

Broadcast Professional Acquire Alpatron Asia Broadcast Business

Broadcast Professional, established 30 years ago, has recently announced that they have completed the acquisition of Alpatron Asia's Broadcast Business.

Alpatron Asia was established in 1997 as a radar components distributor to the marine industry in South-east Asia. By focusing on their core competency of value-added distribution, they have grown rapidly over the last few years, both in terms of products as well as geographical coverage. Alpatron Asia deals mainly with distribution of products in the marine, medical, broadcast and satellite markets throughout Asia.

Alpatron Asia was renamed as Allied eParts Pte Ltd on the 1st April 2014. With the name change came a shift of focus: "There is great potential in the broadcasting business but because of the opening of our offices in Japan, China and Korea for our marine business, we have decided to concentrate on our core competency of component distribution. However, to make sure that our existing broadcast customers are well taken care of, we looked for a company whom we can entrust in providing good support and service to our existing broadcast customers. Our first choice was Joseph Ho, the Director at Broadcast Professional. Together with his team, I am confident that he can continue to provide the highest level of service to all our satisfied customers." said Mr. Lawrence Low, Managing Director of Allied eParts Pte Ltd.

Mr. Joseph Ho, who has more than 20 years of experience in the broadcast business, is thankful of Mr. Low for his trust in him. "I used to work closely with Alpatron Asia when I was with a manufacturer. They are a competent and valued partner and have always kept their standard of service high. Today, I appreciate the trust that they have in me and in return, I promise to give my best to the industry!"

Broadcast Professional is entrusted to take over Alpatron Asia's broadcast businesses with key clients like Singapore's only terrestrial broadcaster, Mediacorp, Starhub and Malaysia Measat to name a few.