

Edistar interested in industrial partner, founder says

Edistar, the private Italian IT company, is interested in a strategic partner that could bring a new managerial structure and more contacts. Major shareholder Marco Trevisan said that the group received an approach a few years ago from a strategic player, who conducted due diligence. However, he added that no deal was sealed, because the right conditions were not met.

Trevisan said that the EUR 11m company is not looking for a financial investor, since it has good cash flow and significant liquidity to support its growth. Instead, it is interested in a strategic partner. A player from the telecommunication world could help leverage Edistar solutions at international level. In addition, bring in an industrial partner would help the company to gain a more managerial culture. He believes that if there was a more experienced management, the company could have much higher turnover, while taking advantage of its established contacts.

Trevisan owns 57% of Edistar and his business partner Mauricio Jorge Vincenzi 38%, with the remainder held by Roberto Simeoni (3%) and Roberto Conforti (2%). Trevisan, 59, is involved in the commercial and administrative side of business, while his partner he is more focused on the technology end. Trevisan has four children - a daughter who is a lawyer, a daughter in high school (liceo classico), a small child and a son who studies psychology.

Vincenzi, aged 56, has two children, a doctor and an artist. Trevisan said that the management is still having a lot of fun, but in the near future, they will need to think about strategic options. The company recently founded Edinet, involved in software platform development; Certilogo Spa, which has 12 shareholders and develops anti counterfeiting technologies in real time; and Boxville, which develops interactive tickets on mobiles and that was launched with Arti Grafiche Julia. According to its website, Edistar is a Multichannel Service Provider (voice, web, SMS, MMS, WAP, videocall UMTS, VoIP) that offers more than 1700 telephone lines, operating 24/7.