

PMC Appoints Budee Group As Its Distributor For China, Hong Kong and Macau



L-R: Lee Feng and Mills Xu Budee Group

Budee Group's extensive reach throughout the Chinese pro audio market will help PMC develop its brand image within the region and generate new business.

UK loudspeaker manufacturer PMC has appointed Budee Group to handle distribution of its entire range of professional audio products into China, Hong Kong and Macau, with immediate effect.

With headquarters in Beijing and branch offices, warehouses and service centres throughout China and Hong Kong, Budee Group has nearly 20 years' experience of distributing major, high end foreign brands into the Chinese market. Among the companies it represents are API Audio, Telefunken Microphones, Akai Professional, Linear Research, Trinnov and Lynx.

The Group's focus is squarely on audio and it has multiple subsidiaries covering different business sectors such as systems integration, broadcast, music production, prosumer sales, and equipment rental for the pro PA and live touring markets. Through United Pop China, it also has an affiliation with United Pop Germany, which

provides degree level education in audio technology.

Lee Feng, Budee group's Vice President of MI and Touring Business, says: "All MI, recording, broadcasting and prosumer business is conducted through our subsidiary, Unicover. We carry 35 brands and, in most cases, we are their exclusive distributor in China. Our aim is to align our representation of each brand with the manufacturer's own style and marketing codes. We reflect their voice so that the market understands their brand's values."

Mills Xu, Budee Group's head of Strategic Alliance and Marketing, adds that the company is delighted to be working with PMC. "As the top brand of studio monitors, PMC has not had the brand awareness that it deserves in the Chinese market and it is our aim to bring the company's products to a wider audience. PMC has a legendary history and a very extensive product range. At present, our recording and broadcasting business is growing at high speed and our performance is increasing. Through cooperation with PMC, we aim to improve the maturity and quality of our solutions and provide customers with the most accurate systems."

PMC's CEO Jeff Willcocks says: "Having such a highly regarded company as Budee Group handling our products in China is a huge benefit to PMC and we are very excited to see what this collaboration will bring. Budee Group's well established network of regional offices and studios, along with the professionalism of its sales team, will help us find new business opportunities for a product range that can easily satisfy the quality requirements of Chinese recording professionals."

Maurice Patist, PMC's Head of Global Sales for Studio Products, adds: "In a territory as large as China, it is a huge advantage to work with people who know their market and their customers so well. Budee Group has years of Pro Audio experience and is partnering with PMC at very exciting time. We are actively supporting Dolby Atmos for Music Mixing by offering a range of loudspeakers that are ideally suited to this application. I am convinced that there will be many opportunities for sales of immersive audio monitoring systems in China as this format takes off around the world."

Budee Group has its own in-house experience and training studios, which will be used to demonstrate PMC's professional monitors. These studios are also used as commercial facilities for recording artists and engineers.

"We have a fast growing sales team and have completed a number of dramatic studio projects including 55TEC, Modern Sky and Beijing Film Academy," Mills Xu says. "We have already specified a PMC MB3S XBD-A system for a studio client with an API 2448 console. We are very happy to be able to provide such a great and complete top-notch turnkey system for them."

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