



B-Tech Promotion

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FOR IMMEDIATE RELEASE

B-Tech International Ltd.
Stuart Hillis – PR
T: +44 (0)1728 768118
E: stuart@beesbuzzpr.com

B-Tech promotes Jenny Li to Director of Operations (APAC)

B-Tech AV Mounts, an industry-leading designer, manufacturer and distributor of AV mounting solutions, is excited to announce the appointment of Jenny Li as its new Director of Operations (APAC) with immediate effect.

Based in B-Tech's office in Ningbo, China, Jenny first joined the business in 2013 as a salesperson, whilst also providing valuable input into the manufacturing, supply chain and logistical procedures of the business. Excelling in her role, she went on to become Sales Manager for APAC, working closely with B-Tech teams and customers across East and South-East Asia, playing a crucial role in establishing the company as a leading brand in the region.

In her new role as Director of Operations (APAC), Jenny joins B-Tech's existing global senior management team and will be responsible for all operational procedures across B-Tech's existing China, Hong Kong, Singapore and Vietnam facilities as well as continuing to oversee sales throughout the region.

B-Tech recently increased its global footprint with the announcement of a new addition to the B-Tech International Group of Companies, with [B-Tech Korea Co., Ltd](#), based in Seoul. The move followed five very successful years in the country and will fall under Jenny's remit.

Continued Growth

Last month, B-Tech opened a brand new product showroom and training centre in Osaka, Japan, which followed the appointment of ULA as distributor in Australia and New Zealand, extending and strengthening B-Tech's global reach further.

Matthew Bennett, CEO of the B-Tech International Group, said: "We are thrilled to make this announcement and be able to again reward the exceptional work and loyalty shown by our employees. Jenny has done an incredible job since joining the company, playing a vital role in transforming B-Tech's APAC operations from being solely production and logistical facilities, into full scale APAC sales offices.

He adds: "Her understanding and knowledge of the AV market, coupled with her exceptional leadership skills make her a perfect fit for such an important position within the company as we look to continue our growth story."

Opportunities

B-Tech has experienced significant growth in the APAC region in recent years as the AV and IT market continues to mature and now represents a significant part of its business.

According to recent forecasted figures from AVIXA*, the Audiovisual and Integrated Experience Association, revenues from proAV in the APAC region are expected to overtake the Americas - the market leader - for the first time by the end of this year, topping \$90.6 billion and rising to \$127.6 billion by 2024.



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Digital signage, outdoor display monitors and interactive information kiosks are just some of the digital solutions that are transforming urban living in the region as well as creating immense opportunities for solution providers.

Bennett adds: "The opportunities in the APAC region and beyond are clear for B-Tech. With our business and management team now touching and servicing every corner of the globe, coupled with our continued desire and strategy to work closely with our customers, we can ensure we only produce innovative premium quality solutions that not only match our customer needs and expectations but surpass them, putting B-Tech in a stronger position than ever before."

*<https://bit.ly/37wLE2e>

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Daventry, UK, (22nd November 2019) – www.btechavmounts.com - B-Tech AV Mounts

About B-Tech

B-Tech AV Mounts is the award-winning brand of AV mounting solutions that are designed, manufactured and sold all around the world by B-Tech International Group companies. A family owned company, B-Tech has over 45 years of experience in the AV industry and is recognised worldwide as an industry leader in the design, manufacture and distribution of mounting solutions and accessories for AV technologies. B-Tech's head office is located in Daventry, United Kingdom, and it is there where B-Tech's product range is designed by its in-house engineering team. B-Tech offers an extensive range of mounting solutions including wall, ceiling and floor stands for professional audio-visual equipment such as LCD and LED videowall and digital signage, projectors and loudspeakers as well as a comprehensive range of professional and consumer flat screen TV mounts. You can find B-Tech products in almost any location; at home, in your hotel, at your office, in schools and universities, at airports, in hospitals, bars/clubs, restaurants, sports stadia - the list is endless...

The following are B-Tech International Group brands: B-Tech AV Mounts, Mode-AL, Ventry, Bib, Lawton Trade and The Diamond Stylus Company. The full group consists of companies with offices and distribution facilities in Daventry (UK), Brussels, Berlin, Barcelona, Dubai, Seoul, Ningbo (China), Singapore, Hanoi (Vietnam) and California. All of which support a global network of authorised distributors operating in most countries around the World; with key locations in Oslo, Moscow, Brazil, South Africa, India, Japan and Australia.

For more information, please call **+44 1327 300787** or visit www.btechavmounts.com