

# Trust the Trader Who Knows a Good Vintage

**There's something charmingly analogue about Pete Boraso, even as he navigates the fast-paced world of mobile phone and consumer electronics trading. As Sales & Purchasing lead at Milan-based Selte S.p.A., Pete's been part of the company's rise into one of Europe's most trusted distributors. But while his day job revolves around sourcing smartphones and securing margins, his alter ego is a certified sommelier hosting wine tastings in Lisbon.**

It might sound like a quirky combo, but to Pete it all boils down to the same three things: timing, trust, and taste. As Selte returns to ITC Malta for its 11th year, we caught up with him to talk about finding joy in business relationships, the importance of showing up (even if it's last minute), and why reliability still matters more than price in a market obsessed with speed.

## **No Debating ITC Malta**

Ask Pete Boraso what keeps Selte coming back to ITC Malta, and he doesn't miss a beat. "What keeps us coming back? Ed's constant reminders to 'BOOK NOW or sleep on the street!'" he laughs. "But honestly, Selte loves ITC. It's the one event we never even discuss. Even if we book last minute, it's a given."

The Milan-based distributor has been attending the show for over a decade, carving out a reputation as one of the most consistent and authentic players in mobile distribution. Founded in 2009, Selte has weathered the market's twists and turns by keeping its foundation solid: smart sourcing, stable partnerships, and an unwavering emphasis on trust.

## **What Stability Really Looks Like**

So how has Selte managed to stay relevant while others have come and gone?

"Stability," Pete says plainly. "And that comes from three places: good relationships with our banks, a brilliant inside sales team that knows how to keep legacy customers happy, and solid sourcing. You've got to give people a reason to come back."

While Selte's catalogue spans everything from CPUs to consumables, Pete's quick to point out that mobile phones are still 90% of the business - especially in the trade market. "Retail clients might deal with our other lines, but for ITC, it's all about mobiles."



## Authenticity Over Everything

With customers in Europe, the Nordics, the Middle East, and the US, Pete's trading relationships cross borders daily. But his philosophy on people is refreshingly simple.

"There are some people who are just a pain to work with - and here's the thing: you don't need them," he shrugs. "I enjoy, or at least am intrigued by, the people I do business with. If you don't like who you're working with, it shows. Some deals just aren't meant to happen. Move on."

That same no-nonsense approach applies when things go sideways - price swings, shipping delays, or unexpected costs. "Selte's built a great reputation because we deliver on what we promise," he says. "Sure, we've taken financial hits to keep partners happy. But the ones who commit to long - term business get the same from us."

## Sustainability - A Straight Answer

When asked about sustainability and traceability - buzzwords dominating industry headlines - Pete offers a characteristically unfiltered take.

"This industry ships thousands of kilos of electronics around the world every day for profit. Whether people 'need' these goods is beside the point. And every year there are massive frauds around counterfeits and tax evasion," he says. "So our sustainability angle? Don't get involved in any of that. That's our job."

It's not cynical. It's grounded in the reality of global trade. As Pete sees it, being honest about what's possible - and what isn't - is a form of responsibility.

## Reliability Beats Price. Always.

If there's one thing Selte values above all, it's reliability. "Let me say this clearly: even over price, we value reliability," Pete insists. "If someone's reading this and wants to work with us or grow their career - that's the golden rule."

That same rule applies inside the company too. "My proudest win? The trust of my team," Pete says. "Working remotely from Portugal while the rest of the team is in Milan, I've never felt disconnected. And that comes from real chemistry. Credit to our owner, Domenico Papillo - he's set the tone with full transparency and trust. It's what lets us make strong calls, share ideas, and enjoy what we do." working from another country, means the world."



Want to find out how Selte can support your business?  
Get in touch with our team



+39 02 610 0464



info@selte.eu



www.selte.eu

# "Let me say this clearly: even over price, we value reliability."

## Wine, Trade, and Human Connection

Pete's wine background isn't just a quirky side hustle - it's an asset. "My first job out of college was in beer sales. I used to break the ice with bar owners by asking, 'Nine holes or strip club?'" he says with a grin. "The point is - relationships matter. Sometimes a glass of wine helps. Sometimes it's football. But mostly, it's about giving someone your time."

When asked what's next for Selte, Pete doesn't offer a five-year plan. "We live trading days a quarter mile at a time," he jokes. "But maybe I can convince the boss to open a wine division. We already sell alcohol test kits, so who knows?"

## Taste, Timing, Trust

In a sector dominated by shifting prices and tighter margins, Selte S.p.A. remains a reassuring constant: relationship-led, refreshingly direct, and rooted in decades of trading experience. And as Pete Boraso sees it, the secret isn't complicated. "Do the work. Keep your word. And enjoy the people you do it with." "Sounds like a pairing I'll stick with."

Selte has a new online look.

