



COMPANY PROFILE

B2B electronics distribution
across MENA & beyond
www.amtelintl.com

Wholesale distributor of mobile devices, tablets,
wearables and gaming serving
partners across the Middle East and beyond
since 1999.



Discover who we are and
what we do

CONTENT

Table of content

**WE HAVE COME A LONG WAY—
AND WE'RE STILL MOVING FORWARD.**

01	THE INTRODUCTION	03
02	ABOUT AMTEL	04
03	OUR VALUES	05
04	THE MD MESSAGE	06
05	OUR STANDARDS	07
06	OUR HISTORY & MILESTONES	08
07	OUR OPERATING PILLARS	10
08	MARKETS & KEY CUSTOMERS	11
09	OUR SERVICES	12
10	OUR BRANCHES	14
11	OUR CONTACTS	16

AMTEL GROUP OF COMPANIES

Amtel distributes mobiles, tablets, wearables, and gaming across the GCC with exports to MEA, Asia, Europe, and the USA. We operate multi brand lines including Samsung, Honor, Redmi, Tecno, and Sony, and we are Apple Exclusive and Authorized in Kuwait. About USD 10 million in monthly business is delivered with authentic supply, compliant documents, and predictable handovers.



*Authorization is a
responsibility; we keep it
by doing the basics right*



UAE • KUWAIT • BAHRAIN • SAUDI ARABIA

About Amtel

Founded in 1999, Amtel Group of Companies supplies multi-brand electronics to regional channel partners. Our portfolio covers smartphones, tablets, laptops, wearables, and gaming. We are an **Apple Exclusive & Authorized Reseller (Kuwait)** and support Samsung, Honor, Redmi, Tecno, and Sony across the Middle East and beyond.



Operations span the **UAE, Kuwait, Bahrain, and Saudi Arabia**, with exports to **MEA, Asia, Europe, and the USA**. We keep work predictable—clear requirements, accurate model identification, clean documentation, and steady communication—so stakeholders remain aligned, timelines hold, and every

Partners include leading **telecom operators and retailers** such as **STC, Ooredoo, Zain, Lulu, Bin Hindi Informatics, Al Babbain, and Arab Business Machines**. Long-term relationships are earned through genuine products, consistent availability, and calm, early communication—so customers can plan confidently and deliver dependable experiences to their own end users.



VISION

Be the region's most **reliable trading partner**, making quality mobile, computing, wearable, and gaming products accessible to every market we serve through predictability, integrity, and steady execution.



MISSION

Our mission is to connect global markets and communities by delivering reliable, efficient, and sustainable trading solutions. We build long-term partnerships by providing high-quality products, transparent business practices, and exceptional service.



GOALS

Scale across the GCC and international markets, strengthen Apple Authorized reseller leadership, sustain multi-brand continuity while introducing new lines, and elevate standards in quality, documentation, logistics, and partner communication across programs.

Our Values

» Dedication, clarity, and steady follow-through matter

01

Integrity

We keep our word, document decisions, and act transparently. Issues surface early and are handled calmly, so partners always know status, next steps, and responsible owners.

02

Teamwork

Commercial, operations, and finance move as one team. Clear ownership, responsive hand-offs, and shared checklists keep timelines intact and reduce unnecessary rework across regions and functions.

03

Customer-Centric

We listen carefully, clarify requirements, and remove ambiguity. Communication is concise and on schedule, enabling customers to plan confidently and serve their own stakeholders without last-minute surprises.

04

Innovation

We improve in small, continuous steps—better templates, cleaner data, clearer tracking. Incremental upgrades compound into stronger quality, fewer exceptions, and faster learning across sourcing, documentation, and delivery.



Message from the Managing Director

Since 1999, Amtel has grown by doing the basics well and doing them consistently. We serve channel partners with genuine products, clear documentation, and calm, early communication. Our entities in the UAE, Kuwait, Bahrain, and Saudi Arabia help us stay close to customers and aligned with local requirements. We are an Apple Exclusive & Authorized Reseller in Kuwait and support leading brands including Samsung, Honor, Redmi, Tecno, and Sony. What matters most is trust: confirming requirements, meeting commitments, and learning from every order. This is how we work—with discipline, respect for standards, and a long-term view of relationships.



We value clarity, reliability, and steady execution.

Shajahan Mustafa
Managing Director

amtel |  **Authorized Reseller**

Apple Authorized Reseller in Kuwait

We are an Apple Exclusive and Authorized Reseller in Kuwait, supporting iPhone, iPad, Mac, and Apple Watch with authentic supply and channel compliant execution. Authorization is more than a badge; it is a governance model. We ensure that documents, messaging, and handovers meet Apple requirements from serial validation through destination paperwork, so partner communications and store launches remain brand safe and predictable.

Built on Standards. Grown by Trust.

Our direction is simple: be the region's most reliable trading partner. We focus on practical things that compound—authentic supply, clean paperwork, and predictable communication. Regional entities give us proximity; disciplined processes give us consistency. The result is a steady experience for partners across the Middle East and beyond.



What We Do

Distribute multi-brand electronics—smartphones, tablets, laptops, wearables, and gaming—through authorized channels, with accuracy, availability, and respectful timelines.



Who We Are

A measured, B2B-focused group grounded in teamwork, integrity, customer centricity, and continuous improvement.



Our History

Measured growth, one market at a time.

Since **1999** in **Hong Kong**, Amtel has progressed from focused trading into a disciplined regional distributor. We formalized documentation, strengthened partnerships, and established entities in the UAE, Kuwait, Bahrain, and Saudi Arabia, while exporting to MEA, Asia, Europe, and the USA.



Origins

1999

Trading begins in **Hong Kong**. Foundations form around authentic supply, clear records, and dependable communication—practical habits that continue to shape how Amtel plans, coordinates, and serves partners today.

UAE Entity

2003

Amtel Trading L.L.C is established in **Dubai**. The Gulf base brings formal processes, shared templates, and predictable service standards—improving confirmations, documentation quality, and day-to-day coordination across neighboring markets.

Kuwait Entity

2017

Amtel International General Trading Co. launches in **Kuwait**. Apple relationship is confirmed; today Amtel is **Apple Exclusive & Authorized Reseller (Kuwait)** with compliant messaging and genuine device availability for channel programs.



Bahrain Entity

2019

Amtel Trading W.L.L opens in **Manama**, extending Gulf coverage and customer proximity. Cross-border coordination strengthens, enabling faster responses, cleaner handovers, and more consistent availability for retail, operator, and enterprise

Saudi Arabia

2023

Amtel Middle East Trading Company is established in **Saudi Arabia** to meet growing demand. Proximity, scale, and disciplined execution deepen relationships with operators, distributors, and enterprise buyers across the Kingdom.

Today

Now

Entities across **UAE, Kuwait, Bahrain,** and **Saudi Arabia**, with exports to **MEA, Asia, Europe,** and the **USA**. Focus remains constant: authentic products, clean documentation, and steady, professional communication.

Operating Pillars

Start with Standards Deliver with Consistency

Authentic products, clean paperwork, predictable communication—habits that guide how Amtel works.



Channel Integrity

We protect partner reputations by sourcing through authorized channels and validating devices by model and serial. Clear records, compliant messaging, and careful handling reduce exceptions—so arrivals are genuine, traceable, and ready for onward sale without surprises.



Steady Stock

Planning beats improvisation. We combine forward visibility, realistic ETAs, and disciplined confirmations to keep categories moving. When demand shifts, early communication and sensible substitutions maintain momentum and protect downstream launches, promotions, and enterprise deployments.



Paperwork that Moves

Documents should accelerate, not delay. We issue accurate invoices, packing lists, and origin papers on schedule, aligned to destination rules. Consistency at this level shortens borders, avoids rework, and makes every handover feel calm and professional.

Markets & Key Customers

Kuwait



Bahrain



Saudi Arabia



Disciplined execution drives our growth: verified devices, compliant documents, and calm handovers. We operate as Apple Exclusive and Authorized in Kuwait and run multi brand lines including Samsung, Honor, Redmi, Tecno, and Sony across GCC markets. We now handle approximately USD 10 million in monthly business with predictable schedules and brand safe practices.

Our Services

Amtel supplies multi-brand consumer electronics to regional partners with a steady, standards-led approach. Our portfolio spans smartphones, tablets, laptops, wearables, and gaming devices. We prioritize authentic supply, clean documentation, and clear communication—so work stays predictable across UAE, Kuwait, Bahrain, and Saudi Arabia, with exports to MEA, Asia, Europe, and the USA.

**Focused
distribution of
mobiles, tablets,
wearables,
and gaming—
delivered with
consistency and
compliance.**

Apple authorization applies to Kuwait operations; other markets follow local channel rules and brand-compliance requirements.



Mobile Distribution

Samsung • Honor • Redmi • Tecno
• Sony. Verified model coverage with clear specifications and serial validation—planned availability that keeps assortments moving without last-minute changes.

We keep copy text-first and brand-safe; device imagery only with approvals.



Apple Authorised Reseller

Apple Exclusive & Authorized Reseller (Kuwait) for iPhone, iPad, Mac, and Apple Watch. Compliant messaging, genuine devices, and straightforward coordination with retail and operator channels.



Tablets & Wearables

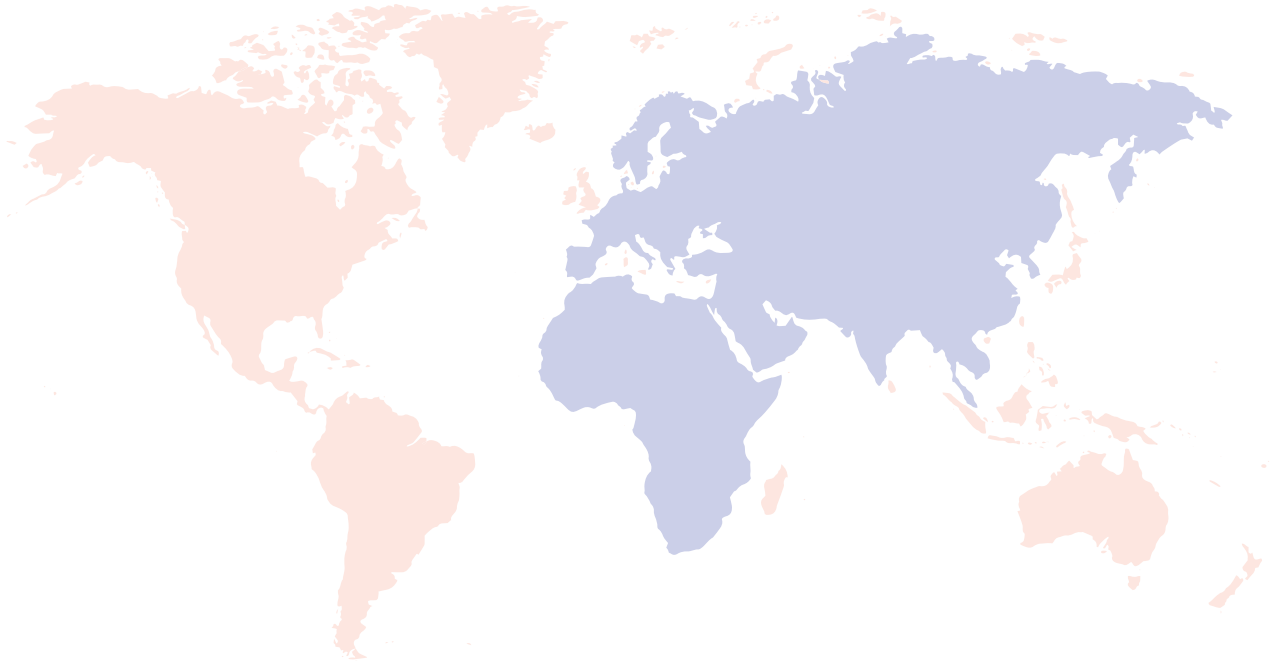
iPad, MacBook, tablet lines, and Apple Watch with essential accessories. Practical selections that fit education, enterprise, and retail programs while keeping replenishment simple.



Gaming & Accessories

PlayStation, Nintendo, Xbox consoles, controllers, and peripherals. Category planning and steady continuity—so seasonal peaks run smoothly and downstream launches stay on track.

Our Branches



A regional network built for clarity and proximity.
Every office follows the same operating standard.



*“One standard,
everywhere we work.”*

01 UAE — (Dubai)

Amtel Trading L.L.C — Office M04, Bin Jaffar Building, Eyal Nasser, Naif, Deira, Dubai, UAE

03 Bahrain

Amtel Trading W.L.L — Office B 570, Road 1807, Block 318, Al Hoor, Manama, Bahrain

05 Hong Kong

Hong Kong SAR — liaison hub since 1999. Street address TBC.

02 Kuwait

Amtel International General Trading Co. — Najma Complex, Office 10, 2nd Floor, Block 1, Ali Fahad Al Duwailah St, Opp. Fire Station, Farwaniya, Kuwait

04 Saudi

Amtel Middle East Trading Company — SQ Business Tower 2, Office 210, 2nd Floor, Al Khozama, Al Khobar 34718, Dammam, Saudi Arabia

06 Global Export

Coordinated via UAE Head Office — Dubai, UAE



Focused distribution, clean paperwork, and predictable communication across UAE, Kuwait, Bahrain, and Saudi Arabia. For partner enquiries, share requirements and timelines—we'll coordinate with the same disciplined approach used group-wide.

www.amtelintl.com



Connect with Amtel

For partner communications and enquiries, use the details below
or scan the QR to visit our website.

🌐 amtelintl.com
✉ sales@amtelintl.com

Scan for latest
contacts & updates



UAE • Kuwait • Bahrain • Saudi Arabia



Apple Exclusive & Authorized Reseller (Kuwait).
Since 1999 — Hong Kong origins