Audio Technology New Powersoft Distributor



Powersoft, a company with expertise in energy-efficient pro-audio amplification, today announced the appointment of Audio Technology as its new distributor for Egypt. The distribution agreement will strengthen Powersoft’s presence in the region, leveraging Audio Technology strong reputation in the Middle East, built on engineering, planning, supply and after-sale services. Established in 1993 in Cairo, Audio Technology has a name in Egypt for their light current integration and audio consumer electronics. With over 450 employees, Audio Technology represents over 30 international manufacturers in the proAV industry and provides a comprehensive portfolio of solutions across AV, security, professional systems and retail industries.

“We have always been aware of Powersoft’s reputation, including in rental staging, and kept being impressed by the products’ exceptional performance, reliability, and ease of use,” says Nermeen Iskander marketing director of Audio Technology, who is looking forward to establishing Powersoft as a leading amplifier brand in Egypt

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through targeted marketing initiatives, educational seminars, and competitive pricing strategies.

Audio Technology will focus on expanding Powersoft's footprint in installations, live productions and hospitality projects. It will also offer training programs, product demonstrations and technical seminars to educate integrators and rental companies on Powersoft solutions. Iskander says: "We look forward to bringing Powersoft's solutions to the stadia, hospitality and rental sectors, as their advanced technology product stability makes Powersoft the perfect fit for these markets."

With Egypt's economy stabilising and the recent Ras El Hekma megaproject development that is backed by Abu Dhabi investment and expected to become a major tourism and economic hub, Iskander sees this as a significant growth opportunity for professional AV solutions. "The market is growing and there is a huge demand for strong distributors and integrators to be able to execute large-scale projects and events. Partnering with Powersoft allows us to adapt to these trends and expand our market share while maintaining the highest level of excellence to meet all clients' needs," he adds.

"We are pleased to extend a warm welcome to Audio Technology," says Varun Jagger (pictured on the left), Powersoft's EMEIA sales manager. "The team's expertise and market knowledge make them the ideal partner to expand our presence in Egypt. With the country's proAV sector growing, we are confident that Audio Technology will help us deliver the best solutions to system integrators, rental companies, and end-users."

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