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Promotech evolves with merger - by Marlon Madden February 4, 2023

One of Barbados' leading technology solutions firms, Promotech Inc, has merged with ZanTech Limited, an associated technology company of Trinidad and Tobago-headquartered Amalgamated Security Services Ltd (ASSL) as it seeks to expand its footprint across the Caribbean.



The announcement came on Thursday during a swanky corporate event at Deia Beach Restaurant and Beach Club in Christ Church, under the theme 'Promotech Evolve'.

Managing Director of Promotech Inc. Kailash Pardasani said the company will continue as one under the PromoTech Inc name, "due to the very strong brand presence and company that we have built".

He noted that all employees have retained their jobs and the company would be hiring additional staff.

Promotech was launched in Barbados in 1999 and employs just over 60 people. While it is the authorised service centre for some major international information and communications technology (ICT) brands, it is also a dealer for several major technology brands.

Pardasani said that despite several challenges over the years, Promotech has been on a steady growth path and he expressed confidence that the partnership with ZanTech would help propel the growth plan.

"We found a group that has a similar vision, the same ethos and so much to bring to the table for our team and customers.

A group that has tremendous access to human resources and capital and can take this beautiful brand that we have built in Barbados throughout the region," he said.

"What we do know is that this will be a very strong partnership and it is going to multiply the Promotech growth before the end of the year in multiples . . . We are going to be successful together and grow this company into a monster," added Pardasani, as he lauded the team for their hard work over the years.

In 2018, Promotech broke ground for a \$25 million facility in Vauxhall next to the Sheraton Mall. While there were several setbacks, the building was eventually completed and now houses several businesses.

Pardasani told the gathering on Thursday night that while the COVID-19 pandemic caused “a lot of issues”, there were still some positives that came out of it, such as the accelerated use of technology.

Indicating that there were some lingering challenges, the businessman said: “I want to take this opportunity to sincerely apologise to all of our customers for all the supply chain issues – delayed quotes and delayed orders. We can only tell you what we are being told and do our best but this affects every industry and every product, and continues to.”

Newly appointed chairman Dr Michael Aboud told the gathering that the partnership was intended to “promote Promotech as a regional business entity, creating greater opportunities for its human capital and expanding on its market share and extending its footprint in the Caribbean region”.

“It also brings to the table additional expertise, greater product depth and additional variety while remaining focused on our core values with a greater emphasis on service excellence,” he told the gathering that included several government ministers.

“Together, we are now a stronger and more dynamic organisation with even greater resources and capabilities to serve our customers, shareholders and the communities in which we operate. I am confident that this partnership will bring many benefits,” said Aboud, while indicating that Promotech will be expanding its corporate social responsibility initiatives.

Meanwhile, Minister of Industry, Innovation, Science and Technology Davidson Ishmael lauded the company for continuing to evolve, noting that this was necessary to stay competitive.

He said: “Evolution is absolutely essential, not only for us as human beings but even for companies, and it is good to see a company such as Promotech evolving and not just using this as a nice buzzword.

“Let me congratulate you on what this part of your journey represents. It represents not only an ending of one chapter and the beginning of another, but it is you actually signalling to the development of Barbados that you are right here in our transformation journey.”

Ishmael gave the assurance that the Government would continue to roll out its digital transformation programme, noting that his ministry was keen to form strategic partnerships with Promotech and other companies in the ICT space.

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