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## **Company Profile**

Founded in 1995 by Gudmundsson Gudmundsson, the first business activities of Gudmundsson Trading GmbH were the import and export of GSM mobile telephones.

Influenced by the Icelandic origin of the firm's founder and managing director, the main market lay in Scandinavia, but the company also covered the rest of Europe and the German domestic market.

Through reliability and integrity, Gudmundsson Trading succeeded in establishing a solid network of business partners. Therefore, it was a natural development to expand the field of activity into the trading of electronic entertainment equipment.

From the conviction that a small enterprise can react faster and be more flexible to the dynamics of the market, Gudmundsson Trading avoided excessive expansion, today the company employs full time staff. The reliability and continuity of business practice are reflected in the fact that since it's establishment, Gudmundsson Trading has been able to close each financial year with a positive result.