

Ban Leong group targets new markets

By **TETTYANA JASLI**

A WEEK removed from the announcement of its 100 per cent acquisition of Australian IT company Audion Innovision Pty Ltd, main-board-listed Ban Leong Technologies Limited has re-affirmed its growth strategies and expansion plans for the future.

Early last week, Ban Leong, a technology-driven specialist distributor with a key focus on identifying innovative IT products, announced a proposition to up its initial 25 per cent stake in Australian IT product distributor, Audion Innovision Pty Ltd, to 100 per cent in a two-part acquisition expected to be completed by the end of next month. Ban Leong had initially acquired the 25 per cent stake in the Australian firm last April.

Currently, Ban Leong has a presence in Singapore, Thailand, Malaysia, Vietnam, China, Hong Kong and Australia. With the complete acquisition of Innovision, Ban Leong will gain a larger presence in the Australian market. As part of the deal, Mr Boyd Dainton, managing director

for Ban Leong's Australian partner Audion Innovision, will be joining the group's board of directors. He will be in charge of helping the group in its expansion plans into the New Zealand markets, given the close proximity of Australia and New Zealand as well as the cultural aspects.

Ban Leong hopes that it will be able to tap the IT connections and network infrastructure that Audion Innovision possesses and subsequently gain more opportunities to access a larger customer base in other regions like Europe and New Zealand.

However, while Europe is a market which the group would like to go into, it aims to concentrate on strengthening its foothold in Australia and focus on introducing the brands it carries into the Australian market, says Ban Leong managing director Ronald Teng. Nevertheless, the group is keeping its options open. Meanwhile, the group will continue to seek opportunities to expand into new markets like Indonesia, the Philippines, Taiwan and South Korea.



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