

Built to Last, Ready for More

Steady growth and long-term vision with O.T. Distribuzione's CEO, Attilio Cannizzaro

In a sector where technology never stands still, staying steady might just be the boldest move of all. For O.T. Distribuzione S.r.l., based in Mercato San Severino and active right across Europe, it's been about playing the long game - building trust, staying true to their word, and always thinking a step ahead.



At the centre of it all is Attilio Cannizzaro, the company's CEO since day one. As O.T. Distribuzione marks its fifth appearance at ITC Malta, we caught up with Attilio for a chat about where it all began, what's changed, and what keeps him excited for the future.

A Fantastic Yet Exhausting Adventure

Ask Attilio about the beginning, and his response comes quickly - and with a laugh.

"A fantastic yet exhausting adventure!" he laughs. "Honestly, it started almost without me realising it - 18 years ago now. I've lived through the arrival of smartphones, the boom in gaming consoles, and of course, the massive shifts brought by COVID.

What's really changed? It's funny - before the pandemic, everything had to be immediate. Express shipments, last-minute orders, constant rush. Now, there's more planning, more scheduling. It's actually helped us - and our clients - optimise costs and work smarter."

His story's a reminder: in a world obsessed with speed, sometimes survival means learning to pace yourself.

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“Work, work, work. Honesty with clients. Seriousness and punctuality with suppliers. If you keep doing that, results come. Maybe not immediately - but they come.”

- Attilio Cannizzaro

Growing Steady: Why Respect Still Matters

If there's a secret to O.T. Distribuzione's longevity, it's hiding in plain sight.

“Respect and approachability,” Attilio says simply. “Problems will happen - even in the most professional environments. But when you approach people with respect, when you're available to listen and work things through - that's when you build something that lasts.”

It's a philosophy that's served them well across Europe. Their reputation isn't built on noise or marketing campaigns. It's built the old-fashioned way: through work, honesty, and consistency.

“Work, work, work,” he smiles. “Honesty with clients. Seriousness and punctuality with suppliers. And helping colleagues when you can, without trying to take advantage.”

If you keep doing that, results come. Maybe not immediately - but they come.”

Future-Proofing, the O.T. Way

That doesn't mean standing still, though. Ask Attilio about innovation, and you'll hear real pride in his voice.

“We recently invested in a bigger warehouse. New palletising robots. Automated vertical storage systems. Big moves for us.”

But you know what? Technology's only part of it. The real investment is in our team. Growth, recognition, giving people a reason to feel part of something. That's what really makes a company ready for the future.”



ITC Malta: More Than Just Business

After five years of attending ITC Malta, Attilio doesn't see it just as another date in the diary.

“ITC Malta is a real institution in our sector. And it's not just about the deals - it's about meeting people you talk to all year, face to face. Sharing a laugh, a story, even a small challenge.”

“Sometimes real partnerships are born over a conversation, a handshake - not just over contracts.”

What Comes Next?

Looking ahead, Attilio's hopes are simple - but ambitious.

“I'd love to see more collaboration across the industry - to cut down on risks like scammers and create a safer, stronger network for everyone.”

And personally? I'm hoping for a real innovation in electronics. Something exciting. Something that brings a fresh wave of energy into what we do.”

Whatever comes next, one thing's clear: O.T. Distribuzione isn't just ready to adapt - they're ready to thrive.

To find out more about O.T. Distribuzione's journey and services, visit:

www.otdistribuzione.it