

# Axilspot announces expansion to MEA and Africa

Axilspot, a global vendor in enterprise wireless networking, has announced the launch of its operations in the Middle East and Africa (MEA) region. As part of its regional expansion plans, the company will appoint reputed distributors and strengthen its channel network by onboarding partners across the region.



Axilspot CEO Bruce Zhou

Axilspot is a recent entrant in the global enterprise wireless networking industry with its core intellectual property rights. The company says it is committed to providing superior products and solutions for the most critical issues in wireless networks, including how to create affordable reliability and how to meet dramatically increasing needs for connectivity, all over the world.

"The Middle East and Africa has some of the fastest growing mobility growth rates as well as state of the art service provider technologies. With the arrival of 4G+ technologies in the region, end users want the same lightning fast mobile experiences available from service providers inside their offices, homes and in some public places too," said Axilspot CEO Bruce Zhou.

## Channel partner appointments

In order to tap the fast-growing mobility opportunity in the region, the company announced its intention to appoint key channel partners in the region across its three partner categories. These include authorised solution partner, authorised value added distributor, and master distributor.

"We have a simplified channel partner structure that allows partners to engage with us in the way best suited to their business. We offer significant discount and value benefits to all the three levels of channel partners. Based on our global experience and the large number of leisure hotels, shopping malls, tourist destinations, business events and conferences, in some of the countries in the MEA region, we are very confident that our products will dramatically change the experience of mobile users and visitors in these countries," Zhou explained.

"This will help us to get traction with the wireless and network solution integrators, as well as technology decision makers. We are very confident of high levels of our business growth in this region, along with our prospective channel partners," he added.

Over the next few months, the company plans to offer high speed wireless connectivity to different industry verticals and will unveil its entire range of WLAN solutions for customers in the MEA region.

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