HK Audio celebrates International Partners



Ahead of ISE 2026, HK Audio celebrated the achievements of its international distribution partners with its annual Distributor Awards. Partners from all over the world gathered at the international distributor event in Barcelona to look back on a successful 2025 and set the course for 2026. The focus was on personal exchange, strategic perspectives and recognition of outstanding achievements in the global sales network.

The main highlight of the partner event was the presentation of the HK Audio Distributor Awards. Every year, HK Audio honours partners who have distinguished themselves through exceptional commitment, market success and innovative strength with these awards. In the Best Newcomer category, two new partners were celebrated with GuangDong HeShengXiang Electronic Technology Co., Ltd. recognized for its work in China and Gonher winning for its positive start in Mexico. The Best Overall Performer category was split over four territories. Adagio PRO by Holmusic from Spain won for Western Europe and Rock Distribution won for Eastern Europe for its work across Estonia and Latvia. The Americas trophy went to Vertice Audio from Colombia while PT. Perkasa Bermitra Sentosa (PBS) from Indonesia won the award for Asia.

Phoca PDF

The project awards were once again split between installed sound and concert sound. The Best Concert Sound Project went to Algam Benelux for an outstanding COSMO installation in the Belgian municipality of Kalmthout. The Best Installed Sound Project went to Algam Maghreb for the audio upgrade project at Mohammed V Stadium in Casablanca, one of the venues for the recent CAF Africa Cup of Nations football tournament. The final award was given for the Best Marketing Performance. This went to Eurhythmics Kft. for the case study and marketing activities surrounding the A38 Party Boat in Budapest. HK Audio congratulates all the winners and thanks all the partners present for an inspiring and successful evening.

Away from the awards, the international distributor event also gave the opportunity for HK Audio to announce and explain the generational change in company leadership. The future management team consists of three long-standing executives; Christian Jordan, Chief Sales Officer and Chief Marketing Officer; Holger Kartes, Chief Technology Officer and Chief Operations Officer; Stefan Persch, Chief Financial Officer. The handover of management tasks will take place gradually and in close coordination from the beginning of 2026. With this internal succession, HK Audio is deliberately focusing on continuity, in-depth industry knowledge and proven leadership skills. All three members of the new management team have played a key role in shaping the company's development for many years and enjoy a high level of trust among employees, partners and customers worldwide.

Building on the partner event, HK Audio also had an extremely successful ISE. Numerous international visitors, intensive technical discussions and great interest in the HK Audio portfolio ensured a consistently positive response throughout the trade fair. The booth once again became a meeting place for customers, partners and industry experts from all over the world. HK Audio would like to thank all guests for visiting, for the open exchange of ideas and for their great trust – and is already looking forward to seeing them again at the next Integrated Systems Europe.

www.hkaudio.com

Phoca PDF