



**Mr. Jože Štublar**  
**Managing Director**

## ACORD-92, d.o.o.

Since the initial set up in 1991 *Acord-92* has firmly established itself as one of the leading distributors and technology providers in Slovenia by demonstrating the knowledge and expertise needed to identify the market channels and requirements that shaped the country's IT market. As a vital link in the technology value chain, the Company creates sales and profitability opportunities for vendors and resellers through unique marketing programs, outsourced logistic services, technical support, financial activities, product aggregation and distribution (in 2005 the Company reached a turnover of €20 million).

**Mr. Jože Štublar, Managing Director of Acord-92, d.o.o.** – “The reasonable degree of success we have achieved so far, which has allowed us to remain competitive with large IT companies, is based on a number of factors such as good products, quick processing time from order placement to delivery and a high level of efficiency in terms of sales, technology, distribution and

administration. Presently our business activities are divided into two distinct areas – system integration and the distribution of IT related products with a clear focus on the business-to-business segment. Since 1997, *Acord-92* has been offering ‘build-to-order’ production under its own trademark PCplus, currently retaining a market share of 10%.

Over the next 2 to 3 years we want to move even more towards the business-to-business segment because since Slovenia joined the EU the classical way of selling IT products, where we are the importer and the distributor, does not work anymore. We must be competitive but in reality we are a small company so we need to work more with the end-users, participate in government tenders and invest in niche markets while concentrating on high-end products and always staying in touch with new technologies. We survived a lot of things over the last 15 years because our strength lies in our size, which makes it possible to react quicker to market changes, while our future is based on our knowledge of the Slovenian market and the numerous references. Our vision for *Acord-92* is to be regarded as the best way of delivering technology in Slovenia and the right partner for companies that want to enter this market.”

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