



Butrus Said

Entrepreneur and International E-commerce Expert

1984 - Palestinian - Germany

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Who is Butrus Said

Butrus Said is a German entrepreneur of Palestinian origin and an international e-commerce expert, recognized as a leading Arab figure in the industry with over 20 years of experience. Born in Beit Sahour, Palestine, he moved to Germany in 2002 at the age of 18. His entrepreneurial journey began with selling Palestinian handicrafts at local street markets and on eBay while studying Business Informatics at the Frankfurt University of Applied Sciences. Said co-founded a company with August Krol that achieved remarkable success, reaching annual sales of over €20 million with a team of more than 70 employees. This venture secured him a position among the top ten sellers on Amazon in Germany. After the company faced bankruptcy due to a misguided investment, Said demonstrated resilience by launching a new, more streamlined and efficient business. He later shifted his focus to empowering Arab entrepreneurs by founding the "Amz in Arabic" community and the Butrus Said Academy. Through these platforms, he offers specialized courses on Amazon FBA, digital commerce, and AI, drawing from his experience of selling over 4.5 million products globally. He also developed the "Amazon Seller System" software to help sellers identify profitable products.

Achievements of Butrus Said

Co-founded a trading company with his partner August Krol, successfully scaling it to achieve annual revenues exceeding €20 million with a team of over 70 employees. This significant accomplishment placed Said among the top ten best-selling retailers on Amazon Germany. Throughout his career, Butrus Said and his partners have sold more than 4.5 million products to customers worldwide through various e-commerce platforms. This figure highlights the scale of his operations and his extensive expertise in international inventory management, marketing, and logistics. He dedicated his expertise to the Arab community by establishing educational platforms, including the Butrus Said Academy and the "Amz in Arabic" community. He has trained over 1900 Arab entrepreneurs, providing them with the strategies and tools for e-commerce success, and launched the "Amz Seller System" software to support sellers.

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