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Robe launches New Asia Pacific Operation

Robe Lighting s.r.o. kicks off 2014 with the launch of a new Asia Pacific office in Singapore. This is part of the Czech Republic based moving light manufacturer's planned medium term expansion strategy.

It will be an advanced, resource-efficient sales and distribution point for all Robe and Anolis LED brand distributors and customers in the geographical regions between India and Australia / New Zealand on the Indian Ocean side, and China, Taiwan, Japan and Korea in the western Pacific.

This will enable quicker and more streamlined communications and access between Robe's full sales and support network in the region as well as strengthening Anolis's presence in the architectural segment.

Robe Asia Pacific (RAP) will be headed by Sales Director for Asia Edwwerth Lai and Technical Operations Director Desmond Kwan, both well known and respected industry 'movers & shakers' in the region, who bring a wealth of knowledge and contacts to the equation. Edwwerth will oversee all of Robe Asia Pacific's commercial operations, while Desmond will co-ordinate the service, technical and project support. The office will be managed by Dhora Shukor.

Stocks will be held of products and parts, making delivery super-quick, and countries immediately geographically adjacent to the Singapore office will deal direct, including Malaysia, Thailand, Indonesia, Vietnam and The Philippines.

Robe will continue to work with Lighting & Sound Distribution represented by Louis Teo and Brenda Keung as preferred partners for Singapore.

Says Robe's Sales Director Harry von den Stemmen, "Establishing Robe Asia Pacific is fundamental to our infrastructure and forward planning. It will be an invaluable asset in sustaining existing business and boosting new growth in all these territories where we are predicting good activity in the coming 12 months".

Robe's CEO Josef Valchar states, "We are extremely fortunate to already have such a skilled team onboard already with Edwwerth, Desmond and Dhora, whom we welcome to the Robe family. We are all looking forward to a busy and positive 2014".

John Saunders, MD of Anolis comments, "A subsidiary in Singapore is a major step forward in establishing the brand in the Asia Pacific region. It will allow even greater client support for project specification and service, and I'm really looking forward to working with Edwwerth

and Desmond and drawing on their vast experience and local knowledge to see Anolis included on a diversity of projects”.

The launch of Robe Asia Pacific follows the opening of a new Robe Middle East office and operation in Dubai in November.

The new RAP facility was officially declared open by Josef and Harry at a reception on 17th January.

