



## **COMPANY PROFILE**

Infotrend Innovations Co. Ltd is a worldwide Information Technology organization. It covers worldwide regions with emphasis on the markets of Middle East, Asia and Africa, where most of our business is targeted and generated from.

Stepping into the new century found most, if not all, of the world organizations, striving to establish sound technology platforms, on which to base a solid infrastructure to ensure a thorough and incessant market share. The information technology business is evolving throughout the world. The markets are in phase of liberization, evolution, and deregulation. This emerging competitive environment is opening up opportunities for a wide variety of entities to enter the business world. Information technology is becoming one of the major building blocks in the race for customers and loyalty.

Infotrend Innovations Co. Ltd was founded in 1997 in Nicosia – Cyprus, by a group of individuals with a vision and a mission, consolidating a wide spectrum of background and experience in the Information Technology, marketing, accounting, finance and education sectors.

The emergence of the Technology industry through the huge needs in all kinds of business areas gave birth and sustained the founders' vision to establish a fulfilling organization of the limitless desires in IT products.

Since its founding, Infotrend Co. Ltd has established a sound and continually expanding institution of suppliers and customers through an unmatched provision of high quality service.

Combined with a ceaseless update and development of product lines and portfolio, ensure promising progress particularly in the whole sale arena.

## PRODUCTS AND SERVICES

**Infotrend Co. Ltd provides the following portfolio of IT products:**

- ❖ Servers
- ❖ Personal Computers
- ❖ Laptops
- ❖ Monitors
- ❖ Printers/Scanners
- ❖ Connectivity & Telecomm Products & VoIP (Patton Electronics)
- ❖ Computer accessories and peripherals
- ❖ Parts
- ❖ Networking products
- ❖ Firewalls
- ❖ Test and measurement equipment
- ❖ Point of Sales Terminals
- ❖ E-Learning
- ❖ All major software products
- ❖ Services and Consultancy

Our mission is to help and support our customers to grow, widen their perspective and consistently intensify their accomplishments and successes in this highly competitive world. We assist our business partners in achieving and sustaining superior business performance.

INFOTREND's strategy is mainly derived and driven by the objectives below:

## **OBJECTIVES**

The main objectives of the company cover the following aspects:

- Promote the company's products and services through a network of dealers and distributors in the areas of Middle East and Africa.
- Expand its operations in the promising Eastern European markets.
- Provide quality; value added products and services to its customers.
- Create a long lasting cooperation with our customers
- Strategic alliances promoting mutual respect and trust
- provide on a continuous basis, a variety of products to its customers in order to fulfil their needs

## **STRATEGY**

Infotrend places a lot of emphasis on the marketing strategy as it best fits the information technology evolution throughout the world taking advantage of leading edge technology. Targeted Markets are in the phase of liberalization, deregulation and evolution. This emerging competitive environment is opening up opportunities for a wide variety of entities to enter the business world.

Infotrend, not only provides quality of the products and services, but also ensures that its customers get the best of the quality in the market.

We consider our people as a key strategic resource. They are the brain cells of our knowledge system. In our effort to deliver greater value, we are always looking for people who creatively solve problems, thrive on challenges and make the difference for our clients.

We are committed to develop our people in order to enrich their professional knowledge, improve their skills and strengthen innovation and creativity.

A continuous human resource development strategy creates a rich learning environment, arming our people to develop strategic skills and core competence.

The values of commitment, dedication, integrity, decisiveness and excellence through incentives and education programs are guiding our implementation strategy and business activity.

These values and drivers are reflected in all our assignments and deliverables, empowering our people to help our clients improve their market share and strategic positioning.

We strongly believe that the key to remaining viable in the regional and global market place is to continuously anticipate and exceed client expectations and requirements. This is achieved through total Quality which we define as:

A Leadership Philosophy and a Client Focus which use an Integrated Approach to promote Continuous Improvement for Competitive Advantage.

Our mission is to help our clients change to be more successful in this highly competitive world. We assist our business partners in achieving and sustaining superior business performance.