

From Bucharest to the World

How evomag's Stefan Radoi Built a Business on Trust and Tenacity

For nearly 20 years, evomag has held its own in Romania's fast-paced electronics market -but it's not just systems or stock levels keeping things moving.

At the heart of it is Stefan Radoi, who started out selling phones in a GSM shop and never stopped learning. Now Global Acquisition Director, he brings energy, instinct and a deep feel for the trade. Whether he's brokering deals or packing an ITC T-shirt for his next trip, it's all fuelled by the same thing: trust, persistence, and a love for the game.

“You put your soul, your energy - and your money - on the line. That's how trust is built.”

- Stefan Radoi, Global Acquisition Director

Building Longevity in a Fast-Moving Industry

In a market where trends shift overnight and everyone claims to have “the best deals,” evomag's staying power comes down to something real: steady reinvestment, smart logistics, and a team culture built for growth.

“We've consistently invested in people, in our logistics, and in adapting to new market conditions,” says Stefan. It's that constant evolution - grounded in experience, not shortcuts - that's kept evomag resilient.

Trust and Passion at the Core

For Stefan, “passion and trust” aren't just values - they're how he does business.

“When you do things with passion and determination,” he says, “you put your soul and your energy into it.” That mindset has helped evomag build strong, long-term partnerships - where reliability matters more than noise.

By bringing that philosophy into every partnership, evomag has built what Stefan calls “premium buyer-premium seller relationships”—the kind of bonds that lead to early access to hot deals, better terms, and greater reliability in the supply chain.



A Ground-Up Perspective on Global Trade

Stefan's start in a GSM shop still shapes the way he approaches international trading. "You've got to know the full cycle - data, sourcing, sales, logistics. Only then can you make smart decisions," he says.

Experience matters, but so does instinct. "To be a premium buyer, you have to know who you're working with. You need to understand the pricing, the source of the goods, the client type. When you've got that, you can say yes or no instantly."

Balancing B2B and B2C with Agility

evomag's ability to work across both B2B and B2C is all about adaptability. "We tailor everything to the channel - logistics, pricing, stock availability, financing," Stefan explains.

But it's not just structure. "Customer perception is everything. In a business where everything's just a click away, people need to feel they're getting something of real value," he says.

Automation Meets the Human Touch

evomag's tech-driven logistics are key to staying competitive, but for Stefan, relationships still come first.

"Margins are small. Automation helps reduce effort - but human relationships are the glue that holds it all together," he says. "Without automation, we couldn't function in this market. But without people, nothing works."

Built for Speed, and Loyalty

With over 4,000 square metres of warehouse space and in-house systems built from the ground up, evomag doesn't wait around.

From real-time stock, XML integrations, SMS updates, to a 30-second checkout, everything is designed for responsiveness. "We built it all ourselves," Stefan notes. "It's what keeps us fast and in the customer's recommendations. Speed isn't optional - it's expected."



Eyes on New Horizons

evomag already has reach across Europe and the Middle East, but Stefan's always open to new regions. What wins him over?

"The product - if it's hot. The price and incoterms. And always, payment after delivery," he says. "I believe in giving people a chance, wherever they're based. That's why I come to ITC. It connects us all."

ITC Malta: More Than Just Business

This year marks Stefan's fourth ITC Malta - and for him, it's never just about doing deals. "It's a moment to celebrate what we've built, see what's held us back, and figure out how we grow together," he says.

And the T-shirt? "I'll definitely be wearing the 2025 one after the event. It always reminds me of the good vibes - and the people I met."

Advice for the Next Generation

Thinking of getting into trade? Stefan's advice is blunt but honest: "Trading can make you a lot of money - or cost you a lot."

He offers two routes: "Either work for a company where you can learn every part of the business, or hire someone brilliant and learn from them. That's how you avoid expensive mistakes."

Stefan's Mindset:

Adapt. Improve. Accelerate.

"That's not a slogan," explains Stefan. "It's how I like to build business, and results are coming."