ahead to the second half of 2025, einsAmobile is focused on holding its market position while continuing to grow across Germany and Europe. "This year could be tough," Kapaj admits. "Tariffs, economic pressures, supply issues - these are real challenges. But we're prepared to stay flexible, and we're paying close attention to market movement."

**"Speed matters
- but so does
how you treat
your partners.
Respect and clear
communication
are just as
important."**

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