

AV EMEA: THE PERFECT PARTNER

AV EMEA is the leading full-service AV business development company. Martin Harding, one of three partners at AV EMEA explains more.

In its most basic form, we are a service provider or, if you like, an 'international rep firm'. Simply put, we help brands in the AV and custom install industry take care of their international distribution, find new markets, develop existing customers and act as a company's export sales managers, working closely with their own team. We take great pride in giving a high level of service to both our customers, (whether that is distributors, importers, custom installers or retailers) and to the brands who we work for.

We don't think there is another 'full service' business like ours in the AV/CI business as far as we are aware, so we are proud of our unique business model.

Here's what we do:

- **INTERNATIONAL SALES** giving frequent contacts to our mutual customers.
- **TECH SUPPORT** and service assistance.
- **PRODUCT TRAINING** whether remote or local.
- **MARKETING** and branding with our own email campaigns, PR and social media.
- **LOGISTICS** support and European warehousing.
- **ORDER FULFILMENT** if required.
- **SHOW SUPPORT** by exhibiting at ISE and at HIGH END and we attend many international shows.

Large multi-national companies and big brands can usually afford their own export sales team and have regional offices. However, smaller firms often don't have enough sales to pay for a professional export team of their own - or simply just don't have knowledge of how international business is done. That's where we come in.

As the name AV EMEA suggests, we focus on Europe, the Middle East/Africa and Asia and our team all come from this specific industry. We are all experienced international 'export people' and we have spent our whole careers in the AV industry. We are currently a team of four (we're looking for a fifth if you're interested, qualified and experienced!) - and we each look after different geographical areas based on our experience.

Here is our current portfolio of partner brands:

- **ACOUSTIC ENERGY** – Award winning home Hi-Fi speakers.
- **AMINA** – High quality invisible speakers for homes and elegant spaces.
- **AXIUM** – Distributed high quality audio and control.
- **MERIDIAN** – The pioneers of digital active and high-resolution audio.
- **PARASOUND** – Legendary Hi-Fi amplification and audio components.
- **POWERGRIP** – Affordable power conditioning and smart protection.
- **PRIMARE** – Swedish designed Hi-Fi and home theater electronics.
- **REKKORD** – Automatic turntables handmade in Europe.
- **SCP CABLE** – Structured and low voltage cables and accessories.
- **STORMAUDIO** – The ultimate in high-end immersive AV processors.
- **TDG AUDIO** – High quality custom install loudspeakers.
- **TORUS POWER** – Toroidal isolation and power conditioning.

- **VANGUARD DYNAMICS** – Smart home audio and custom install speakers.
- **WIREWORLD** – The performance leader in AV cable technology.

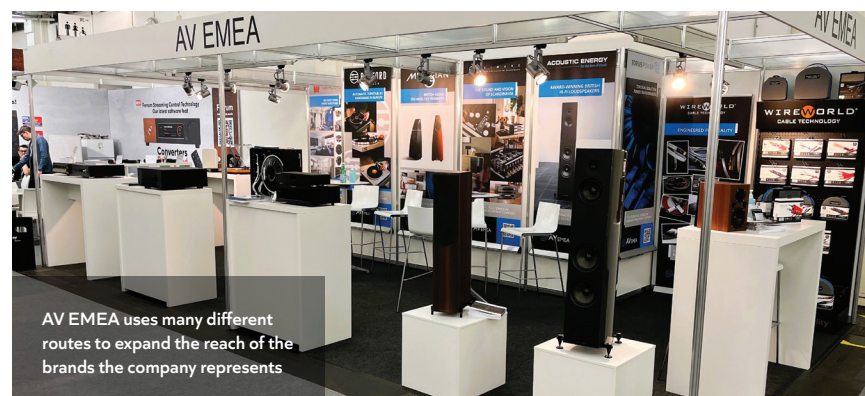
We have good relationships with all our brands and are treated as an extension of their team - so we often carry business cards from each individual brand. In a sense we are like international AV business 'marriage brokers' - getting two interested parties to talk to each other - and that is where the magic happens!

It's important to us that we 'add value' for both our brands and our customers and as lots of our brands have been working with us for many years, we must be doing something right!

What separates us from a simple 'sales rep' is that we offer a better and more complete service, and as we don't work for anyone on commission only, we are more valued by our brands as business partners, rather than just as the 'hired help'. We have always had the viewpoint that we give our brands full visibility of what we are up to and who we are talking to. After all - the brand is paying us so it's their right to have full information or feedback from distributors and industry contacts. 'Knowledge is power' - and if we share the knowledge of what's going on in a market, that helps our partners to know what products to develop and what prices they need to be targeting in order to be successful.

Sometimes we joke that we are like the oil in the engine; you don't necessarily see us but you miss us when we're not there!

Contact us at marketing@avemea.com
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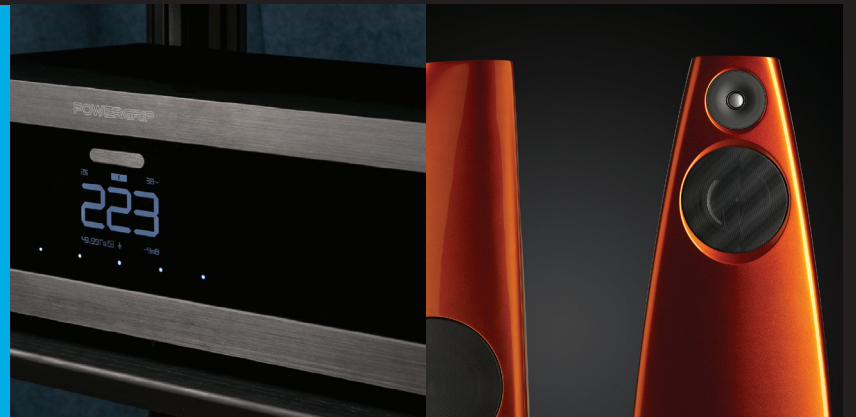


AV EMEA uses many different routes to expand the reach of the brands the company represents

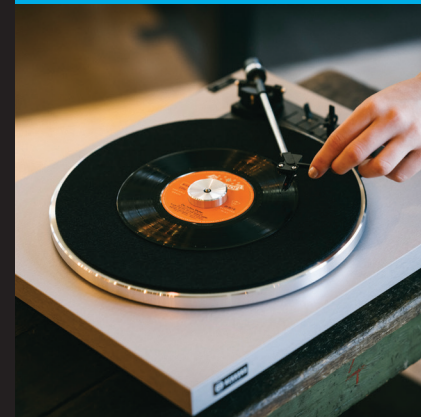


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BUSINESS DEVELOPMENT COMPANY

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HOME
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WORKING
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- VANGUARD DYNAMICS ■ WIREWORLD

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