

THE HANDELOT TIMES

July 2017 #2

HANDELOT RECOMMENDS:

GAMESCOM 2017

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INTERVIEW WITH
PATRICK KILPER,
DIRECTOR OF TELEPART

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TelePart

MEIZU

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MEIZU?

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MEET
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HANDELOT
B2B wholesale consultants

THE HANDELOT TIMES - THE ONLINE MAGAZINE

The tech industry is changing quickly and we want to keep you up to date with the latest news. We are developing ourselves by opening up to new innovations in IT. We are growing and keeping a reliable source of B2B information from all over the world. With The Handelot Times, we will bring you more information about market trends, share cutting-edge ideas, and bring our world together with yours.

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PEOPLE MISS ABOUT HALF OF THE MARKET!

HANDELOT IN CONVERSATION WITH TELEPART CEO MR. HANS-JÜRGEN KENNTNER AND HEAD OF PURCHASING MR. PATRICK KILPER



Handelot: TelePart has been a fixture in the market for many years. After a long period of silence, it was a big surprise to see your comeback at CeBIT 2017. What's new at TelePart?

Hans-Jürgen Kenntner: We have tremendously increased our staff and organization during the past 1-2 years and have intensively developed our systems and processes. Currently, we have a team of 75 professional employees which operates like a kind of Swiss clockwork but with extreme flexibility. Our team includes employees of more or less 20 nationals speaking 23 languages altogether. This deeply-foun-

ded internationality is a big competitive advantage. Besides this it also means we have an incredible company culture. The spirit of TelePart is unique in the market, without exaggerating.

Handelot: The market has changed tremendously in recent years. What do you think about these changes?

Patrick Kilper: The major brands lost their acceptance due to various reasons, and we recognized from our approximate 2500 international customers that the willingness to include new brands in their ranges increased in a major way. What many people in the market did not realize is that about half of

the European market is occupied partially by rather unknown Chinese manufacturers. We noted this trend at an early point of time and specialized our knowledge of Chinese brands. Our stock range comprises more than 150 products of well-known Chinese smartphone producers that are competitive in technology and price. This is more than the whole range of many of our competitors in the market.

Handelot: You are starring in August's "Chinese Weeks". What does this mean?

Hans-Jürgen Kenntner: We are promoting our range of Chinese brands supported by our partners. It is our wish to present in de-

tail sensational products by Nubia, Meizu, Xiaomi, and others. If you compare them with the "old brands" in Europe you will often see better efficiency at lower prices.

Handelot: Does this also mean lower margins for the intermediate trade? What about service?

Patrick Kilper: It is exactly the opposite. Our customers are telling us that they prefer economically the new brands in comparison to the European products. We have positive experiences with service. The producers of these new brands invest billions and do not leave the development to chance.

Handelot: Thanks for talking to us.