



# *Itc* ELECTRONIC

## Company Profile

### MISSION and TRADITION

ITC Electronic is a Company whose **mission** is to be the most effective distributor/supplier on Serbian and Montenegro electronic components market. We have 12 years successful tradition and recognized *brand name* company position on domestic market. Founded in 1992 ITC started with wholesale office and retail store in Svilajnac, town located on the South East main highway E75, one hundred kilometers from Belgrade (capital city) and Nis (South regional center), in the middle of Serbia. At the beginning of the 1994 we opened an Office/Retail center in Belgrade. This provides the top service for the largest and most important partial market.

**Now**, our retail stores are situated on Serbian traffic and industrial centers: Belgrade, Novi Sad (Vojvodina Province), Svilajnac (Central and East Serbia), and Cacak (South West Serbia).

### PERSONNEL

ITC Electronics strength is in its **people**. The Company has assembled a highly skilled team that has good expertise in this kind of business. Personnel total number is 20 people and 6 of them are with university-level education.

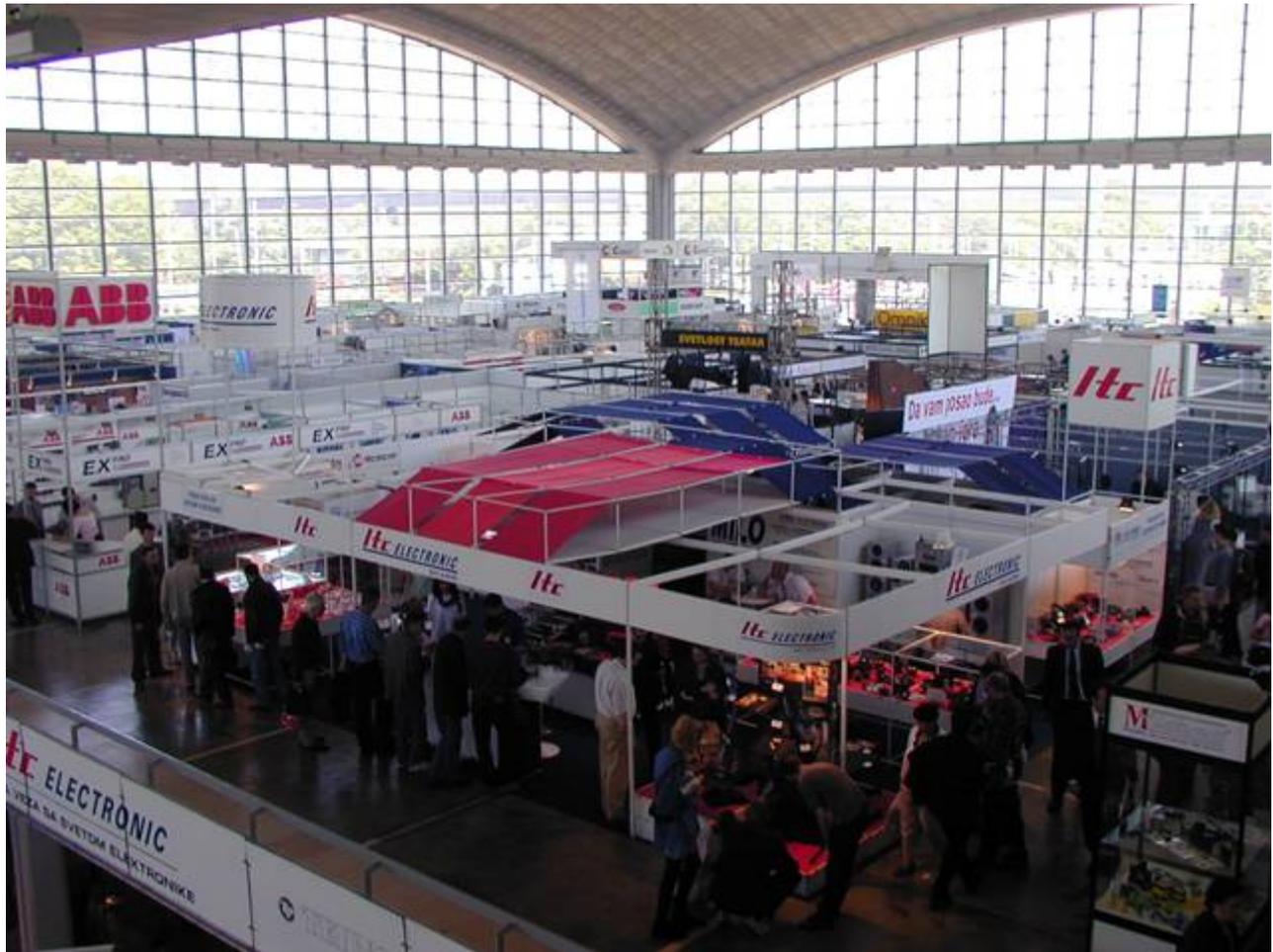
### ACTIVITY

Our **basic activity** is distribution of all kind of electronic components and accessories. That means full **customer services range**: finding, purchasing, transporting and delivering of electronic goods from the stock or on demand. From stock, we usually offer and have on stock more than 7.000 components, and also instruments, oscilloscopes, measurement equipment and accessories. Currently, available **sales services** in the ITC Electronics are: wholesale; retail; COD (collect on delivery) and service on customer request.

Our traditional annual **marketing activities** are: Catalog Book (since 1992); On line Catalog on our web site [www.itcelectronic.com](http://www.itcelectronic.com) (since 1999); fairs appearances: Belgrade International Technical Fair (since 1993), promotions, presentations and advertising in specialized magazines.

### ORGANIZATION

Our **organization** is flexible founded on private capital, own transport and retail stores. Our offices and stores are equipped with all necessary hardware, software (own application program), peripherals, telephone lines (fixed and mobile) and transport facilities. Also we developed selected distributor and reseller network, which cover Montenegro and Bosnia and Hercegovina. ITC Electronic has ability to adopt on the circumstances on Balkan market and to develop specialized organization, logistic and functionality that can satisfy local customer's needs and be compatible with word standards.



Belgrade International Technical Fair

## DOMESTIC PARTNERS - CUSTOMERS

Our **philosophy** is to establish long-term business partnership with our partners, not just to make a deal with suppliers (distributors) and customers. ITC's **customers** include both large, and more than 500 small and medium (SME) companies. ITC marketing efforts are focused on R&D organizations and ICT (Information Communications Technology) industry in the Serbia and Montenegro. Some of our customers are:

- ❑ R&D: Institute "IRITEL", Belgrade, "Mihajlo Pupin" Institute, Belgrade, Electrical Engineer. Institute "Nikola Tesla", Belgrade, Institute of Physics, Belgrade;
- ❑ IT industry: EI Ekos Electronic Industry Nis, Minel, Belgrade: Automation, Alarms, Electro Medical, Belgrade, Gosa Industry, S. Palanka, Sloboda Electronic Industry, Cacak;
- ❑ Telecom Industry: Pupin Telecom, Belgrade: Datacom, DKTS, VF Energetic Measuring Technics, Zemun, GVS, Belgrade, Signals, Belgrade;

## INTERNATIONAL BUSINESS PARTNERS

ITC is **General Distributor** in Serbia and Montenegro for the EPCOS since 1996. We have had good results in last seven years. From 1999 ITC Electronic is **Official Retailer** in Serbia and Montenegro for the ST Microelectronics, from 2002 ITC Electronic is **General Distributor** for HARTING, KINGBRIGHT and also AB TT ELECTRONICS, and from 2004 for CRC, ERA-Trafo, Vogel's and Sommer cable. ITC Electronic has bought on West European market electronic components of leading word producers: Siemens, Philips, Xilinx, Analog Device, Semikron, Atmel,

Microchip, Hitachi, Linear Technology, IR, Omron, Nais, Motorola, Vacuumschmelze, Fisher, Fagor, Diotec, LiteOn, Paps, Bopla, Eska, Wima, Finder etc.

Our **long-term strategy** is to establish business cooperation with the worldwide well-known *distributors* and *producers* of electronic components and accessories for collaborative appearance on Serbian and Balkans markets. Because that, ITC Electronic is fully opened for cooperation. Our official contact persons are.