

Audio-visual Excellence: Kramer Hong Kong

Kramer is an Israel-based audio-visual services provider with a global presence. Its sophisticated audio-visual solutions are tailored for education (lecture halls, learning spaces and classrooms), enterprises (personal workspaces and meeting spaces) and for sectors such as healthcare, banking and entertainment. It also creates advanced products for AV Signal Management, advanced cloud-based communication, and much more.



“ Hong Kong people make business work: they are agile, they learn fast, they are hard-working and can easily adapt to multiple cultures. These qualities place Hong Kong at the heart of successful business in the Greater China region. ”

Benny Ko
Kramer Hong Kong

Founded by an Israeli entrepreneur over 40 years ago, Kramer now has offices around the world, servicing multiple large organisations and companies with sophisticated audio-visual systems that manage a host of communication and display needs.

When the company decided to expand its presence in the China market, they turned to Benny Ko, Head of Kramer Hong Kong, to oversee the expansion. Ko explained why the task was passed to him in Hong Kong, rather than being centred in Kramer's Singapore office, noting "It's a sensible move. When it comes to the Mainland and especially the Guangdong-Hong Kong-Macao Greater Bay Area (GBA), Hong Kong people have a strong cultural understanding of how business works and how people work there. Our proximity and ease of access give us a real edge in understanding and adapting to how things are done in China. For instance, we can see up close just how digitally advanced the country is, and pitch our services accordingly." He added that 'One Country - Two Systems' was not just a slogan: "It's a reality when it comes to working effectively with Mainland counterparts and clients".

According to Ko, other advantages of expanding into the Mainland from Hong Kong include various helpful Government policies and initiatives. The low tax rate is an obvious one, but only one of many. "During COVID, the business support provided by the Government was a lifeline for many

businesses," Ko commented, adding, "Since then, the Government's efforts to open up and integrate with the GBA have made a real difference. We have customers here in Hong Kong who travel to the GBA and share their stories about Kramer with their counterparts there, opening doors that have led to new contacts and new projects. Hong Kong really is the gateway to Mainland China for businesses."

As for the Hong Kong market, audio-visual excellence is in high demand according to Ko. "We provide audio-visual teaching systems for a major university, and have recently completed an upgrade of the audio-visual systems in the Government's Legislative Council chamber." These two clients illustrate the wide range of system types and client needs that Kramer can accommodate. "For the education sector, our systems are team-based and highly interactive, while for the Government we focus on technology that is stable and highly reliable," he noted.

Ideal Base for GBA Expansion

China marks a new frontier for Kramer, and the GBA is an area of special potential as rapid growth and investment in new technology takes off there. One of the company's special advantages as it moves into China is the integrated nature of its software and systems, enabling it to avoid the common problem of incompatibility with brands commonly used in China. Kramer offers fully compatible technology,

supplemented by other core strengths that include long-term after-sales service, rapid response time, extensive warranties, well-trained distributors and a proven 42-year history. "Our technology works across the board, with China and international brands and components," said Ko. "Our secret is the adaptability of our products, enabling them to perform seamlessly in different regions."

When it comes to expanding in China and the GBA, Ko also noted doing so from a Hong Kong base is easier than ever these days. "Marketing and customer support can be done online, and we benefit from the excellent data exchanges and digital channels that connect Hong Kong and the Mainland. Not to mention how easy it is physically to cross the border to meet clients."

Kramer Hong Kong

- Kramer is a global company specialising in sophisticated audio-visual products and solutions
- Its clients include educational institutions, government organisations, enterprises, and any organisation requiring effective, reliable and cutting-edge audio-visual solutions

 <https://www.kramerav.com>