



AVEM TAKES BEHRINGER FOR SINGAPORE



JUST LISTEN.

AV Electronics Marketing Sdn Bhd (AVEM), Behringer's authorized distributor for Malaysia since 2000, has now been appointed by Behringer to be the authorized distributor for the Singapore market from mid 2010.

AVEM was established in 1997, and became the Behringer distributor in year 2000. The company has never looked back since, and has grown by leaps and bounds with Behringer. Today, Behringer is among the leading brands in the Malaysian pro-audio industry. The musical instrument amplification products have also made a huge impact in recent years.

In terms of distribution channel, AVEM has established one of the widest and far reaching dealer networks in the Malaysian market. Based in Kuala Lumpur, AVEM has expanded their operations to other states, with branches and showrooms in Penang, Johor, Pahang and Sarawak.

At the moment, AVEM's Singapore operations will be based in Johor Bahru, but plans are already on the way to set up base in Singapore itself so that the company can be closer to the market there. Resellers in Singapore can expect to meet with the AVEM team very soon.



The AVEM Behringer Team

From Left: AVEM's MD Mr Wong Wah, Janice Ang, Goh Tian Long, Mike Van Der Logt of Behringer, Kit Wong, Maverick Yap, AVEM's GM KK Phang, and Andy Ng



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