MIFA Musique New Powersoft Distributor for North Africa

Powersoft is further expanding its distributor network by welcoming MIFA Musique as its newest distributor in Morocco. The appointment will significantly strengthen Powersoft's presence globally and the company's footprint in North Africa, bringing its renowned audio solutions to a wider audience across Morocco. Founded 29 years ago, MIFA Musique has become one of Morocco's significant high-quality audio solutions provider. Housing world-class audio brands, the distributor has amplified its portfolio with industry leader Powersoft. Part of the MIFA Group, which operates in three branches: mobility and leisure/ entertainment, professional equipment and services, MIFA Musique operates through various locations in Casablanca, Rabat, Marrakech, Tangier and Tetuán through company-owned stores in collaboration with authorised dealers and large retail chains.

"We are excited to have Powersoft in our portfolio," says Karima Khireddine, business unit manager at MIFA Musique. "Powersoft holds a reputation in excellence and reliability in high-performance audio amplification and energy efficient technology. Having the brand in our portfolio will help us differentiate from competitors, attract new business opportunities and build credibility in hospitality, live events and other verticals that require reliable, high-performance audio solutions."

As the Powersoft distributor in Morocco, MIFA Musique will focus on driving sales, expanding market reach and establishing a robust presence in Morocco. The

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company aims to do this by identifying new opportunities, managing relationships with current customers, as well as providing after-sales support, organising training sessions and workshops for customers, retailers and professionals to ensure the customers understand the full capabilities of Powersoft amplifiers. The company also aims to showcase Powersoft products at key industry events such as GITEX Morocco, further enhancing brand visibility and customer engagement.

“We are particularly thrilled to have Unica and the X-Series amplifier platforms,” adds Khireddine (right in picture). “These amplifiers offer exceptional power output, efficiency and flexibility, making them ideal for demanding installations. Simplifying complex audio setups by integrating advanced DSP, high power density and easy system management, will enable our professional customers to achieve optimal performance in large venues with ease, ensuring a reliable, high-quality sound in even the most challenging environments.”

She concludes: “As a leader in music and audio solutions in Morocco, we are very proud to add such a high value brand in our portfolio. Working with Powersoft will enable us to respond efficiently to our customers’ needs and enhance the level of professional audio installations in Morocco to meet the highest standards.”

“This partnership positions both Powersoft and MIFA Musique for long-term growth in Morocco, as we collaborate to grow the professional audio landscape and provide unmatched audio products for Moroccan customers seeking the highest standards in sound quality,” says Varun Jagger, Powersoft’s EMEIA sales manager (left in picture). “We are thrilled to have the MIFA Musique team on board.”

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