



*New products update held in Vietnam together with Pave Systems*

# KRAMER ELECTRONICS ASIA PACIFIC Pte Ltd

The Asia Pacific region has always been seen as an area of opportunity with the potential for enormous growth. To ride on this wave of huge development, Kramer Electronics Asia Pacific (KAP) started its operations in Singapore in 2003 to serve this region, covering Singapore, Indonesia, Philippines, Taiwan, Thailand, Vietnam, Malaysia, Laos, Cambodia, Pakistan, Sri Lanka and India. Recently, Hong Kong has also been added to the Singapore office's portfolio. Kramer Electronics Asia Pacific serves as the main hub for the Asia Pacific region, providing pre/post sales and technical support as well as supplying Kramer's comprehensive range of Pro AV products and cables by keeping over a million dollars worth of stock in Singapore.

Since 2003, KAP has been growing at a steady pace and gaining a good portion of the market share in the region. Starting with only 3 staff, KAP has grown to a family of 13 members, with more additions to the team expected in the near future.

KAP has also been actively organising training seminars, seminars and product updates in the following countries: Vietnam, Taiwan, Indonesia, Malaysia and Philippines.

Education, the latest technology and product updates are an important part of the Kramer culture. Our partners are kept up to date so that they are always a step ahead of the competition.

With the assistance of our distributors and dealers, we jointly conduct seminars and new product updates in the various countries in APAC. These sessions are usually attended by 20-40 or more participants. These sessions also enable us to receive feedback from delegates that helps us to strive to improve in a wide range of aspects to satisfy our customers. This is reflected in our results annually. In Vietnam, together with our partner Pave Vietnam, KAP conducted seminars for many Pro AV system integrators and dealers in both Hanoi and Ho Chi Minh City. Vietnam is a booming market with countless on-going projects and we will continue to work actively with Pave Vietnam to develop this market.