

Electro-Voice switches UAE distribution

Dubai, UAE; January 01, 2010: Venuetech LLC will handle Electro-Voice products throughout the UAE, replacing the existing distributor, NMK Electronics Ent. NMK will continue to work in parallel with Venuetech until April 2010 and Electro-Voice microphone distribution will remain with AVL Electronics

"In the last years the pro audio markets in the Middle East have changed a lot. In order to be able to continue to increase our market share with Electro-Voice we had to adapt our strategy. With a strong portfolio for all vertical markets, i.e. retail, installation and rental and the new partnership with Venuetech, we are well-prepared to achieve our common objectives," said Klaus Seitz, director of export sales at Bosch Communications Systems.

"Venuetech will not just distribute our products. Their experienced team will help to build complete solutions for any kind of project, including consultation, design, supply and comprehensive service for all users of Electro-Voice."

Nour Assafiri, executive business controller of Venuetech added: "Having Electro-Voice as a new brand will satisfy our customers thanks to EV's large product portfolio that serves all demands and needs of the vertical markets. Our strategy solely revolves around full customer satisfaction in terms of delivering the right solution or product at reasonable prices in short time and of course after sales services like technical support and maintenance."

Assafiri decided to replace some of the existing brands to cope with the new strategy of Venuetech which is to open new doors and new partners in the market to cover all market segments in the pro audio sector. Ellie Khairallah, technical director of Venuetech, explained that the company is specialised in supply, design support and commissioning, adding: "Venuetech offers system design, consultancy services due to the long-term market existence and experienced staff."