

Hands-On, Eyes Forward

How **TEKPOINT** is Reshaping Global Tech Distribution

What do you get when you combine start-up speed with serious scale? For Tekpoint GmbH, it's a daily balancing act – one they've fine-tuned over the past 15 years, shipping more than 3.5 million devices annually across Europe and beyond.

“Back in 2009, the original spark was a belief that the market was about to change – fast,” says Mark. “We saw an opportunity to connect global brands with local markets more effectively, to simplify complexity in distribution, and to add real value across the supply chain.”

Fifteen years later, Tekpoint has expanded its European footprint and built a data-driven infrastructure – all while preserving the drive, speed, and flexibility of its start-up days.

From its headquarters in Vienna, Austria, Tekpoint has grown from a young, agile start-up into a trusted distribution partner for global brands in mobile, consumer electronics, and IT hardware. But what drives that kind of steady growth in an industry where demand can shift overnight? Ahead of the company's first appearance at ITC Malta, we sat down with Mark Schwarzgorn, founder and CEO, to find out what powers Tekpoint's momentum – and why they believe the future of distribution is as much about people as it is about products.

S STAYING SHARP WHEN THE MARKET MOVES FAST

Operating in a sector defined by tight margins and rapid shifts requires more than instinct. For Tekpoint, the answer lies in clarity, collaboration, and real-time insights.

“We invest heavily in data, but we balance that with a people-first culture,” Mark explains. “You can't sustain growth by compromising your values. For us, integrity and trust are non-negotiable.”

A A SPARK THAT STILL FUELS THE JOURNEY

Tekpoint's story began in 2009 with a clear belief: that the mobile and consumer electronics market was on the verge of major transformation – and that agile, well-connected businesses could not only navigate the shift, but shape it.

G GLOBAL REACH, LOCAL SENSITIVITY

With operations across multiple regions in Europe, Tekpoint combines a global mindset with strong local awareness.



“At Tekpoint, our growth has never come at the cost of our values. We stay fast, flexible, and fair - because that's how you earn trust that lasts.”

- Mark Schwarzgorn, CEO, Tekpoint GmbH



“Each region has its nuances – from consumer behaviour to regulation,” says Mark. “Our strength lies in staying connected to those local dynamics while moving fast on a global scale.”

It also means knowing when to say no. “Not every opportunity aligns with our vision. That discipline helps us protect the trust we’ve built with our partners.”

THE REAL VALUE OF A GOOD PARTNER

While some in the trade chase price points, Tekpoint plays a longer game – one built on alignment and mutual growth. So, what makes a supplier or customer a long-term match?

“It’s not about transactions,” Mark says. “We look for shared values, agility, and consistency. The kind of partners who are committed even when things get tough.”

“The best partnerships, come from transparency, open communication, and a proactive mindset. It’s not about squeezing margins. It’s about building something sustainable – together.”

LOGISTICS WITH BACKBONE

From its Vienna hub, Tekpoint runs a lean, responsive logistics operation backed by smart inventory systems and close supplier relationships.

“Speed and accountability go hand-in-hand. Whether it’s next-day delivery in Europe or a complex international shipment, we deliver because we hold ourselves accountable,” Mark notes.

DATA-LED, INTUITION-INFORMED

While Tekpoint leans heavily on analytics, it also values experience and industry instinct.

“Sometimes the biggest opportunities don’t show up in the spreadsheets. We’re not afraid to act early when we believe in a product or a partner,” says Mark.

“That mix of insight and intuition is what keeps us ahead.”

A CULTURE THAT MOVES

Speed, ownership, and direct communication shape Tekpoint’s team culture.

“We’re flat, international, and hands-on. People succeed here by taking initiative and working as one,” Mark explains.

LOOKING AHEAD

With their debut at ITC Malta, Tekpoint is focused on connection and momentum.

“This is where conversations happen, where people are looking forward. We’re here to listen, share, and find new ways to grow – together,” Mark says.

When asked what success would look like a year from now, he doesn’t hesitate: “New strategic markets, tighter systems, and an energised team that hasn’t lost its hands-on spirit. That’s the kind of progress we care about.”

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