

New Audio-Technica GCC Wholesale Partners



Audio-Technica has announced the appointment of AVenger Electronics and FVC as its official wholesale partners within the Gulf Cooperation Council (GCC) region for Audio-Technica's commercial product portfolio. The picture above shows Nibu Rajendran (AVenger Electronics), Akhil Raphael (Sales Director, Audio-Technica Middle East), Stephan Grawe (Managing Director, Audio-Technica Sales Division EMEA), Joseph Rebero (General Manager, AVenger Electronics), John Dodson (Managing Director, Audio-Technica Middle East) and Nikhil Rayaroth (AVenger Electronics).

The strategic partnership strengthens Audio-Technica's presence across the region and enhances the availability of its professional audio solutions, including conferencing systems, wireless microphone technologies, installed sound products, networked audio solutions and commercial audio accessories. Through their extensive channel networks, market expertise, and customer support capabilities, FVC and AVenger Electronics will play a key role in expanding Audio-Technica's reach among systems integrators, consultants, resellers and end users throughout the region.

The appointment reflects Audio-Technica's commitment to delivering exceptional service and technical support while accelerating growth in the rapidly evolving commercial AV market across the Middle East. The GCC region continues to be a key growth market for Audio-Technica's commercial solutions, driven by increasing investments in corporate, education, hospitality, government and entertainment sectors," said Akhil Raphael, Sales Director, Audio-Technica Middle East. "We are delighted to welcome AVenger Electronics and FVC as our wholesale partners. Both organisations bring strong market knowledge, established channel relationships and

a shared commitment to delivering value to customers. Together, we are well-positioned to expand access to Audio-Technica's innovative commercial audio solutions across the region."

Joseph Rebero, General Manager, AVenger Electronics commented, "Audio-Technica is a globally respected brand with a rich heritage in commercial audio. We are proud to be appointed as a wholesale partner for the region and look forward to leveraging our distribution expertise, technical capabilities and partner ecosystem to make Audio-Technica's commercial solutions more accessible to the market. This partnership represents an exciting opportunity for growth for both organisations and our customers."

Cristo Varghese, Business Unit Head - Pro AV, FVC added, "We are excited to partner with Audio-Technica and add its world-renowned commercial audio portfolio to our offerings. Audio-Technica's reputation for quality, innovation and reliability aligns perfectly with our mission to deliver best-in-class technology solutions to our channel partners. We look forward to supporting the growth of the brand across the GCC and helping customers create exceptional communication and collaboration experiences."

The collaboration will enable channel partners throughout the Middle East to benefit from enhanced product availability, technical support, training resources and access to Audio-Technica's comprehensive range of commercial audio solutions.

www.audio-technica.eu