



# Growth Built on Experience, Powered by Partnerships

A conversation with Krasimir Umurski, Sales Director

**GOtel GmbH may be a more recent name in the distribution industry, but it's built on a foundation of long-standing experience. Since 2019, the Mannheim-based company has established itself as one of Germany's most active and respected wholesalers in telecoms, IT, and consumer electronics.**

Their €200M+ turnover is just one metric of success - the real story is how they've blended speed, flexibility, and relationship-first thinking to become a trusted partner to suppliers and clients across multiple regions.

We spoke with Krasimir Umurski, Sales Director for the D/A/CH & CEE region, to understand what drives GOtel's momentum - and how they balance rapid growth with a service-first mindset. For GOtel, returning to ITC Malta isn't just about showing up - it's about showing up for the right people. For Krasimir and the team, the event delivers structure, strong business dialogue, and genuine opportunities to deepen relationships.

**“Everything runs automatically, to be honest - we just make sure our end blends without faults.”**

- Krasimir Umurski, GOtel GmbH

## Built on Reputation, Backed by Experience

Although GOtel as a brand launched in 2019, its leadership team entered with long-standing reputations and established networks. “Cökhan Ercan, our COO, had 17 years under his belt by then; I had nine, and our Head of Sales for Consumer Electronics had twelve,” says Krasimir. “We weren't building from zero - we were building on what we'd already proven.”

That depth of experience gave GOtel the edge to grow quickly - building relationships, scaling operations, and earning trust across the distribution industry from the very beginning.

**GO+**

since 2019

**5+**

years GOtel

**25+**

years experience

**1M+**

units annually

**1K+**

customer network

**45+**

operating countries

## Speed, Range, and Flexibility

"There's plenty of competition," Krasimir acknowledges, "but that's what makes it so sweet and challenging." GOtel's ability to ship orders as late as 17:30 for next-day delivery has become a differentiator, particularly for partners that rely on fast-moving inventory. The company's catalogue has also grown considerably - beyond smartphones and tablets to include TVs, gaming consoles, coffee machines, and smart appliances.

"Packing 100 phones isn't the same as packing 100 TVs," Krasimir jokes. "But that's our responsibility - to keep customers happy, whatever the product."

## GO+: More Than a Portal

On the technical side, GOtel's systems are designed to scale with their customers. "A lot of our clients rely on real-time API access to keep their own systems updated," says Krasimir. "It sounds modern, but for them, it's essential. Everything has to blend seamlessly on the IT side."

The GO+ partner system gives resellers real-time access to product availability, order sync, and direct integration - keeping inventory information constantly up to date.

## Relationships That Last

When asked about GOtel's knack for long-term partnerships, Krasimir points to patience, transparency, and follow-through. "You never really know who's on the other side of a deal until you've built trust. Most partners won't open up until they feel secure in you."

His rule? "Value every single customer. That's how you build trust. The trust comes when you never fail your word - whatever the consequences."

## Why Malta Matters

GOtel has returned to ITC Malta multiple times - sometimes as exhibitors, other times as visitors. "The ITC team has always been truly supportive. Everything is structured down to the last detail - it really is a professionally run event."

GOtel's coffee mugs were a hit at ITC Malta last year - unofficially iconic and quietly appreciated. "Luckily, I still have a few in the warehouse," Krasimir jokes. "They might even make a comeback this year...who knows?"

## Refurbishment: Watching Closely, Moving Carefully

GOtel is aware of the circular electronics movement but isn't jumping in just yet. "It's a completely different area with a different approach," says Krasimir. "We've been watching it grow for 4-5 years, but for now, we're still focused on new stock."

## Market Trends and What's Moving

Unsurprisingly, Apple and Samsung continue to lead GOtel's sales, but the team has seen growth in lifestyle and appliance brands too. "Xiaomi has slowed down a bit, but we've grown brands like Ninja and DeLonghi. Phones, tablets, and smartwatches are still our core - but we're expanding the categories."

## Looking Ahead

GOtel's approach to 2025 and beyond is incremental but focused. "We have plans in the pipeline, but we're taking things step by step to ensure we serve customers at our best," says Krasimir. "The platform is being upgraded continuously, and as for new markets - well, I think we've ticked most of those boxes already."

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