New HK Audio Partnerships



HK Audio has been offering its distributors a look to the future with an exclusive event to explore the manufacturer’s market strategy and internationalization efforts. HK Audio invited 100 of its international partners to a dedicated conference which also included an in-depth look at some of the products that are set to be launched later this year.

Taking place at the Holmusic Center in Barcelona, the event provided the perfect meeting point to discuss HK Audio’s plans for the coming months and years. The presence of key decision-makers from both the manufacturer and its partners ensured that high-level conversations could be had, and plans put in place to help the international growth of the company and align sales strategies with its distributors.

Alongside the presentations, HK Audio also took the opportunity to recognize the efforts of its partners with an awards ceremony. The awards recognised everything from installations and projects to market growth, overall performance and

Phoca PDF

marketing activities. As always, the highlight was the Lifetime Achievement Award, which celebrated the dedication and capabilities of one long-term partner.

The Best Marketing Activity Award recognizes the most impactful marketing campaign of the year, celebrating efforts that not only raise brand awareness but also create lasting connections, driving growth and engagement. This was awarded to Samasound in Korea for its HK Audio Experience Day which has helped to set a new benchmark for what distributors can achieve with local events.

The Best Install Project went to EASA for its work at Basilica del Voto National in Quito, Ecuador with Tamsta from Lithuania awarded the Best Concert Project for the Siauliai city Christmas Tree opening event. The Best Market Growth Award has been awarded to two partners which have both performed incredibly well, TERA Sound Technologies from Turkey and Algam EKO from Italy. And the Best Overall Performance Award has been won by Algam from France.

Finally, the Lifetime Achievement Award was won by Christian Kraska of SDS in Switzerland. The award is the highest honor that HK Audio can bestow on its partners, and celebrates long-term contributions and commitment to the brand. Over the past 30 years, HK Audio come to deeply value Christian as a loyal partner who has created a legacy of exceptional work, dedication and significant impact.

‘This was an incredibly important event for HK Audio as it presented a unique opportunity to update our partners and ensure that we are all moving in the right direction,’ said Christian Jordan, CSO and CMO at HK Audio. ‘We would like to thank all of our partners who were able to make it for being part of the event and congratulate the winners of our awards. We were excited to present our plans and new products to our international partners, and their enthusiastic reaction shows that we are making the right decisions to support them in the best possible way. 2025 is going to be a big year for HK Audio, and this event was the best way to start it.’

www.hkaudio.com

Phoca PDF