Press release

**Adam Hall Group appoints Acoustic & Lighting System as exclusive distributor for Vietnam**

**Germany, Neu-Anspach - 22 August 2023 - The Adam Hall Group continues to expand its international sales network. With Acoustic & Lighting System, the event technology provider headquartered in Neu-Anspach, Germany, has gained an experienced distribution partner in Vietnam. Acoustic & Lighting System is one of the leading event and AV technology distributors in Southeast Asia and will take over the exclusive distribution for the solutions of the Adam Hall Group brands LD Systems, Cameo, Gravity and Palmer with immediate effect.**

In addition to the Vietnam market, Acoustic & Lighting System with its more than 150 employees also covers the sales markets of Malaysia, Singapore, Indonesia and Thailand. The extended range of services offered by the A&L Group includes technical project consulting as well as a comprehensive service and maintenance offer for all sales brands.

"The Vietnamese market is one of the fastest growing regions in Southeast Asia and offers tremendous opportunities for a broad-based manufacturer like Adam Hall Group," comments Ben Lee, Country Manager Vietnam of Acoustic & Lighting System.

Glenn Lin, Business Development Manager, Asia Pacific, adds: "The A&L Group has more than 30 years of sales experience in Southeast Asia and extensive expertise in audio and lighting. Given the rapidly growing pace in Vietnam, Acoustic & Lighting System is the perfect partner for Adam Hall Group."

#AdamHallGroup #Distribution #EventTech #ExperienceEventTechnology

**Further information:**[acousticlighting.com](https://acousticlighting.com/)

[adamhall.com](http://www.adamhall.com/)

**About the Adam Hall Group**

Adam Hall Group is a leading German manufacturer and distributor providing event technology solutions to business customers worldwide. Target groups include retailers, B2B dealers, live event and rental companies, broadcast studios, AV and system integrators, private as well as public companies and industrial flightcase manufacturers. The company offers a wide range of professional audio and lighting technologies as well as stage equipment and flightcase hardware under the LD Systems®, Cameo®, Gravity®, Defender®, Palmer® and Adam Hall® brands.

Founded in 1975, the Adam Hall Group has developed into a modern, innovative company for event technology; this includes the Logistics Park with 14,000 square metres of storage space at the location of the Corporate Headquarters, near Frankfurt am Main, Germany. With a focus on value and service orientation, the Adam Hall Group has received a number of international awards for innovative product developments and pioneering product design from prestigious institutions such as "Red Dot", "German Design Award" and "iF Industrie Forum Design". In cooperation with the design agency "Studio F.A. Porsche", LD Systems® shows the future of pro-audio design with the iconic column speaker MAUI® P900 and was recently awarded the coveted "German Design Award" for it .

More information about the Adam Hall Group is available on the Internet at www.adamhall.com.