New Powersoft Office in Japan



Powersoft is preparing for a new era of growth in Japan following the opening of a dedicated office in Tokyo. The Japanese office is the Italian company’s fourth, joining its headquarters in Scandicci, its US business in Flanders (New Jersey) and its China representative office in Beijing.

Spearheading Powersoft’s expansion in Japan is its newly appointed market development manager, Haruka Murayama, a pro-audio veteran who brings nine years’ industry experience to the role. Murayama most recently spent five years in

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sales with Bose Professional’s Japanese subsidiary, where she became familiar with X Series, Powersoft’s high-powered live sound amplifier platform, and previously worked for the Japanese distributor of Harman, Shure and DPA Microphones.

The opening of a representative office in Japan is part of Powersoft’s strategy for growth by increasing its presence globally, with a focus on the European, North American and Asian markets. The new office will ensure a direct connection to the market, allowing for more effective management of customer feedback.

Luca Giorgi, Powersoft’s sales director, says Murayama's experience and expertise will be essential to meeting the challenge of growing the Powersoft business in Japan. “Powersoft views Japan as a very strategic market where we have more potential for growth,” he explains. “Powersoft’s growth in the country has been good through our historical Partner, AudioBrains, but we believe that we can increase and consolidate that growth by adding Powersoft’s local resources, and it’s for this reason that we have decided to set up a representative office with Akira Mochimaru and the recent appointment of Haruka: to have local people able to boost the generation of extra demand through local relationships.

“This direct link with the market will help us to better receive feedback and requests from clients and enable Powersoft to provide better products and services to such a demanding market.”

Murayama says she is relishing the opportunity to accelerate Powersoft’s expansion into Japan, where the company’s amplifiers are considered the benchmark for tours and installations. “I am confident in promoting our products because Powersoft is already known for its high quality and innovation, which customers appreciate,” she adds.

“Powersoft's growth in the APAC region is a concrete investment aimed at taking advantage of the many opportunities that the Asia-Pacific market offers for developing and intensifying business activities, offering our portfolio of unique and innovative solutions and products, and adding a further piece to our international growth and development plan,” concludes Luca Lastrucci, CEO of Powersoft.

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