

Synnex Expands Perth Operations

By Jenny Eagle
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IT distribution company Synnex Australia is expanding its Perth business by moving to larger premises.

Since its Brisbane expansion this year, the distributor plans to move to bigger offices in Perth on Monday, Sydney in October and expand its current Melbourne HQ later this year.

Shaun Yang, Perth sales manager for Synnex Australia, claims the relocation to new offices in the suburb of Malaga will see Synnex expanding both its inventory and increasing its local customer base.

"A larger warehouse will enable Synnex to increase its inventory and this means faster turn-around for our customers," said Yang.

"We are keen to increase our presence in the local market by servicing more resellers and establishing closer relationship with the local reseller community," he added.

The expansion ties in with Synnex's long term plans to strengthen its national infrastructure and increase its national geographical coverage.

Synnex Australia is a subsidiary of Synnex Technology International Corporation, currently the largest IT distribution company in the Asia Pacific region.

